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AIR NORTH'S NEW FLIGHT ROUTE APPLAUDED BY YUKON'S TOURISM INDUSTRY

The Tourism Industry Association of the Yukon (TIA Yukon) is applauding Air North, Yukon's Airline on the launch of its Whitehorse-Yellowknife-Ottawa route this week.

"The effort by Air North to open a gateway in eastern Canada shows the kind of leadership and innovation that the Yukon's tourism industry is known for" says Neil Hartling, Chair of TIA Yukon. "The need to open this new route also shows just how strong the domestic market is for Yukon visitation."

To kick off its inaugural flight this week, Air North held a number of receptions and meetings in Ottawa to promote the Yukon to more organizations in the National Capital Region.

"An eastern gateway will provide a huge incentive for attracting MICE travel (meetings, incentives conference and exhibition), especially for government and national organizations based in the Ottawa area," says Blake Rogers, TIA Yukon's Executive Director, who attended the kick off events in Ottawa this week. "Ottawa is a city with a lot of travel potential for the Yukon and we expect to see this bold move pay off this year."

The return of direct air service between the two territorial capitals will save travelers a considerable amount of time. Previously, flights between Whitehorse and Yellowknife offered by other airlines would involve lengthy stopovers and an indirect route, often taking more than six hours to reach the destination. Air North's new direct flight will take less than two hours.

TIA Yukon hopes its efforts to advocate for a national television campaign to promote the Yukon will help boost Air North's efforts in Ontario as well.

"We hope that the government will approve the tourism industry's recent request for a T.V. marketing campaign, as this will make the Canadian public more aware of what the Yukon has to offer and start thinking about traveling to the territory", says Hartling. "As the only airline connecting Whitehorse and Yellowknife to Ottawa, increasing awareness of the Yukon in domestic markets would encourage more Canadians to fly Air North."

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