



For Immediate Release  
6/1/08  
Photos Available upon request

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### **New Tourism White Papers from Shop America Alliance, USCHT Marketing Council and Museum Store Association Provide Marketing Education**

Shop America Alliance and the US Cultural & Heritage Tourism Marketing Council (USCHT), in partnership with the Museum Store Association; have published an informative series of four Travel and Tourism White Papers with two more in development for 2008. The White Papers cover a range of travel related marketing topics. They were written to provide tourism marketing education for retail and museum professionals. Shopping, Dining and Cultural Tourism are the top travel activities in America per data from the Travel Industry Association.

Beverly Barsook, Executive Director of the Museum Store Association (MSA), said: "Building visitation at our nation's cultural institutions is a primary goal for MSA as increased visitation leads to increased shopping in museum stores. We know from US Department of Commerce research that travelers who engage in cultural experiences AND shop, will stay longer, spend more and have a better overall experience. The White Papers are an important tool in helping our 1800 MSA members to better serve their travel and tourism guests. They have been very well received."

The White Papers are designated as a member benefit exclusively for members of the Museum Store Association, Shop America Alliance and US Cultural & Heritage Tourism Marketing Council. They were written by Rosemary McCormick, President, Shop America Alliance with editorial direction from Sheila Armstrong, Executive Director, USCHT Marketing Council, with publication design by MSA. The White Papers are available free of charge to the media at [ShopAmericaVIP.com/media](http://ShopAmericaVIP.com/media).

White Papers currently available include:

***Tourism 101: Basic Information for Selling To Tourists***  
***Partnership Strategies for Building Tourism Business***  
***Public Relations and Special Events to Build and Track Tourism Business***  
***Online Travel and Tourism Marketing Strategies*** (more)

New White Papers scheduled for release in 2008 include:

***Training Your Staff as Tourism Ambassadors***

***The Cultural Traveler-- profile of motivations, behavior, demographics, opportunities***

**SHOP AMERICA ALLIANCE** is the exclusive travel trade organization representing hundreds of the premier shopping tourism destinations, retailers, shopping centers, museum stores and outlets in North America. Founded in 1998, Shop America Alliance produces the annual Shop America Tourism Conference and SASI Awards, publishes *Shop America Magazine* and markets more than 180 shopping tours in 40 cities. For more information, visit [www.shopamericavip.com](http://www.shopamericavip.com) and [www.shopamericatours.com](http://www.shopamericatours.com) or call 707-224-3795.

**THE U.S. CULTURAL & HERITAGE TOURISM MARKETING COUNCIL** was formed as a direct outcome of the U.S. Cultural and Heritage Tourism Summit held in Washington, DC in October 2005. The primary purpose of this travel trade association is to package, market and sell the US 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 from throughout the USA and around the world. For additional information about the U.S. Cultural & Heritage Tourism Marketing Council, visit [www.uscht.com](http://www.uscht.com) and [www.culturetoursandmore.com](http://www.culturetoursandmore.com) or call 843-341-6392.

Founded in 1955, the **MUSEUM STORE ASSOCIATION** is a nonprofit, international association organized to advance the success of cultural commerce in nonprofit cultural organizations including museums, botanical gardens, theaters, historic sites and many others. The organization promotes the unique cultural heritage of our over 1600 member institutions. MSA publishes a quarterly four-color magazine on the industry and its trends, organizes an annual conference and expo and produces numerous publications. Membership includes a subscription to the magazine as well as other periodicals, and access to an online community, member rates for conference and chapter meetings. For further information go to [www.MuseumStoreAssociation.org](http://www.MuseumStoreAssociation.org).

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