

South Shore gearing up for international travel conference

By Lake Tahoe News

STATELINE – The South Shore in April will be home to the largest trade show of its kind for all things related to winter travel.

While this will be the 43rd year for the Mountain Travel Symposium, it is the first year this region has hosted it.

More than 1,200 people from 35 countries are expected to attend the April 8-14 event at Harrah's Lake Tahoe.

While it is geared toward people in the industry, there will be sessions open to the public – for a fee.

Lake Tahoe Visitors Authority is the host. That board received an update on the event this week.

Tony Lyle with LTVA explained how the week involves a traditional trade show and workshops targeting strategic issues.

It will be an opportunity to showcase what the South Shore has to offer. This location was picked in large part because of its rebirth, so to speak, in the last decade.

Board member Jerry Bindel more than once voiced a request that attendees not be limited to the Stateline/Heavenly Village area, pointing out that there is more to the region than just that hub.

For more information about the symposium, go **online**.