

FOR INFORMATION, CONTACT:

Karen Kollars at 800-228-4307, 308-249-3220

or Karen.Kollars@nebraska.gov

Tom Tabor at 800-228-4307, 402-471-7755

or Tom.Tabor@nebraska.gov

FOR IMMEDIATE RELEASE

**Agri/Eco-Tourism Workshop can help you start
or expand business**

Registration discount available for registering early

LINCOLN, NEB. (Dec. 11, 2012) — Are you thinking about expanding your farm or ranch to include a tourism component or looking to start an eco-tourism venture? Then don't miss the **2013 Agri/Eco-Tourism Workshop**.

The workshop, Feb. 5-6 at the Sandhills Convention Center in North Platte, will show you how to take advantage of your land, talents and ideas. You can learn how to develop a new attraction, increase your income potential and give yourself the confidence to move forward

Experts on the cutting edge of technology, trends and resources will offer you the tools you need to be successful. The workshop also will offer sessions on emerging trends including farm dinners, growing hops, ranch vacations, wildlife watching and e-commerce security.

Agriculture is the largest industry in Nebraska, with tourism ranked third. Producers pairing the industries are creating unique Nebraska experiences and generating additional revenue. That diversification can allow the family farm to support multiple generations and reduce the need for off-farm jobs.

The North Platte/Lincoln County Convention and Visitors Bureau is sponsoring two pre-session tours this year. A "Beef and Wine" tour will outline what it takes to pair two of Nebraska's largest agricultural enterprises into a tourism draw. This \$10 session on Feb. 4 will include a steak dinner and wine tasting. A free session the morning of Feb. 5 will explore the ins and outs of developing a corn maze attraction.

Intrigued? Go to VisitNebraska.com/industry to learn more and to register. Early registration is \$75 until Jan. 25. After Jan. 25, registration is \$90.

A block of rooms have been reserved at the Quality Inn & Suites/Sandhills Convention Center in North Platte until Jan. 21. Call 800-760-3333 and mention that you are attending the workshop to secure the special rate.

###