



NEWS RELEASE

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Announcing *The Cultural Traveler 2010*

Cultural and Heritage Travel and Shopping Guide Features Unique U.S. Destinations

DENVER – The Museum Store Association (MSA) is proud to announce the release of *The Cultural Traveler 2010* guidebook. Building on the successful launch of *The Cultural Traveler 2009* guidebook, the 2010 edition features expanded participation, special guest editorial, enhanced online marketing and increased distribution of the attractive, full-color guide to cultural and heritage travel and museum store shopping.

Produced by MSA in collaboration with U.S. Cultural & Heritage Tourism Marketing Council, Shop America Alliance, the American Association of Museums (AAM) and Gray Line Worldwide, the guide is complimented by and accessible at the www.museum-store.travel and www.TheCulturalTraveler.com Web sites. *The Cultural Traveler* showcases dozens of cultural and heritage destinations and travel partners to the growing cultural travel market.

Gray Line will distribute 16,000 copies of *The Cultural Traveler* through its affiliates in New York, San Francisco, Hawaii, Miami and Europe. *The Cultural Traveler* also will be distributed by MSA and Shop America Alliance at travel and trade events throughout 2010 including the 2010 International Pow Wow, the AAM Annual Conference, the MSA Annual Conference, Go West Summit, Shop America Tourism Conference, World Travel Market, La Cumbre and other major travel and cultural events. A total of 40,000 copies will be distributed to travel and tourism audiences throughout the year. Participating museum stores and cultural destinations also are distribution points for *The Cultural Traveler* guidebook.

Participants include:

- The Getty Center, Los Angeles
- Alcatraz Cruises, San Francisco
- San Diego Zoo
- Children's Museum of Indianapolis
- Little Rock / Clinton Library
- Minnesota History Center
- New Jersey State Museum
- ... and many other fine cultural and heritage tourism destinations throughout the United States

“Consumers and travel professionals tell us that they are reading and keeping their *The Cultural Traveler* guidebook on hand as a reference for their future travel planning and they are also going to the Web sites for more info, which is very valuable for all involved,” notes Rosemary McCormick, president of Shop America Alliance.

Beverly Barsook, Museum Store Association executive director comments, “MSA is proud to be involved in *The Cultural Traveler*. This forward thinking creative initiative proactively promotes our unique cultural heritage organizations to the travel industry.”

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To view the complete 2010 edition of *The Cultural Traveler* in pdf form, please visit www.museum-store.travel.

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MSA is a nonprofit, international association organized to advance the success of museum retail professionals. By encouraging business excellence in museum stores, MSA helps cultural commerce professionals better serve their organizations. MSA also is focused on helping increase awareness about museum stores as unique shopping destinations for tourists and cultural travelers.

USCHT Marketing Council is a travel trade association with a mission to market 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.