

~~See~~ the Sights

NEBRASKA Agri/Eco-Tourism Workshop

January 31–February 1, 2012
Sandhills Convention Center, North Platte

Why Should You Attend?

- » Learn how to get the most out of your land.
- » Gain the latest industry knowledge.
- » Hear fresh marketing ideas.
- » Find greater financial opportunities.
- » Network with potential partners.



Get the Right Tools

Take advantage of your land, talents and ideas. Agri- and eco-tourism can help you make the most of these resources. Find out how you can develop a new attraction, increase your operational income and create limitless possibility.

- » **Learn** from keynote address by Kelly S. Bricker, Ph.D. Bricker has experience working with eco-tourism, natural resource management and the environmental and social impacts of tourism.
- » **Talk** with successful professionals about what does and does not work.
- » **Participate** in breakout sessions to learn about topics such as experiential education, insurance and risk management, culinary tourism, financial assistance and tourism marketing.
- » **Explore** potential cross-marketing opportunities at “A Taste of Nebraska Agri-Tourism,” a networking event featuring Nebraska foods and beverages.

For more information or to register, go to VisitNebraska.gov/industry or call Tom Tabor at 402-326-1587 or Karen Kollars at 308-249-3220.

NEBRASKA
possibilities...endlessSM