



*Wilderness Tourism Association of the Yukon  
E-News Flash for Thursday, October 30, 2015*

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## **#1 Electronic Travel Authorization Needed for Foreign Tourists**

Starting March 15, 2016, the Federal Government will require foreign visitors that fly to or transit through Canada to apply for and receive an Electronic Travel Authorization (eTA). The only exceptions are US citizens and travelers with a valid visa.

This is important information and most likely impacts all of our members. It's the type of information that should be communicated to your clients prior to travelling and you might even consider posting it on your web sites or have it as part of your standard email communications when finalizing a client's itinerary. Since it's a new requirement, it might be more likely to go under the radar of foreign travelers.

Please follow this link to learn more. <http://www.cic.gc.ca/english/visit/eta.asp>

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## **#2 Tourism Yukon's 2015-2016 Marketing Plan**

If you're interesting in knowing what the Yukon government's 2015-2016 tourism marketing plans are, follow this link. [http://www.tc.gov.yk.ca/pdf/Marketing\\_Plan\\_2015-16\\_FINAL.pdf](http://www.tc.gov.yk.ca/pdf/Marketing_Plan_2015-16_FINAL.pdf)

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## **#3 New "Yukon Now" TV Ads Unveiled**

Myself and three members of the WTAY Board of Directors were fortunate enough to attend on October 21, Tourism Yukon's premier of the new "Yukon Now" television commercials. This TV campaign has been professional developed and produced right here in the Yukon, is focused on targeting the Canadian market, and has already proven its effectiveness with the first winter ad in February of 2015. The next winter ad is already rolling out and four new summer ads will follow in preparation for the 2016 summer season.

If you would like to see the two winter ads already used, just go to <http://travelyukon.tumblr.com/>. The two ads are found at the top of the page and are titled; "Come to My Yukon" and "Winter Done Right – Come to My Yukon".

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## #4 Business Transition Breakfast Seminar

A Whitehorse Chamber of Commerce Event

Whether you have just opened a new business, or have been in business for 5 or 10 years, or even decades, it is critical that you have an exit strategy. The Business Development Bank of Canada and KPMG, partnering with the Whitehorse Chamber of Commerce, will be presenting a free breakfast seminar on "Financing your Business Transition".

Four experts, two from BDC and two from KPMG will be in Whitehorse for the seminar. They will be presenting "Planning ahead to ensure a successful transition and maximize value" and "How to structure your transition to minimize taxes".

If you would like to attend this seminar and learn more about how to transition your business please contact us by replying to this e-mail, ([Business@whitehorsechamber.ca](mailto:Business@whitehorsechamber.ca)) or phoning 667-7545.

The event will take place at the Westmark Whitehorse on November 5th from 8am to 9:30am.

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## #5 Business Financial Seminars

The Whitehorse Chamber of Commerce, through our (Small to Medium size Enterprise) SME training program is proud to bring to you a golden opportunity to participate in training and development workshops. Space is limited to 10 companies (2 people from each company allowed to attend). The Chamber will provide funding for 90% of the program fees, which under normal circumstances comes to \$4000 plus GST per business. The available program is:

### **Financial Business Strategy – "Making financial sense of your business strategy"**

November 19, 25, & 26 - 3 half-day sessions (9 AM to 1 PM) lunch included

Topics Include: Interpreting your financial statements budgeting, cash flow planning, calculating gross margin and aligning your financial management to your business strategies. A review of your financial statements and industry comparison

Personalized consultation - to validate and prioritize top 3 business priorities to implement.

Sound financial management is key to business growth. Understanding your current financial situation helps you take a proactive approach to managing day-to-day decisions, such as pricing and cash flow. BDC's Financial Management Group Program can help you maximize your business profitability and value, as well as achieve measurable results. Our team of financial experts will help you better understand your company's financial health. These are a series of interactive workshops specially focused for the small business entrepreneur, owner and managers. Sessions are designed to help you get concrete results; provide solutions and direction to bring your business to a new level.

If you would like to register for these workshops, please reply to this email ([Business@whitehorsechamber.ca](mailto:Business@whitehorsechamber.ca)) or phone 667-7545.

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## #6 Proposed changes to Yukon Wildlife Act Regulations

I am writing to advise you that the public review of the proposed changes to Yukon Wildlife Act Regulations has begun, and will continue until November 27, 2015. The Yukon Fish and Wildlife Management Board (the Board) will then consider all comments received, and provide a recommendation to the Minister, Environment Yukon regarding each of the proposed changes .

The following materials are available to facilitate your review - [Summary of Proposed Regulation Changes](#) .

The Board is hosting a public meeting in Whitehorse at the Yukon Inn on November 17th from 7pm to 9:30pm, and you are most welcomed to attend. We also invite you to provide feedback through an [online survey found here](#).

Should you have questions about proposals, or the review process, please contact:

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867-667-5835  
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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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