



Minister Mike Nixon
Department of Tourism & Culture
Government of Yukon
Box 2703
Whitehorse, Yukon Y1A 2C6

November, 2014

Dear Minister Nixon:

At the Tourism Marketing Committee (TMC) meeting held on October 21, 2014, the committee identified a number of priorities that we recommend for Tourism Yukon marketing programs. These priorities have subsequently been reviewed and supported by the board of directors for the Tourism Industry Association of the 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,

A handwritten signature in black ink, appearing to read "Neil".

Neil Hartling,
Chair

Cc: Jeff O'Farrell, Deputy Minister, Department of Tourism and Culture
Pierre Germain, Director of Tourism, Department of Tourism and Culture



Appendix A – Tourism Marketing Committee Recommendations, October 21, 2014

The following recommendations were made by the Tourism Marketing Committee during the meeting on October 21, 2014:

- 1. The TMC recommends that the Department of Tourism and Culture facilitate a forum for discussion after the Rendezvous Trade Show on an annual basis. As Rendezvous occurs so close to the summer season, it is recommended that an on-site debrief for Yukon Rendezvous attendees be organized and facilitated by the Department of Tourism and Culture to gather information. Information from this debrief can then be communicated by the Department of Tourism and Culture at an open debrief for industry in Yukon. This information sharing would be helpful for industry, as it would highlight the Yukon opportunities identified by those who attend this trade show.**
- 2. The TMC recommends that the Department of Tourism and Culture work with TIAY to open a tourism dialogue with related sectors in the territory. Specifically, Economic Development, Highways & Transportation, and Yukon municipalities. While an ongoing discussion is necessary, a forum is recommended as a starting point for this dialogue. Increased cooperation amongst these sectors would increase prospects for the tourism industry, and would improve visitor experiences.**
- 3. The TMC recommends that the Department of Tourism and Culture approach the Canadian Tourism Commission (CTC) to develop a strategy to ensure more Yukon content that acknowledges Yukon as an Aurora Borealis viewing destination is used by the CTC. The social media team should be contacted to discuss this matter, and should also be provided with strong content to utilize. Due to recent staff turnover, a CTC fam tour would be particularly helpful.**
- 4. The TMC recommends that the Department of Tourism and Culture maintain an ongoing dialogue with air service providers regarding flight schedules, and their compatibility with international flights to and from Yukon's gateway cities. The TMC requests that the Department provide an update to TMC members whenever developments come to light. Air access has a large and distinct impact on visitor numbers.**



5. **The TMC recommends that the Department of Tourism & Culture explore increased expenditures on winter marketing. More winter content should be included in the vacation planner, and a winter-centric TV would be of great benefit.** *The TMC acknowledges that since this matter was discussed at its meeting on May 12, the marketing budget has generously been increased, and the YukonNow project has been launched. The TMC looks forward to the implementation of this campaign.*
6. **The TMC recommends that the Department of Tourism and Culture continue to explore Asian, and particularly Chinese, markets.** *As was recommended by the TMC, a forum that includes experts on the Chinese market will be facilitated in November by the Departments of Tourism and Culture and Economic Development, as well as TIA Yukon. This forum was a welcome announcement, and the TMC looks forward to the continued exploration of Asian, and in particular, Chinese markets.*
7. **The TMC believes that road signage that marks tourism attractions, businesses, and areas of interest serves to build awareness, and improves visitor experience. The TMC recommends that the Department of Tourism and Culture work to further develop and expand road signage. Industry consultation would greatly increase the efficacy of such an initiative.**
8. **The TMC believes that social media is an important marketing tool for the territory. During this year's Yukon Culinary Festival, Tourism Yukon failed to share any of the coverage during or after the event on social media. It is understood that this was due to an overlap of vacations at both the Department, and Outside the Cube. A strategy to avoid such lapses of coverage for future events should be implemented. Further, a strategy to ensure that the experiences of visitors who are winners of contests funded by Tourism Yukon are consistently shared on social media should be pursued.**
9. **The TMC believes that Yukon resident travel is an important source of tourism revenue for the tourism industry. Pursuant to the draft Tourism Branch Annual Strategic Plan for the 2015-2016 fiscal year that was presented at the TMC meeting on October 21, the TMC recommends that the Department of Tourism and Culture present on the methods it is using to "support Yukon communities and businesses to take advantage of resident visitation", as is stated in the draft plan.**



- 10. The TMC believes that the training that the staff at Yukon Visitor Information Centers (VICs) receives has a direct and distinct impact on visitor experience. The TMC recommends that the Department of Tourism and Culture work with industry to develop a component of annual staff training that helps VIC staff familiarize themselves with other attractions in other communities. Doing so will serve to better visitor experience, and also has the potential to increase visitors' length of stay.**

- 11. The TMC recommends that the Department of Tourism and Culture update the TMC on the Tourism Branch Annual Strategic Plan for the 2015-2016 fiscal year with insight into how it will be implemented from a marketing perspective. Specifically, the TMC would like to better understand the role of units within the Department of Tourism and Culture, as well as other Departments, in this implementation.**

- 12. The TMC recommends that the TIAY board support the YukonNow project as presented.**

- 13. The TMC recommends that the Department of Tourism and Culture work with industry to develop an official policy for FAM Tours. The designation of an official task force would offer a platform for this dialogue.**