

Succeeding with Heritage Tourism: Market Information, Resources and Ideas for Attracting Visitors through Creative Collaboration

Welcome and introductions <ul style="list-style-type: none">• Agenda overview
The “who”, “what” and “why” of the market for heritage tourism: critical trends <ul style="list-style-type: none">• Regional profile of tourists in general• Trends in Oregon visitor interest in heritage tourism• Economic impact of heritage tourism
Break
Who can help with what: resources for heritage tourism development:
Making the sum greater than the parts: successful examples of collaboration for strong heritage stewardship and tourism development
What next?

This workshop is brought to you by the Oregon Heritage Commission, with funds donated by Oregonians to the Oregon Cultural Trust.