

PRESS RELEASE

Date: August 30, 2009
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Multicultural Tourism - \$100 Billion Industry Multicultural FAM Tour to Increase City's Tourism Revenue in Downturn Economy - Putting Heads in Beds in San Diego –

San Diego, CA - The Multi-Cultural Convention Services Network (MCCSN) is getting ready for San Diego's 3rd Multicultural Familiarization (FAM) Tour slated for September 17th - 20th 2009 at the Town and Country Resort & Convention Center.

This year's theme, San Diego "Heart and Soul" is focused on the National Multicultural Meeting Planners and Executive Decision Makers representing national associations and leisure markets with interest in booking future conferences in San Diego. Currently, there are 12 planners and executives from across the nation already on board. The FAM Tour is unique in that it provides the opportunity for a diverse clientele, essentially executives and planners representing the Asian, Hispanic, Native American and African-American markets, to experience San Diego's allure and choose it as the site for their next conference and/or travel destination.

MCCSN's 3 ½ day FAM Tour will include visits to an array of San Diego's meeting and accommodation venues. The tour's itinerary include destinations like Mission Valley, Old Town (Heritage Park), Downtown, a harbor excursion to Coronado Bay, stops at Liberty Station and NTC Promenade, tour of the USS Midway and Balboa Park culminating with dining and shopping experiences downtown and throughout the city's vibrant and diverse communities.

When asked about the FAM Tour financial potential for San Diego MCCSN's FAM Tour Executive Clara Carter states "we are projecting an annual return of 13,000 room nights from this year's FAM tour, with an estimate of \$1,807,000 revenue back into the San Diego economy. Multicultural tourism pours \$100 billion into the global tourism market annually. We are excited about this year's FAM Tour and the potential it holds for our city. Additionally, we're thankful to the San Diego Tourism Promotional Corporation (SDTPC) for providing the marketing funds in this venture. We plan to grow the multicultural FAM Tour in a way that will position San Diego as the destination of choice for our diverse clientele, bringing much needed revenue to the city."

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In 2007, MCCSN made history by hosting the 1st Multicultural FAM Tour and welcoming 13 national meeting planners - representing organizations such as, International Association of Hispanic Meeting Planners (IAHMP), National Bar Association Travel Professionals of Color and Blacks in Government (BIG). In August 2009, as a result of the 2007 FAM Tour, three organizations, Blacks in Government (Western Region), the International Association of Hispanic Professional's (13th Annual Education and Trade Show) and the National Bar Association's (84th Annual conference), which held their conference at San Diego's new Hilton Bayfront with over 3000 attendees.

In addition to the FAM Tour, a trade show hosted by the Best Western Hacienda Hotel Old Town, will provide local businesses with a chance to showcase their products and services to visiting executives and planners. The FAM Tour will also include educational sessions with industry professionals like Brenda Darcel Harris, Independent Meeting Planner and Managing Director of Harris Meeting Management Association, with topic "Identifying Challenges in a Multicultural Tourism Market" and Luis Barrios, General Manager of the Best Western Hacienda Hotel Old Town and Board Member of the San Diego Tourism Marketing District, with topic: "Maximizing Hotel Opportunities in a Down Economy."

If you would like to participate or learn about sponsorship opportunities please contact Clara Carter at 619-265-2561 or visit www.mccsn.com

About MCCSN

Founded in 2004 by local San Diegan entrepreneur Clara Carter, MCCSN's mission is to increase San Diego's share of the multicultural convention and tourism revenue while ensuring the inclusion of multiculturalism in every aspect of the hospitality industry. MCCSN's goal is to engage multicultural associations and corporations to experience quality meetings in San Diego and provide them with destination management, site selection, hotel accommodations and meeting planning services.

Funded in part by the San Diego Tourism Promotion Corporation with City of San Diego Tourism Marketing District Assessment Funds

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