

For Immediate Release

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HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE AND VISITOR & CONVENTION BUREAU JOINS U.S. CULTURAL AND HERITAGE TOURISM MARKETING COUNCIL

The U.S. Cultural & Heritage Tourism Marketing Council announces that the The Hilton Head Island-Bluffton Chamber of Commerce and Visitors & Convention Bureau of South Carolina has become a member of the organization. In announcing this new partnership, Sheila Armstrong, Executive Director of the USCHT Marketing Council said, "This is an ideal example of a vacation destination known for its extensive and appealing outdoor activities also addresses the cultural and heritage interest in unique, educational and entertaining activities for visitors to this area. We are looking forward to working with this organization in packaging and promoting this communities' cultural and heritage assets."

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Located in the Lowcountry of South Carolina, the HHI-Bluffton Chamber of Commerce and Visitor & Convention Bureau markets Hilton Head Island, Bluffton, Hardeeville and Daufuskie Island. It enjoys a reputation for its world renowned golf, tennis and beaches; however, the area also boasts a flourishing cultural community of fine art, music and theatrical venues with a colorful history captured in its museums and tours.

Susan Thomas, Vice President of the HHI's Chamber of Commerce Visitor & Convention Bureau said, "Becoming a partner with the USCHT Marketing Council brings added value to our members in our marketing strategy to attract visitors to our area, showcasing the cultural and heritage that is uniquely Lowcountry in its style and offerings. This partnership will expand our reach to additional markets and reinforce our position as a destination rich in a broad expanse of vacation experiences."

The U.S. Cultural and 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 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. Founding partners in this organization include the US Department of Commerce/Office of Travel & Tourism Industries, California Travel & Tourism Commission, NYC & Company, VISIT FLORIDA, The Museum Store Association, The Henry Ford, the Greater Philadelphia Tourism Marketing Council and Shop America Alliance.

For more information about the Hilton Head region and travel to the area, visit www.hiltonheadisland.org/chamber-of-commerce or phone 800-525-3373.

For additional information about the U.S. Cultural & Heritage Tourism Marketing Council, visit www.uscht.com or call (843) 341-6392. To view the Culture Tours and More Packages, visit www.culturetoursandmore.com