



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

March 28, 2017

Dear Minister Dendys:

At the Strategic Marketing Advisory Council (SMAC) meeting held on February 15, 2017, 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 – Strategic Marketing Advisory Council Recommendations,
February 15, 2017**

The following recommendations were made by the Strategic Marketing Advisory Council during the meeting on February 15, 2017:

1. TIA Yukon recommends that the Tourism Cooperative Marketing Fund (TCMF) be reviewed to ensure that it is operating efficiently and effectively. In particular, TIA Yukon recommends that the TCMF criteria be examined to ensure that it is meeting the needs of the industry to the best of it's ability – that the fund is accessible to operators whose business is physically situated in the Yukon and that options be explored for making this fund more accessible to those with market ready products/experiences in sectors representing arts and culture.
2. TIA Yukon recommends that the existing FAM tour policy be assessed by the Department of Tourism and Culture and that the policy and a summary of its assessment be presented at the next SMAC meeting.
3. TIA Yukon recommends that the data measuring the success of the Yukon Now campaign be shared on a quarterly basis with SMAC. This quarterly assessment should be available as a stand alone snapshot, so that the campaign's impact can be seen both independent from the overall seasonal campaign and as part of it.
4. TIA Yukon recommends that the Department of Tourism and Culture renew its commitment to producing a Tourism Yukon Report Card – a document that industry requested to be produced and presented on a yearly basis to provide a “comprehensive review of the performance of the department's marketing, product development and research program campaigns and initiatives identified within the annual Tourism Yukon Implementation Plan”.