



Cultural Tourism & Reaching Global Tourism Markets with an Online Presence

Workshop Facilitator: Inga Petri

April 23, 2015

Yukon Arts Centre

9:30am – 4:30pm

Lunch and Health Breaks Provided

\$125

Cultural Tourism – Unleashing Yukon’s Potential

Cultural tourism has been identified as one of Canada’s greatest opportunities to grow bottom line results for the tourism industry and generate new economic benefits in communities large and small. In this dynamic presentation, Inga will outline how Yukon’s vibrant and diverse arts, heritage and culture sector can play a vital role in broadening and deepening Yukon’s appeal as a tourism destination.

Marketing Component:

Integrated Web Presence: Growing and Evaluating Your Online Footprint

In this hands-on, practical training session, participants will gain a clear understanding of the components of a fully integrated web presence. Inga will share a customized web presence framework that you can immediately use to make strategic decisions about how deep and how wide you need to go to effectively reach the Canadian, U.S. and global tourism markets. This training workshop is underpinned by the knowledge that marketing today more than ever is about telling compelling stories, co-creating meaning, finding the right information when travelers need it and making their purchase decisions easy and immediate.

To register, contact: Gina Bethell – (867) 668-3331 - gina.bethell@tiayukon.com



Inga’s work thrives at the crossroads of research, strategy and marketing. She combines a deep knowledge of the arts and cultural sector in Canada in general, and familiarity with the Yukon in particular, with her expertise in place branding as a tool for economic development and tourism.

After exploring Yukon’s wilderness and arts scene during her summer vacation in 2014, she returned last November to present at the Yukon Arts Presenters Summit in Whitehorse.

This workshop is funded in part by the Cultural Industries Training Fund