



OREGON PARKS AND RECREATION DEPARTMENT

NEWS RELEASE

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MEDIA CONTACT:

Contact: Kyle Jansson

Oregon Heritage

503-986-0673

Kyle.jansson@oregon.gov

Heritage tourism workshop June 9 aims to expand opportunities

A workshop that enables heritage organizations, sites and businesses to improve and enhance heritage tourism potential will take place June 9 in Springfield.

“The workshop will focus on how heritage groups and entrepreneurs collectively and individually can be more successful in their tourism efforts,” said Kyle Jansson, coordinator of the Oregon Heritage Commission. The commission, along with NEDCO (Neighborhood Economic Development Corp.) as co-sponsor, is organizing the free workshop.

A study sponsored by the Heritage Commission two years ago showed that 83 percent of the leisure travelers in Oregon travel to experience the places, people, activities and things that authentically represent the past and present. These cultural heritage travelers also spend more than the average tourist.

Workshop participants will learn about the values and needs of these travelers, identify community and organizational assets that could appeal to travelers, learn about successful cultural collaborations, and identify ways to work collaboratively to tap opportunities to increase heritage tourism.

Pre-registration for the workshop is strongly encouraged. A registration form is available at www.oregonheritage.org For more information about the workshop, which will take place from 9 a.m.-4:30 p.m. at the Sprout! Regional Food Hub, 418 A St., contact Kyle Jansson at heritage.info@oregon.gov or 503-986-0673.

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