

Fishing for Tourists:

How to hook and reel them in!

Friday, February 19, 2010

9:00 am - 4:00 pm

*The Village • Home Builder's Boardroom
621a Main Street • Clovis, NM 88102*

Understand types of travelers and the needs and benefits of each. Learn how to analyze and quantify tourism trends for your district and how they impact your community. Learn how to identify if heritage tourism is right for your community. Plus... tips on how to use the Internet as a promotional tool for tourism.

What You Will Learn

- How to identify types of visitors
- How tourism benefits your community
- Social and economic costs of tourism
- Methods of measuring tourism volumes and impacts
- Developing a tourism strategy
- Is historic tourism right for your community

Who Should Attend

- MainStreet managers and staff
- MainStreet board presidents
- MainStreet Promotion committee chair
- Members of the Promotion and Economic Positioning committees
- Tourism and hospitality industry professionals
- Chamber of Commerce personnel





Agenda

- 8:30 am:** **Registration and sign-in**
- 9:00 – 11:45:** **Types of Visitors, Impacts and Measuring**
- 11:45 – 1:00:** **Lunch on your own**
- 1:00 – 4:00:** **Tourism Strategy, Historic Tourism, the Internet, Q & A**

Session Leader

Robyne Beaubien, New Mexico MainStreet Promotions Consultant. Robyne has more than twenty years experience in non-profit management and marketing across the United States. She has spent the last seven years active in rural economic development in southeastern New Mexico and has been the executive director of Clovis MainStreet for four years. In 2009, Robyne completed the National MainStreet Professional Manager's Certification, being the first manager in New Mexico to obtain this professional certification. Robyne's passion for her work and sense of humor has made her an active consultant and conference speaker. In her spare time, she is an avid reader and interior decorator.

Registration Info

Registration is free for volunteers and staff of New Mexico MainStreet Programs. There is a \$50 non-refundable registration fee for non-MainStreet representatives. Registration deadline is February 12, 2010. Space is limited, and registrations will be honored on a first come, first served basis. Registration does not include transportation, lodging, or food.

Registration is online at: <http://nmmainstreet.org/mainstreet/news.php>

Non-MainStreet representatives, your \$50 registration fee must be received at the address below to guarantee your space. Please make check out to Friends of New Mexico MainStreet.

Economic Development Department
New Mexico MainStreet
Joseph Montoya Building
1100 St. Francis Drive, Santa Fe, NM 87505

**Contact Meghan Bayer with questions, 505-827-5650
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