



**Hope you can join us at the  
2006 Tourism Industry Conference  
in Dawson City, April 27-29, 2006!**

This year's conference is going to be jam-packed with trends, tools, learning, networking, celebrations and fun! In response to feedback from previous years, the conference goal is to maximize industry networking while ensuring that the program elements meet the majority of industry's needs.

**Expect cutting edge insight into:**

- Tourism on the Web
- Working with Travel Media
- What's coming on the horizon
- Best Practices from Industry
- Visions for Aboriginal Tourism in Yukon
- And much, much more!

**Plan to be:**

- Entertained at Diamond Tooth Gerties
- Toured around Dawson City's Historic Sites
- Challenged to participate and get the most out of your dollar!

This package contains *Special General Meeting* information (see reverse), conference and sponsorship information, and nomination forms for the Tourism Awards of Excellence.

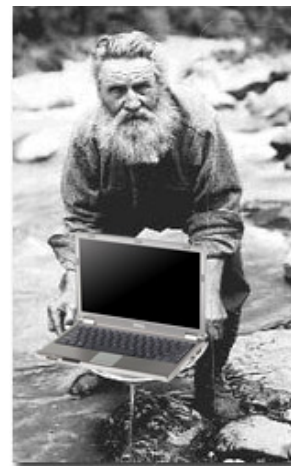
Any questions? Contact Deborah Turner-Davis, Conference Coordinator at (867)668-3331 or email [conference@klondiker.com](mailto:conference@klondiker.com). All conference information can be found on our website at [www.tiayukon.com](http://www.tiayukon.com)

Thanks again and hope to see you there!

A handwritten signature in cursive script that reads 'Patti Balsillie'.

Patti Balsillie, Chief Executive Officer  
TIA Yukon

Encl.



## **TIA Yukon Special General Meeting (SGM)**

**Dawson City, Yukon - Saturday, April 29, 2006**

The Special General Meeting of TIA Yukon will be held late Saturday morning with the following agenda:

1. Presentation of work to date on strategic priorities (see below)
2. Review and feedback on program and organizational changes
3. Changing TIA Yukon's Year-End (from September 30 back to March 31 except membership)
4. Input into conference planning for 2007 (in light of Canada Winter Games, available time and resources)
5. Other

### **Strategic Priorities Background:**

The 2005-06 Board held a Strategic Planning Retreat in November of last year. From that meeting, together with feedback from the membership survey and interviews with tourism advisory representatives, the Board determined its priorities of TIA Yukon and to the government.

### **TIA Yukon:**

1. **Occupancy Data Collection Program** – working with accommodations properties in the Yukon to capture occupancy data and its related values to economic impact. Started in 2005, it's being launched this year with more resources, support and information.
2. **Tourism Awareness Campaign** – with the goal to impact Yukoners awareness and attitude levels about tourism in the Yukon – from quality of life, to being an ambassador and planning a career in the industry.
3. **Membership Campaign** – to improve the value of membership to the industry and to increase membership numbers to better represent tourism in the Yukon.

### **Government**

1. That the **Brand** must be resourced to properly implement, support and evaluate
2. That **Data Collection** on the tourism industry, through current means, must be improved
3. That **Industry Development** is paramount to the future of the Yukon's Tourism industry and needs to be further resourced and supported.

### **Organizational Review:**

A major consideration by the Board this year was to do an in depth review of TIA Yukon's operations, procedures, programs and priorities. If TIA Yukon's goal is to be an effective leader in tourism and to be of value to the industry and the fellow non-profit community, then TIA Yukon's work must meet the needs and expectations of stakeholders.

At the SGM, we will invite members to evaluate the programs of the organization based on their value to the members, their relevancy to the association's purpose and the necessity that TIA Yukon delivers the program. This review and final report will be posted on-line post-conference for all to review.