



What is Yukon Wild?

Yukon Wild is a cooperative marketing partnership program for Yukon wilderness tourism operators who have a Wilderness Tourism Operator License.

What are the benefits?

Be featured on the Yukon Wild website

- 84,800 total visitors in 2018

Gain exposure and leads through Yukon Wild online campaigns

- Over 27 million ad impressions in 2018
- Average of 570 users redirected to each member's website—for a total of 8,500 visits in 2018
- Year-round campaigns with summer and winter-specific visuals and messaging
- Ad types include: Google Display and Search, Facebook network and retargeting ads

Reach quality leads through targeted audience profiling

- Based on our campaign insights, website analytics and Destination Canada EQs

Increase your marketing knowledge through custom marketing classes and one-on-one sessions with experts

With Yukon Wild's Premium membership, benefits also include:

Customized online campaigns promoting your summer and winter tours

- Includes expert advice for visuals, keywords and messaging

Recognition/promotion on social media channels and the Yukon Wild e-newsletter

- Yukon Wild Facebook page has over 25K followers
- E-newsletter has over 4K subscribers

The opportunity to be a part of Yukon Wild's booth at Outdoor Adventure Shows

- Toronto, Vancouver and Montreal

Become a Yukon Wild member

Compare our packages

Standard
membership
\$800/year*

Premium
membership
\$1300/year*

Operator profile on Yukon Wild's website including photos and direct links to your website



Promotion of two trips on Yukon Wild's website (additional trips can be added for \$100 each)



Exposure and leads through Yukon Wild online campaigns. Includes monthly analytic reports



Access to marketing tools, classes and one-on-one sessions



Customized online campaigns promoting your summer and winter tours. Includes expert advice for visuals, keywords and messaging



Recognition/promotion on social media channels and the Yukon Wild e-newsletter



Opportunity to be a part of Yukon Wild's booth at consumer shows



*10% discount on package to WTAY members

Think you'd be a good fit?
Get in touch to sign-up

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