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**DESTINATION YUKON TO PROMOTE YUKON TO SOUTHERN CANADA**

WHITEHORSE – The Government of Yukon is investing a further \$500,000 in Destination Yukon, a comprehensive marketing campaign to promote domestic travel to Yukon, announced Tourism and Culture Minister Elaine Taylor.

“The Government of Yukon is committed to increasing awareness of Yukon as a year round destination and promoting unique tourism experiences,” Taylor said. “The extension of the Destination Yukon campaign will further capitalize on the awareness generated by the 2007 National Marketing Campaign and will help set the stage for future tourism opportunities around the 2010 Winter Olympic and Paralympic Games in Vancouver.”

Destination Yukon was first launched in early 2008 to increase awareness of Yukon as a travel destination and motivate travelers to choose Yukon for their next vacation. Aimed at potential visitors in the gateway cities of Greater Vancouver, Edmonton, Calgary, Greater Toronto and Ottawa, Destination Yukon combines marketing efforts previously undertaken through other campaigns delivered by the Department of Tourism and Culture.

A fall campaign will focus on promoting winter experiences followed by a 2009 spring campaign aimed to promote summer experiences.

The department of Tourism and Culture will also continue to work in partnership with Yukon’s neighbouring jurisdictions of Northwest Territories, Nunavut, British Columbia, Alberta and Alaska to leverage further awareness and increase visitation to Yukon.

The Department of Tourism and Culture invests \$5 million annually through a variety of programs and services to market tourism worldwide. This includes product development, marketing and visitor services.

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