



For immediate release

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TOURISM OPERATORS RECOGNIZED FOR EXCELLENCE DURING INDUSTRY CONFERENCE

DAWSON CITY – The Tourism Industry Association of the Yukon (TIA Yukon) hosted its annual spring conference and AGM this past Thursday-Saturday in Dawson City.

This year’s conference revolved around the theme “storytelling”, with presentations from an eclectic group of speakers from all over the country, focusing on everything from wildlife viewing, community engagement, folklore, cultural mapping, product development and culinary tourism.

The keynote speaker for this year’s conference was Canadian iconic comedian Ron James, who entertained the approximately 90 conference attendees with his wit and stories of the Canadian identity.

The TIA Yukon AGM saw Felix Geithner from Arctic/Ruby Range Adventures replacing Nahanni River Adventures’ Neil Hartling as the Adventure and Winter Tourism representative, Patti Balsillie from Balsillie Management Consulting replacing Teresa Earle Communications’ Teresa Earle as the Tourism Services representative and Jasmine Sangria from Yukon Brewing re-elected to her position as Food, Beverage and Accommodation representative. Neil Hartling as outgoing Chair of TIA Yukon will assume the position of Past Chair on the board.

The Tourism Industry Association also recognized key members of the tourism community during this year’s awards gala which was sponsored by Yukon Brewing. The awards were presented by TIA Yukon and The Minister of Tourism and Culture, the Honourable Elaine Taylor. This year’s awards included:

- *Innovator of the Year Award* – **Takhini Hot Pools** for the promotion of their “Hair Freezing Contest”
- *Sustainability Leadership in Tourism Award* – **Kalin Pallett**
- *Tourism Employee of the Year Award* – **Adam Gerle**
- *Marketing Innovation Award* – **Friends of the Klondike Corridor**
- *Yukon Cultural Tourism Award* – **What’s Up Yukon**
- *Event of the Year Award* – **Adaka Cultural Festival**

As is the case every year, TIA Yukon’s award winners will be nominated for corresponding TIA Canada awards, and if selected as finalists, will be recognized nationally at the TIA Canada awards in November.

For more information or to register today please visit www.tiayukon.com

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