



FOR IMMEDIATE RELEASE

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Tourism Industry Association of the Yukon Incoming Executive Director Announcement

Whitehorse: The Tourism Industry Association of the Yukon (TIA Yukon) is pleased to announce Dylan Soo as our incoming Executive Director. Dylan has a 25-year progressive tourism career that spans all aspects of hotel and destination management. Most recently, he has prioritized building relationships with all levels of government and growing partnerships. These skills will support Yukon's tourism industry not only through this time of post-pandemic recovery, but into the future. He leaves his role as Vice-President of Corporate Affairs for Northern Vision Development (NVD) to join the team at TIA Yukon.

TIA Yukon wishes to acknowledge and thank outgoing Executive Director, Blake Rogers, who led our organization for more than a decade. The role he played in leading Yukon's tourism industry through the single most challenging event the industry has ever seen was unparalleled and we wish him well on his future endeavors.

"Tourism and hospitality have been in my blood and soul for a lifetime. I am excited to stretch my capacity as a leader, supporting the industry to sustainably become a global best in class destination. I will continue building on my previous experience with Wickaninnish Inn and other world class properties, as well as my board work with the Yukon Chamber of Commerce and recent committee work with TIA Yukon." - Dylan Soo, TIA Yukon Incoming Executive Director.

"It is with immense pride that I have watched TIA Yukon grow over the past decade, supporting our tourism industry in vital ways through training, advocacy, and most recently, pandemic recovery. As we continue to support recovery in our sector, the entire board is anticipating innovative ideas coming from Dylan's passion for the sector and what it means to our community". - Neil Hartling, TIA Yukon Board Chair.

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For more information, contact:

Erin Kohler
Communications and Special Projects Coordinator, TIA Yukon
(867) 322-9167
erin.kohler@tiayukon.com