



*Wilderness Tourism Association of the Yukon
E-News Flash for Tuesday, December 15, 2015*

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#1 WTAY Member Wins National Tourism Award

YUKON TOURISM OPERATORS WIN NATIONAL TOURISM AWARDS

OTTAWA – It was a great night for the Yukon at the Tourism Industry Association of Canada’s annual awards gala on December 2nd, as two tourism operators from the territory took home national tourism awards. ***Jesse Cooke, Owner of Husky Bus based in Dawson City was awarded the Parks Canada Youth Tourism Entrepreneur Award***, while Takhini Hot Pools based in Whitehorse won the WestJet Social Media Initiative of the Year Award for its “International Hair Freezing Contest”. The Adaka Cultural Festival also made the shortlist for a national tourism award – it was one of the top three organizations in the running for the Aboriginal Tourism Association of Canada’s National Aboriginal Cultural Tourism Award.

All of the Yukon finalists were selected from nominees from across the country and stacked up against some of the best tourism businesses and organizations that Canada has to offer. “It was an amazing feeling to see Dawson City recognized on the national stage”, says TIA Yukon board member and Klondike Visitor’s Association Chair Brian Stethem, who was in attendance at the gala. “Jesse is a top notch tourism operator and a great ambassador of the Yukon and the Klondike; Yukoners should be proud of his contributions and the recognition he’s received.”

TIA Yukon Past Chair Neil Hartling was also at the awards ceremony. Hartling believes that the Yukon's success at this year's national awards gala is indicative of more great things to come for the Yukon's tourism industry. "In recent years, we've seen Yukon tourism organizations acknowledged more often nationally and this speaks to their ability to develop and market their product," says Hartling. "Takhini Hot Pools, the Adaka Cultural Festival and Jesse Cooke should all be commended for their hard work and vision, and act as a reminder to other Yukon tourism organizations that even though we are in a remote region, Canadians are paying attention. With the new Yukon television ad campaign targeting the Canadian market, even more people across the country will be paying attention to what's happening in the Yukon in the years to come."

Representatives from each of the three nominated Yukon organizations attended the Awards gala. The gala was also attended by Yukon MP Larry Bagnell.

#1 Learn About Sustainable Travel in Norway

ATTA recently provided a story about how Norway is changing its identity to take advantage of travellers who want a northern experience.

Finding the Cutting Edge of Sustainable Travel in Norway

In a world where unique, off-the-beaten path destinations with a soul are becoming harder and harder to find, Norway is bracing itself for a new wave of travellers heading north.

Use this link: [Read More](#)

Or go here: http://www.adventuretravelnews.com/finding-the-cutting-edge-of-sustainable-travel-in-norway?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=dfda6b8cde-ATN_Dec_2_2015&utm_medium=email&utm_term=0_1e08e536bd-dfda6b8cde-410470549

#3 WTAY Strategic Planning Retreat & Member Survey

"The times, they are a changing", and WTAY needs to grow, adapt, and lead in order to best represent and assist the wilderness tourism industry in the Yukon. Whether its first nation's cultural tourism, growing our membership, providing training, or representing our members with government, we need to review where we've been and where we want to be moving forward.

To accomplish our goals, the WTAY Board will be holding a strategic Planning Retreat in early 2016 at which we'll tackle these questions, critically review where we are now, evaluate changes in the industry, and tactically plan for the future. We can't do this alone so in the next couple of weeks, you'll receive an email survey that will help the Board through this process. It's your opportunity to let us know what you think on several topics and how we can provide better support for all of our members. This is your opportunity to speak up and provide us with some direction. **WE WANT TO KNOW WHAT'S IMPORTANT TO YOU.** As some added incentive, the names of all respondents will be part of a draw that will give the winner an honorarium of \$120 towards next year's annual WTAY membership fee.

#4 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

#5 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

#6 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.

WHAT TO EXPECT AT ADVENTUREELEVATE 2016



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.”

GREG KLASSEN // TWENTY31 CONSULTING

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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