



April 25, 2023

Applicant c/o  
Access and Privacy Officer  
Corporate Information Management, ATIPP Office

## **Final Response ATIPP Access Request 22-741**

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### **Decision**

The Department of Tourism and Culture has searched the Tourism Branch, Marketing Unit and has identified records responsive to Access Request 22-741. The final response on the information is as follows:

### **Access Granted in Full**

The Department of Tourism and Culture has granted access in full to the information relating to the request noted below:

**The cost of German-language advertising campaigns promoting tourism to the Yukon in European markets. I am also seeking the advertising materials produced as well as any reports/analysis documents on the German-speaking tourism market and any reports outlining marketing/advertising strategies to attract German-speaking tourists. Timeframe: January 1, 2022 - March 23, 2023.**

Note: attachments with extension.png are a result of file conversion of logos embedded within email signatures and have been removed.

### **Final Costs**

There is no charge to the applicant.

### **Right to Complain**

Pursuant to section 66 of the Access to Information and Protection of Privacy Act you may contact Yukon's Information and Privacy Commissioner with a complaint in respect to this response. Section 66 states:

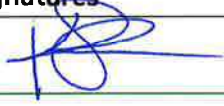
*An applicant may, in respect of the head of a responsive public body's response to their access request under section 64, make a complaint to the commissioner by filing the complaint in accordance with section 90.*

Should you wish to do so, please refer your written complaint within 30 business days to the Information and Privacy Commissioner at:

Yukon Information and Privacy Commissioner  
3162 Third Avenue, Main Floor, Whitehorse, Yukon Y1A 1G3  
E-mail: [intake@yukonombudsman.ca](mailto:intake@yukonombudsman.ca)  
Phone: (867) 667-8468; (toll free: 1-800-661-0408 ext. 8468)

**Contact Person in Department**

If the applicant has any questions, please contact Rebecca Manias, Designated Access Officer for Department of Tourism and Culture at 867-667-9014 or [tc.atipp@yukon.ca](mailto:tc.atipp@yukon.ca)

| Reviewed by:  | Signatures  |
|---|---|
| Kate Olynyk, Director, Corporate Services,<br>Tourism and Culture |  |
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Enclosure \*

## Summary of Pages

ATIPP Access Request 22-741

| Records Summary     |          |
|---------------------|----------|
| Initial Page Count: | 62       |
| Duplicates:         | 0        |
| Out of scope:       | 0        |
| Blank pages:        | 0        |
| Final Page Count:   | 62 pages |

Notes: Expenditures German-speaking Europe: Jan.1, 2022 – March 23, 2023 (YTD): Total expenditures: \$623,149.57. These costs include all marketing programming expenses related to German Speaking Europe. Tourism and Culture does not do any advertising campaigns targeting consumers in Germany. Rather we co-invest in partner-led consumer marketing campaigns. All of this work is supported by strategic media relations which is designed to generate destination awareness for the Yukon. Therefore, there is no advertising creative included with this submission.