

Agri-Eco Tourism Program Registration Open

LINCOLN, Neb. — Registration is now open for the 2016 Nebraska Agri/Eco-Tourism Workshop, presented by the Nebraska Tourism Commission. The workshop will be held in Grand Island, February 22-24, 2016. Join us to learn creative ways to “Share Your Story” and get the right tools to grow your business.

This three-day event will provide community leaders, landowners, farmers and ranchers, entrepreneurs, small business owners and service providers with information on how to establish, finance, market and grow businesses based on agri/eco-tourism and small business partnerships. Participants will come away with fresh marketing ideas, greater financial opportunity and numerous new contacts.

“Visitors to our state adore experiencing the land first-hand. This workshop gives small businesses, outfitters and landowners an opportunity to learn how to use your resources, talents and ideas to develop new product, increase your operational income and create new opportunities,” said Kathy McKillip, Nebraska Tourism Commission Executive Director. “This is a great chance for people to learn skills to successfully connect the land to the visitor, providing a down to earth Nebraska experience.”

The workshop will kick off with educational Business 2 Business tours on Monday. The Business to Business (B2B) Tours provide attendees the opportunity to go behind the scenes to see how businesses really make things work. Tours will begin at the Nebraska Mushroom Farm and then the Crane Trust Nature and Visitor Center, where the guest speaker will be John Wayne, owner of Wayne Cyclery in Grand Island.

Tuesday’s sessions and events will be held at the Raising Nebraska Building on the State Fairgrounds. There, all types of breakout sessions will take place, giving attendees a chance to learn from a variety of professionals, like Steve Maly of Maly Marketing, Russ Roca and Laura Crawford with Path Less Pedaled, social media expert/journalist Rebecca McCormick and many more.

Tuesday night, the Taste and Feel of Nebraska event will give attendees the opportunity to network while sampling local products. The workshop will wrap-up Wednesday, with sessions being held at the Grand Theatre in downtown Grand Island.

To get more information and a full schedule go to <http://visitnebraska.com/industry>. Online registration is now open or you can print off the brochure /registration form and send in a check to Nebraska Tourism Commission, c/o Bryce Arens, 301 Centennial Mall South, PO Box 98907, Lincoln, NE, 68509.

A block of rooms have been reserved at the Midtown Holiday Inn in Grand Island until January 31, 2016. Call 308-384-1330 and ask for the Nebraska Agri/Eco-Tourism Block to secure your special room rate of \$87.95 plus tax.

For more information about travel, events and unique destinations in Nebraska, order your free travel guide today at www.VisitNebraska.com. Then stay connected with Nebraska Tourism on our Visit Nebraska Facebook page, on Twitter, on Pinterest and on YouTube.

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