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MainStreet Hosts Workshop on Cultural Tourism

SANTA FE, NM—The Economic Development Department’s New Mexico MainStreet Program announces a workshop designed to explore the latest trends in cultural tourism. The Cultural Tourism workshop will take place April 3rd and 4th in Taos, convening a distinguished group of tourism experts from around the country in an effort to assist New Mexico communities in trying to capture cultural and heritage visitors.

Keynote speakers for the Cultural Tourism workshop include Amy Webb, Cultural and Heritage Tourism Associate with the National Trust for Historic Preservation, Randy Gray of Special Place Development in Missouri, and John Villani, a resident of Santa Fe and author of “America’s 100 Best Art Towns.”

Presentations by national and statewide tourism experts will highlight current innovations such as creative tourism, food tourism, geo-tourism, and indigenous tourism. Other talks will offer advice on authenticity and arts promotions.

The state’s new program in Arts and Cultural Districts is designed to provide technical assistance and incentives for cities interested in nurturing the creative economy and promoting cultural and heritage tourism.

Registration fees for the Taos Cultural and Heritage Tourism workshop are \$90 per person or \$45 for New Mexico MainStreet members. The Institute will take place at the Taos Convention Center all day on Friday, April 3 and half-day on Saturday, April 4. Please call Meghan Bayer at New Mexico MainStreet at 505-827-5650 for registration information.

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