



MEDIA RELEASE

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September 30, 2009

(Whitehorse, Yukon). A Yukon led contingent is traveling to the Alaska Travel Industry Association's (ATIA) Annual Convention in Fairbanks, Alaska to promote the ATIA's 2010 convention that will be hosted in Whitehorse October 5-7, 2010.

The Tourism Industry Association of Yukon, Yukon Convention Bureau, City of Whitehorse, City of Skagway, Borough of Haines and Tourism Yukon will attend the ATIA conference in Fairbanks from October 6-8, 2009 to promote the 2010 conference in Whitehorse. This annual convention is the most prestigious tourism event in Alaska that is expected to attract about 500 delegates to Whitehorse in 2010. The event includes industry networking events, key note speakers, workshops, industry panels, and the presentation of marketing plan results and plans. The Governor of Alaska, senior political and government officials have attended the event creating opportunities for strategic meetings during the event in Yukon.

The Yukon proposal to host the event was pitched and awarded in partnership with Haines and Skagway, Alaska and will focus on celebrating the long term partnerships and mutual interest in tourism in the Southeast Alaska/Yukon corridor. The theme for the 2010 Convention **Circle of Strength – Northern Partners** was developed through a generous donation of professional and creative services by Outside the Cube, a dynamic, multi-disciplined management and marketing agency based in Whitehorse. Ron Peck, President and COO of ATIA stated that "We are thrilled to bring our industry event to Yukon and continue to build on the strategic and productive relationship between our respective tourism industries".

Several Yukon tourism suppliers and tour operators deliver tourism products and experiences in partnership with the Alaska tourism industry. Yukon's relationship with Skagway, Haines, and Juneau Alaska in promoting the Golden Circle Route in partnership with the City of Whitehorse, Haines Junction, and Carcross has established the route as one of the top driving experiences in North America. "Hosting this event in Yukon will provide benefits that reach beyond sharing experiences, ideas and best practices by creating opportunities to build new business-to-business relationships. And, as we all know, attracting an event of this size to Yukon in the shoulder season will provide significant benefit to our local tourism industry – truly a win-win scenario on a number of fronts.", says Sandy Hachey, Executive Director with TIA Yukon.

The ATIA is a membership based organization tasked with marketing Alaska's tourism industry that attracts over one million visitors annually to the state. The Tourism Industry Association of the Yukon is an industry association mandated to forge a common voice and taking actions that influence, promote and assist the development of tourism in Yukon.

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