

More than 85 percent of today's leisure travelers are interested in cultural heritage. And they like to be active and recreate.

This year's Oregon Heritage Conference will have speeches, workshops, tours and activities with tips on identifying, attracting and satisfying the needs of these heritage travelers.

Among the sessions for people attending the conference April 23-25 in Albany are:

- Engaging with bikeways and other recreation and travel organizations.
- Interpreting local recreation heritage.
- Finding National Register sites in Oregon's parks.

In addition, keynote speaker Grant McOmie will talk about his experience on Oregon's backroads focusing his television programs on cultural heritage and the great outdoors. And you can participate in behind-the-scenes activities at nearby heritage sites that carry out the conference theme of "Celebrate, Recreate, Invigorate at the Hub of Heritage and Recreation."