

Tourism forum to focus on international and young travelers

Because tourism is a constantly evolving industry each year, the Lake Tahoe South Shore Chamber of Commerce and Lake Tahoe Visitors Authority strive to keep the business community up to date on developing trends by hosting an tourism forum.

This year's forum is April 18 from 3:30-6pm in the Cabaret Theater at Harveys in Stateline.

Building off last year's presentations on local demographics, the 2013 Trends in Tourism Forum will cover the international guest along with service philosophies and what these culturally sophisticated visitors expect and demand.

The forum guest speakers are Caroline Beteta, president-CEO of Visit California and board chairwoman of Brand USA, who will speak to international expectations. Beteta is responsible for implementing Visit California's \$50 million marketing plan.

The second guest speaker, Denise Pirrotti-Hummel, will be building on Beteta's presentation to heighten the awareness of the changing visitor – one who is younger, as well as one who is more diverse ethnically and culturally.

After the forum, guests will have the opportunity to mix and mingle at the Cabo Wabo Cantina inside Harveys. The Business After Hours Mixer will take place from 6-8:30pm and will feature appetizers, drinks, raffle prizes and relationship building opportunities.

Tickets to the forum are \$15 for members and \$25 for prospective members and include entrance to the BAHM. Reserve a space in advance online, or email Emily@tahoechamber.org, or

call Emily Abernathy at (775) 588.1728, ext. 303.