

Trends in Tourism is focus of forum

This year's annual spring South Shore tourism forum is titled Trends in Tourism. On April 26 from 3-5pm Ralf Garrison and Emilyn Sheffield will present current statistics and trends to inform tourism and hospitality operations for the future.

Among the topics to be presented are differences in how the younger "wired" and ethnic visitors will connect with recreation in addition to a discussion on what types of accommodation units and amenities are most important to these growing market segments. Additionally, a "Millennial Team" of 20 college students from CSU Chico's Recreation and Hospitality Program will be participating. They will present a report card to the community of their pre-arrival research, expectations and experiences.

There will be numerous opportunities for: hosting the students, secret shoppers and future intern potential. If you are interested in learning more about the student opportunities, contact Carol Chaplin at carol@ltva.org or B Gorman at bgorman@tahoechamber.org.

The event is at Harveys in Stateline.

Cost is \$15 for Lake Tahoe South Shore Chamber of Commerce members and \$25 for non-members. Price includes entrance to the mixer immediately following the forum.