



*Wilderness Tourism Association of the Yukon  
E-News for Tuesday April 14<sup>th</sup> 2015*

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

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: Kwanlin Dun Cultural Centre, Elder's Lounge.

Catered Lunch and Snacks from The Chocolate Claim

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. However, should only one part appeal, please feel free to attend the half day.

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.

**Please confirm your participation by contacting Chris at the WTAY Office (668-3369) or [info@wtay.com](mailto:info@wtay.com)**

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### Wilderness Tourism targeted workshops

TIA Yukon has been working hard to offer **wilderness tourism** specific workshops and presentations for WTAY members. Topics include wildlife viewing, culinary tourism, and social media. All these presentations have been designed to provide real world information that can be implemented into your business in order to improve your product, and increase your bottom line.

Speakers and presenters include long time Yukoners who have operated wilderness tourism businesses, such as Phil Timpany, Nakina Adventures; Teena Dickson, Dickson Outfitters;

Carrie McClelland, YG Wildlife Viewing, Dr. Michelle Oakley, and Miche Genest. All these knowledgeable Yukoners are ready to share their experiences in order to better your business.

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

For more information on these workshops, 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.

This year's conference and AGM will be held from April 16-18 in Dawson City

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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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