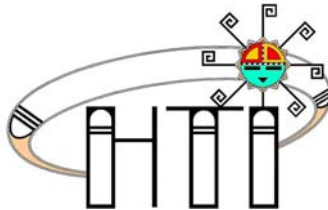


GRAND CANYON TRUST



Western Arizona Community-based Tourism Workshop Agenda August 13-15, 2007

Monday, August 13

8:30a.m. Continental Breakfast

9:00a.m. Welcome & Introductions Planning Team
Background - how we arrived at today
Overview of Agenda & Goals

10:00a.m. What is Community Tourism? Cynthia Messer

- Types of tourism
- Benefits and costs

10:30a.m. Break

10:45a.m. Community Tourism - how can we benefit? Cynthia Messer

- Community values
- Laying the framework
- Shared benefits and control

11:40a.m. Making it sustainable Diane Dearmore

12:00p.m. Lunch

- Monument Valley Tourism Harold Simpson

1:00p.m. Tourism planning Cynthia Messer

- Designing community plans
- Guiding the local process

3:00p.m. Break

3:15p.m. Where are we now? Situation Analysis Cynthia Messer

- Big picture trends

	<ul style="list-style-type: none"> • Current tourism market 	Dawn Melvin Cheryl Cothran
6:00p.m.	Welcome Reception at Antelope Point Marina Floating Restaurant <ul style="list-style-type: none"> • Welcome Address • Navajo Tourism Overview • Dinner & Entertainment 	Mike Anderson Jason Baran Thomas Boyd Socie Saltwater

Tuesday, August 14

8:30a.m.	Continental Breakfast	
9:00a.m.	Scenic & Historic Byways Panel	Kathie Knapp Verginia Yazzie Jonathan Nez Berni Navakuku Effie Yazzie
10:30a.m.	Break	
10:45a.m.	What do we have to offer?	Cynthia Messer
12:00p.m.	Lunch <ul style="list-style-type: none"> • Hopi Arts & Crafts 	Art Batala
1:00p.m.	Asset Inventory & Assessment Tools	Cynthia Messer
3:00p.m.	Break	
3:15p.m.	Packaging what you have	Cynthia Messer

Wednesday, August 15

8:30a.m.	Continental Breakfast	
9:00a.m.	Marketing <ul style="list-style-type: none"> • Collaborating for success • Marketing effectively 	Cynthia & Planning Team
10:30a.m.	Break	
10:45a.m.	Organizing & sustaining opportunities	Cynthia & Planning Team

- Sustaining the initiative
- Developing an organization – chamber, regional effort

12:00p.m.	Lunch	<ul style="list-style-type: none">• Moenkopi Developers Corporation, Inc	Daniel Honahni
1:00p.m.	Taking it home – making it happen!	<ul style="list-style-type: none">• Making sure progress is made• Next steps	Planning Team
2:30p.m.	Break		
2:45p.m.	Antelope Canyon Presentation & Optional Tour		Chief Ray Tsosie