



*Wilderness Tourism Association of the Yukon
E-News for Thursday, January 28, 2016*

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#1 Emerit.ca Customer Service Training for Tourism

If you're looking for a cost effective alternative for training, Emerit might be of interest to you. There are several online, downloadable courses that might benefit your business and they include; Providing Quality Service, Supervisor, Heritage Interpreter, and Aboriginal Tourism Business Guide.

For more information, you can visit their web site, <http://emerit.ca/home>, email them at copyright@tourismhr.ca or call them at 1-800-486-9158.

#2 Chadburn Lake Park Management Plan – GET INVOLVED

The City of Whitehorse is hosting the:

Chadburn Lake Park Ideas Fair

This is your chance to help shape the future look and feel of Chadburn Lake Park, one of Whitehorse's most treasured recreational, environmental and heritage areas.

Date: Wednesday, February 3rd

Time: 11:30am - 8:00pm

Location: The Old Fire Hall

This is a drop-in, interactive event; come for 5 minutes or an hour (there are no formal presentations). Learn about the park, understand fellow-resident perspectives, and provide input in a variety of ways. Share your ideas, opportunities, priorities, challenges, and solutions at a variety of 'stations'.

Special guest partners will be in attendance to share information and answer questions.

Confirmed partners include:

Ta'an Kwäch'än Council

Southern Lakes Regional Biologist

Wildlife Viewing Program

Forest Management Branch

Wildland Fire Management

Yukon Geological Survey

and others (to be confirmed)

Light refreshments will be provided

Child-minding available from 3pm to 6pm for ages 2+ (Boys and Girls Club of Yukon)

More information available at: www.whitehorse.ca/chadburn

DOES YOUR WILDERNESS TOURISM COMPANY OPERATE IN THE CHADBURN LAKE AREA?

This is your opportunity to not only provide feedback and ideas but to also promote your company and the services that you provide in the Chadburn Lake area.

If you would like to promote your company at this event, please contact John Glynn-Morris for further details.

johnglynnmorris@gmail.com

or call him directly at 689-5269

****Please note that sales transactions will not be allowed at this event.***

#3 Strategies for Rebuilding Destination Brands

Adventure Travel News' most recent edition contained an article on refreshing the message and five strategies for rebuilding your destination brand. If you have an interest in your online "brand" and would like to know more, just follow the link below.

[http://www.adventuretravelnews.com/refreshing-the-message-five-strategies-for-rebuilding-destination-brands?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=d4aade8b4d-ATN Jan 27 2016&utm_medium=email&utm_term=0_1e08e536bd-d4aade8b4d-410470549](http://www.adventuretravelnews.com/refreshing-the-message-five-strategies-for-rebuilding-destination-brands?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=d4aade8b4d-ATN%20Jan%2027%202016&utm_medium=email&utm_term=0_1e08e536bd-d4aade8b4d-410470549)

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

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