

FAM Calendar - Summer 2017

DATE	FAM	MARKET	MEDIA/ TRADE	# PAX	COMPANY	MARKET MANAGER	TITLE	EMAIL ADDRESS	PHONE NUMBER
MAY									
May 12 - 19	Jonview (Buying Trip)	North America	Trade	1	Jonview Canada Inc.	Stephen Reynolds	A/Marketing Specialist, Trade - Americas	Stephen.Reynolds@gov.yk.ca	867-667-5152
May 23 - 28	RV - Canada Specialist Program (CSP)	German Speaking Europe	Both	20: 7+4+1+8	<u>Canada Specialist Agents:</u> Trans Canada Touristik Blue Sky Reisen My Travel Experts Reisevermittlung Kohler Gebeco Erlebe Fernreisen Erlebe Fernreisen <u>Media:</u> Freelance Freelance Freelance Freelance <u>Hosts:</u> Holger Bergold, Tourism Yukon	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
May 28 - June 4	German- Speaking Tour Operators #1	German Speaking Europe	Trade	6 + 1	FTI Erlebe Fernreisen Skytours / Hotelplan Skytours / Hotelplan Schwarzbild GoNorth <u>Hosts:</u> Holger Bergold, Tourism Yukon	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606

May 31 - June 7	Dutch Travel Trade #1	Netherlands	Trade	5 + 3	GoCanada BBI Travel Do USA & Do Canada Travel Company Tenzing Travel <u>Hosts:</u> Karin Gomes, Tourism Yukon Edmonton International Airport Edmonton Tourism	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
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JUNE

June 3 - 9	Vacay.ca	Canada	Media	1	Vacay.ca	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
June 3 - 10	A Brit and A Broad	UK	Media	2	A Brit and A Broad (blog) A Brit and A Broad (blog)	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
June 6 - 11	Para Tours	German Speaking Europe	Trade	1	Para Tours	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
June 8 - 18	Travel Smart Planet	Canada	Media	2	Travelsmartplanet Travelsmartplanet	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
June 17 - 24	Weather Network	Canada	Media	2	Weather Network Weather Network	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
June 20 - 27	German Roamers	German Speaking Europe	Media	4 + 2	German Roamers (blogs) German Roamers (blogs) German Roamers (blogs) German Roamers (blogs)	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
June 23 - July 1	Catalogue Shoot	German Speaking Europe	Media	@ 15	SK Touristik / Schoeffel / Roessle <u>Hosts:</u>	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606

Holger Bergold, Tourism Yukon

June 24 - 29	Sunday Times Travel	UK	Media	1 + 2	Sunday Times Travel	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
June 25 - July 3	Dutch Travel Trade #2	Netherlands	Trade	8 + 2	Connections FOX Verre Reizen Toerkoop Reisburo van Gelder Travel XL Reisbureau de Ruwert Nova vakantiereizen Opdroomreis Untamed Traveling Travelhome <u>Hosts:</u> AirTransat Karin Gomes, Tourism Yukon	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
June 25 - July 5	Yukon River Trip	Australia German Speaking Europe Japan UK	Media	6	Fairfax Media, AUS Abenteuer & Reisen, GER Kyodo Tsushin, JP The Guardian, UK <u>Hosts:</u> Yas Yamamoto, Tourism Yukon Jessica Ruffen, Tourism Yukon	Yas Yamamoto Jessica Ruffen	Marketing Manager, Asia Pacific Marketing Manager, Europe/UK	Yas.Yamamoto@gov.yk.ca Jessica.Ruffen@gov.yk.ca	867-667-8795 867-667-3606
June 27 - July 4	Toronto Star	Canada	Media	1	Toronto Star	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
June 27 - July 4	Freelance: Adaka/Dawson	Canada	Media	2	Freelance Freelance	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
June 27 - July 5	Hike Bike Travel	Canada	Media	1	HikeBikeTravel.com	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949

June 29 - July 5	Travel with a Challenge	Canada	Media	1	Travelwithachallenge.com	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
June/July TBC	Fifty & Me Magazine (Belgium)	Benelux/France (I'AFY)	Media	1	Fifty & Me Magazine	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606

JULY

July 4 - 7	DC Canada '150'	Korea	Media	5 - 8	Joongang Ilbo	Yas Yamamoto	Marketing Manager, Asia Pacific	Yas.Yamamoto@gov.yk.ca	867-667-8795
		Japan				Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
		United States				Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
		United States Brazil Mexico Mexico German Speaking Europe				Stephen Reynolds	A/Marketing Specialist, Trade - Americas	Stephen.Reynolds@gov.yk.ca	867-667-5152
July 9 - 23	Offroad and SUV Magazines	German Speaking Europe	Media	2	Off Road Magazine Off Road Magazine	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
July 12 - 17	Lonely Planet: Food and Culture	Australia	Media	1	Lonely Planet	Yas Yamamoto	Marketing Manager, Asia Pacific	Yas.Yamamoto@gov.yk.ca	867-667-8795
July 13 - 25	Explore Magazine	Canada	Media	2	Explore Magazine Explore Magazine	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
July 17 - 25	Dawson City Music Festival (DCMF) Press Trip	Canada Canada USA	Media	4	30 Day Adventures Toronto Star Buzz Miami	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949

		USA			New York				
July 20 - 24	Travel Guys TV	Canada	Media	4	Travel Guys Tv Show Travel Guys Tv Show Travel Guys Tv Show Travel Guys Tv Show	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
July 29 - August 6	Great Walks	Australia	Media	1	Great Walks Magazine	Yas Yamamoto	Marketing Manager, Asia Pacific	Yas.Yamamoto@gov.yk.ca	867-667-8795
July 30 - August 13	GoRving/Post Media	Canada	Media	1	GoRving Canada/Post Media	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
TBC - July - Sept	BBC.com	UK	Media	1	BBC.com	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
TBC	Meridian	Netherlands	Media	1 +	Meridian Magazine	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
TBC	John Geary	Canada	Media	1	Freelance	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
AUGUST									
August (WH 10-16)	TV Documentary Shoot - Alaska Highway	German Speaking Europe	Media	4 - 5	ARD ARD ARD ARD ARD	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
August 15 - 22	Discovery Press Trip	Canada Canada USA	Media	3	Freelance travelyesplease.com Freelance	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949

August 21 - 25	Destination Canada Trans Canada Trail	German Speaking Europe German Speaking Europe	Media	5	Blog: www.life-is-a-trip.com Spiegel Magazine & Online	Jessica Ruffen Jim Kemshead	Marketing Manager, Europe/UK Marketing Specialist, Media Relations & PR Marketing Manager, Asia Pacific	Jessica.Ruffen@gov.yk.ca Jim.Kemshead@gov.yk.ca Yas.Yamamoto@gov.yk.ca	867-667-3606 867-667-5949 867-667-8795
		United States United States Australia			TBD TBD Traveller/Sun Herald, Fairfax Media <u>Hosts:</u> Tourism Yukon	Yas Yamamoto			
August 22 - 27	The Golden Circle	Australia	Media	1 + 1	Escape News Corp	Yas Yamamoto	Marketing Manager, Asia Pacific	Yas.Yamamoto@gov.yk.ca	867-667-8795
August 26 - Sept 7	NHK (TV)	Japan	Media	6 - 9	Celebrity: former WBC champ. Other companies TBD <u>Hosts:</u> Yas Yamamoto, Tourism Yukon	Yas Yamamoto	Marketing Manager, Asia Pacific	Yas.Yamamoto@gov.yk.ca	867-667-8795
TBC - August	Roundhouse Radio	Canada	Media	2	Roundhouse Radio Roundhouse Radio	Jim Kemshead	Marketing Specialist, Media Relations & PR	Jim.Kemshead@gov.yk.ca	867-667-5949
TBC - August	Tolt (vlogger)	France (via l'AFY & DC)	Media	1	Tolt	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
TBC - Late Aug - early Sept	National Geographic Traveller	Netherlands	Media	1 + 1	National Geographic Traveller	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
TBC - Late Aug - early Sept	Tenzing Travel	Netherlands	Trade	4	Tenzing Travel	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606

SEPTEMBER

September 4 - 9	UK Tour Operators	UK	Trade	5 + 2	Audley Travel Magnetic North Western and Oriental Independent Traveller TBD <i>Hosts:</i> Della Tully, Tourism Yukon Jessica Ruffen, Tourism Yukon	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
September 16 - 23	German-Speaking Tour Operators # 2	GSE	Trade	6 + 2	Companies TBD <i>Hosts:</i> Holger Bergold, Tourism Yukon Jessica Ruffen, Tourism Yukon	Jessica Ruffen	Marketing Manager, Europe/UK	Jessica.Ruffen@gov.yk.ca	867-667-3606
September 30 - Oct 4	Destination Canada Specialists Mega Fam (CSP)	UK (2) Germany/Switz (4) France (2) Australia (2) Korea (2) Mexico (4) Brazil (4) Destination Canada (FR)	Trade	21 + 3	Companies TBD <i>Hosts:</i> Stephen Reynolds, Tourism Yukon Tourism Yukon	Jessica Ruffen Yas Yamamoto Stephen Reynolds	Marketing Manager, Europe/UK Marketing Manager, Asia Pacific A/Marketing Specialist, Trade - Americas	Jessica.Ruffen@gov.yk.ca Yas.Yamamoto@gov.yk.ca Stephen.Reynolds@gov.yk.ca	867-667-3606 867-667-8795 867-667-5152