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YUKON FEATURED IN LONELY PLANET 2009 PUBLICATION

WHITEHORSE – Yukon is thrilled to be featured in the *Lonely Planet's Best in Travel 2009* publication, announced Tourism and Culture Minister Elaine Taylor.

The Lonely Planet publication describes the world's hottest travel trends, destinations, journeys and experiences and lists Canada as one of the top 10 countries for the year ahead.

The Yukon River is recognized in two categories – world rivers and best eco-trip – and “Kayaking the Yukon River” is identified as the second best eco-trip in the world.

For Yukon to be recognized in such a fashion means efforts by destination marketing organizations, including Tourism Yukon and its industry partners, to promote Yukon as a leading wilderness destination are succeeding. In addition, sustainable tourism practices within the tourism industry are making a difference for visitors travelling Yukon's rivers.

“Yukon is very proud to be included in this publication and we look forward to the heightened awareness this level of exposure will give to Yukon, thereby benefiting our communities and the people contributing to Yukon as a vibrant tourism destination,” Taylor said.

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