

FOR RELEASE #05-303
November 24, 2005

2006 YUKON VACATION PLANNER BETTER THAN EVER

WHITEHORSE – Tourism and Culture Minister Elaine Taylor has announced that the 2006 Yukon Vacation Planner which was produced in partnership with Yukon’s tourism industry, First Nations and communities is now available for distribution.

“The 2006 Yukon Vacation Planner is the primary marketing tool used to promote Yukon as a premiere travel destination. It complements Tourism Yukon’s www.touryukon.com website and the colourful brochure entitled *Experience Yukon*,” Taylor said.

This year’s planner highlights an expanded scenic drives section, identification of disability-friendly accommodations through a partnership with the Yukon Council on Disability, and a comprehensive campground grid combining government and private RV campgrounds.

The cover has been changed to a three panel cover from a panoramic format and includes a prominent winter image for the first time. Practical information, safe driving tips and information on Yukon roads and highways are front and centre for easy reading.

In addition, the calendar of events section has been reformatted to a totally new layout making it easier to read.

Two-hundred thousand copies of the 2006 Vacation Planner were printed at a cost of \$ 405,000.

The department sends the vacation planner to all who respond to Tourism Yukon’s marketing campaigns and to those looking for trip planning information for the Yukon. Over 25,000 guides are distributed each year through Yukon Visitor Information Centres and the planner is also sent to travel agencies and consulates around the world.

Copies of the 2006 Yukon Vacation Planner can be found at the Whitehorse Visitor Information Centre at 100 Hanson Street, the main Yukon government reception desk, online at www.touryukon.com or by calling toll-free 1-800-661-0494.

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