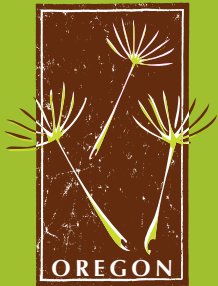




## RIVER CANYON COUNTRY: MADRAS, PRINEVILLE, WARM SPRINGS & TERREBONNE AREA



RURAL TOURISM STUDIO

# Rural Tourism Studio

- 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, restauranters and anyone with an interest in strengthening the local economy through tourism are invited to participate in the program!

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

Questions? Please contact Joe Becker  
Prineville-Crook County Chamber of Commerce,  
director@visitprineville.org, 541-447-6304 or  
Joe Krenowicz, Madras Chamber of Commerce,  
director@madraschamber.com, 541-475-2350

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.