

VISIT walla walla



NOVEMBER 2023–JANUARY 2024

CREATING A VISION FOR COMMUNITY TOURISM WALLA WALLA VALLEY TOURISM WORKSPACE

Join fellow community and business leaders to actively shape the future of tourism in our vibrant region. The Walla Walla Valley encompasses a rich tapestry of communities, including Walla Walla, Waitsburg, Dayton and College Place in Washington, along with Milton-Freewater in Oregon.

JOIN US TO:

- Create a shared vision of success
- Learn about emerging travel trends
- Explore opportunities in sustainable and regenerative travel
- Identify strategies to improve the visitor experience
- Develop strong connections within the tourism economy

THE WORKSHOP SERIES IS DESIGNED TO:

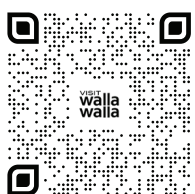
- Foster connectivity
- Cultivate richer arts and cultural experiences
- Develop outdoor recreation experiences centered on trails and bicycling
- Strengthen the role of local food in the visitor experience

The workshops are intended for anyone with an interest in strengthening the local tourism economy through outdoor recreation, arts and culture, food and more.

COMMUNITY WORKSHOPS

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| Nov. 14 | Kickoff Networking Event |
| Nov. 15 | Tourism Summit: Visioning + Scenario Planning
Full-day workshop |
| Dec. 5 | Arts + Culture
Full-day workshop
Evening Networking Event |
| Dec. 6 | Outdoor Recreation
Full-day workshop |
| Jan. 17 | Food + Farm Experiences
Full-day workshop
Celebration Networking Event |

See the website below for details. Attend three of the four full-day workshops to earn a certificate of completion from State of Washington Tourism.



**REGISTRATION
REQUIRED!**

VISIT: industry.stateofwatourism.com/rts-walla-walla

FOR QUESTIONS, CONTACT: Cara Jacobson | Visit Walla Walla
cjacobson@wallawalla.org | 509-525-8727

A RURAL TOURISM SUPPORT PROGRAM FROM

STATE OF WASHINGTON TOURISM