



New Perspectives, New Niches Developing New Visitor Attractions in Your Town

April 3 and 4, 2009
Taos Convention Center

The world-wide boom in tourism offers your community dynamic opportunities for economic diversification, quality of life improvements, and sustainable revenues. Today's tourists demand authentic experiences and unforgettable adventures and will pay top dollar to find them! This Institute will change the way you think about what your community has to offer and inspire you to attract the lucrative cultural & heritage tourism market!

WHAT YOU'LL LEARN

In this introductory exploration of the rapidly evolving cultural & heritage tourism industry, participants will learn about cutting edge "niches" of tourism, including geotourism, ecotourism, food tourism, art tourism and other new strategies. The Institute includes a "global" overview, "how-to" lessons, and tips on using innovative digital media.

WHO SHOULD ATTEND

- MainStreet board members, officers and staff
- Tourism and hospitality industry professionals
- Chamber of Commerce personnel
- Historic preservationists and heritage property managers
- Cultural champions; tourists & travelers; and students & researchers
- Historic preservationists and heritage property managers



New Mexico MainStreet
Economic Development Department
Joseph Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505-4147
505-827-5650

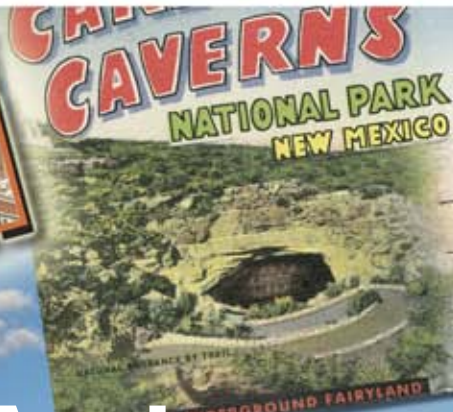


COMMUNITY
Economic Development

MAINSTREET INSTITUTE

REVITALIZATION TOOLS AND TECHNIQUES





Agenda:

Friday, April 3

MORNING SESSION

Overview, Definitions, and New Trends

8:30am – Registrations, and networking

9:15 – “Cultural and Heritage Tourism – Global and Regional Trends”

Keynote speaker - AMY WEBB, National Trust for Historic Preservation

11:00 – Cultural & Heritage Tourism Niche Markets and Definitions

Panel Discussion with New Mexico & National Experts

12:15 - Lunch (on your own)

AFTERNOON SESSION

Developing Your Community's Cultural Heritage Tourism Program

1:45 – “Authenticity – What Consumers Really Want”*

RANDY GRAY, former Missouri Main Street State Coordinator, president of Special Places Consulting Co.

3:15 – Planning for Cultural Heritage Tourism – Lessons learned from New Mexico MainStreet and New Mexico Scenic Byways

5:00 – Adjoin for the day and dinner on your own

Saturday, April 4

MORNING SESSION

Promoting and Marketing Your Community to attract Cultural and Heritage Tourists

8:30 am – Social time and networking

9:15 – Developing a Signature Event for Cultural Heritage Tourism

JOHN VILLANI, NMMS Cultural Planner and author “America’s 100 Best Arts Towns”

10:45 – Internet Marketing and Branding your Community for Cultural Heritage Tourism

MAGGIE MACNAB, NMMS Branding Contractor

12 Noon – Adjoin and lunch on your own



Registration Info

There is a non-refundable registration fee of \$45 per person for members of New Mexico MainStreet Programs and \$90 per person for representatives of non-MainStreet communities. Checks should be made out to “Friends of New Mexico MainStreet.” Registration does not include transportation, lodging, or food. For questions, contact Meghan Bayer at 505-827-5650 or meghan.bayer@state.nm.us

Registration Form

Registration deadline is March 27

Name _____

Organization _____ Title _____

Telephone _____ Email _____

Please mail this form, along with your non-refundable registration fee made out to Friends of New Mexico MainStreet to:

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

