



*Wilderness Tourism Association of the Yukon
E-News for Wednesday, August 31, 2016*

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#1 YESAA as it applies to the Wilderness Tourism Licensing Act

Environment Yukon Parks Branch

The Yukon Environmental and Socio-Economic Assessment Act (YESAA) came into full force on November 28, 2005 and replaced the Environmental Assessment Act.

Under YESAA, certain activities require an assessment. This is determined using the Assessable Activities, Exceptions and Executive Committee Projects Regulations (see below). Those activities that require an assessment now entering the system will have to be applied for and registered through the appropriate Designated Office or with the Yukon Environmental and Socio-economic Assessment Board (YESAB). For efficiency and assistance, those operators requiring a license are being directed to first speak to the appropriate regulators prior to applying to the assessor.

The Regulations identify the activity “thresholds” that could require an assessment - see below

Assessable Activities, Exceptions and Executive Committee Projects Regulations - Part 13

Item 28: A commercial wilderness tourism activity that involves horseback riding or the use of rafts or motorized boats, for which the operator employs more than 10 guides in Yukon in a 12-month period

Item 29: A commercial wilderness tourism activity that involves the use of off-road vehicles for which the operator employs more than 5 guides in Yukon in a 12-month period

(Under the Wilderness Tourism Licensing Act - “guide” means any person employed by an operator that, for gain, reward, or for material or financial benefit received, accompanies and is responsible for another person in any wilderness tourism activity”)

The regulation requiring an assessment applies to an activity at one geographic location

- Where more than 5 guides are employed and the activity involves off-road vehicles or
- More than 10 guides where the activity involves horseback riding, rafts, or motorized boats on one river reach or land area in Yukon.

In the event that a wilderness tourism operation exceeds, or will exceed the above threshold during the operating season, a YESAA assessment is triggered. As such, the Yukon Government cannot issue/renew a WT license until an assessment is undertaken and satisfactorily concluded.

#2 WAFA & WFR Being Offered by Up North Adventures This Fall

Up North Adventures is proud to work with industry leaders like Wilderness Medical Associates to help offer industry standard training in the Yukon. Being certified in First Aid and cardiopulmonary resuscitation is mandatory for members of the Wilderness Tourism Industry. Your next opportunity to certify (or re-certify) is only a month away! The fall session of Wilderness Advanced First Aid and Wilderness First Responder courses start September 22nd in Whitehorse. If you would like financial assistance for your course, please read story #3 below regarding the YTTF. Courses are:

WAFA: September 22nd-25th

WFR: September 22nd-30th

WAFA Bridge and WFR Recertification: September 27th-30th

Act now as space is limited! Call us at **867-667-7035** or email school@upnorthadventures.com to secure your seat.

#3 YTTF Application Deadline Approaching

Looking for financial assistance to fund training for your tourism career? The Yukon Tourism Training Fund (YTTF) may be for you! The main purpose of the YTTF is to provide tourism training that is responsive to industry and employee training needs. The fund contributes to achieving a more qualified Yukon tourism labour market that can support an increasingly competitive industry.

DEADLINE: Friday, August 19th at 4:00pm

Individual Application [HERE](#)

Group Application [HERE](#)

YUKON TOURISM TRAINING FUND



#4 Five Ways Travel Brands can Keep Up with Eco Trends

Eco-tourism is a growing aspect of the travel industry and also impacts wilderness tourism. I recently came across this article and you can read the entire story at <http://www.origindesign.ca/the-rise-of-experiential-travel>. Here are five approaches that you can consider for your company.

1. Put forward sustainable initiatives. The increase of travelers looking to reduce their environmental footprint is bigger than ever. Communicate any successful green initiatives in which you participated.
2. Educate your travelers. Many travelers are not aware of ways to reduce their carbon footprint while traveling. Give them tools on how they can make their trip more environmentally friendly and guide them towards better, more sustainable choices.
3. Develop a range of unique local experiences. Be different, but stay local. Travelers want to live personalized, out-of-the-ordinary experiences with a wide variety of activities that reflect local cultures and lifestyles.
4. Invest in your website and continuously build content. Depending on how it's used, technology has the power to disrupt or inspire. Having a clear, easy-to-navigate website is essential to stand out among the crowd, with the most salient brands releasing interesting and consistent daily content to keep their audience involved.
5. Connect with users. Encourage your audience to leave reviews, and maintain good communication with them. But don't neglect negative feedback: good customer service can often outweigh poor experiences. And that kind of transparency has the ability to develop deeper brand loyalty.

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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