

Oregon Heritage Tourism Workshop
Monday, June 9, 2014
SPROUT! Food Hub, 418 A St, Springfield OR

A highly interactive daylong event to help you:

- *Learn more about opportunities, market trends, issues and resources for cultural/heritage tourism*
- *Understand heritage tourists, their value and needs*
- *Assess your organization's readiness for visitors*
- *Gain a better understanding of the region's anchor draws for heritage tourism, and the regional assets that can complement heritage tourism initiatives*
- *Explore interest in collaboration among heritage organizations, and between heritage organizations and tourism organizations, to tap opportunities for heritage/cultural tourism in the region*

AGENDA

9:00-9:30	Welcome and introductions
9:30-10:55 with break	The “who”, “what” and “why” of the market for heritage tourism: critical trends <ul style="list-style-type: none">• Visitor profile• Visitor interests• Economic impact
10:55-11:45	What are the heritage tourism draws in this region? <ul style="list-style-type: none">• Assets that are particularly suitable for visitors• Regional themes
11:45-12:05	Successful examples of synergy between strong heritage stewardship and successful tourism
12:05-1:05	Networking Lunch with topic tables
1:05-1:55	What resources can help a heritage organization explore and benefit from tourism?
1:55-3:25 with break	Exploring opportunities for collaboration to raise income and recognition/appreciation of heritage assets through tourism
3:25-4:30	What comes next? <ul style="list-style-type: none">• Action planning as appropriate