

Rural Tourism Studio



- Oct 8 Community Tourism Visioning **Event!**
- Oct 9 Community Tourism Planning
- Nov 5 Culinary and Agritourism Development
- Nov 6 Bicycle Tourism Development
- Dec 3 Nature-Based Outdoor Recreation Development – Field Day
- Dec 4 Nature-Based Outdoor Recreation Development – Workshop
- Jan 7 Rural Tourism Marketing Part 1
- Jan 8 Rural Tourism Marketing Part 2
- Jan 28 Teaming for Success
- Jan 28 Community Tourism Kickoff **Event!**

Register online at:
[Industry.TravelOregon.com/
WildRiversCoast](http://Industry.TravelOregon.com/WildRiversCoast)

Questions? Please contact:

Bandon

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Langlois & Port Orford

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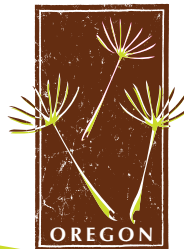
Gold Beach

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Brookings

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This program brought to you by **Travel Oregon** with support from a local steering committee including representatives from Bandon Chamber of Commerce, Brookings-Harbor Chamber of Commerce, City of Gold Beach, City of Brookings, Curry County Board of Commissioners, Curry County Economic Development, Gold Beach Chamber of Commerce, Gold Beach Ranger District, Oregon Coast Visitors Association, Oregon Sea Grant, Port Orford Main Street Revitalization Association, Port Orford Ocean Resource Team, Redfish Rocks Community Team, South Coast Watershed Council, Southern Oregon Visitors Association, Wild Rivers Coast Alliance, US Forest Service Rogue River-Siskiyou National Forest, Chetco Activity Center, Bandon Dunes Golf Resort, Greater Bandon Association, The Ford Family Foundation



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 Port Orford and Gold Beach. There is a \$5 fee for each workshop to help cover meal costs. Register for all 8 workshops for \$35! Events are free.

Participants who attend 8 of the 10 workshops or events will receive a certificate of completion from Travel Oregon.

Space is limited to 50 participants per workshop. The program has been designed specifically for residents, businesses and organizations operating in Bandon, Langlois, Port Orford, Gold Beach and Brookings. If you are from outside this region but interested in attending one of these workshops, email Linda@TravelOregon.com to be added to the participant waiting list. You will be invited to register if space is available.

Oregon's Rural Tourism Studio

A series of workshops offered by Travel Oregon this winter along the *Wild Rivers Coast* – including Bandon, Langlois, Port Orford, Gold Beach and Brookings – is now open for registration! This professional development program designed to bolster your community'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 culinary and agri-tourism, cycling tourism and nature-based outdoor recreation. The program concludes with specific training on how to market your tourism business, develop effective action teams, and access funds for tourism projects.

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, cycling 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 of **Future iQ Partners**

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

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

Learning rural tourism marketing strategies with **Travel Oregon's** Global Marketing Team

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

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

Oct 8, 2013 Community Tourism Visioning Event!
4pm-8pm Port Orford
Determine the essence of this destination, create the future and galvanize community members in working toward the fulfillment of this common purpose

Oct 9 Community Tourism Planning
9am-4pm Port Orford
Set a path for sustainable tourism based on current trends and local assets

Nov 5 Culinary and Agritourism Development
9am-4pm Gold Beach
Create ways for better connecting your local agricultural markets with the visitor industry to strengthen your local economy

Nov 6 Bicycle Tourism Development
9am-4pm Gold Beach
Tap into the growing segment of bicycle travelers – develop new cycling experiences & learn how to attract them

Dec 3 Nature-Based Outdoor Recreation Development – Field Day
TBD Port Orford
Discover new ways to connect visitors with nature's adventures, including a memorable field experience

Dec 4 Nature-Based Outdoor Recreation Development – Workshop
9am-4pm Port Orford
Work collaboratively to design strategies and business opportunities to develop the nature-based tourism economy

Jan 7, 2014 Rural Tourism Marketing – Part 1
4pm-8pm Gold Beach
Learn from Travel Oregon about state and regional marketing programs to help you market your tourism business and the region

Jan 8 Rural Tourism Marketing – Part 2
9am-4pm Gold Beach
An in-depth session on marketing best practices with time to develop a plan for the region and your business

Jan 28 Teaming for Success
9am-4pm Port Orford
Establish powerful local action teams in order to bring ideas developed during the program to fruition

Jan 28 Community Tourism Kickoff Event!
5pm-7pm Langlois
Participants share their vision of tourism for the region and celebrate completion

