

TRAVEL  OREGON

RURAL TOURISM STUDIO

OCTOBER–DECEMBER 2017



Klamath Basin Region — Klamath Falls, Bonanza, Chiloquin, Malin, Merrill, Dorris, Tulelake and the greater Klamath Basin communities.

Travel Oregon, in partnership with a local steering committee, will host a series of workshops in the Klamath Basin region – including Klamath Falls, Bonanza, Chiloquin, Malin, Merrill, Dorris, Tulelake and the greater Klamath Basin communities.

This professional development program is designed to bolster your community’s tourism economy and offers hands-on planning and product development workshops rich in information and networking opportunities.

The program opens with an overview of the tourism industry, important trends, and sustainable tourism best practices to stimulate new thinking about your destination. The core of the program will guide participants in developing strategies to improve cultural heritage tourism, agritourism and world-class outdoor recreation experiences. The program concludes with specific training on collaborative destination marketing for businesses and communities, and developing action teams for project implementation.

Sustainable tourism can stimulate the local economy, protect and enhance local resources, and foster community pride. Community leaders, tourism entrepreneurs, tour operators, lodging property owners, outdoor recreation enthusiasts, restaurateurs and anyone with an interest in strengthening the local economy through tourism are invited to participate in the program.

OCT 10 Community Tourism Visioning & Scenario Planning Event

OCT 11 Community Tourism Planning Workshop

NOV 14 Cultural Heritage & Agritourism Workshop

NOV 14 Networking Event

NOV 15 Adventure Travel & Outdoor Recreation Workshop

DEC 5 Tourism Marketing & Communications Workshop

DEC 6 Teaming for Impact & Action Planning Workshop

DEC 6 Community Celebration

REGISTRATION REQUIRED.

Visit: Industry.TravelOregon.com/KlamathBasin

Additional information and registration available at:
Industry.TravelOregon.com/KlamathBasin

Questions? Please contact:
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This program brought to you by Travel Oregon with support from a local steering committee including representatives from: South Central Oregon Economic Development District, Siskiyou Economic Development Council, Bonanza Cares - Bonanza Revitalization Team, Butte Valley Chamber of Commerce, Butte Valley Historical Society, City of Malin, Rural Klamath Connects Network, Malin Community Service Club, Chiloquin Visions in Progress, City of Tulelake, Community Systems, Discover Klamath, Gold Dust Potato Processors Inc., Klamath National Forest, Goose-nest RD, Klamath Trails Alliance, Lava Beds National Monument, Art of Survival Century, Malin Planning Committee, Ore-Cal RC&D, Project Merrill, Tater Patch Quilts, Travel Southern Oregon, Two Rivers Art Gallery, Volcanic Legacy Community Partnership.

