



Growing Business :: Strengthening Communities

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For Immediate Release

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Agritourism Business Development Tour Set for October 23

An informal group of businesses working to expand Wallowa County's agri-tourism offerings is organizing a tour of local businesses to be held on Saturday, October 23rd. "We have some very experienced business owners who are willing to share what they've learned. We also have new businesses with great ideas and energy. The tour will give us all a chance to share information and think about steps we want to take to grow agri-tourism in our area," says organizer Sara Miller from the NE Oregon Economic Development District.

During the tour, discussion will focus on the ways current businesses are connecting agriculture to tourists, plans for future attractions and promotion, what visitors are looking for and how we can work together. Businesses on the tour currently include several farms, a bed and breakfast, and a farm stand.

Agri-tourism can include lots of different kinds of activities; examples include farm visits, markets and stands selling local agricultural products, and restaurants or B & B's with local food items on the menu. A group of business owners first began discussing ways to develop agri-tourism during the Rural Tourism Studio workshop series hosted by Travel Oregon in 2009. Anyone interested in helping expand agri-tourism business opportunities in Wallowa County is welcome to participate. For more information or to sign up to join the free tour, contact Miller at 541-426-3598.