



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

October 16, 2017

Dear Minister Dendys:

At the Strategic Marketing Advisory Council (SMAC) meeting held May 24-26, 2017, the committee identified a number of priorities that it recommends for Tourism Yukon marketing programs and activities. 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: Valerie Royle, Deputy Minister, Department of Tourism and Culture
Pierre Germain, Director of Tourism, Department of Tourism and Culture

Appendix A – Strategic Marketing Advisory Council Recommendations, October, 2017

The following recommendations were made by the Strategic Marketing Advisory Council and have been reviewed and supported by the TIA Yukon board:

1. TIA Yukon recommends that the Department of Tourism & Culture create a new film for the Whitehorse Visitor Information Centre that would be ready for public viewing by June 1, 2018. The film should include relevant, up-to-date material about existing Yukon tourism businesses, and should feature all seasons. A joint committee consisting of both government and industry should be created to work on the conceptual development.
2. TIA Yukon recommends that the Department of Tourism & Culture integrate culture and tourism on the new website and make the website user-friendly in order to encourage a direct path to purchase. This initiative should be focus group tested.
3. TIA Yukon recommends that the Department of Tourism & Culture develop efficient and innovative methods to capture digital content, and to find ways to share more industry generated content on social media more often.
4. TIA Yukon recommends that the Department of Tourism & Culture should anticipate the approval of Dawson City as a UNESCO site in 2018 and that a marketing plan be developed for how the territory plans to leverage this opportunity. A strategy should be shared in advance of the winter SMAC meeting and discussed at the meeting.
5. TIA Yukon recommends that the Department of Tourism & Culture should examine the distinct trends of summer and winter separately and create a separate report for each of these seasons in addition to the annual overview.
6. TIA Yukon recommends that the Department of Tourism & Culture provide more clarity to SMAC about the process used to identify markets as a primary, secondary, emerging, or monitored market.
7. TIA Yukon recommends that the Department of Tourism & Culture ask the agency to deliver a presentation on the Yukon brand to SMAC at the fall meeting in order to provide an opportunity for an overview/refresher on the high level details that guide the territory's marketing efforts.