



*Wilderness Tourism Association of the Yukon  
E-News Flash for Thursday, September 24, 2015*

This issue:

## **Opportunities for Wilderness Tourism Companies at the...** **Pan-North Tourism Marketing Consortium Trade Readiness Project**

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**The WTAY Board of Directors encourages WTAY members to participate in the Pan-North Tourism efforts and this opportunity to contribute to their plans. This is a very important initiative and because wilderness tourism is a key component to the Yukon's overall tourism sector, your experience and knowledge would be an asset to the project as a whole and to the workshop being organized.**

Dear Tourism Partners,

We are happy to announce a new tourism initiative that we are undertaking as part of the Pan-North Tourism Marketing Consortium (the Consortium). The three territories have launched the Market and Trade Readiness Project which is aimed at increasing visitation and enhancing visitor experiences across Canada's North.

The Consortium includes Nunavut Tourism, Government of Nunavut, Northwest Territories Tourism, Government of Northwest Territories and Tourism Yukon. The overarching goal of the Consortium is to bring the marketing organizations of the three territories together on special projects that enhance tourism visitation from national and international markets to Canada's North.

### **The Market and Trade Readiness Project**

The Market and Trade Readiness Project will see the development of common tourism market and trade readiness standards across the three territories and the creation of learning resources for tourism operators to make it easier to sell experiences and services to key markets, in particular with the travel trade.

The Outcrop Group of Companies is leading this initiative for us. Outcrop will be reaching out to a number of northern tourism stakeholders during the research phase of this project to learn more about

their insight and perspectives on market and trade readiness criteria. Workshops are being scheduled in each territory where tourism business owners, stakeholders and travel trade can discuss market and trade readiness standards.

Later this year, Outcrop will present research findings to the Consortium, outlining industry and trade expectations, clarifying best practices by DMOs, PMOs and proposing a common set of market and trade ready criteria and resources to assist tourism businesses in becoming market and trade ready.

Information about the project can be found at [www.tradereadynorth.ca](http://www.tradereadynorth.ca)

## Workshop Invitation

Join us on September 30 for a workshop with Canada's largest Receptive Tourism Operator, Jonview Canada and Outcrop to learn about the project, hear about trade experiences and expectations and share your perspectives on market and trade readiness.

**Date:** Wednesday, September 30, 2015

**Time:** 9am - 1pm ( including a working lunch)

**Location:** General Store Meeting Room at the Gold Rush Inn

**Please Register:** [Market and Trade Readiness Project](#)

**Cost:** there is no cost to attend but, please register for lunch and planning purposes.

**Registration Deadline:** September 28, 2015

**Co-presenters:** Patti Balsillie, Project Manager and Jonview Canada ( Canada's largest receptive tour operator)

If you are unable to participate in this workshop, you can still learn about the project at [www.tradereadynorth.ca](http://www.tradereadynorth.ca) and we encourage you to share your perspectives by completing our [short survey](#).

We are very excited to be participating in the project as we all work together to develop and grow the tourism industry in Canada's North.

If you have any questions or require more information, you can email or give us a call ([sarah.marsh@gov.yk.ca](mailto:sarah.marsh@gov.yk.ca) or 867-667-5632)

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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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