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**YUKON LAUNCHES KLONDIKE/KLUANE LOOP SCENIC DRIVE WEBSITE**

WHITEHORSE – The second of seven Yukon scenic drives is now online and available for the traveling public to view and enjoy, according to Tourism and Culture Minister Elaine Taylor.

By logging onto [www.driveyukon.com](http://www.driveyukon.com) visitors can now choose between the Alaska Highway and the Klondike/Kluane Loop scenic drives.

“This initiative is designed to attract new touring visitors to the Yukon and to encourage them to plan to stay longer and to explore all Yukon communities when they visit,” Taylor said, adding that the website highlights attractions, events, cultural experiences, First Nations history in all regions, and provides direct links to accommodation, RV parks and campgrounds.

The Scenic Drives initiative was first announced in October 2004 with an investment of \$350,000 toward the development of interpretive pullouts along the Alaska Highway and a marketing campaign that highlighted the Alaska Highway through the website.

A further investment of \$350,000 in 2005 has supported interpretive signage for the Alaska Highway pullouts, the continued development of the Scenic Drives website, and an e-mail marketing campaign that highlights the Klondike/Kluane Loop.

“The new Klondike/Kluane Loop scenic drive is a great tool to promote Haines Junction and the Kluane region,” said Haines Junction mayor John Farynowski. “We were pleased that Tourism Yukon worked with all tourism stakeholders in the Kluane region to build the content on the website.”

Farynowski added that the website provides an opportunity to promote the region in a manner that reflects local priorities and pride of place. “We are thrilled that Haines Junction is now featured in the Alaska Highway and Klondike/Kluane Loop scenic drives, and will be a key anchor in the Golden Circle Route scenic drive to be launched in the upcoming months.”

“Tourism is integral to the economic well-being of all Yukon communities,” Klondike Visitors Association (KVA) chair person, Brenda Caley, said. “The KVA is pleased to have worked with Tourism Yukon on the content creation for the new website. We support the Scenic Drives initiative which is sure to attract thousands of visitors to Yukon in the upcoming years.”

The Golden Circle Route, Silver Trail and Dempster Highway websites will be up and running in 2006, giving potential travelers new and exciting virtual Yukon highways to discover.

Consultations with Yukon communities and First Nations will continue to be an integral component of the initiative as more scenic drives are rolled out in the coming year. Upon completion of the scenic drives initiative, seven Yukon highways will be showcased on the [driveyukon.com](http://driveyukon.com) website.

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