



The U.S. Cultural & Heritage Tourism Marketing Council is the Ticket for Innovative Marketing to Promote Cultural and Historic Destinations!

CultureToursAndMore.com

US
CULTURAL & HERITAGE
TOURISM
MARKETING
COUNCIL



An Exciting New Opportunity for Partnership

WHO

The U.S. Cultural & Heritage Tourism (USCHT) Marketing Council LLC is a membership organization that actively promotes cultural and heritage travel to and within the USA by developing and marketing unique packages online.

WHY

USCHT Marketing Council was formed as a direct outcome of the U.S. Cultural & Heritage Tourism Summit held in October 2005 in Washington, DC in partnership with the U.S. Department of Commerce, The President's Committee on the Arts and the Humanities, Partners in Tourism, American Express, Cultural & Heritage Tourism Alliance and Shop America Alliance. The Summit was successful in bringing together more than 425 distinguished leaders in cultural and heritage tourism from all 50 U.S. States, the District of Columbia and U.S. Virgin Islands. This event served to catalyze enhanced interest in U.S. Cultural & Heritage Tourism, one of our nation's most valuable assets. It also pinpointed the need for new ways to market cultural and heritage tourism both nationally and internationally. The USCHT Marketing Council was formed to serve that need.

WHAT

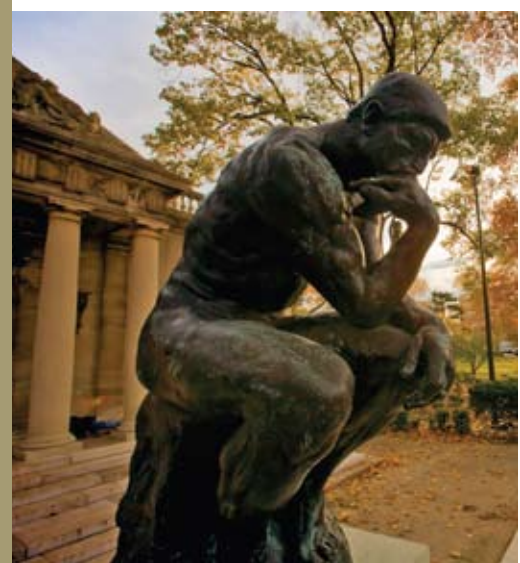
The primary purpose of the USCHT Marketing Council is to market and promote Cultural and Heritage experiences to travelers to and within the USA through online packaging at www.CultureToursAndMore.com.

HOW

- PARTNER** with leading U.S. Tourism Destinations, Cultural and Heritage Attractions, Tour Operators and Travel Partners
- PROMOTE** Cultural & Heritage Tourism both nationally and internationally through online marketing and PR
- PACKAGE** Cultural & Heritage Tours to generate visits, online exposure and revenue
- POSITION** U.S. Culture & Heritage Tourism as a leader in the tourism industry.

JOIN US

The U.S. Cultural & Heritage Tourism Marketing Council provides membership opportunities for destinations and cultural organizations at three annual investment levels: \$10,000, \$5,000 and \$2,000. View detailed benefits and application at www.uscht.com/join or contact Sheila Armstrong, Executive Director, 843-341-6392, Email USCHTMarketing@aol.com



Your Invitation to Partner with the U.S. Cultural & Heritage Tourism Marketing Council

TOP 10 Membership Benefits of USCHT Marketing Council

1. Package Development

Create more effective cultural and heritage tourism packages. USCHT negotiates rates and contracts, writes sales copy, edits photographs and designs the packages for the websites and marketing collateral, then produces the web pages. Just link in for sales.

2. Online Marketing Services

Packages are showcased and sold at CultureToursAndMore.com, ShopAmericaTours.com, via a link to DiscoverAmerica.com, member sites and major online travel sites.

3. Tracking

USCHT tracks results of your packages and provides sales and pick up reports.

4. Travel Trade Exposure

USCHT provides representation and marketing of your packages at major travel trade shows and sales missions in the USA and internationally.

5. Public Relations

USCHT promotes your packages to domestic and international travel media.

6. Information and Ideas

Monthly E-Newsletter, Culture Tours...and More, promotes packages and provides news and views on CHT developments.

7. Networking and Professional Development

USCHT partners are invited to attend the annual USCHT Marketing Symposium.

8. Tourism Education

Tourism White Papers and presentations on Cultural & Heritage Tourism available.

9. Dedicated Professional Staff

USCHT Marketing Council Executive Director, Sheila Armstrong, works directly with our partners. Our affiliation with Shop America Tours provides marketing and a direct link with major tour operators worldwide.

10. Affiliation with Industry Leaders

USCHT Partners include the US Department of Commerce/OTTI, U.S. Tourism Destinations, Attractions and Travel Partners dedicated to marketing U.S. Cultural and Heritage Tourism.

CULTURE TOURS AND MORE PACKAGES

- Offer the best cultural experiences combined with VIP, insider opportunities, special savings, convenience and flexibility
- Enrich a vacation getaway, family visit or business travel
- Invite visitors to experience America's Culture, History, Gardens, Arts, Shopping and Dining in a unique and entertaining way
- Go beyond the usual package tours to feature "And More" experiences
- Focus on the WOW Factor—tell a story, memorable, add value and enrich the visitor's experience.

KEY FACTS ON CULTURAL TOURISM

- Cultural & Heritage Tourism is the largest growing segment of the Tourism Market
(Source: TIA and U.S. Department of Commerce/OTTI)
- Culture & Heritage is the #3 top tourism activity in the USA
(Shopping and Dining are #1 & #2. Source: U.S. Department of Commerce/OTTI Studies)
- Cultural & Heritage Tourists spend more and stay longer at their destinations
- Arts and Culture Economic Growth has increased 24% in last 5 years—now a \$162.2 Billion Economic Activity
(Source: Americans for the Arts)

THE CULTURAL TRAVELER PROFILE

- Baby Boomer
- College Degree
- Annual HH Income of \$75,000 or More
- Stays Longer & Spends More
- Looks for Unique Travel Experiences
- Demands Value-- Both in Time and Dollars
- Spends \$3,000+ on 4.2 Trips Per Year
- Force Behind Multi-Generational Travel
- Researches Travel Online (as well as word of mouth)
- Part of 65%+ Americans Who Book Their Travel Online



U.S. Cultural & Heritage Tourism Marketing Council

Sheila Armstrong
Executive Director & Co-Founder

Rosemary McCormick
Development Director & Co-Founder

Advisory Committee Members

**Executive Committee Members*

- * **Americans for the Arts**, Julie Peeler
 - * **Atlanta Convention & Visitors Bureau**, Jo Ann Haden-Miller
 - * **Brooklyn NY Tourism**, Jennifer Ackerson
 - * **California Travel & Tourism Commission**, Susan Wilcox
 - * **Erie Canalway National Heritage Corridor**, L. Spike Herzig
 - * **Gray Line Worldwide**, Brad Weber
 - * **Greater Philadelphia Tourism Marketing Corporation**, Patricia Washington
 - * **Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau**, Susan Thomas
 - * **International Culinary Tourism Association**, Erik Wolf
 - * **Las Vegas Convention and Visitors Authority**, Art Jimenez
 - * **Museum Store Association**, Beverly Barsook
 - * **National Scenic Byways**, Patricia McNally
 - * **NorthPark Center**, Christine Szalay
 - * **Pat Lee & Associates**, Pat Lee
 - * **Rick Still & Associates**, Rick Still
 - * **Shop America Alliance**, Rosemarie Reyes
 - * **Smart Destinations**, Celia Dahl
 - * **Southeast Tourism Society**, Bill Hardman Jr.
 - * **Taubman Centers**, Karen Mac Donald
 - * **The Dexter Koehl Group**, Dexter Koehl
 - * **The Henry Ford**, Patricia Mooradian
 - * **Travel Portland**, Barbara Steinfeld
 - * **Travel South USA**, Liz Bittner
 - * **US Department of Commerce/OTTI**, Helen Marano
 - * **US Department of Commerce/OTTI**, Julie Heizer
 - * **VISIT FLORIDA**, Kerri Post
- May 2008*

CultureToursAndMore Packages

Feature Museums, Gardens,
Aquariums, Historic Homes,
Culinary Experiences, Art
Galleries, Performing Arts Venues,
Shopping, Dining and more!

The U.S. Cultural & Heritage Tourism Marketing Council works in partnership with Shop America Tours to develop and market CultureToursAndMore Packages. Shop America Tours has developed and markets more than 180 exciting packages tours in 40 destinations. Visit ShopAmericaTours.com for more details.

U.S. Cultural & Heritage Tourism Marketing Council

Sheila Armstrong, Executive Director

2 Tomotley Court

Hilton Head Island, SC 29928

Phone: 843-341-6392

Email: USCHTMarketing@aol.com

USCHT.com

CultureToursAndMore.com

The U.S. Cultural & Heritage Tourism Marketing Council is dedicated to marketing U.S. Culture & Heritage Tourism Destinations to and within the USA.