



*Wilderness Tourism Association of the Yukon
E-News for Wednesday, June 1, 2016*

This issue:

#1 Member Support on YESAB Projects Under Review

#2 Adventure Biking: A Growing Trend

#3 Including Movies in Your Marketing Plan

#4 Nurturing Your Clients Along the Path to Purchase

#1 Member Support on YESAB Projects Under Review

The WTAY office recently contacted one of its members regarding their concern over a YESAB project under review. The project was scheduled to take place in an area that the member used on a regular basis and he was very concerned about the exploration project being proposed. After learning more about the member's concerns, WTAY submitted an email to YESAB in support of the member and agreeing with the issues he had voiced.

WTAY would like all of its members to know that if you have a concern about a project under review with YESAB, or if a project could negatively impact the environment, or your business, please notify the office. We'll look at the project in question and lend our support if warranted.

#2 Adventure Biking: A Growing Trend

If you have some interest in adventure biking, you can read this article from a recent ATTA email post.

http://www.adventuretravelnews.com/biking-is-big-right-now-interview-with-the-adventure-cycling-association?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=9d31193ee0-ATN_05_18_2016&utm_medium=email&utm_term=0_1e08e536bd-9d31193ee0-410470549

#3 Including Movies in Your Marketing Plan

Here's an interesting ATTA article about planning for and including movies in your marketing plan.

http://www.adventuretravelnews.com/the-stuff-dreams-are-made-of-does-your-marketing-plan-include-making-movies?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=097659c493-ATN_05_25_2016&utm_medium=email&utm_term=0_1e08e536bd-097659c493-410470549

#4 Nurturing Your Client Along the Path to Purchase

ATTA's web site offers another interesting article that talks about inspiration, relationships, and the path that clients take towards making a wilderness tourism adventure purchase.

http://www.adventuretravelnews.com/why-you-shouldnt-leave-inspiration-and-demand-generation-to-the-dmos-and-big-brands?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=097659c493-ATN_05_25_2016&utm_medium=email&utm_term=0_1e08e536bd-097659c493-410470549

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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