



U.S. CULTURAL & HERITAGE TOURISM MARKETING COUNCIL FACT SHEET

Who Are We?

The U.S. Cultural & Heritage Tourism Marketing Council is an exciting new initiative to drive cultural and heritage tourism to and within the USA by developing “dynamic” cultural and heritage tour packages that offer unique and innovative cultural and heritage experiences to visitors.

Why Was the U.S. Cultural & Heritage Tourism Marketing Council Formed?

The CHT Marketing Council is a direct outcome of the U.S. Cultural & Heritage Tourism Summit held October 6-8, 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 and American Express, the Summit was developed and produced by Shop America Alliance.

The Summit was successful in bringing together over 400 delegates and 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 resulted in the realization that the U.S. did not have a national organization promoting and marketing cultural and heritage tourism both nationally and internationally. Hence, the U.S. Cultural & Heritage Tourism Marketing Council was formed to provide that platform.

What Do We Do?

The primary purpose of the USCHT Marketing Council is to package, market and sell U.S. Cultural and Heritage Tourism Experiences on behalf of its partners, the leading U.S. tourism destinations, attractions and travel partners.

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

How Do We Do It?

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

How Are We Structures and Who Are Our Partners?

The U.S. Cultural & Heritage Tourism Marketing Council works in affiliation with Shop America Alliance and Shop America Tours to develop and market Culture Tours & More Packages. They serve as the facilitator and program manager of these packages, bringing their expertise as a leading tour operator with years of experience in developing and marketing more than 125 diverse packages tours.

U.S. Cultural & Heritage Tourism Marketing Council

Sheila Armstrong

Executive Director

Rosemary McCormick

Development Director

U.S. Cultural & Heritage Tourism Marketing Council Board of Directors

- **Helen Marano, U.S. Department of Commerce**
- **Julie Heizer, U.S. Department of Commerce**
- **Susan Wilcox, California Tourism Commission**
- **Patricia Washington, Greater Philadelphia Tourism Marketing Corporation**
- **Art Jimenez, Las Vegas Convention & Visitors Bureau**
- **Beverly Barsook, Museum Story Association**
- **Patricia Mooradian, The Henry Ford**
- **Keri Post, VISIT FLORIDA**
- **Chris Szalay, NorthPark Center, National Council of Attractions, TIA Board**
- **Dexter Koehl, President, The Dexter Koehl Group**

**U.S. Cultural & Heritage Tourism Marketing Council
Advisory Committee Members**

- **Americans for the Arts, Julie Peeler**
- **Atlanta Convention & Visitors Bureau, Jo Ann Haden-Miller**
- **Erie Canalway National Heritage Corridor, L. Spike Herzig**
- **Gray Line Worldwide, Brad Weber**
- **Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau, Susan Thomas**
- **International Culinary Tourism Association, Erik Wolfe**
- **Minnesota Office of Tourism, Colleen Tollefson**
- **National Scenic Byways, Patricia McNally**
- **National Trust, Scott Gerloff**
- **National Trust/Historic Hotels of America, Thierry Roch**
- **NYC & Company, Fred Dixon**
- **Pat Lee & Associates, Pat Lee**
- **Pennsylvania Tourism Office, Lenwood Sloan**
- **Rick Still & Associates, Rick Still**
- **Shop America Alliance, Rosemarie Reyes**
- **Smart Destinations, Celia Dahl**
- **Southeast Tourism Society, Bill Hardman**
- **Taubman World Class Shopping, Karen McDonald**
- **Travel Portland, Barbara Steinfeld**
- **Travel South USA, Liz Bitner**

How Do You Become a Partner?

The U.S. Cultural & Heritage Tourism Marketing Council provides membership opportunities at three investment levels: \$10,000, \$5,000 and \$2,000. The primary difference is the number of packages developed and marketed, with the exception that the \$10,000 level, Charter Sustaining Partner Level, also includes a position on the USCHT Advisory Board of Directors.

Member benefits and applications are available at www.uscht.com/join.

To Join the U.S. Cultural & Heritage Tourism Marketing Council, Contact:

Sheila Armstrong, Executive Director

U.S. Cultural & Heritage Tourism Marketing Council

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Hilton Head Island, SC 29928

Phone: 843-341-6392 Fax: 843-341-6399

Email: CHToursandMore@aol.com

www.USCHT.com www.CultureToursAndMore.com

10 Top Benefits of Partnering with the USCHT Marketing Council

1. Packaging

We help you develop effective cultural and heritage tourism packages. We negotiate rates and contracts, write sales copy, edit photographs and design the packages for the websites and marketing collateral

2. Online Marketing Services

Your packages are showcased and sold on the web at CultureToursAndMore.com, ShopAmericaTours.com, via a link to DiscoverAmerica.com, other major online tour operator's sites such as Travelocity, Expedia and Mark Travel plus your own site.

3. Tracking

We track results of your packages and providing you with quarterly sales reports

4. Travel Trade Exposure

We provide representation and marketing of your CHT packages at major travel trade shows and sales missions in the USA, UK, Canada and Mexico

5. Public Relations

We promote your CHT packages to domestic and international travel trade media.

Information and Ideas

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

6. Networking and Professional Development

As a partner in USCHT Marketing Council, you are invited to attend the annual USCHT MARKETING SYMPOSIUM.

7. Tourism Education

We will provide training and development for USCHT Marketing Council partners.

8. Dedicated Professional Staff

USCHT Marketing Council Executive Director, Sheila Armstrong, works directly with our partners. Our affiliation with Shop America Alliance and Shop America Tours provides a marketing assistance and a support network.

9. Affiliation with Industry Leaders

Partners include the leading U.S. Tourism Destinations, Attractions and Travel Partners dedicated to marketing U.S. Cultural and Heritage Tourism.

WHAT IS UNIQUE ABOUT CULTURE TOURS AND MORE PACKAGES?

Culture Tours and More Packages are a fun, new way to “catch some culture”!

- Offering the best cultural experiences combined with VIP, insider opportunities, special savings and the convenience of flexibility
- Enriching a vacation getaway, to see family and friends or a business trip
- Inviting visitors to experience America's Culture, History, Gardens, Arts, Shopping and Dining in a unique and entertaining way.
- Going beyond the usual package tours to feature “And More” experiences!
- Focusing on the WOW! Factor—tell a story, are memorable, add value and enrich the visitor's experience.

Why Is Cultural & Heritage Tourism Important?

- Cultural & Heritage Tourism is the largest growing segment of the Tourism Market (*Ref. 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 Ref. U.S. Department of Commerce/OTTI Studies*)
- Cultural & Heritage Tourism is a \$41+ billion industry (*Ref. John Nau, Chair of the Advisory Council on Historic Preservation*)
- 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 (*Ref. Americans for the Arts*)

Who is the Cultural Traveler?

- Baby Boomer
- College Degree
- Annual HH Income of \$75,000 or More
- Stays Longer & Spends More
- Looks for Unique Travel Experiences
- Want Value-- Both in Time AND Dollars
- Spends \$3,000+ on 4.2 Trips Per Year
- Force Behind Multi-Generational Travel
- Get Information From the Web (*as well as word of mouth*)
- Part of 65%+ Americans Who Book Their Travel On-Line

“Culture Tours and More” Packages Feature Museums, Gardens, Aquariums, Historic Homes, Epicurean Experiences, Art Galleries, Performing Arts Venues, Shopping, Dining....and more!

Visit www.CultureToursAndMore.com to learn about our current packages

To learn more about the U.S. Cultural & Heritage Tourism Marketing Council, visit www.uscht.com or contact Sheila Armstrong, Executive Director, USCHTMarketing@aol.com, 843-341-6392.

