



FOR RELEASE
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Travelyukon.com website delivers a new online experience

WHITEHORSE—The Department of Tourism and Culture has launched a new online tourism marketing initiative with a refreshed travelyukon.com website.

"In order to meet the growing demand for online travel information, a number of exciting improvements have been made to travelyukon.com," Tourism and Culture Minister Mike Nixon said. "These changes will enable us to better engage with travellers around the world and help them choose Yukon as their vacation destination."

As well as a new design, changes to the website include new video content, the ability to share pages through social media channels and enhanced viewing on mobile devices.

The travelyukon.com refresh is part of a \$200,000 capital investment by the Department of Tourism and Culture to improve digital marketing technology. In 2012, the site received over 1.5 million page views and is a key component of the Yukon government's tourism marketing strategy.

The bilingual site will also provide increased opportunities to link visitors to Yukon tourism operators' websites, experiences and services.

To visit the new site, go to www.travelyukon.com and to learn more about the Department of Tourism and Culture's tourism marketing, visit www.tc.gov.yk.ca.

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