

Day One Includes:

- Continental Breakfast
- Heritage Tourism Workshop with Carolyn Brackett
- VIP Tour of Luray Caverns
- Dinner at the Stalactite Café and Restaurant

Day Two Includes:

- Continental Breakfast
- Local Tourism Resources with Steve Galyean
- Virginia Tourism Panel and Boxed Lunch
- Keys to Hospitality with Bobbie Walker

Registration Form

Please complete a registration form for each attendee.

Deadline for registering is July 3, 2007.

This year's Summer Tool Kit is a two-day event. For the entire training, registration is \$75 per person for the first attendee from a community and \$50 for each additional attendee. Single-day registration is \$50, no matter how many people attend from a given community. You will receive a registration confirmation by e-mail with an agenda, directions and parking instructions prior to the training.

Registration fee includes all training materials and meals as indicated.

Full Registration

- First Attendee – Both Days \$75
- Additional Attendee – Both Days \$50

Single-Day Registration

- Day 1 only \$50
- Day 2 only \$50



Name _____

Organization _____

Address _____

Phone _____

Email _____

Please make checks payable to "Treasurer of Virginia" and mail to the following address:



Virginia Department of Housing and Community Development
Virginia Main Street
501 N. Second Street
Richmond, Virginia 23219

Questions? Please contact Kyle Meyer at (804) 371-7041 or Mainstreet@dhcd.virginia.gov for more information.

Phone: (804) 371-7030
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Heritage Tourism Toolkit: Maximizing the Impact of Heritage Tourism in your Downtown

July 18 and 19, 2007



Hosted by Virginia Main Street and Luray Downtown Initiative, Inc.

The Regional Center for the Performing Arts of Luray Town of Luray, Page County, Virginia

The growing interest in Heritage Tourism is helping to revitalize Main Streets across the country; what can your community do to get in on the action? Join your colleagues in learning new tools and techniques for attracting visitors downtown by telling your community's story and ensuring they have an experience that will keep them coming back.



Day One: Interpreting and Marketing Your Community's Cultural Heritage

This workshop will introduce Heritage Tourism and give you the tools and techniques for converting local assets into important tourist attractions. Join us as we embark on a mission to learn about how to sharpen and promote your cultural assets.



Day one's featured presenter is **Carolyn Brackett**, Senior Program Associate for the Heritage Tourism Program of the National Trust for Historic Preservation. In addition to a wealth of experience gained working and speaking nationally on the topic of Heritage Tourism, Carolyn is currently developing a marketing plan for the Shenandoah Valley Battlefields National Historic District, and a heritage tourism plan for Martinsville, Va.

Her daylong presentation will include three sections:

- An overview of cultural Heritage Tourism – including: national trends and statistics, characteristics of cultural heritage travelers, and the National Trust Heritage Tourism Program's Five Principles and Four Steps for Successful and Sustainable Cultural Heritage Tourism.
- A session focused on interpretation – how Main Street towns can tell their story to attract and appeal to visitors.
- A session focused on marketing – specific strategies to attract visitors to Main Street towns.

Day Two: Tourism Resources and Keys to Hospitality

Everyone knows a successful tourism program has two components: bringing them in and keeping them happy once they've arrived. **Steve Galyean**, Senior Tourism Development Specialist with the Virginia Tourism Corporation (VTC), will review the many resources available to get the word out about what all your community has to offer.

Ensuring visitors to your community have a positive experience is often easier said than done. This is why we've brought in **Bobbie Walker**, the VTC's Director of Customer Services and Industry Relations, to discuss frontline customer services and some things you should be doing now to ensure a welcoming attitude permeates the community.

Accommodations

Blocks of rooms are reserved under "Virginia Main Street" at:

The Caverns Hotel East,

831 West Main Street, for \$55/night,
call (540) 743-4531 to make your reservation

Days Inn,

138 Whispering Hill Road, for \$60/night,
call (540) 743-4521 to make your reservation

The Cardinal Inn,

1005 East Main Street, for \$60/night,
call (540) 743-5010 to make your reservation

Best Western,

410 West Main Street, for \$85/night,
call (540) 743-6511 to make your reservation

The South Court Inn B&B,

160 South Court Street, \$100/night,
call (540) 843-0980 to make your reservation

Reservations at all four locations must be made prior to June 17 for special rates.

Individuals who require physical or sensory accommodations, please call Virginia Main Street at (840) 371-7041 by July 3.

Thanks to our Sponsors



The Regional Center for the
Performing Arts of Luray

