



*Wilderness Tourism Association of the Yukon
E-News for Wednesday November 26th 2014*

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Backcountry Avalanche Workshop

Yukon Avalanche Association Presents
**Backcountry Avalanche
 Workshop Weekend**



**Saturday
 December 6
 1230-6pm**

Beringia Centre

\$10 at the door gets you

- The latest avalanche safety techniques and tips
- Presentations by local avalanche experts Mike Smith, Eirik Sharp and Pro skiers Izzy Lynch and Leah Evans from Revelstoke
- Draw prizes
- Chocolate claim apples
- Pretty Faces screening

Sunday

December 7

9am-5pm

Rescue Refresher

- White Pass
- Free
- Eirik Sharp, Mike Smith, Leah Evans, Izzy Lynch, and more.....
- Register in advance www.eventbrite.com or email: outreach@yukonavalanche.ca

For further info visit:

www.yukonavalanche.ca

Find us on



Yukon Tourism Visitation Report

The Department of Tourism and Culture has developed a new monthly publication which includes an estimate of the total visitors to the Yukon, as well as the performance of traditional tourism indicators including border crossing numbers, airport passenger counts, and Visitor Information Centre statistics. Click [here](#) to view these reports.

Rendezvous 2015

Rendezvous 2015 will take place from May 26-29 in Niagara Falls, Ontario. RVC is the CTC's premier tourism marketplace, and brings together buyers from priority international markets and Canadian industry suppliers. Event registration for approved sellers opened on November 12th. You can apply to the Tourism Cooperative Marketing Fund (TCMF) for this event. TCMF will cover 50% of your registration fees, accommodation, and transportation. For further details, please click [here](#).

Office Closure

Just a reminder that the WTAY office will be closed from Thursday, November 27th, until Tuesday, December 9th, for staff vacation.

Editorial Regarding Bill 82 - the Act to Amend the Motor Vehicles Act (off road trail use)

Ken Taylor of Trails Only Yukon Association (TOYA) recently submitted [this editorial](#) regarding the Goovernment passing Bill 82.

UK Advertising Opportunity

We can help promote tour operators within Yukon to young adults who are interested in experiencing unique Canadian destinations.

We are now working on The Gap Travel Guide 2015 which will be distributed in January to 358,000 young adult travellers throughout the UK.

The Guide runs for 12 months, so it is perfect for promoting you for a whole year.

We are stocked in major UK travel stores such as WHSmiths, Waterstones, Sainsburys, and at 130 on campus bookstores.

The Guide is also available as an interactive e-mag for iPad/iPhone from [Apple](#) iTunes, and for Android Devices from [Google](#) Play.

Here is a link to last year's edition: [The Gap Travel Guide 2014](#).

Canada is such a popular destination amongst young travellers in the UK, and our regular clients include Air Canada, Visit Edmonton and Travel Cuts (just to name a few).

Our readers are looking for diverse, cultural and unique things to do and Yukon definatley fits the bill.

We have limited space within our North and Central America section, because of this my accounts department have discounted these final positions:

A Full Page advert

To be positioned within our [North and Central America Section](#).

We can make the Full Page fully interactive on all of our electronic editions.

Cost: £2,000 - (reduced from our normal price of £10,800).

A Half Page advert

To be positioned within our [North and Central America Section](#).

Cost: £1,000 - (reduced from our normal price of £6,040).

You can find our normal ratecard pricing on page 13 of our [Media Kit](#).

The artwork deadline is the 12th December, so right now we're reserving our final positions.

Laura England

Account Manager

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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

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