



For immediate release

May 9, 2013

Spring Conference 2013 in Haines a Huge Success

WHITEHORSE – The Tourism Industry Association of the Yukon hosted its annual Spring Conference and AGM over the weekend in Haines, Alaska with more than 90 delegates and over 110 people registered for the gala dinner. The gala dinner featured an awards ceremony for the annual Yukon Tourism Awards of Excellence.

“Alaska and the Yukon have a very special relationship” said TIA Yukon Executive Director Blake Rogers, “All of our delegates were very excited to return to Haines for the first time since 2008 and the town did not disappoint!”

This year’s conference explored the symbiotic relationship between the film industry and tourism. Guest speakers included Gregg Anderson, a representative of New Zealand Tourism who spoke about the brand awareness and impact of the Lord of the Rings trilogy and Hobbit movies on their tourism industry, showing clips from their “100% Middle-Earth, 100% Pure New Zealand” campaigns.

A panel of producers who have worked on location in the Yukon shared their experiences and talked about how the Yukon winter is one of the greatest assets to their industry and can provide a surge in shoulder season business. One of the producers, Megan Cameron, is currently working on the very popular T.V. show Yukon Gold, which is filmed in Dawson City. The producers spoke of the unique challenges and opportunities that the Yukon presents to their industry.

Keynote speaker Terry O’Reilly spoke on the importance of storytelling – how big and creative ideas have a greater impact than big dollars. He encouraged operators to tell Yukon’s amazing story and that visitors would follow.

The AGM saw three TIA Yukon board seats up for election, with the incumbents retaining their positions on the board. Neil Hartling was selected to remain as the chair of the TIA board. “We have a very strong group, and I am happy that we will retain consistency going into the next year,” said Hartling.

The TIA Yukon Spring conference is held annually in a different location throughout the Yukon and Alaska. Next year’s conference will be held in Whitehorse, April 24-26.

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