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Yukon tourism industry gathers for the 2012 TIA Yukon Spring Conference and AGM

April 27, 2012 (Whitehorse, YT) – Yukon tourism business owners, operators, industry leaders and government representatives have gathered at the Tourism Industry Association of the Yukon's 2012 Spring Conference and AGM today, to exchange information about the latest trends and issues affecting the Yukon tourism industry.

This year's conference features two days of programming in both Whitehorse and Haines Junction from April 27 to 28, including keynote speaker Doug Lansky. In addition to being a travel expert, Doug is an accomplished journalist, a host for *Discovery* and *Travel*, and the author of the Rough Guide's bestseller *First Time: Around the World* and *There's No Toilet Paper on the Road Less Traveled*.

Lansky's keynote address will provide conference attendees with valuable insights on successes and mistakes in tourism marketing, while providing a good laugh at the same time.

"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, Blake Rogers said. "With a slate of engaging presentations and intriguing speakers, this year's conference will prove to be educational, inspiring, but most of all, fun."

TIA Yukon's ability to attract keynote speaker Doug Lansky is made possible through collaboration with Partner Sponsors including the Yukon Government Department of Economic Development; Air North, Yukon's Airline; the Milepost; Outside the Cube; Yukon, North of Ordinary; and the Yukon Government Department of Tourism and Culture.

"We are very grateful for the generous contributions of our Partner Sponsors for making an event of this magnitude possible," said Rogers.

In addition to networking opportunities, the two-day TIA Yukon Spring Conference will host the Annual General Meeting, the Yukon Tourism Awards of Excellence, as well as interactive workshops and panels to discuss industry research and best practices between tourism and resource extraction.

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