



*Wilderness Tourism Association of the Yukon  
E-News for Wednesday, March 2, 2016*

This issue:

**#1 ATTA Develops Guide Qualifications and Performance Standards**

**#2 Musician Paul Brandt Lists Kluane as a Favourite Fishing Destination**

**#3 Stories on Yukon Winter Activities and Carcross as an Adventure Basecamp in Latest Explore Magazine**

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## **#1 ATTA Develops Guide Qualifications and Performance Standards**

**The Adventure Travel Trade Association (ATTA) has developed a non-binding set of guide Qualifications and performance Standards. Read more and follow the links below.**

**(SEATTLE) February 23, 2016** – In an effort to support the adventure travel industry as it continues to expand and professionalize, the Adventure Travel Trade Association has facilitated the creation of the industry’s first ever Adventure Travel Guide Qualification and Performance Standard (or “Guide Standard”). A volunteer industry working group developed the standard between the months of November 2014 and January 2016. Working group participants came from 15 countries and included guides, business owners, and industry partners. “I’m pleased ATTA could lead this process,” said Christina Beckmann, ATTA’s AdventureEDU and Research Director, “This is a prime example of the type of foundational industry support the ATTA is positioned to provide. We look forward to seeing the standard take root and flourish.”

At this time, the Guide Standard shall not be regulated by the ATTA or any other organization. Governments, destination managers, and company owners are encouraged to refer to the Guide Standard when evaluating the quality and performance of their own guides and when selecting appropriate training programs. Additionally, individuals and companies are encouraged to review the standard and [officially sign the document](#), signaling their support and intention to adhere to the best practice components of adventure travel guiding.

The Guide Standard will be overseen going forward by a Governance Board, a volunteer group made up of guides and industry professionals. The Governance Board will observe the

standard's implementation around the world and maintain the standard, providing revisions and updates as necessary.

“With the publication of the Adventure Travel Guide Qualification and Performance Standard, the adventure travel world now has a complete standard for businesses to align with and for guides to train towards,” said Myles Farnbank, Head of Guides & Training at Wilderness Scotland (also a Governance Board Member), “However, this is the just the beginning and the Governance Board is very keen to engage and hear ongoing feedback, along with the ways in which destinations, businesses and guides are engaging with the standard.”

The Adventure Travel Trade Association is helping to raise the bar for professional adventure travel guides. In addition to helping organize the development of the Guide Standard, the ATTA is proud to make Guide Training available through its AdventureEDU program. This program has been developed by the professional guides, trainers, and adventure travel operators at the forefront of shaping guide standards.

The Adventure Travel Guide Qualification and Performance Standard can be found here: <http://www.adventuretravel.biz/education/guide-standard/>

Questions or comments should be directed to [adventureguidestandard@adventuretravel.biz](mailto:adventureguidestandard@adventuretravel.biz).

### **About Adventure Travel Trade Association**

Established in 1990, the Adventure Travel Trade Association (ATTA) serves over 1,100 members in 90 countries worldwide. Members predominantly include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism. The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future. Through its regional AdventureConnect events and annual Adventure Travel World Summit trade conference, the ATTA excels in professional learning, networking and partnering services. With expertise in research, education, adventure travel industry news and promotion, members of the ATTA receive competitive opportunities that help establish them as leaders in adventure tourism.

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## **#2 Musician Paul Brandt Lists Kluane as a Favourite Fishing Destination**

In the recent edition of Outdoor Canada's Fishing issue, Alberta musician Paul Brandt listed Kluane Lake as one of his favourite locations to fish for grayling, trout, pike, and northern walleye. He also loves the mountain views and relaxed atmosphere. His comments can be read on page 39.

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## **#3 Stories on Yukon Winter Activities and Carcross as an Adventure Basecamp in Latest Explore Magazine**

In the spring edition of Explore magazine, the Yukon is the destination for those that want to continue their winter activities, or try new ones. In this three page story that starts on page 22, they mention everything from winter biking to mushing, Kluane helicopter rides to Dawson's saloon, and Takhini Hot springs to our northern lights.

On page 46 they list the top 10 best new adventure basecamps. Very first on the list is Carcross but I'd like to think it's because it's the best in the group and not because they travel from west to east. The fantastic mountain biking trails on Montana are mentioned, as is the skiing, trekking, kiteboarding, paddling, kite skiing, and the Commons.

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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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