



Minister Jeanie Dendys  
Department of Tourism & Culture  
Government of Yukon  
Box 2703  
Whitehorse, Yukon Y1A 2C6

January 24, 2017

Dear Minister Dendys:

At the Tourism Marketing Committee (TMC) meeting held on September 1, 2016, the committee raised a number of topics that have impacts on the Yukon's tourism marketing efforts and made several recommendations for how these topics can be addressed by both the Department and the Tourism Industry Association of the Yukon (TIA Yukon). These recommendations have, subsequently, been reviewed and supported by the board of directors for TIA Yukon.

I have attached a summary of the recommendations for your consideration, and I look forward to a response by the Department of Tourism and Culture.

Please do not hesitate to contact our Executive Director, Blake Rogers, should you have any questions or clarifications.

Sincerely,

Felix Geithner,  
Chair

Cc: Murray Arsenault, Deputy Minister, Department of Tourism and Culture  
Pierre Germain, Director of Tourism, Department of Tourism and Culture



## **Appendix A – Tourism Marketing Committee Recommendations, September 1, 2016**

The following recommendations were made by the Tourism Marketing Committee during the meeting on September 1, 2016:

1. The TMC recommends that the Department conduct an assessment of the Yukon Vacation Planner that includes an assessment of the value of the target audiences, conversion to trips, cost of the vacation planner including production, printing, and distribution, and a calculation of the impacts of the loss of the partnership with Alaska as well as the 100,000 potential visitors that were sent Yukon Vacation Planners. The TMC further recommends that this analysis be presented at the next scheduled TMC/SMAC meeting.
2. The TMC recommends that the Department and TIA Yukon consider connectivity (mobile apps and internet) as essential to the marketing of the Yukon as a tourism destination; the TMC further recommends that at the next TMC/SMAC meeting, the Department should explain how it's plans and budgets are responding to and leveraging the use of mobile devices and digital content being demanded by today's travelers.
3. The TMC recommends that a FAM tour policy be considered a tourism marketing strategic priority and should be discussed in greater depth at the next TMC/SMAC meeting and that a FAM tour policy should be created as a result.
4. The TMC recommends that data collection be considered a tourism marketing strategic priority and should be discussed in greater depth at the next TMC/SMAC meeting.