



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

October 16, 2015

Dear Minister Taylor:

At the Tourism Marketing Committee (TMC) meeting held on September 29 2015, the committee had the pleasure of viewing the five most recent commercials developed as part of the Yukon Now marketing program. The committee also reviewed and discussed the Yukon Now campaign for 2015-2016. The TMC Committee has expressly endorsed the Yukon Now campaign strategy and commercials, and this endorsement 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 "Felix Geithner".

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 29, 2015

The following recommendation was made by the Tourism Marketing Committee during the meeting on September 29, 2015:

The TMC was impressed with the five new Yukon Now television commercials that were presented on September 29. These commercials align with a market based and research driven strategy, and will have a lasting impact on the growth of Yukon's tourism industry. Recognizing the value that these ads have on the Yukon's tourism industry and the Yukon economy overall, the TMC recommends that the Tourism Industry Association Yukon Board of Directors endorse these ads.