

Oregon's Rural Tourism Studio program is designed to assist rural communities interested in sustainable tourism development. As a result of the program, Travel Oregon and community organizers hope to see an increase in high-value, authentic experiences for travelers across the state. In turn, this will contribute to community livability and a healthy environment, thereby strengthening Oregon's position as a premier tourism destination in North America.

Workshops and networking events will take place in North Bend, Coos Bay, Bandon, and Charleston. Detailed location information is available on the program website **Industry.TravelOregon.com/SouthernOregonCoast**

There is a \$5 fee for each full-day workshop to help cover meal costs. All evening events are free of charge. Participants who attend 4 of the 5 workshops will receive a certificate of completion from Travel Oregon. Space is limited to 60 participants per workshop. The program has been designed specifically for residents, businesses and organizations operating in the Coos County and Reedsport/Winchester Bay area. If you are from outside this region but interested in attending one of these workshops, email **Development@TravelOregon.com** to be added to the participant waiting list. You will be invited to register if space is available.

**Additional information available at:**

Industry.TravelOregon.com/  
SouthernOregonCoast

**Questions? please contact:**

Connie Stopher  
South Coast Development Council  
connie@scdcinc.org | (541) 266-9753

**Workshop venues in:**

North Bend - Coos Bay  
Charleston - Bandon

**This program is brought to you by Travel Oregon with support from a local steering committee including representatives from:**

42 & Spruce Downtown, Bandon Chamber of Commerce, Benetti's Restaurant, Charleston Marine Life Center, City of Coos Bay, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, Coos County, Coquille Indian Tribe, Coquille Chamber of Commerce, The Mill Casino, Oregon Coast Visitors Association, Oregon Parks and Recreation Department, Oregon State University - Division of Outreach and Engagement, Port of Coos Bay, Powers School District, Reedsport Mainstreet Association, South Coast Development Council, South Slough NERR., Southwest Oregon Regional Airport, U.S. Forest Service - Rogue River National Forest, and the Wild Rivers Coast Alliance



**RURAL  
TOURISM STUDIO**

# RURAL TOURISM STUDIO

## Southern Oregon Coast Region

(Reedsport, Winchester Bay, North Bend, Coos Bay, Charleston, Bandon and the Coquille River Valley)



**January – April 2017**

# OREGON'S RURAL TOURISM STUDIO

Travel Oregon, in partnership with a local steering committee, will host a series of workshops in the Southern Oregon Coast region – including Reedsport, Winchester Bay, North Bend, Coos Bay, Charleston, Bandon and the communities of the Coquille River Valley.

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 for culinary and 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.

## Expert Trainers and Workshop Topics Include:

Creating a powerful vision for your community's future in tourism with **David Beurle** of Future iQ Partners



Developing world-class adventure travel outdoor recreation with **Kristin Dahl** and **Scott Bricker** of Travel Oregon



Growing culinary and



agritourism experiences for visitors and igniting teams for action with **Alexa Carey** of Travel Oregon

Planning collaborative tourism marketing strategies with **Katy Clair** and **Kelda Schmidt** of Travel Oregon



The following workshops and events will be offered as part of the program:

**Jan 24**  
4 p.m.–8 p.m.  
North Bend  
**Community Tourism Visioning Event**  
Determine the essence of this destination, create the future and galvanize community members in working toward the fulfillment of this common purpose

**Jan 25**  
9 a.m.–4 p.m.  
North Bend  
**Community Tourism Planning Workshop**  
Set a path for sustainable tourism based on current trends and local assets

**Feb 21**  
5 p.m.–8 p.m.  
Charleston  
**Adventure Travel & Outdoor Recreation Networking Event**  
Learn about key tourism projects in the area related to this sector and network with your peers

**Feb 22**  
9 a.m.–4 p.m.  
Charleston  
**Adventure Travel & Outdoor Recreation Workshop**  
Work collaboratively to design strategies and business opportunities to develop the outdoor recreation and adventure travel market for this region

**Mar 21**  
5 p.m.–8 p.m.  
Bandon  
**Culinary & Agritourism Networking Event**  
Learn about key tourism projects in the area related to this sector and network with your peers

**Mar 22**  
9 a.m.–4 p.m.  
Bandon  
**Culinary & Agritourism Workshop**  
Create ways for better connecting your local agricultural markets with the visitor industry to strengthen your local economy

**Apr 18**  
9 a.m.–4 p.m.  
North Bend  
**Tourism Marketing & Communications Workshop**  
Learn tourism marketing best practices, how to plug into existing marketing efforts and how to develop a tourism marketing plan for your region and business

**Apr 19**  
9 a.m.–4 p.m.  
North Bend  
**Teaming for Impact & Action Planning Workshop**  
Establish powerful local action teams in order to bring ideas developed during the program to fruition

**Apr 19**  
5 p.m.–8 p.m.  
Coos Bay  
**Community Celebration Event**  
Participants share their vision of tourism for the region and celebrate program completion

Program venues and registration available at:  
[Industry.TravelOregon.com/SouthernOregonCoast](http://Industry.TravelOregon.com/SouthernOregonCoast)

