

**Senior Marketing Committee
(Yukon Tourism Marketing Partnership)
Meeting Highlights**

In addition to the items below Senior Marketing Committee meetings include on a regular basis, program Updates/ Status Reports of SMC and the Tourism Branch, Departmental Mid-term Reports and Year End Reports.

The SMC has participated in two Strategic Planning Sessions (January 2006 and May 2007). These sessions provided the committee with an opportunity to think outside the box and to discuss issues not covered during regular meetings. Paramount at these sessions were discussions of the future of tourism in the Yukon and planning for its success.

**June 26th, 2006
SMC Meeting Highlights**

- 1. SMC Visioning Retreat – Update**
- 2. Miscellaneous Updates**
 - CWG 2007 – National Marketing Campaign
 - Canada Border Service Agency – Security Issues

**January 12th, 2007
SMC Meeting Highlights**

- 1. 2006-2007 Conversion Study**
 - Present the findings of the conversion study which measures campaign performance from the 2005-2006 fiscal year.
- 2. 2007-2008 Strategic Priorities**

**March 28th, 2007
SMC Meeting Highlights**

- 1. Awareness Study Update**
- 2. Strategic Planning Retreat**
 - To confirm SMC expectations and outcome of session

September 26th, 2007
SMC Meeting Highlights

1. **Review of draft budget for 2008-2009 Strategic Plan**
 - To confirm SMC recommendations are reflected in draft
2. **National Marketing Campaign results**
3. **Business Plan Update**

November 28th, 2007
SMC Meeting Highlights

1. **Review draft Goals and Objectives of Campaigns for the 2008-2009 Tourism Yukon Strategic Plan**

February 5th, 2008
SMC Meeting Highlights

1. **Review of Strategic Plan Strategies**
2. **Update on Overseas Study**
3. **Walk through of new Tourism and Culture website travelyukon.com**

April 15th, 2008
SMC Meeting Highlights

1. **2008-2009 Tourism Yukon Strategic Plan**
2. **2006-2007 Conversion Study**
3. **2007-2008 Tourism Report Card**

October 31st, 2008
SMC Meeting Highlights

1. **Canadian Tourism Commission presentation of Yukon Specific Market Portfolio Analysis**
2. **Brand Blueprint (program update)**
3. **Current global economic and financial situation and its potential impacts on tourism (discussion)**

January 20th, 2009
SMC Meeting Highlights

- 1. Presentation of Final Brand Blueprint**
- 2. Review draft 2009-2010 Tourism Yukon Strategic Plan**

April 14th, 2009
SMC Meeting Highlights

- 1. Presentation of final 2009-2010 Tourism Yukon Strategic Plan**
- 2. 2010 Olympic Update**