

Tourism conference in South Lake Tahoe

The Tahoe Tourism "Your Town Forum" will provide South Shore businesses an opportunity to hear from tourism experts all about what's new for summer. The Lake Tahoe Visitors Authority will preview its strategic plan and unveil the 2010 summer marketing campaign. Representatives from the Sierra Nevada Conservancy and the Sierra Business Council will talk about Geotourism – what it is and why it matters.

Attendees will also learn about the California Welcome Center in El Dorado County and hear presentations on new events in Lake Tahoe, including Lake Tahoe Restaurant Week, Hot August Nights and Iron Girl.

Guest speakers include Pettit Gilwee from California Travel and Tourism Commission, Debbie Manning from El Dorado Hills Chamber of Commerce, Bruce Walters from Hot August Nights, Bob Kingman from Sierra Nevada Conservancy, Nicole DeJonghe from Sierra Business Council, Duncan/Channon Agency, B Gorman from the Lake Tahoe South Shore Chamber of Commerce and Carol Chaplin and Mike Frye from LTVA.

The April 29 event from 9-11am is free and open to the public. It is at Lake Tahoe Community College's Duke Theater in South Lake Tahoe.

For more information, call (775) 588.1728.