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**ROCK CITY NAMED SOUTHEAST'S TRAVEL ATTRACTION OF THE YEAR**  
*Celebrating National Travel and Tourism Day*

**MYRTLE BEACH, S.C.** Rock City, the family-led attraction on Lookout Mountain, received the Escape to the Southeast Travel Attraction of the Year Award from the 12-state Southeast Tourism Society (STS) at the association's inaugural Connections conference in Myrtle Beach on April 24.

"As one of the most recognized attractions in the country, this icon among travel attractions has long been a fixture among travelers in the southeast," said STS President and CEO Bill Hardman. "Embodying what's best about travel and family vacations, the selection of Rock City as Travel Attraction of the Year is most deserving. STS is proud to recognize Rock City for its decades of providing the very best in visitor experience."

Rock City's owner and CEO Bill Chapin said, "It was an honor to accept the award on behalf of all the folks who work so hard to make this award possible. It is a recognition of the efforts of hundreds who helped create experiences worth repeating."

Rock City Gardens opened to the public on May 21, 1932 and has maintained its mission to create memories worth repeating for its guests and partners through the decades. The attraction was one of 14 winners of Shining Example Awards that recognized excellence in tourism.

"Rock City Gardens has a year-long event calendar, enhancing the natural beauty of the gardens with music, food and fun each season," said Rock City President and COO Susan Harris. "We focus our efforts on innovation and guest service and are pleased to have those recognized by industry leaders at STS."

The U.S. Travel Association marked May 7, 2018 as National Travel and Tourism Day, with a weeklong celebration May 6-12. During the annual National Travel and Tourism Week (NTTW), tourism professionals across the country unite to celebrate the value travel holds for the economy, businesses and personal well-being. This year is the 35th anniversary of the 1983 congressional resolution that established NTTW. Go to [www.ustravel.org](http://www.ustravel.org) for more info.

Founded in 1983, Southeast Tourism Society ([www.southeasttourism.org](http://www.southeasttourism.org)) promotes and develops tourism in its 12 member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Its headquarters are in Atlanta. Membership includes state travel offices, convention and visitors bureaus, lodging properties, attractions, travel media and other travel-related organizations.

Just six miles from downtown Chattanooga, Tennessee, Rock City Gardens is an enchanted, 4,100-foot walking trail showcasing lush gardens, caves and massive rock formations. Rock City is home to over 400 species of plants and flowers, with a 140-foot waterfall that cascades down Lookout Mountain, Georgia and features the Swing-A-Long Bridge that spans nearly 200 feet. For more info, visit [www.seerockcity.com](http://www.seerockcity.com).

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