



Bring the World to your front door!

Not only is the Trans Canada Yellowhead Highway Association (TCYHA) a key connector on issues relating to the Yellowhead Highway it is also one more marketing vehicle for your community.

Statistics¹ show that the vast majority of **today's travelers**, local, regional and international, utilize the internet when preparing their traveling plans and building their trip itinerary.

To ensure that travelers have information on the Trans Canada Yellowhead Highway we have developed a website to assist trip planners, www.goyellowhead.com, which has been designed so that you can ensure your community has up to date information – at **no extra charge**.

To check, and update as necessary, the basic information on your community simply go to the website, www.goyellowhead.com, click on your Province top of the Home Page and then find your community as listed in the drop-down menu and click on that.

Please make sure to take full advantage of this excellent (and **free for members**) marketing tool by ensuring that your community events, attractions, key businesses (Where to Stay, Dining, Shopping etc) are added to your community listing; you can continually update this as circumstances change and new events come on stream.

To update the listings portion of your community listing just click on the **"Add a Listing"** found on the bottom of the Home Page in the gray box (right underneath "Recommend"). Then simply fill out the form that pops up **and hit the "Submit" button**. Add as many listings as you require. If you have any questions, please contact us at admin@goyellowhead.com.

The more information that is entered on the website the greater the increase in the probability of bringing more visitors to your community and to all Yellowhead Highway communities ... **and will encourage additional stops** to go along with increased traffic.



¹ 2006 Travel Activity and Motivation Survey

¹ US Travel Association Facts & Stats 2010

¹ Expedia.ca