



“BRINGING THE WORLD TO OUR BACKYARD”



Those of us who promote tourism beyond the bright city lights face special issues as we try to capture those tourism dollars. This first-ever statewide rural tourism conference is designed to help identify and address some of those rural tourism challenges.

Engaging workshops, a special guest keynote speaker, and networking opportunities will highlight the conference.

Plan to attend and drive away with some real strategies for “Bringing the World to Our Backyard” next season.

JANUARY 11-12, 2007

HOLIDAY INN, AUBURN, NEW YORK

NY RURAL TOURISM CONFERENCE

HOSTED AND SPONSORED BY:



CALL 888.698.2970

OR VISIT US ONLINE AT

WWW.NYSTVA.COM

BOX 285 / AKRON, NY 14001

CONFERENCE REGISTRATION WILL INCLUDE LODGING AND MEALS.

DURING THE CONFERENCE, PARTICIPATE IN WORKSHOPS THAT ASK:

How does signage influence visitor impressions?

Would you like to know how to increase your shopping and dining tourism?

What do recreational tourists look for when seeking out places for backpacking, fishing, paddling and cycling?

What “Main Street” strategies could benefit your downtowns?

What are some of the specific challenges we face in our own communities?

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