

HERITAGE TOURISM DEVELOPMENT: Workshop and Discussion

Come learn how to attract heritage tourists to your business or attraction and what you can do to appeal to this lucrative tourism market.



**Tuesday, June 10, 2008
10:30 am to 3 pm**

Lunch provided

Webster County Work Force Office
139 Baker Street
Webster Springs, WV

Focus on Webster and Nicholas Counties with information and networking of value to the whole area. Workshop presenters:

Dr. Susan Martin-Williams
Asst. Professor of Tourism
Concord University

Phyllis Baxter
Executive Director
Appalachian Forest Heritage Area

- Who are heritage tourists?
- How do we attract them and give a quality experience?
- How do we encourage them to stay and spend money while here?
- What is our area doing now for heritage tourists and what can we do better?
- How does the “Forest Heritage” theme attract both heritage and nature tourism?

*Sponsored by Appalachian Forest Heritage Area
with funding from Preservation Alliance of West Virginia
Cultural Heritage Development Program. Hosted by
Webster County Economic Development Authority*



Reserve your spot:

Call: 304-847-2145 Email: wcd@websterwv.com or
In person or by mail: Webster County Economic Development Authority,
130 Baker St, Webster Springs, WV 26288