

# Tourism forum to focus on global traveler

Lake Tahoe South Shore Chamber of Commerce and Lake Tahoe Visitors Authority's annual Tourism Forum will focus on the global traveler.

The forum aims to prepare the South Shore tourism industry to better serve global travelers. According to Visit California, 17,000,000 global travelers visited California in 2015. Understanding how to attract this demographic and leverage their unique travel tendencies is vital to strengthening your sales force, business, and the community.

The Welcoming the Global Guest: Tourism + Breakfast Forum will feature speaker Kristine Tsusaki-Reddick, director of Client Relations at Visit California, who will provide a market update on California's tourism industry with a focus on international travel trends in the California market. Keynote speaker will be Daniel Crain, VP of Education and Training at BRIC Marketing.

The cost for the April 18, 8:15-11:30am forum is \$25 for chamber members and \$40 for non-members. Ticket price includes breakfast. For more information and to register, go **online**. The event is at Lake Tahoe Resort Hotel in South Lake Tahoe.