



*Wilderness Tourism Association of the Yukon
E-News for Wednesday, February 17, 2016*

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#1 Pan North Tourism Market & Trade Ready Project Taking Shape

In July 2015, the Pan North Tourism Marketing Consortium (PNTMC) launched the *Market and Trade Ready Project*. Through research and engagement with northern tourism suppliers, the travel trade and other destinations, we have gained incredible insight into the best practices related to developing and implementing Business, Market and Trade Ready standards, resources and programs. Outcomes from this project will include new Business, Market and Trade Ready standards and the learning tools and resources to support tourism suppliers' who are looking at improving the way they do business. The ultimate goal of this initiative and these resources is to build a stronger and more competitive Northern Canadian tourism destination.

Since July 2015, the PNTMC has:

- Facilitated an online survey open to all northern suppliers;
- Hosted tourism industry interviews and workshops in each Territory;
- Conducted interviews with the travel trade currently working with northern tourism suppliers; and
- Interviewed other destinations in Canada that have business, market and trade ready standards, support and programs.

On December 3, 2015, the PNTMC met to discuss the research findings and to discuss the direction that our standards and learning tools should take. During that meeting, the PNTMC determined that the tools and resources being developed should include an online learning management system, a workshop and workbook, and other links and templates to support tourism suppliers selling through various distribution channels.

It has taken some time to draft the Business, Market and Trade Ready Standards, but we are at the stage where we need your input and perspectives on the proposed Standards. Your input will help inform a better program being developed for tourism stakeholders across the North.

You can read the proposed standards and provide feedback by following this link:

<http://pntmc.ub5.outcrop.com/standards>

The WTAY Board of Directors encourages all members to visit the above link, learn about this initiative to improve tourism business standards in the Yukon, and participate in the survey

#2 Whitehorse Business Connect

Brought to you by the Whitehorse Chamber of Commerce, Business Connect is scheduled for March 23 and 24, and will take place at the Coast High Country Inn & Convention Centre.

This small business marketplace and forum will provide keynote speakers, a number of presentations related to small business, and a trade show area full of service providers to business.

If you would like to attend or display in a trade booth, or you're looking for more information, Please contact Brandon Kassbaum at the Whitehorse Chamber of Commerce.

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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

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