



## Expression of Interest – Yukon writers

Government of Yukon, Department of Tourism and Culture has identified upcoming needs for written content on [travelyukon.com](http://travelyukon.com). This content might be modified and used in other publications created by the Tourism Branch (Tourism Yukon).

Tourism Yukon is requesting Expression of Interest submissions from Yukon freelance writers for contract work to occur between July 2019 and March 2020.

Posted: June 18, 2019

Final submission date: July 5, 2019

This request has been divided into four sections:

1. Requirements
2. Tone / voice
3. Format / usage / compensation
4. Submission

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### 1. Requirements

Writers must be highly familiar with Yukon and be able to competently write about Yukon's offerings for tourism promotional purposes.

Written content will range from details of Yukon's communities/regions to activities to itinerary planning. Previous experience writing for the web for business or promotional purposes is considered an asset.

Writers will be working under the creative direction of Tourism Yukon's agency of record, Cossette.



## 2. Tone / voice

Please consider the following:

- [Tourism Yukon's Brand Standards](#)
- Our two primary target audiences are Canadian Authentic Experiencers (AEs) and Cultural Explorers (CEs).
  - AEs seek authentic, tangible engagement and have a particular interest in understanding the history of the places they visit. Average age: 52; m=51%, f=49%
  - CEs are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit. Average age: 44; m=34%, f=66%
- AEs and CEs share a common mindset – they are learners at heart:
  - They crave trips that take them off-the-tourist trail based on getting the inside scoop or local's perspective.
  - They want to make their own way and get to know a destination through authentic experiences.
  - They are passionate explorers.
- Keep in mind Tourism Yukon's voice is:
  - Inclusive
  - Playful
  - Creative
  - Energetic
  - Friendly
  - Honest
  - Carefree
  - Uninhibited
  - Offbeat
- Examples of written content that demonstrate the desired tone and voice:
  - [How to stay bear aware](#)
  - [5 tips for Northern Lights viewing](#)
  - [Horseback riding](#)



### 3. Format / usage / compensation

#### **Format**

Selected writer(s) will be tasked with writing approximately 12 articles to populate the '[Things to Do](#)' section of [travelyukon.com](http://travelyukon.com). Cossette will provide article topics and editorial review of written work. Tourism Yukon retains final approval authority.

#### **Usage rights**

Government of Yukon, Department of Tourism and Culture would like to license written material with non-exclusive perpetual usage rights in all media, for the life of the copyright, including sharing with third parties for promotional, editorial, non-commercial (i.e. non-resale) purposes which fulfill the mandate of the Department of Tourism and Culture.

Writers must warrant that they are the copyright holders and that the material is free of any other licensing restrictions.

### 4. Submission

Those who wish to be considered must submit the following:

- Name and contact information
- 2-3 samples of relevant written work
- Rate
- Approximate hours available per week

All submissions will be reviewed and evaluated by Tourism Yukon and Cossette.

Please email your submission with the specified requirements and a link to your portfolio with subject "Expression of Interest – Yukon Writers 2019" to:

**Moriah MacMillan**

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