

# North Tahoe to host prestigious travel symposium

North Lake Tahoe will host the 2012 Mountain Travel Symposium, one of the world's premier ski industry wholesale conferences.

The April 15-21 conference will be at Resort at Squaw Creek.

North Lake Tahoe hosted the symposium in 2006, with 1,200 attendees.

"Mountain Travel Symposium is the biggest and longest running annual contracting and networking gathering in the mountain travel industry worldwide," Andy Chapman, with North Lake Tahoe Resort Association, said. "To have our colleagues here in North Lake Tahoe to experience our product firsthand, especially with all its stellar spring snowpack, is absolutely advantageous. These ski wholesalers are going to have North Tahoe and our variety of lodging options on the brain when talking with clients from all over the world."

In attendance will be ski wholesale companies from North America, South America, the United Kingdom, Europe, Australia and New Zealand, as well as decision-makers for all United States' ski councils and clubs, in addition to ski-related vendors and other attending mountain destinations.

The event will primarily be based in Olympic Valley, but tourism officials expect the entire region to benefit. Those confirmed to attend include representatives with Orbitz, Expedia, Travelocity, Mark Travel, HotelBeds, Crystal, Virgin Holidays, Ski.com and Mountain Reservations.

In addition to business-to-business appointments, Mountain Travel Symposium offers professional development with national speakers, hands-on workshops, as well as multiple opportunities and social events for networking.

For details about Mountain Travel Symposium, registration and photos, go online.