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October 28, 2010

Yukon's Tourism Industry and Strategic Partners Gather for Annual Fall Round-Up

Whitehorse – Yukon Tourism business owners, operators, industry partners and government representatives have gathered at TIA Yukon's annual Fall Round-Up to celebrate the accomplishments of the past summer tourism season and to usher in the winter tourism season.

This year's Fall Round-Up Agenda included 2 separate panel discussions with sector representatives from the Tourism Industry and officials representing various departments and levels of government. Also featured at the Fall Round-Up was a fam tour workshop presented by the Department of Tourism and Culture which focused on the protocols and expectations of fam tours.

"It is absolutely essential that we have strong partnerships established between government and Yukon's Tourism Industry," said TIA Yukon Chair, Rod Taylor. "I'm pleased to say that participation from the various levels of government we're seeing at today's TIA Yukon Fall Round-Up, is further proof of the investment in and engagement of Yukon's strategic Tourism Industry."

TIA Yukon would also like to thank all of the Gold, Silver and Bronze level sponsors of the 2010 Fall Round-Up. These sponsors included: Harper Street Publishing; Cabin Fever Adventures; Air North, Yukon's Airline; Panayukana Boutique Hotel, Six Mile River Resort, Outcrop Yukon Ltd.; Yukon Department of Tourism and Culture, Yukon Department of Economic Development; Yukon Brewing Company Ltd.; Backwoods 4X4 Tours; YuWIN; Norcan and The Stehelin Ranch Bed and Breakfast.

Further details including the 2010 TIA Yukon Fall Round-Up Agenda can be found at: www.tiayukon.com under the Events link.

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