



*Wilderness Tourism Association of the Yukon  
E-News Flash for Tuesday, July 12, 2016*

This issue:

## **FREE WORKSHOP: EQ (Explorer Quotient) from Tourism Yukon**

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### **WHAT IS “EQ”**

Learn more about this partnership between Tourism Yukon and Destination Canada by visiting this link.

<http://en.destinationcanada.com/resources-industry/explorer-quotient>

**Limited Space - Register Today!!**

Tourism Yukon wants to help our industry learn the ABCs and 123s of EQ (Explorer Quotient)! We will be offering a **free** workshop on **July 19 from 6:30 pm to 9:30 pm in Whitehorse.**

EQ is a market segmentation tool based on the science of psychographics – an evolution of the traditional field of demographics. Psychographics look deeper at people's personal beliefs, social values and view of the world. After this workshop, you will be able to use the EQ intelligence to better understand your current and prospective customers. This can then enrich your tourism product development, marketing and sales activities.

This workshop will help you learn about what our visitors like and what they avoid, how they make travel decisions, and how you can entice them to visit your location or book your experience.

**Who is it for?** Anyone interested in learning more about the type of travelers that come to Yukon and how to get them to pay attention to what your business has to offer.

**When is it?** July 19 from 6:30 to 9:30 pm in Whitehorse.

**Where to I sign up? Register** now to secure your spot. Registration will be open until July 14.

**Want to know how a business might use EQ? Watch this short video!**

**Still have questions?** Email us at [industryservices@gov.yk.ca](mailto:industryservices@gov.yk.ca) or call 867-667-5632.  
To better understand EQ, find out what your EQ type is by taking the [EQ traveller quiz](#).

*This session must have a minimum number of participants; this workshop is subject to cancellation if the minimum is not met.*

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**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](mailto:info@wtay.com)

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