



For immediate release

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TOURISM OPERATORS EXCITED BY THE TERRITORY'S TOURISM POTENTIAL

Whitehorse, YT – The Tourism Industry Association of the Yukon hosted its annual Spring Conference and AGM over the weekend at the Kwanlin Dun Cultural Centre in Whitehorse. With over 80 delegates in attendance, the conference offered industry professionals a chance to connect in advance of the busy summer season, and to consider the future of one of the Yukon's largest industries. The annual awards ceremony that capped off the conference honoured members of the tourism community for their hard work and commitment to the industry.

This year's conference explored the relationship between festivals, events and tourism, and also discussed the evolution of trends and markets that are shaping tourism around the world. Topics ranged from the growth of Asian markets, labour issues in tourism, aboriginal tourism, and the economic impact of festivals and events.

“The popularity and diversity of festivals and events is a defining characteristic of our colourful territory”, says TIA Yukon Executive Director Blake Rogers. “The panel discussion was aimed at encouraging operators to consider ways in which they may be able to enhance their businesses by including these experiences as part of the packages they offer.”

Keynote Speaker Andy Nulman, Co-founder of Just for Laughs, spoke on the three-word secret to Tourism Success. His speech emphasized the importance of developing and maintaining recognizable, Yukon specific, images. Keith Henry, chair of the Aboriginal Tourism Marketing Circle, spoke on the internationally growing Aboriginal tourism market segment. Jeff Anderson, VP Western & Northern Canada, shared some of Parks Canada's strategic planning for the future, and addressed the operational changes implemented after facing budget cuts in 2012.

Three TIA Yukon board seats were up for election, with the incumbents retaining their positions.

“Tourism operators are excited by the territory's tourism potential and that was evident at the conference,” says TIA Yukon Chair, Neil Hartling. “Tourism in the Yukon is at a pivotal point and stands ready to generate more revenue and attract more visitors than ever before. We continue to encourage the government to increase the Yukon's marketing capacity so that this potential can be realized.”

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For more information, contact:

Amy O'Rourke

Membership and Community Relations Officer, TIA Yukon

(867) 668-3312

amy.orourke@tiayukon.com