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**US CULTURAL & HERITAGE TOURISM MARKETING COUNCIL
ANNOUNCES NEW INITIATIVES
TO PROMOTE CULTURAL & HERITAGE TRAVEL**

The U.S. Cultural and Heritage Tourism Marketing Council LLC (USCHT), the travel trade organization whose mission is to market US cultural and heritage tourism to national and international travelers, announces a new brand, **The Cultural Traveler**. This brand, along with several new initiatives, is targeted at marketing US cultural and heritage tourism. These new initiatives include:

- **The Cultural Traveler New Web Site.** TheCulturalTraveler.com website is designed to market US cultural and heritage tourism packages on behalf of USCHT's partners. The launch of this website is in tandem with the relaunch of ShopAmericaTours.com, USCHT's affiliate organization. Both websites will feature enhanced ease of navigation, visual appeal and SEO to facilitate increased direct sales of 200 shopping, dining and cultural travel packages in 40 US Cities. These sites are tracked by Google Analytics.
- **The Cultural & Heritage Traveler Study.** The U.S. Cultural & Heritage Tourism (USCHT) Marketing Council, in conjunction with the U.S. Department of Commerce and its partners, is developing the first segmentation study of U.S. cultural and heritage travelers. Heritage Travel, Inc., a subsidiary of The National Trust for Historic Preservation, is the lead sponsor of the study., Conducted by Mandala Research & Consulting, the study will identify the broad range of cultural and heritage travel in the United States, profile the various segments of cultural travelers, and provide insight into their economic value to travel companies and destinations. The study will be completed by late summer 2009. For additional information, visit uscht.com.

•**The Cultural Traveler Guidebook.** This new publication has been very well received and is distributed nationally to consumers by leading museums and Gray Line Worldwide and internationally by Shop America Alliance, Museum Store Association and USCHT at leading travel trade events. Online versions are posted at TheCulturalTraveler.com, USCHT.com and Museum-Store.travel. This exciting new publication and its 2010 version launch were showcased at the recent American Association of Museums conference in Philadelphia, as the cornerstone of a 2500 square foot **Cultural Traveler Pavilion**, presented in partnership with American Association of Museums, National Geographic Traveler, Heritage Travel, Inc., a subsidiary of the National Trust for Historic Preservation, Museum Store Association, Philadelphia Tourism Marketing Corporation and Int'l Connect/Repeat Seats.

• **Shopping & Cultural Festivals.** US Cultural and Heritage Tourism Marketing Council in partnership with Shop America Alliance plans to produce a series of Shopping & Cultural Festivals in major US Cities, beginning in 2010. Inspired by the very successful Dubai Shopping Festivals, which reportedly generates close to three billion USD in revenue annually, the US Shopping & Cultural Festivals are positioned to promote the top travel activities—Shopping, Dining and Culture—and drive direct economic ROI for participating cities.

• **.MOBI SITES.** Helping visitors to decide where to shop, dine and go when they're on the road, USCHT and SAA are partnering in launching their new.mobi sites, culturaltraveler.mobi and shop-america.mobi. USCHT and Shop America Alliance will provide free online listings for their members on this latest of communications technology. The information will be accessible via Blackberry and other mobile communications platforms.

• **Driving Cultural Tourism in Challenging Times”** is the title of White Paper #6 produced by Shop America Alliance and US Cultural & Heritage Tourism Marketing Council in partnership with the Museum Store Association. This new White Paper, and the prior five publications in this series of educational White Papers for Cultural and Retail Professionals, is available free of charge to the Media and Members of Shop America Alliance, US Cultural & Heritage Tourism Marketing Council and Museum Store Association by emailing CulturalTraveler@aol.com or ShopAmericaPR@aol.com.

THE US CULTURAL & HERITAGE TOURISM MARKETING COUNCIL is a travel trade association with a mission to package, market and sell U.S. cultural and heritage tourism experiences both nationally and internationally. The

Marketing Council represents leading U.S. tourism destinations, attractions and travel partners engaged in marketing U.S. cultural and heritage to travelers throughout the United States and around the world. Partners include the U.S. Department of Commerce / Office of Travel & Tourism Industries, California Travel & Tourism Commission, VISIT FLORIDA, the Museum Store Association, The Henry Ford, Greater Philadelphia Tourism Marketing Council, Atlanta CVB, New Orleans CVB, Hilton Head CVB and Shop America Alliance. For additional information visit www.uscht.com or contact Sheila Armstrong at (843) 341-6392 or USCHTMarketing@aol.com. To view the cultural packages and The Cultural Traveler Guide, visit [.theculturaltraveler.com](http://theculturaltraveler.com) .

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