



*Wilderness Tourism Association of the Yukon
E-News for Friday, April 1, 2016*

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#1 Content Marketing Tops the List

For those of you that produce social media and web marketing materials, Adventure Travel News recently published a recent story reviewing some of the do’s and don’ts of this marketing approach. You can read the article and view the slide show by visiting the following link.

http://www.adventuretravelnews.com/content-marketing-tops-the-list-adventure-industry-peer2peer-conversations?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=ef65dfd263-ATN_3_16_2016&utm_medium=email&utm_term=0_1e08e536bd-ef65dfd263-410470549

#2 New BC, Off-Road-Vehicle (ORV) Regulations for White Pass, Chilkoot, Atlin, Haines Summit

As of November 1, 2015 BC’s regulations for mandatory registration and new safety requirements are now in place. The new regulations affect snowmobiles, other tracked vehicles, all-terrain vehicles (or “quads”), off-road motorcycles, side-by-sides (i.e., rhino, argo, razors) and dual purpose on-highway vehicles such as jeeps, trucks, and SUVs.

If you’re operating an ORV in BC, these regulations apply to you.

Please use the links below for more information.

BC ORV Act Frequently Asked Questions:

https://www.for.gov.bc.ca/mof/orv/QA_ORV_Act.pdf

A made-in-the-Yukon brochure “Snowmobiles and the Yukon Environment” provides a summary of snowmobile impacts, and how to mitigate those impacts:

<http://www.env.gov.yk.ca/environment-you/documents/SnowmobilesandtheYukonEnvironment.pdf>

#3 Panel Discussion on “Building Yukon’s Economy for the Long Haul”

This event includes Neil Hartling as a participant of this panel discussion taking place on Saturday, April 2. It will be located at the Transportation Museum and runs from 10am to 5pm. Yukoners will be able to share their vision for the Yukon’s future and discuss the territory’s challenges and opportunities.

The discussion is part of the Change 2016 conference organized by the Yukon NDP. To register or find out more about this conference, please visit www.yukonndp.ca/change2016

#4 A Taste of Yukon and Others Receive a Visitor’s Thanks

Ruth and her granddaughter recently visited and had this to say about their experience here.

‘Werner from A Taste of Yukon Adventures Inc. in cooperation with Sharon from The Triple B Bed & Breakfast in Whitehorse treated my Granddaughter and myself to an amazing, age appropriate, Yukon Adventure. ... from Sharon's amazing food and spectacular accommodation ... to Werner's tour guided adventures to the Alayuk Mushing to the Takhini Hot Springs, the Beringian Centre, the wildlife at the Park, to the unbelievable Mountains, Lakes, and River vistas on the way to Carcross (and everywhere in between), stopping along the way for special treats like cooking our own blueberry bison sausage by the river and showing us the best places for photo ops to name but a few of the special treats we enjoyed on his tours. The spectacular Aurora viewing from the deck and yard of Sharon's B & B while drinking hot chocolate was a treat to remember a lifetime. The specialized service to us, by both of these Whitehorse businesses was second to none. WE WILL BE SEEING YOU AGAIN.’

#5 WTAY Member Survey Finalized & Free Draw Winner

I’d like to thank all WTAY members who responded to our February survey. There were 27 respondents and the results will assist the Board as we plan for WTAY’s short and long term future. I hope to capsulize the results for members in the next E-News.

The draw for the FREE 2016-2017 WTAY membership took place during last Friday’s Board strategic planning forum. I’m happy to announce that Werner Walcher from A Taste of Yukon is the winner of a free membership for 2016-2017.

Congratulations Werner.

Kelly Fraser, Manager
WTAY

#6 2016-2017 WTAY Invoices on the Way

WTAY membership invoices will be going out via email, in a week or so

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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