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Yukon Tourism Industry Gathers to “LEARN LEAD and LIASE”

Whitehorse – Yukon tourism business owners, operators, industry leaders and government representatives have gathered at TIA Yukon’s 2010 Spring Conference to exchange information about the latest trends and issues affecting the Yukon tourism industry.

This year’s theme: “LEARN, LEAD AND LIASE” provides opportunities for delegates to learn about exciting new technologies and innovations; new programs; services and cooperative partnership opportunities.

“TIA Yukon’s Spring Conference is an opportunity for the membership to come together and celebrate the successes of the past year,” TIA Yukon Executive Director, Sandy Hachey said. “It’s important for us to reflect, learn and redefine the roles we play in our Industry. This year we are doing that by providing the membership with opportunities to expand their knowledge base through social media and other programs like the TCMF (Tourism Cooperative Marketing Fund).”

The TIA Yukon 2010 Spring Conference was made possible through a strategic partnership with Yukon Tourism and Culture - Product Development Partnership Program (PDPP). Through this program, TIA Yukon attracted leading keynote speaker Stephen Joyce to the conference and hosted a pre-conference workshop on social media, conducted by local company Outside the Cube.

“Having access to programs like the PDPP and having solid support from our Industry partners allows us to build up our tourism resources; offer enhanced products; and forge stronger relationships which are key elements for a successful, sustainable and diversified Yukon economy, said Hachey.”

In addition to networking opportunities, the 2 day TIA Yukon 2010 Spring Conference will host the Annual General Meeting; TIA Yukon Tourism Awards of Excellence Gala and several presentations including post Vancouver 2010 tourism marketing efforts highlighting the value to Yukon tourism.

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