



November 26, 2021

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

**Final Response ATIPP Access Request 21-351**

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**Decision**

The department of Tourism and Culture has searched the Cultural Services branch and Tourism branch and has identified records responsive to Access Request #21-351. Our final response on the information is as follows:

**Access Granted in Full**

The department of Tourism and Culture has created a record and provided access to the information in full relating to the request noted below:

Hello Yukon Tourism and Culture,  
I am looking to find the annual dollars spent on 3rd party media and photo purchase, as well as the total dollars spent on FAM and Media tours to the Yukon annually in the requested time frame.  
We are looking for the total dollars spent on photography and media assets from April 2015, broken down by year as the first part of our ATIPP request.  
Kindly please present the data annually, with each line item separate (do not add 3rd part media and photography together with the FAM and Media tour amounts).  
We would like to also know the total dollars spent from the first elevate program, allocated to digital adoption/enhancement (website upgrades, media/content creation, social media strategies, and experience/destination specific photography/video). Thank you.  
Timeframe: April 1, 2015 - March 31, 2021

There will be no charge for this request.

**Right to Complain**

You have the right to make a complaint in respect of this response to the Yukon Information and Privacy Commissioner under Section 66 of the ATIPPA Act, no later than 30 business days after you receive this response. To make a complaint, contact:

Yukon Information and Privacy Commissioner  
3162 3<sup>rd</sup> Ave.  
Whitehorse, YK Y1A 1G3  
E-mail: [intake@yukonombudsman.ca](mailto:intake@yukonombudsman.ca)  
Phone: (867) 667-8468; toll free (in Yukon) 1-800-661-0408 (ext. 8468)

**Contact Person in Department**

If there are any questions, please contact Scott Tyrner, Access and Privacy Analyst for the department of Tourism and Culture at (867) 667-9477 or [tc.atipp@yukon.ca](mailto:tc.atipp@yukon.ca)

Reviewed by:	Signature:
Kate Olynyk, Director, Corporate Services, Tourism and Culture	