



CONVENTION & VISITORS BUREAU

January 26, 2011

**FOR IMMEDIATE RELEASE**

Media Contact:

Erin Duggan

eduggan@sarasotafl.org

941-356-0432

**Festival sARTEE Wins A SASI-ONE 2011 Award at  
Annual ONE Travel Conference for Shopping, Dining & Cultural Tourism**

**Sarasota, FL** The Sarasota Convention & Visitors Bureau (SCVB) was proud to collect a **SASI-ONE Award** (SASI = Shop America Salutes Innovation) for shopping and cultural tourism marketing excellence last week, at the SASI-ONE Awards Breakfast during the ONE Travel Conference at the Langham Huntington Hotel in Pasadena, California.

SASI-ONE Awards recognize prominent leaders in the tourism industry for their vision and commitment to developing shopping and cultural tourism. The award was given to the SCVB in the category of "Destination Management Organization" for the collaboration that created Festival sARTEE which was created to build tourism and awareness of local arts organization around the Ringling International Arts Festival last Fall. Collaborators and additional Honorees for this award include the Bradenton Convention & Visitors Bureau, Sarasota County Cultural Alliance, Arts Council of Manatee County and Realize Bradenton.

**ONE Travel Conference** for Shopping, Dining and Cultural & Heritage Tourism is produced annually by Shop America Alliance and the U.S. Cultural & Heritage Tourism Marketing Council. The Conference brings together leaders in the travel industry to focus on The Power of Partnership, speaking with ONE Voice. The first annual conference was held in Pasadena, California Jan 16-18, 2011. The next ONE Travel Conference will be held in Orlando, Florida, January 15-17, 2012. For more information visit [ONETravelConference.com](http://ONETravelConference.com) or call 843.341.6392.

**US Cultural & Heritage Tourism Marketing Council** (USCHT) is a travel trade association with a mission to market U.S. cultural and heritage tourism experiences both nationally and internationally. USCHT 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, co-produces the annual ONE Travel Conference and SASI-ONE Awards and *The Cultural Traveler* guidebook and sponsors market research on the Cultural and

Heritage Traveler. For more information, visit [USCHT.com](http://USCHT.com) and [TheCulturalTraveler.com](http://TheCulturalTraveler.com) or call 843.342.6392.

The Sarasota Convention & Visitors Bureau is the sales and marketing organization contracted by the Sarasota County Tourist Development Council (TDC) to champion the growth of business and leisure tourism in Sarasota County. For more information, contact Erin M. Duggan at (941) 955-0991, ext. 108, or [eduggan@sarasotafl.org](mailto:eduggan@sarasotafl.org).