



*Wilderness Tourism Association of the Yukon
E-News for Friday, April 15, 2016*

This issue:

#1 WTAY Member Survey Results

#2 Nature Tours of Yukon excited to Open Chilkoot Trail Village™

#3 Northern Tales is Selling its Vehicle Fleet

#4 Up North Adventures Offering Wilderness First Responder & Wilderness Advanced First Aid Courses

#5 What Do You Think of Yukon Territorial Park's Campgrounds

#6 Air North Announces Extra Flights to Dawson

#7 Yukon Government Confirms Investment in Tourism Marketing

#8 New Partnership Agreement between Yukon Government and Yukon First Nations Culture & Tourism Association

The WTAY AGM is scheduled for Thursday, May 12, and is being hosted by Muktuk Adventures. All members should have received their email invitation yesterday.

Please contact the WTAY office to RSVP. *WE HOPE TO SEE YOU THERE!*

#1 WTAY Member Survey Results

We're very pleased with the response we received from our member survey earlier this year. Once the Board's new strategic plan has been finalized, we'll use the new plan and the survey results to plot a direction for WTAY. There were definitely areas of interest for members so I've included a synopsis below.

LIABILITY INSURANCE/CLIENT WAIVERS

- A total of 85% of respondents had moderate to extreme interest in this issue
- Some preliminary work has been done on this subject and I'll await direction from the Board once the Strategic plan is finalized

CO-OP STUDENT EMPLOYEES

- 53% of respondents had moderate to extreme interest on this subject with 34% having a high or extreme interest

WTAY SOCIAL EVENTS

- 65% were interested in social events with 34% having a high or extreme interest

BUSINESS FUNDING AVAILABILITY

- Over 96% were interested in business funding with 76% having a high or extreme interest
- Providing details on government funding to our members has already been suggested to us by one Territorial funding office so this could be high on our list of initiatives

SUCCESSION PLANNING

- 73% were interested at a moderate to extreme level in this planning

CULTURAL TOURISM

- 61% were interested in cultural tourism

SPECIAL PROJECTS

- 57% were interested in special projects with 33% at a high or extremely interested level

DEVELOPING BUSINESS & ENVIRONMENTAL SUSTAINABILITY

- 88% were interested in sustainability but business vs. environment was not broken down. We might need to develop a more detailed idea of which is more popular.
- 52% had a high to extreme interest

TRAINING, EDUCATION, SEMINARS

- 68% had an interest in training but only 31% in the high to extremely interested range

WHAT CAN WTAY DO FOR YOUR BUSINESS

- Comments in this last question included: advocacy being important, insurance policies and waivers, a balance between environmental interests and business, conservation, updates on important issues, regulations, and marketing, more member meetings, access to government funding, first nation cultural involvement, a bank of images that WTAY members could access for marketing, small business sustainability, and employee training.

Thanks again everyone and feel free to contact the WTAY office if you have any further comments or questions regarding the survey.

#2 Nature Tours of Yukon excited to Open Chilkoot Trail Village™

We are very happy to announce the opening this summer, of Chilkoot Trail Village™, located within the Chilkoot Trail Historic Site.

In cooperation with Parks Canada and Carcross Tagish Management Corporation, we're able to offer this Northern Iconic Experience in Bennett City. This Gold-Rush themed wall-tent village has all the comforts and amenities of a lodge.

The set package includes; float plane and train transportation from Whitehorse to and from Bennett City, wall tent accommodation, all meals, guided hikes, gold rush history, and First Nations culture. Please see the attached document for more details.

If your company is interested in reselling this package, please contact me for information regarding our preferred rates.

Joost van der Putten,
Nature Tours of Yukon
867-660-5050
joost@naturetoursyukon.com

#3 Northern Tales is Selling its Vehicle Fleet

Are you in need of large passenger vans? Northern Tales is selling its fleet of three 15 passenger extended vans and one diesel Ford Excursion. For more details, please review the attached document, "Vehicles for Sale".

If you're interested, please contact Sebastian Altenberger at...

Northern Tales Travel Services Inc.
867-667-6054 or
info@northerntales.ca

#4 Up North Adventures Offering Wilderness First Responder & Wilderness Advanced First Aid Courses

Up North Adventures is again offering valuable wilderness first aid courses for people that work or play in the great outdoors.

Wilderness First Responder

- Comprehensive Patient Assessment Skills
- Hands-on simulations with theatrical make-up and video feedback
- Wilderness Medical Protocols: anaphylaxis treatment, dislocation reduction, spinal assessment, advanced wound management, modified CPR protocol
- Accident Management and Leadership
- Long Term Care of the Sick and Injured
- Improvisation Skills
- Basic Search and Rescue
- Patient Packaging and Evacuation Techniques

Duration: 80 hours

2016 Course Dates: April 30th to May 3rd and May 5th to 8th, 2016 (80hr WFR)

Price:

- \$895.00 per person + 5% GST for WFR (80hr course)
- \$495.00 per person + 5% GST for Re-Cert and Wafa Bridge (40hr course May 5th to 8th, 2016)
- \$495.00 per person + 5% GST for Re-Cert and Wafa Bridge (40hr course May 13th to 16th, 2016 – 2nd Intake for Bridge and Re-cert students)

Wilderness Advanced First Aid

- No Prerequisites and Includes Heartsaver CPR
- Long Term Care of the Sick and Injured
- Improvisation Skills
- Patient Packaging and Evacuation Techniques
- Hands-on training and simulations with theatrical make-up and video feedback
- Wilderness Medical Protocols: Anaphylaxis Treatment including injection training, Advanced Wound Management, Modified CPR, Spinal Assessment

Duration: 40 hours

2016 Course Dates: April 30th to May 3rd, 2016

Price: \$495.00 per person + 5% GST

If you would like further details on these and many other courses, please visit the Up North web site at <http://upnorthadventures.com/adventure-school/> or call (867) 667-7035.

Don't forget that if you work in the tourism industry, you can apply to YTTF for partial funding of these courses. Please visit

<http://www.tiayukon.com/Programs/YukonTourismTrainingFundYTTF.aspx> **for more details.**

To register for these and other courses, please contact Up North Adventures at... school@upnorthadventures.com or stop by their downtown location at 103 Strickland Street.

#5 What Do You Think of Yukon Territorial Park's Campgrounds

To all wilderness tourism operators:

John Glynn-Morris is working with Yukon Parks which is doing some thinking about its campground services. They know that Yukoners value their campgrounds and that camping is an important part of Yukon's tourism product. They also know that there are many players in this business – organizations with an interest or role, and people with experience, knowledge and vision, including wilderness tourism operators.

As part of its ongoing planning, we would appreciate having any insights that you wish to offer. For example:

- What do you think Yukon Parks should know when they're planning or operating territorial campgrounds?
- Are there any topics or issues that you would suggest for future discussions?

Please note: Yukon Parks is in the initial stages of this conversation and John will keep you in the loop, via WTAY, as this conversation unfolds over the spring and summer. We are contacting you early in the event there are key issues you think we should know about right now. There will be other opportunities to participate before any decisions are made.

Please provide your responses to John or contact him for additional details

John Glynn-Morris, MES IAP2
Public Engagement Specialist

Whitehorse

[\(867\) 689-5269](tel:8676895269)

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#6 Air North Announces Extra Flights to Dawson

Starting June 13, 2016, Air North will be offering afternoon flights to Dawson on Mondays, Wednesdays, and Fridays. This flight is direct to Dawson and returns to Whitehorse. You can contact Air North for more details at 668-2228 Ext 1 or toll free at 1-800-661-0407 Ext 1.

#7 Yukon Government Confirms Investment in Tourism Marketing

On March 29, the Yukon government confirmed that it would build on the momentum of the current “Yukon Now” marketing campaign and commit \$2.7 million over the next three years. The investment would allow for the promotion of the Yukon as a year-round tourism destination.

In addition to the \$900,000 annual investment, the Yukon government will also seek continued investment from the Canadian Northern Economic Development Agency (CanNor). The campaign includes several TV commercials and is integrated with other platforms including digital storytelling and user-generated content.

#8 New Partnership Agreement between Yukon Government and Yukon First Nations Culture & Tourism Association

The new agreement calls for an increase in yearly funding of \$100,000 bringing the annual budget to \$160,000. The new funding will be used to deliver meaningful programs and services to YFNCT stakeholders and allow the association to work with the government to assist communities, artists, and tourism entrepreneurs to maximise growth opportunities in the industry.

See more tourism news at <http://www.tiayukon.com/>

If you have information of interest to WTAY Members for the E-News, please send to info@wtay.com

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