

2019 AGRI/ECO TOURISM WORKSHOP

OFFERS TOURS OF SUCCESSFUL BUSINESSES

LINCOLN – A closeup look at some of Nebraska’s successful agri/eco tourism destinations are on the agenda for the 2019 Agri/Eco Tourism Workshop in Ord from Feb. 26 to 28.

This year the workshop features a bus tour that gives attendees behind-the-scenes looks at three successful agri/eco tourism operations: Calamus Outfitters, Comstock Lodge and Rowse’s 1+1 Ranch. Managers at each destination will discuss obstacles they’ve faced in diversifying their businesses, how they persevered, and the ways in which they continue to strive for success.

“The bus tour is a great addition to this year’s workshop,” said Karen Kollars, Nebraska Tourism Commission agritourism consultant.

“Travelers are looking for unique and meaningful experiences and these three destinations have mastered that. I think attendees will learn a lot from these operations to take home to their own business.”

Attendees of the workshop include anyone wanting to start or grow a successful agri/eco tourism business. This includes tourism professionals, farmers, ranchers, outfitters, vineyard operators, brewers, managers of ecotourism attractions and more.

The Switzer Family runs a diversified cattle operation in addition to managing Calamus Outfitters, a nature-based tourism business offering lodging, a wide variety of river trips, birdwatching, hunting, Sandhills Safari Jeep Tours and specialty

events.

The owners of Comstock Lodge in Sargent, Mitch and Roxanne Hugins, run the lodge as a bed and breakfast in addition to offering hunts on their extensive acreage for elk, whitetail deer, mule deer, turkey, pheasant, quail, dove, prairie chicken, sharp-tail grouse, Hungarian partridge, hybridized bighorn sheep, bison and aoudad. Tours of the ranch and lodge property also are available.

Jerry and Tammy Rowse own and manage Rowse’s 1+1 Ranch in Burwell, an esteemed ranching operation offering dude ranch vacation packages to visitors wishing to experience what it’s like to live and work as a ranch hand.

In addition to the bus tours, the

Agri/Eco-Tourism Workshop will provide networking opportunities and a great lineup of educational sessions. Keynote speakers for the workshop include dark skies advocate and performer Michael Marlin; conservation photographer, author and Nebraska native Michael Forsberg; and Calamus Outfitter’s co-owner and ecotourism provider, Sarah Sortum.

Additional workshop details and registration can be found at <https://visitnebraska.com/media/industry/2019-agri-eco-tourism-workshop>

*This release is from the
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