



*Wilderness Tourism Association of the Yukon  
E-News Flash for Tuesday, November 19, 2015*

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## **#1 Designing Travel Experiences**

This short but interesting article focuses on the work of Dr. Ann Heidi Hansen and her journal article; “A Multi-Relational Approach for Understanding Consumer Experiences within Tourism.”, and her subsequent presentation on that subject. The presentation took place at the 2015 Adventure Travel World Summit and focused on how nature based tourism companies can learn about and create an experience that “sends guests home with a serious case of goosebumps”. It even uses a sled dog analogy.

You can read the article at [http://www.adventuretravelnews.com/dr-goosebump-on-designing-great-travel-experiences?utm\\_source=ATTA+%26+AdventureTravelNews&utm\\_campaign=6ed37916c8-ATN\\_Nov\\_4\\_2015&utm\\_medium=email&utm\\_term=0\\_1e08e536bd-6ed37916c8-410470549](http://www.adventuretravelnews.com/dr-goosebump-on-designing-great-travel-experiences?utm_source=ATTA+%26+AdventureTravelNews&utm_campaign=6ed37916c8-ATN_Nov_4_2015&utm_medium=email&utm_term=0_1e08e536bd-6ed37916c8-410470549)

You can read her full journal article as the first story at the following link.  
<http://www.ahtmm.com/proceedings/2011/part3.pdf>

HAPPY READING

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## **#2 “PADDLE FOR THE NORTH” Film Presentation**

**UP NORTH**  
Adventures

PRESENTS

# PADDLE FOR THE NORTH

SIX MATES - SIX RIVERS - THREE CANOES - TWO MONTHS



24TH NOVEMBER, BERINGIA CENTRE

TICKETS \$15 AT UPNORTH ADVENTURES

DOORS OPEN 7.00PM, FILM STARTS 7.30PM

A FILM BY WILD LENS PRODUCTIONS DIRECTOR SIMON LUCAS  
[WWW.PADDLEFORTHENORTH.ORG](http://WWW.PADDLEFORTHENORTH.ORG)

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#3 "THIS CHANGES EVERYTHING" Film Presentation  
*An Official Selection of TIFF 2015*

Inspired by Naomi Klein's book and shot as she was writing it, Avi Lewis' documentary offers a shocking account of the environmental injustices that certain less fortunate regions of the world are forced to endure due to 'capitalist development.' The global north with less than 20% of the world's population contributes more than 70% of Global emissions. In this tremendously powerful film Klein and Lewis stress that for too long capitalism has inherently pitted itself against nature. Unlike other climate change documentaries this film examines how economic systems such as capitalism engineer the notion of nature being separate from human civilization.

Tickets will be available at The Yukon Film Society  
(above Uniglobe Travel)  
212 Lambert St  
393-3456

yukonfilmsociety.com

\$10 YFS member and Seniors, \$12 General and \$6 Youth (under 16)

Screening Sponsor: Yukon Conservation Society



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## #4 Adventure Travel World Summit in Anchorage, September 2016

With 3 million lakes, 300,000 glaciers, dozens of vast mountain ranges, over 100 native languages and millions of acres of protected park land, Alaska is big enough to host the 2016 Adventure Travel World Summit. Join the adventure community in Anchorage for a world-class experience in one of the world's biggest adventure destinations.

### **Education**

Panel discussions, peer-to-peer sessions and keynote speakers teach you how to make your adventure business the best it can possibly be: successful, sustainable and inspiring.

### **Adventure**

Pre-Summit Adventures all over Alaska before the conference starts mean that you won't be indoors the entire time. You'll be out there -- in the wilds of Alaska -- doing what you love before diving in to the practical learning.

### **MediaConnect**

Dozens of writers, bloggers, photographers and editors will be there to tell you what adventure trends, destinations and stories they are covering this year.

### **Marketplace**

Local tour operators, unique accommodation providers and adventure destinations will be waiting at their MARKETPLACE tables for international buyers and operators to team up with. Hundreds of perfect matches are made at the Summit every year.

### **Register Now**

**Member Price: \$1,150**

**Non-Member Price: \$1,550**

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## **#5 Online Training for Adventure Travel Companies**

The Adventure Travel Trade Association (ATTA; [www.adventuretravel.biz](http://www.adventuretravel.biz)) is now offering online courses as part of its AdventureEDU program, which provides training for governments, associations and tour operators involved in the adventure travel industry. Previously only offered as in-destination programs, now the ATTA is offering three courses using the online education platform, Udemy.

The courses are led by AdventureEDUeducators, specialists in professional development specifically as it relates to adventure travel businesses. Most educators have owned or managed tour operator companies so the courses target owner operators who want to build on already successful businesses or are starting out on a new venture.

At this time there are three course offerings:

“Marketing Strategies for Adventure Travel Companies,” taught by adventure travel marketing consultant Julie Thorner, covers strategies for marketing through online and offline channels, creating content and partnerships and measuring and evaluating programs and processes. Offered in English and Spanish.

“Content Marketing Strategy for Adventurous Brands,” taught by digital marketing consultant Matthew Barker, offers a deep-dive into content marketing — how to create a strategy in order to do it properly and to understand and measure content goals. Offered in English only.

“Adventure Travel Business Management for Ground Suppliers,” taught by veteran tour operator Jean Claude Razel, focuses on business resource management for adventure travel ground suppliers. Offered in English only.

Courses range from US \$99 – \$219. To view course options, visit our [Online Training Programs](#) page. You will be taken directly to the course page on Udemy by clicking on “Access Course.” ATTA members receive a discount on all course offerings.

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## #6 CPAWS Holiday Party

As the snow continues to fall it's time to bring the community together to celebrate all of the amazing work that has been done this year. Please join us at the CPAWS offices for some holiday cheer, a meal, and a chance to celebrate our amazing community.

December 1, 2015

5 PM – 8 PM

506 Steele Street

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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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