



*Wilderness Tourism Association of the Yukon
E-News for Tuesday, May 3, 2016*

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AGM ON MAY 12

Your AGM is happening on May 12 and is hosted by Muktuk Adventures.

This family friendly event includes dog carriage rides and canoeing (weather permitting) so bring your kids and participate in the meeting, provide your comments, and ask questions of the Board. We’ll also be served a wonderful Yukon dinner.

The meeting will provide details on Association finances, Board elections, a report on the Yukon Wild program, and news on our strategic planning efforts and projects for 2016-2017.

We would like as many members to attend as possible so please RSVP to Kelly at info@wtay.com or by calling 867-668-3369.

If you’re unable to attend but would like your member vote to count, please contact the office to assign your vote by proxy.

We look forward to seeing you there!

#1 Yukon Chamber of Commerce Provides Free WCB Assistance for Employers

Do you as an employer; have questions or concerns about Worker's Compensation or Health & Safety?

The Yukon Chamber of Commerce offers employers, free and confidential assistance with the WCB and Health & Safety.

This includes: assessments, workplace safety, letters of clearance, the CHOICES program, return-to-work obligations and options, paying the correct level of WCB assessments, dealing with fines and penalties, rebates, and more.

**For more information, please contact the Yukon Chamber of Commerce
867-393-6061 or advisor@yukonchamber.com**

#2 2016-2017 WTAY Membership Invoice

Thanks to all the members who have already paid their membership invoice. All members should have received their 2016-2017 WTAY membership invoice by email. If you haven't, please contact the WTAY office, info@wtay.com or 867-668-3369. You can pay by cheque or credit card. If using a credit card is your preferred method of payment, please let the office know and we'll email you a PayPal invoice. It's a very simple and secure process.

Please don't hesitate to contact Kelly at the WTAY office if you have any questions and let us know if you're aware of a new or existing company that you think, would be a great addition to our association.

#3 Destination Canada, a Storytelling Platform

Read how Destination Canada started telling adventure stories which allowed the organization to increase its digital footprint in international markets like the US, the UK, Germany, Japan and China. You can read this ATTA story by following this link http://www.adventuretravelnews.com/we-are-all-storytellers-emmanuelle-legault-on-the-new-destination-marketing?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=b523fcbf3c-ATN_04_27_2016&utm_medium=email&utm_term=0_1e08e536bd-b523fcbf3c-410470549 on the Adventure Tourism Trade Association web site

#4 Tourism Industry Workshop on Social Media Marketing

Back by popular demand! Tourism Yukon's Industry Services Unit is once again offering social media tourism workshops just in time for the busy summer season ahead.

Dawson City
May 16 – Social Media Marketing 101
May 17 – Advanced Social Media Marketing

Whitehorse
May 19 – Social Media Marketing 101
May 20 – Advanced Social Media Marketing

For more information about the workshops and to pre-register by May 12, 2016. [Register Now](#)
Space is limited.

#5 “Explore Your Yukon”, Tourism Initiative

Explore Your Yukon takes place from May 20 to 30, 2016

This is an in-Yukon promotional initiative targeting Yukon residents. The intent of the campaign is to create ambassadors of Yukon travel experiences. We want to get Yukoners into the Visitor Information Centres so they can LEARN about all the great things to see and do around the territory, then get them out EXPLORING and taking part in the incredible experiences YOU offer and then SHARING their stories, photos and videos with friends, family and your potential visitors.

This is the second year of the campaign and based on our feedback from you last year, we’ve made a few slight changes:

1. We will be giving Yukoners (and ‘Honourary Yukoners’) a “Yukon Ambassador Pass”, which will be required to receive the incentives you offer (the passes will be free and can be picked up at visitor centres throughout the territory).
2. While the campaign is targeting Yukoners, we didn’t want our ‘early season’ visitors to be left out, so we’re considering them ‘Honourary Yukoners’ during the campaign!

[Find out more and register your participation by May 6, 2016](#)



#6 Yukon’s Tourism Department Wants Your Product News

We need your product news!

Our travel trade and media contacts are always asking us "what's new in Yukon?" Please take a moment to send us your product news (e.g. new tours, programs, routes, product updates, renovations, etc.) so we can help you get the word out to our clients.

For information on how you can get involved with our familiarization tour program, or to send your product news. Contact Val Neufeld, Marketing Coordinator, by email at valerie.neufeld@gov.yk.ca

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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