



Minister Elaine Taylor  
Department of Tourism & Culture  
Government of Yukon  
Box 2703  
Whitehorse, Yukon  
Y1A 2C6

May 29, 2015

Dear Minister Taylor:

At the Tourism Marketing Committee (TMC) meeting held on May 12, 2015, the committee reviewed and discussed the summer commercial development that is currently underway as part of the Yukon Now marketing program. The committee has identified a strategic priority regarding Yukon Now commercials that the committee recommends. This priority has subsequently been reviewed and supported by the board of directors for the Tourism Industry Association of the Yukon.

I have attached the recommendation 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,

A handwritten signature in black ink, appearing to read "Neil", is written over a light blue horizontal line.

Neil Hartling,  
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, May 12, 2015**

**The following recommendation was made by the Tourism Marketing Committee during the meeting on May 12, 2015:**

**The TMC supports the utilization and development of Yukon Now television commercials that align with Tourism Yukon’s iconic pillars of Yukon’s tourism product, as identified in tourism Yukon strategic planning. The pillars include: Northern Lights, Midnight Sun, Heritage & Culture, Iconic Drives, Wilderness & Wildlife, and the Klondike Gold Rush.**