

## **NEWBERRY COUNTRY**

### **15-YEAR TOURISM VISION**

Newberry Country is known as an outdoor recreation destination for those seeking a quieter, more remote experience in Central Oregon. Our collection of unique small towns in the region provides access to lesser known public lands replete with national geologic wonders and year-round outdoor recreation opportunities. Each small town experience provides a window into our local culture and a jumping off point for visitors headed to epic National Monuments, quiet desert landscapes or Ponderosa Pine forests blanketed with snow.

Miles of mountain biking trails and a Scenic Bikeway roll through alpine forest, up to high mountain lakes, around lava flows, and through desert landscape. A ride in a different direction is an entirely new experience. Dirt bike and four wheel riders are welcome and have access to miles and miles of maintained trails. When the snow comes, riders can switch to snowmobiles and explore the tall pines through months of powder. If rocks are your thing, you will find a trove of geologic delights nearly anywhere you set foot.

And for every opportunity for adventure, there are a dozen more for quiet reflection and restoration. Still night air filled with the scent of Ponderosa Pine and clear, dark night skies refresh and inspire wonder and creativity. Wild areas are set aside for reconnecting with nature in relative stillness. Recreation assets are well-managed and strike a fine balance between ease of access and protection of the quiet natural environment.

As a result of an increase in visitation, towns throughout the region host more amenities beneficial to visitors and locals, and jobs. Store fronts are full and offer quality, affordable outdoor gear rental shops, guiding services, restaurants and local retail serving locals and tourists throughout the year. Each town has developed its unique characteristics and held on to its heritage.

Our young people have grown up immersed in our local nature and as a result are stewards of our land. Our communities have helped create new ways to manage water and land, decreasing agricultural waste and increasing water available for ecosystems and recreationalists. Scientific and academic communities spend time exploring our geology, natural history, and ecosystems. Their engagement brings in new money and ideas that benefit our growing economy, and give our youth the rewarding challenges they aspire to have in their own home towns.