

News Release

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NEW HERITAGE GUIDES OFFER VISITORS A LOOK AT HISTORIC SEATTLE AND KING COUNTY

SEATTLE - 4Culture, in partnership with the King County Historic Preservation program, announced the release of three new, free travel guides that highlight significant pieces of history in Seattle and King County via themes: maritime, agriculture and industry.

The colorful, printed guides feature more than 70 sites, including historic landmarks, museums, festivals and scenic drives, and encourage visitors to explore the history of the region.

"Most visitors to Seattle are aware of a few key tourist attractions like the Pike Place Market and Pioneer Square, but if a traveler is adventurous, there are dozens of off-the-beaten-path historic sites to be explored," said Flo Lentz, Preservation 4Culture. "Our goal with *Destination Heritage* was to highlight these gems while underscoring the unique themes of our region's history. We are excited to help visitors tap into distinctly Northwest experiences like: visiting colorful specialty farms in lush river valleys; touring historic railroad and coal mining sites in the foothills of the Cascade Mountains; and boating on our sparkling inland waterways right inside the city of Seattle."

Guides contain historical descriptions, addresses and GPS coordinates for featured sites. Additionally, five featured sites per guide have audio clips that are accessible via listed telephone numbers.

The "Destination Heritage" guides are available at Seattle-Tacoma International Airport, the Colman Dock on the Seattle waterfront and at the Seattle Visitor Center and Concierge Services, located at the Washington State Convention & Trade Center in downtown Seattle. The guides are also downloadable at www.destinationheritage.org.

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The new “Destination Heritage” guides work in harmony with the existing “Seattle Cultural Guides”, produced by Seattle’s Convention and Visitors Bureau, to help visitors experience the Seattle-King County area via culture. The bureau’s series includes Asian American, African American and Native American heritage guides, each of which highlights significant attractions, museums, heritage sites, historic background and special event information.

“We are delighted to have the ‘Destination Heritage’ guides as a new resource for travelers to Seattle and King County,” said Tracey Wickersham, Director of Cultural Tourism for Seattle’s Convention and Visitors Bureau. “Our “Seattle Cultural Guides” that offer information for travelers interested in Native American, African American and Asian American history and heritage in the region have proven to be very popular with visitors and our regional community. We think these new ‘Destination Heritage’ guides are a perfect complement and will serve to make visits to our region even more interesting and memorable.”

The “Seattle Cultural Guides” are available at the Seattle Visitor Center and Concierge Services, located at the Washington State Convention & Trade Center in downtown Seattle, as well as at www.visitseattle.org/cultural.

About 4Culture

4Culture is King County’s Cultural Services Agency, a unique integration of the arts, heritage, preservation and public art; committed to advancing community through culture. Public exhibitions and performances, public art, preservation of significant sites and interpretation of local history deepen our connections to the places in which we live and work. 4Culture stimulates cultural activity and enhances the assets that distinguish a community as vibrant, unique and authentic. www.4culture.org

About Seattle’s Convention and Visitors Bureau

Seattle’s Convention and Visitors Bureau is a non-profit economic development agency responsible for competitively marketing Seattle as a destination for meeting and convention groups and leisure travelers. As a membership-based organization, SCVB connects more than 800 local businesses with the lucrative visitor market. Some 9.5 million visitors spend \$5.16 billion in Seattle and King County annually, contributing \$468 million in state and local tax revenues. Direct visitor spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs for more than 63,000 people in the Seattle region.