



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

June 26, 2014

Dear Minister Nixon:

At the Tourism Marketing Committee meeting held on May 12, 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 the industry priorities 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,

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, December 13, 2013