



CITY OF YELLOWKNIFE

January 30, 2024

Yellowknife Chamber of Commerce
#21-4802 50th Avenue
Yellowknife, NT X1A 1C4

RE: Visitor Information Centre Operations

Dear Ms. Syer and Mr. Bell,

Thank you for your recent correspondence from the Yellowknife Chamber of Commerce (YK Chamber) regarding a request for the City of Yellowknife to consider offering tour operator brochures at the Yellowknife Visitor Information Centre (VIC), and requesting an update regarding the request for proposals (RFP) process.

The City of Yellowknife's Visitor Services Strategy noted that there have been significant shifts in trip planning and visitor behavior as access to information and online content has grown and social networks have expanded. Visitors have drastically changed how they plan vacations and use visitor information services when in the destination, with a heavy reliance on digital assets. The City acknowledges the YK Chamber's concern that for small operators maintaining an online website is not manageable, and creating a brochure may be more time efficient.

As the YK Chamber is aware, the City is currently reviewing its Tourism Strategy and we expect to receive a summation from the consultants in the upcoming weeks. This information will be key to addressing concerns of local tourism operators and industry professionals moving forward. As such, it would be timely for the City to meet with the YK Chamber once we have had the opportunity to review the feedback received during the engagement sessions and any recommendations from the consultants to discuss the feasibility of paper brochures in the VIC.

With respect to the VIC RFP, the City will begin the RFP process when the VIC governance structure is approved by Council. We are excited that the YK Chamber is interested in any future opportunities and will keep the YK Chamber apprised of the RFP process as it develops.

Please reach out to Kerry Thistle, Director, Economic Development & Strategy, at kthistle@yellowknife.ca or 867-920-5633 if you would like to discuss this matter further.

Sincerely,



Sheila Bassi-Kellett
City Manager

cc: Kerry Thistle, Director of Economic Development and Strategy

DM#755557v2

