

WTAY **WilderNews** for July 30, 2018

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ATTA - Reconciling the Carbon Footprint of Adventure Travel

Written by: Christina Beckmann

People working in adventure travel are passionate about its advantages over other forms of tourism for many reasons: It can provide meaning and satisfaction to travelers who enjoy engaging and enlightening experiences, and it can serve as a mechanism to preserve wildlife and nature. For businesses in areas lacking economic opportunity, it can offer a path to greater financial security. And yet, one hard fact about adventure travel is that it often involves long-haul air travel, which contributes significantly to global carbon emissions and climate change. Recently, researchers studying the impact of air travel on carbon emissions estimated tourism's global carbon footprint accounts for about 8 percent of global greenhouse gas emissions.

The full story can be found [here](#).



WTAY Member Benefits Program

For a detailed listing of all offerings in the program, please visit the WTAY website [here](#).

AIR NORTH - 10% off stated price (personal travel only)
BLUEBERRY CAR WASH - 15% off the purchase of a \$100 wash card
CAR-STAR - 15% off glass and details services, and more

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KAL TIRE - 10% off all products and services

NAPA AUTO PARTS - various discounts

GOLD RUSH INN - discounts on meals and hotel rooms

HIGH COUNTRY INN - discounts on meals and hotel rooms

TAGS FOOD & GAS - 6% off fuel

TAKHINI HOT POOLS - 20% off admission for the cardholder + 1

SAVE ON FOODS - 5% off purchases

YUKON NORTH OF ORDINARY - 25% off a year's subscription

If you have a suggestion for a company that could provide discounts or incentives to WTAY members, please contact the WTAY office.



Issues With Commercial Parking at the Whitehorse Airport

WTAY members with **commercial plates** on their vehicles are allowed free parking in the commercial parking area at the airport. Permits to park in that area are obtained at the management office on the second floor of the terminal.

If you use a rental vehicle for business reasons, you **will not** be provided a commercial parking permit because the rental vehicle doesn't have a commercial license plate. Rental vehicles must be parked in regular parking or they will be ticketed. Tickets are paid at the Law Courts Building on 2nd Avenue. There is no leeway in this airport policy.

Due to a member recently bringing a ticketing situation to our attention, WTAY contacted the Airport Manager to confirm this policy. Airport personnel are instructed to issue tickets for any non-commercial vehicles parked in the commercial parking area. They are also required to ticket vehicles that don't have the commercial parking permit displayed. They are not allowed to dismiss the ticket.

Prior to parking in the commercial lot, please ensure that you have the required parking permit for your vehicle.



Yukon Parks Strategic Plan Survey

The Government of Yukon is developing a strategy to set long-term direction for Yukon's system of territorial parks, which includes wilderness parks, campgrounds, and recreation sites. The strategy will provide guidance on how to sustainably deliver the environmental, economic, social, and health benefits of territorial parks.

From April to July 2018 we engaged with park users, stakeholders, First Nations, and Yukon communities at more than 20 events to help us begin the process of developing the strategy.

Now we have a few specific questions to ask Yukon residents and all users of Yukon territorial parks. Your answers will help us write a first draft of a Yukon Parks Strategy. There will be an opportunity to provide feedback on that draft during the coming winter.

Yukon residents and all users of Yukon territorial parks are invited to take the survey by September 10, 2018. The survey and other important information for this project can be found [here](#).



ATTA - Research on Women's Travel Behavior

Women are key decision makers in household buying, and the adventure industry has known for several years women make up 50 percent or more of all commercial adventure travelers. In partnership with travel booking platform TourRadar, the Adventure Travel Trade Association (ATTA) took a closer look at what women travelers are doing with their time off this summer, comparing select findings with ATTA research trends as reported by adventure tour operator members and event participants in the report.

You can can download this free report [here](#).



ADVENTURE TRAVEL
TRADE ASSOCIATION



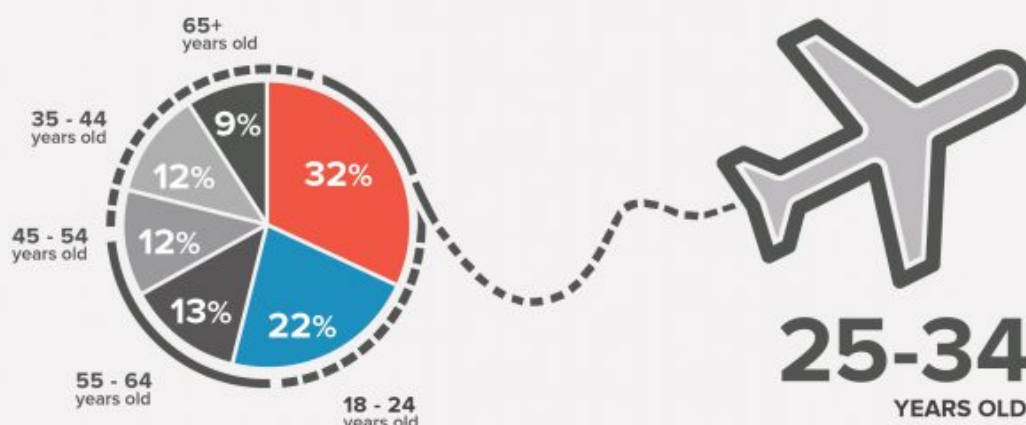
ADVENTURE
360

ADVENTURE TOURS

ATTRACT WOMEN TRAVELERS IN SUMMER 2018

Learn about women and where they're heading for their summer holidays, how much time they're taking off, where they're going and what they're doing when they get there.

Who's On the Move



Where Women From Key Source Markets Are Going

UNITED STATES



UNITED KINGDOM



AUSTRALIA



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Wild Wise Yukon is offering free bear awareness training at the Whitehorse Tourism Information Centre each Monday.

Remaining dates for this year are July 30, August 6 and August 13. The training starts at 10 a.m.

Please Call 335-5212 if you'd like further details.



photo credit: windowsintowonderland.org

They're cute but not cuddly

Don't feed the bears

Bears are at risk when they get used to humans. Feeding bears is a death sentence for them and makes our communities unsafe. Please do not hand them food or leave any behind when you travel through. Bear viewing should be done at a distance that does not disturb them. Leave the area immediately if a bear approaches you or your vehicle.



Call us for more information.
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