

2017 Oregon Bike Tourism Summit

Tuesday March 21st, 2017 - 9 a.m. – 5 p.m.

Oregon Zoo, 4001 Southwest Canyon Road, Portland, OR 97221

AGENDA

Meeting objectives:

- Meet and network with Oregon’s bicycle tourism and recreation leaders
- Learn about leading bicycle tourism projects and concepts from around the world
- Advance real projects by sharing your wisdom while learning from others
- Grow momentum for bicycle tourism in Oregon
- Socialize with bicycle tour operators, guides and outfitters

8:30 a.m.	REGISTRATION and CONTINENTAL BREAKFAST	Andrew Grossmann, Travel Oregon
9:00 a.m.	NETWORKING and INTRODUCTIONS	Scott Bricker, Travel Oregon
9:45 a.m.	ADVANCING A STATEWIDE TRAILS ASSOCIATION IN OREGON <ul style="list-style-type: none"> • Presentation • Small group input 	Stephanie Noll Yvonne Kraus, Evergreen Mountain Bike Alliance
11:30 a.m.	BREAK	
11:45 a.m.	WORLD CLASS CONNECTED TRAILS AND BIKE ROUTES – LUNCH SESSION <ul style="list-style-type: none"> • Oregon’s Leadership in Outdoor Recreation • Oregon Timber Trail (Update) • German Cycling Network, Louise Böhler – LUNCH KEYNOTE • Group Discussion & Q/A 	Kristin Dahl, Travel Oregon Dan Little, First Gentleman Gabe Tiller, Oregon Timber Trail Louise Böhler, German National Cycling Association
1:45 p.m.	BREAK	
2:00 p.m.	INSPIRING WORLD CLASS CYCLING NETWORKS <ul style="list-style-type: none"> • Small group discussions: <ul style="list-style-type: none"> ○ Bett+Bike (lodging) ○ Wayfinding and Signage ○ Dramatization ○ Route Operators ○ Corresponding Services ○ Communications ○ Other • Report Back and Group Discussion 	Scott Bricker, Travel Oregon
3:30 p.m.	REFLECTIONS and NEXT STEPS	Scott Bricker, Travel Oregon
3:45 p.m.	RECEPTION: TOUR OPERATORS, GUIDES, AND OUTFITTERS NETWORKING EVENT	
5:00 p.m.	ADJOURN	