

## **FOR IMMEDIATE RELEASE**

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### **Yukon Tourism Industry Gears Up Following 2010 Spring Conference**

Whitehorse – After an intensive and comprehensive 2 day tourism conference which highlighted a new Mining and Tourism Memorandum of Understanding web tool; the 2010 / 2011 Tourism Implementation Plan; the TIA Yukon Tourism Awards of Excellence and TIA Yukon Board elections, TIA members prepare to kick off the 2010 tourism season.

“We have 3 new members joining our Board,” TIA Yukon Chair, Rod Taylor said. “2010 will prove to be an interesting and busy year for the industry. Over the next year, TIA Yukon will continue working on its business plan and other industry lead initiatives. The 2010 season looks bright, with some operators forecasting the upcoming season as their best on record.”

The TIA Yukon Tourism Awards of Excellence and gala dinner was also held to celebrate and acknowledge industry achievement. Categories and winners included:

- **Sustainability Leadership In Tourism Award**      **Cabin Fever Adventures**
- **Yukon Marketing Innovation Award**      **Outside the Cube, Department of Tourism and Culture, Department of Economic Development, Yukon Convention Bureau, Wilderness Tourism Association of the Yukon, Klondike Visitors Association**
- **Creative Travel Media Implementation**      **North of Ordinary**
- **Outstanding Tourism Volunteer Award**      **Dawson City Sled Dawgs**
- **Yukon Tourism Ambassador Award**      **Project YFN 2010**

“The winners of TIA Yukon’s Tourism Awards of Excellence will also be nominated for the National Tourism Awards, with winners to be announced in November,” Taylor said. “This is a real opportunity for businesses to make their mark at the national level and solidify Yukon’s position among our Industry peers.

With over 100 participants, Taylor acknowledged that the Spring Conference wouldn’t be the success it was without the dedication and passion shared between TIA Yukon, the event sponsors and strategic partnerships.

“I would like to thank our event sponsors for all their support,” said Taylor. “Without these sponsors, this event could not take place. This conference allows our colleagues the opportunity to share ideas and information which will move our industry forward.”

The next TIA Spring Conference will be hosted in Haines Junction, Yukon, April 11, 2011.

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