

# wildernews

*Wilderness Tourism Association of the Yukon  
E-News Flash for Tuesday, May 3, 2016*

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INDUSTRY ADVISORY -  
Marketing Opportunity



## *Destination Canada (DC) - Millennial Travel Campaign*

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A partnership opportunity created just for you! Far & Wide, Canada's Millennial Travel Campaign



DC is inviting Canadian tourism SMEs to invest in the Millennial Travel Campaign by providing a compelling, time-limited travel offer that will get Canadian millennials excited to travel within Canada now.

Are you a small- and medium-size enterprise (SME) that delivers a travel experience to Canadian millennials? Then we have a partnership for you! Join Destination Canada in promoting your unique experience through a massive, bilingual, campaign targeted at Canadian millennials.

You're smart to market to millennials. They are the fastest-growing travel segment and make up one of the largest, most influential groups of travelers worldwide. Leading up to the celebration of Canada's 150th year of Confederation in 2017, Destination Canada (DC), with Bell Media and travel partners, is bringing this campaign to young Canadians, 18 to 34 years old, to encourage them to explore Canada now.

Through the **Far & Wide** (English) and **Infiniment Canada** (French) campaign sites, we will bring to life more than 150 travel experiences as told through videos, blogs, photos and more. Our 18-part marquee short-form video series will live on campaign sites and feature influential talent such including TV personalities, athletes and musicians. With more than \$2.6M in production value and \$7M in media promotion, this campaign will provide national exposure for all participating travel partners.

Partner with Canada's Millennial Travel Campaign by building a travel offer and you'll get:

- Exposure through a massive campaign expected to reach over 4 million Canadian millennials
- Your time-limited travel offer featured on campaign websites (\$5,000 investment)
- A chance to participate in additional opportunities, including digital ads on campaign websites, custom branded articles, short-form videos featuring your business, sponsored blog posts and social contests via Instagram or Twitter (minimum \$5,000 investment).

### **Act now!**

This opportunity is only open to established small- and medium-size Canadian tourism businesses such as yours that deliver a tourism experience targeted to millennial travelers (aged 18-34 years) and that can be booked online. Make the most of Canada's travel campaign in celebration of our country's 150th birthday!

**Applications are due by May 15, 2016.** They will be evaluated on how the tourism experience aligns to the Millennial Travel Campaign and target audience, as well as the overall unique

appeal of the experience and offer.

For full details, visit <http://en.destinationcanada.com/millennials> and read the opportunity backgrounder.

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#### **TCMF ELIGIBLE**

Once approved from Destination Canada that you have been accepted to participate in the Millennial Travel Campaign. Apply for TCMF to support 50% of the cost to participate.

Find out more about the [\*\*Tourism Cooperative Marketing Fund\*\*](#)

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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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