



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

April 25, 2012

Dear Minister Nixon:

At the Senior Marketing Committee meetings held on April 12, 2012, the committee identified a number of recommendations for Tourism Yukon marketing programs. These recommendations 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: Joy Waters, Deputy Minister, Department of Tourism and Culture
Pierre Germain, Director of Tourism, Department of Tourism and Culture
Patricia Cuning, Chair, Senior Marketing Committee

Appendix A – Senior Marketing Committee Recommendations, April 12, 2012

Recommendation 1

Whereas the current budget allocations are the product of precedence and of an incremental approach based on past practice;

Whereas industry would like a comprehensive review of these allocations to ensure that they are meeting the needs of industry in 2012 and beyond;

Be it resolved that:

The SMC recommends that TIAY recommends that the Department of Tourism and Culture initiate a comprehensive review of the current tourism budget allocations that:

- Will be completed in time to be presented to and reviewed by SMC at the retreat in October/November
- Will take into account all research available in order to inform the rationale for allocations and to ensure return on marketing investment can be reliably reported for all allocations in a cost effective manner
- Would provide meaningful information to Government and industry when determining budget allocations in the future
- Would also include a process of measuring outcomes to accurately determine success

Recommendation 2

Whereas research is a priority of the industry,

Be it resolved that:

The SMC recommends that TIAY recommends that the Department of Tourism and Culture hold a meeting with the research sub-committee to develop the questions for the visitor exit survey in the next two weeks.



Recommendation 3

Whereas cooperative marketing buy-in from industry in the most recent campaign has not been successful thus far;

Be it resolved that:

The SMC recommends that TIAY recommends that the Department of Tourism and Culture investigates “pay to play” options for advertising that provide value for partners, especially in regards to “pay to play” for web advertising.