

PROGRAM OF EVENTS

Beaches, Bays & Beyond
November 9, 2005 @ the Atlantic Sands Hotel
Rehoboth Beach, Delaware

This workshop will provide the tools needed by tourism planners, providers, businesses and communities to work together to develop nature-based and heritage tourism plans and products that will attract and accommodate the tourist while conserving natural and cultural resources and benefiting local people. It is designed to help nature-based and heritage tourism providers understand the unique structure of the tourism industry and offers the most recent information on national, regional, and local product development and marketing approaches.

Morning Session

- 8:30 a.m. Registration**
- 9:00 a.m. Welcome/Overview**
Ed Lewandowski (Center for the Inland Bays); Senator Tom Carper (invited); Tim Morgan (Delaware Tourism Office)
- 9:15 Icebreaker**
"A Sense of Place" activity to help us get to know tourism opportunities as well as each other
- 9:30 Keynote Address: National Trends in Experiential Tourism**
Ted Eubanks (Fermata, Inc.)
- 10:30 Break**
- 10:45 Regional Perspective**
Shelley Miller, (Western Maryland Adventures)
- 11:30 Local Perspective**
Quest Kayak Adventures, the Inn at Canal Square; and, Dogfish Head Brewery

Lunch

Dave Wilson (Delmarva Low Impact Tourism Experiences)

Afternoon Session

- 1:00 p.m. Techniques for Program Packaging**
Gigi Windley (Tourism Development Associates)
- 1:45 Product Development**
Participants will convene in small "cooperatives" to develop, organize and package creative nature-based and heritage tourism activities
- 2:45 Break**
- 3:00 Product Development (continued)**
- 3:30 Select Product Presentations**
- 4:00 Workshop Wrap-up**
- 4:30 Networking Reception**

Sponsored by the Bethany-Fenwick Chamber of Commerce; (DLITE) Delmarva Low Impact Tourism Experiences; Center for the Inland Bays, Maryland Coastal Bays Program; Delaware State Parks, Delaware Tourism Office, Southern Delaware Tourism Office, and the University of Delaware Sea Grant Program