



*Wilderness Tourism Association of the Yukon  
E-News for Wednesday, September 30, 2015*

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## **#1 Supply Chain Management**

Supply Chain Management is a part of many businesses and if you're ordering product in volume through complex supply chains, you could benefit from this course. There are several modules and you can sign up for just the ones that benefit you the most.

We are very fortunate to now have Supply Chain Management training offered here in Whitehorse at Yukon College.

The course has a diploma program and is made up of several modules so that you can choose specific areas of interest.

This diploma program is intended for entry level and intermediate-level practitioners who require a technical competence in supply management.

The training will also be of interest to others seeking knowledge of supply management at the introductory level. You will learn how the different parts of the supply chain fits together and the role they play within an organization.

For more information please see the attached poster or phone the College at 668-5200.

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## **#2 Marketing Trends in Adventure Travel**

I came across this article in the online publication of Adventure Travel News. It has some interesting points and worth a read so just follow the link below.

[http://www.adventuretravelnews.com/want-to-scare-your-team-start-talking-about-marketing-trends?utm\\_source=ATTA+%26+AdventureTravelNews&utm\\_campaign=61cf211af5-ATN\\_Sept\\_16\\_2015&utm\\_medium=email&utm\\_term=0\\_1e08e536bd-61cf211af5-410470549](http://www.adventuretravelnews.com/want-to-scare-your-team-start-talking-about-marketing-trends?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=61cf211af5-ATN_Sept_16_2015&utm_medium=email&utm_term=0_1e08e536bd-61cf211af5-410470549)

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### #3 Attracting and Serving the U.S. Adventure Traveler

The Adventure Travel Trade Association (ATTA) partnered with Outside Magazine to conduct a survey and produce a report to learn more about the US Adventure traveler. The report highlights a few traveler 'personas' and shares insights for product development and marketing for businesses.

[Report: Attracting & Serving the US Adventure Traveler](#)

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### #4 Interpretive Skills Training

The Yukon Government's newsletter for organizations involved in Wildlife Viewing and Appreciation has provided details on several options for businesses that are interested in developing the interpretive skills of their employees. If you would like to learn more about "interpretation", the courses being offered, and funding opportunities, please use the link below.

<http://www.mailoutinteractive.com/Industry/LandingPage.aspx?id=1881057&lm=79524212&q=917756149&qz=ca2d440dd19f6dc8e4e449cdf1ad3537>

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### #5 TIA Yukon Fall Roundup

Tourism Industry Association of Yukon's Fall Roundup takes place in Whitehorse at the Old Fire Hall on Thursday, October 22. This annual event is a great opportunity to connect with industry partners after the busy summer season. Details on this year's Roundup can be found at [www.tiayukon.com](http://www.tiayukon.com)

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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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