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Yukon tourism industry welcomes world-renown eco-tourism entrepreneur John Caton

Whitehorse – Yukon tourism business owners, operators and industry leaders can expect to welcome an engaging slate of guest speakers at the 2011 TIA Yukon Spring Conference and AGM, to be held May 5 to 7 in Dawson City.

This year's conference agenda features two keynote speakers, including world-renowned eco-tourism entrepreneur John Caton. As Managing Director of the Clayoquot Wilderness Resort near Tofino, British Columbia, John will be sharing his expertise in offering sustainable 5-star wilderness vacations.

“John is a force in Canada's tourism industry, and one of its iconic characters” says Rod Taylor, Chair of the Tourism Industry Association of the Yukon, “He has created a product that is recognized the world-over and enjoyed by the world's most discerning clientele. His love of the Yukon and intense desire to see our industry flourish here will make for a compelling keynote address and workshop.”

Featured on the must-stay lists of Forbes, Conde Nast and National Geographic, Clayoquot Wilderness Resort offers vacations of a lifetime, while conserving the land and helping British Columbia's tourism industry become a world leader in sustainability.

John's career path included real estate, gentleman farmer and music mogul, before he and his wife Adele began planning for a luxury eco-tourism destination. After meeting entrepreneur Richard Genovese, who had his own dream for an eco-resort, the Clayoquot Wilderness Lodge was born. John is excited to return to the Yukon for the TIA Yukon conference where he will introduce us to a world few have the privilege to experience, and speak to our potential here in the territory.

TIA Yukon's ability to attract keynote speaker John Caton is made possible through strategic partnerships with industry sponsors including Northwestel and Air North, Yukon's Airline.

“We are very pleased to once again sponsor the TIA Yukon Conference keynote address,” said Anne Kennedy, Northwestel Director Communications “TIAY has arranged for a dynamic keynote speaker who is well-respected in the tourism industry. John Caton will undoubtedly present some stimulating ideas to this year's conference attendees. As an industry leader, his insights into business, particularly tourism in Yukon, should be very interesting to hear.”

In addition to networking opportunities, the 3 day 2011 TIA Yukon Spring Conference will host the Annual General Meeting the Yukon Tourism Awards of Excellence Gala, as well as interactive workshops and panels to explore industry sustainability, best practices, and innovative product development.

For more information, contact:

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