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YUKON CHOSEN PLATINUM WINNER BY RV READERS

WHITEHORSE – Tourism and Culture Minister Elaine Taylor announced that Yukon, as a travel destination, has been chosen as the platinum winner for the 2007 RV West Reader’s Choice Awards.

“The Internet is fast becoming the ultimate tool for people of all ages to find and share information, especially as it relates to tourism,” Taylor said. “Of the thousands of sites that market tourism to a world-wide audience, it is indeed an honour that Yukon is the platinum winner of the first annual RV West Reader’s Choice Awards.”

Readers were invited to email RV West and tell them who and what they liked best in the RVing world in North America. Each award was based on the top 10 overall votes in a category, with Yukon chosen the favourite overall RV destination.

By logging onto www.rvwest.com users are given a variety of choices for tourism destinations. The link to Yukon offers highlights on the Dempster Highway, Yukon communities, White Pass Railroad, Yukon landscapes as well as providing links to other important tourism and RVing information.

Other awards received in 2006 include the Tourism North Marketing Consortium receiving the Destiny Award by the Travel Industry Association of America in August, the Alyeska Award presented to Yukon Tourism by the Alaska Travel Industry in October, and the American Bus Association featuring the Yukon Storytelling Festival in its Top 100 North American Events listing in November.

“It’s important that we recognize achievements like this that honour tourism as a significant economic generator for Yukon’s economy,” Taylor said. “While we produce and distribute several of our own tourism promotional pieces such as the annual Vacation Planner and promote Yukon through our websites www.travel yukon.com and www.drive yukon.com highlighting Yukon scenic drives, the most significant trend in tourism marketing today is user-driven content where visitors to destinations share their vacation experience with others.”

Taylor added that this award generated through visitor ballots speaks volumes to the services and facilities provided by Yukon’s tourism industry.

RV West will publish the winners of the 2007 RV West Reader’s Choice Awards in an upcoming issue found at www.rvwest.com. RV West magazine is published five times a year, and is supported by a monthly e-newsletter and a website that reaches over 30,000 RVers in western Canada each month.

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