



*Wilderness Tourism Association of the Yukon  
E-News for Tuesday March 3<sup>rd</sup> 2015*

This issue:

**TIAY 2015 Spring Conference & AGM**  
**Upcoming Online Marketing Workshop**  
**Roadside Bear Hunting Feedback**

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### **TIAY 2015 Spring Conference & AGM**

**Registration for the 2015 TIA Yukon Spring Conference is now open!** Agenda and registration information are both available on the conference website. To learn more about the agenda, registration, sponsorship opportunities, guest speakers, as well as transportation & accommodation options please [click here](#).

The Conference is the perfect way for you to strengthen your business and increase your profitability. Workshops and presentations have been specially chosen that will appeal to the wilderness tourism sector. Attendees will gain knowledge on numerous topics that, if implemented, could lead to an increase in their bottom line. Topics such as wildlife viewing, storytelling, and social media are all extremely applicable to our industry, and can add value to your tours.

Don't miss this opportunity to increase your knowledge and bottom line, and network with other tourism operators prior to the 2015 summer season.

In addition to regularly scheduled flights, Air North Yukon's Airline has scheduled an additional round trip to meet the needs of delegates. Conference Partner Husky Bus is providing a conference shuttle for just \$60 round trip. For further information on these transportation options, as well as complimentary airport transfers, please [click here](#).

This year's conference and AGM will be held from April 16-18 in Dawson City. Please visit the [Spring Conference page](#) at [tiayukon.com](http://tiayukon.com) to view an agenda, register, and learn about guest speakers, as well as transportation and accommodations options. Registration is now open.

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## Upcoming Online Marketing Workshop

WTAY has organised a workshop for April 21<sup>st</sup>, that will assist WTAY members with creating a unified online marketing presence.

### **Integrated web presence: Managing effective wilderness tourism marketing online**

Workshop Facilitator: Inga Petri, Strategic Moves

Date: April 21<sup>st</sup>, 10:00 - 16:30

Location: TBA

Lunch Provided

This two-part in-depth workshop will focus on information-sharing and conversation in the morning and hands-on, practical training and learning in the afternoon. All participants are encouraged to attend the entire day for greatest benefit.

Online marketing is about helping today's savvy traveler to find the right information when they want it and to make their purchase decision as easy and immediate as possible.

During the morning, Inga will demystify the usual tech talk and outline the components and purpose of each major online channel. She will discuss:

- Why your website requires meticulous attention to user experience design
- When search engine marketing makes sense
- The key elements of search engine optimization (SEO)
- When and how to use multi-lingual pages on your site and their potential benefits in SEO
- Why and how to integrate social media like Facebook, Twitter, Youtube and so on in your overall web presence
- How to effectively use web and social media advertising
- Why email marketing remains key to generate and qualify leads and build relationships
- How to make sense of mobile applications for your tourism business
- Web and engagement metrics

During the afternoon session, Inga will draw on Yukon wilderness tourism scenarios to help participants deepen their understanding about how to build and manage your own fully integrated web presence, by selecting and focussing on the channels that best deliver on your company's specific business goals and effectively reach your target audiences.

Inga will share a comprehensive, yet easy-to-use online presence framework that you can immediately use to make strategic and tactical decisions about how deep and how wide you need to go to effectively reach the Canadian, U.S. or global tourism markets.

We will discuss how social platforms like Youtube, Facebook and Twitter, tourism-related sites like TripAdvisor or Lonely Planet create new dynamics between you and your potential customers in general, and, in particular, how it shapes customers' expectations of their travel experiences.

Throughout the afternoon participants will move from small group work to put into practice the tools to discussion in the round. We will also have opportunity to evaluate examples of select organizations' online presence using a customized online evaluation tool.

Workshop leader:

Inga Petri, Strategic Moves

Inga's work thrives at the crossroads of research, strategy and marketing. She has maintained a contemporary marketing practice through 25 years of designing and implementing integrated marketing programs for local, national and global brands. Inga's online marketing expertise spans nearly two decades - including ten years at leading Ottawa-based advertising agencies - from managing web projects in 1997, to designing national social media strategies in 2015. After exploring Yukon's wilderness and arts scene in 2014, she returned last November to present at the Yukon Arts Presenters Summit in Whitehorse. In 2015, she will return to explore more of the Yukon's unique wild places.

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## Roadside Bear Hunting Feedback

Government of Yukon needs to hear from Yukoners about roadside bear hunting if Yukoners wish to have their views influence the government's decision on the recent Yukon Fish and Wildlife Management Board's recommendations. After public outcry over two incidents of shooting grizzlies along the Atlin and Tagish roads the Yukon Fish and Wildlife Management Board and the Department of Environment formed a committee in 2014 to research the issue and develop options for public review. There was a proposed regulation change – which would make it unlawful to harvest grizzly bears during the spring hunting season within 30 metres of the centre line of a highway in southwest Yukon. The YFWMB has recommended that the minister:

- set aside the proposed regulation change;
- support the development of a grizzly bear management plan for Yukon; and
- support an educational initiative that emphasizes safety considerations and the intrinsic value of grizzly bears, both to wildlife viewers and to hunters.

Within the next couple of weeks YTG will likely be making its decision on this recommendation. We are currently drafting a letter from WTAY saying that although we support the second and third recommendations we object to the setting aside of the proposed regulation change. Grizzly bears are an iconic species and offer valuable wildlife viewing opportunities along our roadsides where they often graze. As an association of wilderness tourism operators we promote wildlife viewing opportunities throughout the Yukon, and roadside hunting destroys the most easily accessed of these opportunities. However this current issue pertains only to grizzly bears along major roads in the southern lakes region.

For more information about the issue go to:

Yukon Fish and Wildlife Management Board: <http://yfwmb.ca/>

Yukon Government Press Release: <http://www.gov.yk.ca/news/15-070.html>

You can make your voice heard by sending your feedback and comments to:

Wade Ischenko, Minister of Environment [wade.istchenko@gov.yk.ca](mailto:wade.istchenko@gov.yk.ca), and cc'ing them to

Graham Van Tighem, Executive Director, YFWMB - [executivedirector@yfwmb.ca](mailto:executivedirector@yfwmb.ca)

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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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