



Press Contact: *Michael Patrick Destinations & Communications, Ltd.*
Glenn M. Faria glenn@mpdcltd.com 508-737-1595
Bill DeSousa bill@mpdcltd.com 508-790-0566

Client: *The Massachusetts Cultural Coast*

Contact: www.TheCulturalCoast.org
info@culturalcoast.org

Mission: The Massachusetts Cultural Coast is a regional partnership formed to create economic activity from an international travel audience through cultural tourism. This marketing organization's focus is to promote the six member destinations to media, domestic and international media trade and consumer markets. Such promotion will increase transient occupancy and sales taxes generated for the region, and increase their exposure as world-class, year-round destinations.

Evolution: The Massachusetts Cultural Coast was the brainchild of Congressman William Delahunt (D-Massachusetts), as the original five partners comprised his congressional district. Delahunt wished to showcase the economic impact of tourism, especially international and long-haul tourism, to his district. Through identifying the appropriate partners in each of the original five regions and conducting an asset inventory, the regions were able to join assets and develop collateral and a website funded by a grant. Since its inception, the Massachusetts Cultural Coast has added Southeastern Massachusetts (comprising Bristol County), as this contiguous region was viewed as strategically viable as a new member, although not part of Delahunt's district.

Partners: **Cape Cod Chamber of Commerce**
5 Shoot Flying Hill Road, Centerville, MA 02632
PH: 508-362-3225 / 888-33CAPECOD
info@capecodchamber.org
www.capecodchamber.org

Discover Quincy
1250 Hancock Street, Street # 127N, Quincy, MA 02169

PH: 617-657-0527
info@discoverquincy.com
Web: www.DiscoverQuincy.com

Martha's Vineyard Chamber of Commerce

PO 1698, Beach Road
Vineyard Haven, MA 02568 PH: 508-693-0085 / 800 -505-4815
info@mvy.com
www.MVY.com

Plymouth County Development Council Convention & Visitors Bureau

170 Water Street, Suite 24, Plymouth, MA 02360
PH: 508-747-0100 / 800-231-1620
admin@seeplymouth.com
www.seeplymouth.com

Nantucket Island Chamber of Commerce

48 Main Street, Nantucket, MA 02554
PH: 508-228-1700
info@nantucketchamber.org
www.nantucketchamber.org

Southeastern Massachusetts Convention & Visitors Bureau

70 North Second Street, P.O. Box 976, New Bedford, MA 02741
PH: 508-997-1250 / 800-288-6263
info@bristol-county.org
www.bristol-county.org

Overview:

The regions of the Massachusetts Cultural Coast are steeped rich in the historic and culture. The places where our country began and the dreams of a great nation were born.

From the first Pilgrim settlers, to Presidents John Adams, John Quincy Adams, and John F. Kennedy, the coastal areas south of Boston have been home to some of our country's finest leaders. Explore Quincy, the City of Presidents, and Plymouth, where history is just the beginning. Visit Cape Cod & the Islands, the vacation retreat of American presidents.

Whether walking through history or a strolling along a pristine beach, an offshore whale watch or sunset clambake, the Massachusetts Cultural Coast offers it all.

**Itinerary
Planner:**

Travelers will revel in our on-line Itinerary Planner. Search for events and attractions by region within the Cultural Coast. An illustrated map will help choose your region(s) of interest, and serve as a Search mechanism for events and attractions.

A search may be further defined to include a specific date or range of dates. A 'themed' search is another option (coming soon), where travelers may select from sample themed itineraries (arts, history, presidents, children), based around the more prominent sights, attractions and events in the region.

Multi-day itineraries can be made with your own selection of themes and one can even give them their very own names! When travelers complete their itinerary, it can be saved, printed or email to yourself, or to family

If you get stuck on any part of the planning process, users will find an easy to follow Help Manual to assist.

Transportation: The largest regional airport is Boston's Logan International as well as TF Green in Providence, RI. Virtually, all major carriers offer service in and out of these two major gateways.

Transportation Links can be found on the website at:
www.theculturalcoast.org/links.html

Regional transportation options:

Air: American Eagle, Cape Air, Island Airlines, Nantucket Airlines, U.S. Airways Express, Pan Am Clipper Connections, Delta

Land: Peter Pan Bus / Bonanza Bus (Coach USA), The Breeze (Cape Cod RTA), Greater Attleboro-Taunton RTA, Martha's Vineyard Transit Authority (VTA), Nantucket Regional Transit Authority, Plymouth & Brockton Streetcar Company, Provincetown/Truro Shuttle, Massachusetts Bay Transportation Authority

Sea: Bay State Cruises, Boston Harbor Cruises, Captain John Boat Lines, Cape Island Express, Cuttyhunk Boat Lines, Falmouth-Edgartown Ferry, Freedom Cruise Line, Harbor Express, Hy-Line Cruises, Island Queen, Steamship Authority, RI Vineyard Fast Ferry

Trade Support: Trade (travel agents and inbound and receptive tour operators) are encouraged to contact The Massachusetts Cultural Coast to dialogue about product development, familiarization trips, editorial support, photography and reader offers. Trade partners interested in widening their market share to Massachusetts' Cultural Coast's regions are encouraged to contact its public relations firm at info@mpdcltd.com.

Press: The Massachusetts Cultural Coast stands ready to develop, assist with and complement press initiatives from qualified members the media. Support of many kinds, including ground arrangements, editorial support,

photography, press and familiarization trips. In some cases, letters of assignment will be requested and, in all cases, clips of articles published and links to websites containing editorial resulting from the press familiarization will be required post-trip. Support could include development of recommended or suggested itineraries, complimentary lodging, some meals and regional transportation, such as ferries and short flights, sights and attractions and activities. Interested and qualified media are encouraged to contact the organization's public relations firms at info@mpdcltd.com.

—end—