



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

March 4, 2014

Dear Minister Nixon:

At the Tourism Marketing Committee (TMC) meeting held on November 28, 2013 and through follow up consultations, 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,

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, March 4, 2014

The following recommendations were made by the Tourism Marketing Committee during the meeting on November 28, 2013 and through follow up consultations:

1. The TMC recommends that TIAY encourage government partners to provide the funding necessary for the Department of Tourism and Culture to develop an effective domestic TV marketing campaign beginning in the 2014-15 FY in addition to its existing suite of marketing programs. Funding should be committed for the 2014-15 FY and the 2015-16 FY at a consistent level and if the campaign is proven successful, this same level of funding should be committed to the core tourism marketing budget for T.V. and broadcast opportunities henceforth.
2. The TMC recommends that TIAY encourage the Department of Tourism and Culture to continue its Marketing Program Assessment and provide 2013 data to the TMC at the annual retreat.
3. The TMC recommends that TIAY request the Department of Tourism and Culture to make the current analytics from the 2012 Visitor Tracking Program data available for Industry Analysis and Review.
4. The TMC recommends that TIAY request the Department of Tourism and Culture continue to inform industry of all advertising opportunities, calendar of conferences, shows, major tourism events, MC&IT conferences by continuing to populate and enhance YG's industry website as required in order to facilitate greater industry awareness of buy in opportunities (TIAY can assist by drawing industry's attention to the Department's efforts to capture activities in its industry website).
5. The TMC recommends that TIAY continue to be open to innovation and encourage YG to reserve a portion of discretionary budget for short term/innovative opportunities that are well suited to Yukon's products and markets.
6. The TMC recommends that TIAY encourage the Department of Tourism and Culture to develop a strategy to reach out to the Asian market (specifically, the markets of China, Korea, Japan and Taiwan) beginning with a SWOT analysis of these markets. A Departmental presentation on Asia is requested at the TMC annual retreat.

7. The TMC recommends that TIAY encourage the Department of Tourism and Culture to acknowledge the value that Sport Marketing efforts bring to the Territory (ie. Arctic Winter Games, Women’s World Fast Pitch Championship, etc.) and ask the Department to work with NGOs to develop a comprehensive sport marketing approach and communication of events to industry.
8. The TMC recommends that TIAY encourage the Department of Tourism and Culture to develop a Point of Sale service, including a human “concierge” in the Visitor Information Centres, starting with the Whitehorse VIC.
9. The TMC recommends that TIAY encourage the Department of Tourism and Culture to highlight the need for the continued and sustainable growth of winter tourism through increased marketing, support and development of events that are specifically aligned with the winter season.
10. The TMC recommends that TIAY continue to work with YG and the Yukon Convention Bureau (YCB) to encourage initiatives that will strengthen the shoulder season.
11. The TMC recommends that TIAY work with YG to help ensure that industry is ready for business when business opportunities present themselves (ensure that product is available, that existing product is being sustained and that new ideas for viable development are encouraged).
12. *For reference purposes:* the TMC recommends that TIAY continue its commitment to assist the Yukon’s communities in cultivating the necessary climate for developing tourism product. Support iconic regional tourism development per the TIA Yukon business plan.