

Rural Tourism Studio



Oregon's Rural Tourism Studio program is designed to assist rural communities interested in sustainable tourism development. As a result of the program, Travel Oregon hopes to see an increase in high-value, authentic experiences for travelers across the state that will help contribute to community livability and a healthy environment, thereby strengthening Oregon's position as a premiere tourism destination in North America.

All workshops will take place in Madras and Prineville. Please visit website for details. There is a \$5 fee for each workshop to help cover meal costs. Events are free.

Participants who attend 7 of the 10 workshops and events will receive a certificate of completion from Travel Oregon. Participants must attend the Community Tourism Visioning Event, Community Tourism Planning Workshop, and Teaming for Success Workshop in order to be eligible for a certificate.

Space is limited to 35 participants per workshop. The program has been designed specifically for residents of and organizations operating in the Prineville, Madras, Warm Springs and Terrebonne area, but surrounding communities are welcome to participate as space allows.

This program brought to you by **Travel Oregon** with support from a local steering committee including representatives from Indian Head Casino, Crook County, Economic Development for Central Oregon, Studio on 5th, Prineville-Crook County Chamber of Commerce, Madras Chamber of Commerce, Ochoco National Forest/Crooked River National Grasslands, Brasada Ranch, Jefferson County Fairgrounds, Prineville Power Sports, Crooked River Roundup, Prineville City Council, Crook County Open Campus, Cove Palisades Resort, Inc., Central Oregon KOA, The Inn at the Cross Keys, Central Oregon Visitors Association, Kah-Nee-Ta Resort and Spa, and Imperial River Company.



RURAL TOURISM STUDIO

Register online at:
<http://Industry.TravelOregon.com/RTS>

Questions? Please contact Bill Gowen
Prineville-Crook County Chamber of Commerce,
bill@visitprineville.org, 541-447-6304 or
Joe Krenowicz, Madras Chamber of Commerce,
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- Nov 6 Community Tourism Visioning **Event!**
- Nov 7 Community Tourism Planning
- Dec 4 Cultural & Agri-Tourism Development
- Dec 5 Tourist for a Day Field Session **Event!**
- Jan 8 Outdoor Recreation Development
- Jan 8 Un-Cork Your Business' Tourism Potential! **Event!**
- Jan 9 Bicycle Tourism Development
- Jan 29 Rural Tourism Marketing on a Shoestring
- Jan 30 Teaming for Success
- Jan 30 Community Tourism Kickoff **Event!**

Oregon's Rural Tourism Studio

A series of workshops offered by Travel Oregon this winter in *River Canyon Country*—Madras, Prineville, Warm Springs & Terrebonne Area—is now open for registration! This professional development program designed to bolster the region's tourism economy offers hands-on skill-building, planning and product development workshops rich in information and networking opportunities.

The program opens with an overview of the tourism industry, important trends, and sustainable tourism best practices to stimulate new thinking about your destination. The core of this program will guide participants in developing strategies for cultural and agri-tourism, cycling tourism and outdoor recreation. The program concludes with specific training on how to market your tourism business and develop effective action teams.

Sustainable tourism can stimulate the local economy, protect and enhance local resources, and foster community pride. Community leaders, tourism entrepreneurs, tour operators, lodging property owners, outdoor enthusiasts, restaurateurs and anyone with an interest in strengthening the local economy through tourism are invited to participate in the program!



Top Notch Trainers and Workshop Topics Include:

Creating a powerful vision for your community's future in tourism with **David Beurle** & **Juliet Fox** of Future iQ Partners

Developing a local plan for sustainable tourism and outdoor recreation experiences with **Kristin Dahl** of Travel Oregon

Determining how visitors can experience your rural way of life with **David Beurle**

Tapping into the growing market of bicycle travel with **Scott Bricker** of Bricker Consulting

Learning rural tourism marketing strategies with **John Kelsh** of Great Destination Strategies

Teaming up for success with **Maurizio Valerio** of Rural Development Initiatives

The following workshops and events will be offered as part of the program:

Nov 6, 2012 Community Tourism Visioning Event!
4pm-8pm
Madras
Determine the essence of this destination, create the future and galvanize community members in working toward the fulfillment of this common purpose

Nov 7 Community Tourism Planning
9am-4pm
Madras
Set a path for sustainable tourism based on current trends and local assets

Dec 4 Cultural & Agri-Tourism Development
9am-4pm
Prineville
Create ways for visitors to experience your rural way of life -- from farm visits to Tribal salmon bakes

Dec 5 Tourist for a Day Field Session Event!
9am-4pm
Prineville
Experience your destination through the eyes of a visitor

Jan 8, 2013 Outdoor Recreation Development
9am-4pm
Madras
Discover new ways to connect visitors with nature's adventures

Jan 8 Un-Cork Your Business' Tourism Potential! Event!
6pm-8pm
Culver
Local resources for starting or growing your tourism business

Jan 9 Bicycle Tourism Development
9am-4pm
Madras
Tap into the growing segment of bicycle travelers - develop new cycling experiences & learn how to attract them

Jan 29 Rural Tourism Marketing on a Shoestring
9am-4pm
Prineville
Covering tools, techniques & partner programs to market your tourism business

Jan 30 Teaming for Success
9am-4pm
Prineville
Finalize your community's tourism vision and establish powerful action teams

Jan 30 Community Tourism Kickoff Event!
5pm-7pm
Powell Butte
Participants share their vision of tourism for the region and celebrate completion

