



Oregon Bicycle Tourism Studio

East Multnomah County Region

BICYCLE TOURISM WORKSHOPS

Wednesday, November 13, 2013
9am - 4pm

Edgefield McMenamins
2126 SW Halsey St, Troutdale (lunch served)

Thursday, November 14, 2013
9am - 1pm

Corbett Fire Hall
36930 E Historic Columbia River Hwy,
Corbett (lunch served)

The 11/13 program will provide a more in-depth opportunity to provide input into bicycle tourism strategy. Only attend one workshop. Please arrive 15 minutes early.

Join **Gresham Area Chamber of Commerce and Visitors Center** and **Travel Oregon** for the **East Multnomah County Bicycle Tourism Initiative** — a community-based planning program designed to make your region one of the **best places to ride in North America**, and to help local businesses **benefit from visiting cyclists**. The program is crafted to **focus community energy** on the development of necessary **infrastructure, business services, and marketing activities** to improve recreational bicycling experiences in the East Multnomah County Region.

Learn more about how:

- Your region can leverage bicycling assets to increase visitation
- Your business can capitalize on this growing travel segment
- A large percentage of visitors to Oregon are coming to ride their bike!
- Bike travel is a rapidly increasing segment of travel in North America

Who should attend?

Anyone who has an interest in capitalizing on this growing travel trend. We strongly encourage businesses such as lodging establishments, restaurants, cafés, brew pubs, bike shops, tour operators, retail shops, and attractions as well as Chamber of Commerce members, public land managers, trail advocates, planners, communication specialists, community leaders and of course . . . cyclists.

To register, go to:
<http://www.greshamchamber.org/bicycletourism>

For more information:
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