



Government of Yukon

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NEWS release

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Official Launch of the French TravelYukon.com Website

WHITEHORSE – The Yukon government today unveiled the new French travelyukon.com website aimed at francophones looking for travel information on Yukon.

The Minister responsible for the French Language Services Directorate Glenn Hart and Tourism and Culture Minister Elaine Taylor made the announcement at a special event held at the S.S. Klondike National Historic Site of Canada.

"The work accomplished in the past year to bring the French website online speaks to the strengths of collaborative partnerships that benefit the Yukon French-speaking community and also gives added value to the many francophones who will use this tool to learn more about Yukon," Hart said.

The main communication objectives of the French travelyukon.com website are to promote and create excitement around Yukon based experiences and provide web visitors with the information they need to choose Yukon as their vacation destination.

"As part of Yukon Tourism's Interactive Strategy, the department has worked with the economic arm of Association franco-yukonnaise and the French Language Services Directorate to provide web services in French," Taylor said. "Congratulations to all involved. The launch of the website is a good example of cooperative partnerships that contribute to the richness of Yukon's diverse cultural identity."

"We rejoice at the availability of travelyukon.com in French because it contributes to the francophone community's sustainable development," Association franco-yukonnaise's board member Angélique Bernard said. "The French-speaking market has growth potential for Yukon and it is hoped that the French travelyukon.com website will provide them with the information they need to choose Yukon as a travel destination."

On the same occasion, the Réseau de Développement Économique et d'Employabilité (RDÉE Yukon), the economic arm of Association franco-yukonnaise, launched a colourful French tourism brochure aimed at the Yukon French-speaking public as well as Francophone travellers from around the world.

Link to the French travelyukon.com website at www.travelyukon.com/fr.

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