



*Wilderness Tourism Association of the Yukon
E-News Flash for Tuesday, December 1, 2015*

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#1 Attention: Wilderness Tourism Operators Who Want to Market Their Product at the 2016 Adventure Travel World Summit in Anchorage, Alaska

If you're a tour operator and want to showcase your product to an international delegation of outbound operators and buyers, now is the time to secure your "Marketplace" table at the Anchorage event. This popular event has never been closer to us so it's a great opportunity to showcase your business. The tables are selling quickly so signing up soon is important.

Yukon Wild is also considering attending this event but individual members can secure their own table.

FOLLOW THE LINK BELOW FOR MORE DETAILS AND TO REGISTER YOUR BUSINESS

http://www.adventuretravelnews.com/2016-tour-operator-marketplace-tables-going-fast?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=0d50095ad3-ATN_Nov_18_2015&utm_medium=email&utm_term=0_1e08e536bd-0d50095ad3-410470549

#2 Details on the Adventure Travel World Summit in Anchorage, September 2016

With 3 million lakes, 300,000 glaciers, dozens of vast mountain ranges, over 100 native languages and millions of acres of protected park land, Alaska is big enough to host the 2016 Adventure Travel World Summit. Join the adventure community in Anchorage for a world-class experience in one of the world's biggest adventure destinations.

Education

Panel discussions, peer-to-peer sessions and keynote speakers teach you how to make your adventure business the best it can possibly be: successful, sustainable and inspiring.

Adventure

Pre-Summit Adventures all over Alaska before the conference starts mean that you won't be indoors the entire time. You'll be out there -- in the wilds of Alaska -- doing what you love before diving in to the practical learning.

MediaConnect

Dozens of writers, bloggers, photographers and editors will be there to tell you what adventure trends, destinations and stories they are covering this year.

Marketplace

Local tour operators, unique accommodation providers and adventure destinations will be waiting at their MARKETPLACE tables for international buyers and operators to team up with. Hundreds of perfect matches are made at the Summit every year.

[REGISTER AT THE LINK BELOW](#)

<https://www.adventuretravel.biz/connect/summit/alaska-2016/>

Member Price: \$1,150

Non-Member Price: \$1,550

#3 Learn About Adventure Tourism by Attending AdventureELEVATE



Back by popular demand! After last year's success in Snowmass, Colorado, we've decided to make AdventureELEVATE an annual event. Next June, travel professionals who are serious about making adventure their life's business are invited to stunning Saguenay, Québec, perched on the edge of the fjord, to share ideas, create powerful new partnerships and enjoy learning about the business of adventure.





Networking

The connections made in the adventure space are powerful and lasting



Education

Expect world-class speakers and in-depth discussions around the theme “Adventure Means Business”



MediaExchange

Get your elevator pitch ready for one-on-one meetings with writers, bloggers, photographers and influencers



D.N.A. Event

Our “Disruptive Networking Adventure” is so fun, you’ll forget you’re working

[Register Now](#)

What They Say

“At AdventureELEVATE energy meets synergy. No complacency in this room. Delegates here mean business as they seek tools and opportunities to bring their adventure businesses forward, find partners in innovation and create their own competitive advantages for the future.”

#4 WCB Rebate Goes Out to Yukon Employers

Eligible employers to share \$10 million of excess reserves WHITEHORSE

This week, the Yukon Workers' Compensation Health and Safety Board will issue cheques totalling \$10 million to employers as part of its excess reserve rebate. A total of 3,568 eligible employers will share the rebate, receiving a cheque based on the total assessments they paid from January 1, 2012 to December 31, 2014.

“The board’s investment portfolio has performed very well,” said Board Chair Mark Pike. “That, coupled with positive operational results has left our compensation fund with more money than necessary to provide excellent benefits to every Yukon worker ever injured on the job.” After consultation with stakeholders, including the Yukon Chamber of Commerce, the Board decided to issue a \$10 million rebate to bring the compensation fund closer to its target range. The target is a reserve fund of between 121 and 129 per cent of the cost of caring for every Yukon worker injured on the job. At the end of 2014, the compensation fund was at 160 per cent. Because of the Board’s measured approach, employers will receive a total of \$14 million through lower rates and the \$10 million rebate by the end of 2015. Once the fund returns to its target range, employers will pay the true cost of caring for Yukoners injured on the job. Today, they are paying less than that cost.

“The Yukon is a small jurisdiction and we must be careful to protect the fund on behalf of workers and employers,” said Pike. “This approach is designed to gradually reduce the excess reserves without significant impact to the assessment rates charged employers. However, this rebate comes after exceptional performance of our investment portfolio and, because of that, should not be considered a regular event.”

Information on the rebate can be found at www.wcb.yk.ca

For more information contact: Richard Mostyn, Public Affairs Liaison (867) 667-3445

#5 Designing Travel Experiences

This short but interesting article focuses on the work of Dr. Ann Heidi Hansen and her journal article; “A Multi-Relational Approach for Understanding Consumer Experiences within Tourism.”, and her subsequent presentation on that subject. The presentation took place at the 2015 Adventure Travel World Summit and focused on how nature based tourism companies can learn about and create an experience that “sends guests home with a serious case of goosebumps”. It even uses a sled dog analogy.

You can read the article at http://www.adventuretravelnews.com/dr-goosebump-on-designing-great-travel-experiences?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=6ed37916c8-ATN_Nov_4_2015&utm_medium=email&utm_term=0_1e08e536bd-6ed37916c8-410470549

You can read her full journal article as the first story at the following link.
<http://www.ahtmm.com/proceedings/2011/part3.pdf>

HAPPY READING

#6 Online Training for Adventure Travel Companies

The Adventure Travel Trade Association (ATTA; www.adventuretravel.biz) is now offering online courses as part of its AdventureEDU program, which provides training for governments, associations and tour operators involved in the adventure travel industry. Previously only offered as in-destination programs, now the ATTA is offering three courses using the online education platform, Udemy.

The courses are led by AdventureEDUeducators, specialists in professional development specifically as it relates to adventure travel businesses. Most educators have owned or managed tour operator companies so the courses target owner operators who want to build on already successful businesses or are starting out on a new venture.

At this time there are three course offerings:

“Marketing Strategies for Adventure Travel Companies,” taught by adventure travel marketing consultant Julie Thorner, covers strategies for marketing through online and offline channels, creating content and partnerships and measuring and evaluating programs and processes. Offered in English and Spanish.

“Content Marketing Strategy for Adventurous Brands,” taught by digital marketing consultant Matthew Barker, offers a deep-dive into content marketing — how to create a strategy in order to do it properly and to understand and measure content goals. Offered in English only.

“Adventure Travel Business Management for Ground Suppliers,” taught by veteran tour operator Jean Claude Razel, focuses on business resource management for adventure travel ground suppliers. Offered in English only.

Courses range from US \$99 – \$219. To view course options, visit our [Online Training Programs](#) page. You will be taken directly to the course page on Udemy by clicking on “Access Course.” ATTA members receive a discount on all course offerings.

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

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