Cultural & Heritage Tourism

"ENGAGING VISITORS WITH LIVING HISTORY & CULTURAL EXPERIENCES

PRESENTED BY:
RICHARD PETERSON, CEO
US CULTURAL & HERITAGE MARKETING COUNCIL
A BROADER VIEW

• Assessing visitor & target markets

• Connect to industry partners and organizations

• Determine short & long range goals

• Build the plans that deliver results
AN INTRODUCTION

Cultural Tourism Insights – A National Perspective
CULTURAL TOURISM INSIGHTS

- Understanding the audience
- Personas matter
- Domestic audiences vs. international short & long haul

Source: US Travel Association, Trip Advisor, Skift, National Travel and Tourism Office

538 MILLION
annual traveler trips in 2018

8 OF 10
leisure travelers are
culture & heritage travelers

67% of all extended travel trips
are out of state

69% seek history/local culture

$1,440
average spend
9% higher than overall
leisure travelers

70% include regional
food & wine
experiences

+8% increase in arts & culture
travel experiences in
last five years
CULTURAL TOURISM INSIGHTS

- Demographics support planning.
- Optimizing collaborations to engage the visitor.
- Targeting new and repeat travelers.

Source: US Travel Association, Trip Advisor, Skift, National Travel and Tourism Office

$100,000+
HHI
Four of 10 cultural travelers are affluent

63%
are married or living with a significant other

5 NIGHTS
average overnight stay vs. 3.8 nights for overall leisure travelers

OVER 75%
of cultural travelers will revisit a destination, museum or experience
THE CULTURAL PRISM

Cultural Creators: Artisans, musicians, dancers, muralists, makers movement..

Cultural Spaces: Public areas, parks, museums, festivals, outdoor, main street...

Cultural Consumers: Regional, national, international, families, couples, something for all ages..
Connecting to The Cultural Traveler

Reach the cultural & heritage traveler through industry and community based programs- that fit within established resources, planning and budgets – allowing for future growth.

“Live life with no excuses, travel with no regret” - Oscar Wilde
Marketing To The Cultural Traveler

Resources to develop the sales & marketing strategy to reach the cultural traveler include:

“The Local Perspective”
Convention & Visitor Bureaus
Arts & Culture commissions
Industry partners
Business Improvement Districts
Chambers of Commerce
Resources to support a strategic marketing program include:

“A Regional Viewpoint”
State Tourism Offices
Convention & Visitor Bureaus
Industry partners
Business Improvement Districts
And more!
Resources to support efforts include:

*National Connections*
- Brand USA
- US Travel Association
- American Alliance of Museums
- AIANTA
- Student Youth Travel Association
THE APPROACH

• Brainstorm & look ‘outside of the frame’.
• Draft the plan – and assess key needs.
• Utilize the marketing tools and other resources to support and frame your individual goals.
• Determine cultural partnerships that would be beneficial to complement the plan.
• Always maintain a clear focus to your mission to frame sales and marketing activities.
3rd Party Booking Channels

CVB Booking Portals
Hotel/Inns/Bed & Breakfast & Airbnb Experiences

Expedia / Tiqets / GoCard / EventBrite / Viator / Get Your Guide / Museum Hack
Engaging the Cultural Traveler

The conversation with the cultural & heritage traveler is always being written.

Varied generational interests, time, competition, planning and budget can all play a part.

Translated content and/or the ease of translatable experiences is also a key engagement area.

Google translate – and other applications do provide support where needed.
Marketing & Sales Outreach

Working with fellow arts & culture businesses and partners within your community can strengthen overall marketing presence.

➢ Create a cultural collaborative group that identifies key areas that collectively can be amplified.

➢ Develop sales and marketing materials to utilize via various platforms: social media, print, digital, public relations etc.
THREE UNIQUE VIEWS

➢ Illumination.

➢ Main Street Focus.

➢ Festivals – Big & Small.
CULTURAL PROGRAMS IN LIGHT

ILLUMINATE SF
FESTIVAL OF LIGHT
Thanksgiving through New Year's Day

Always Illuminating.
Experience San Francisco's extraordinary light art scene.
Conservatory of Flowers
Golden Gate Park

ILLUMINATE SF
THE ARTISTS

Vito Acconci, Light Beams for the Sky of a Transfer Corridor* (SFO)
Vito Acconci's artwork and architecture are based on social interactions between people and the blurring of public and private space. His utopian, biomorphic designs aim to approximate the complexity of living organisms. After initially devoting himself to poetry and writing, he began to produce visual work in 1969, most of which incorporated subversive social comment. In the mid 1980s, he began creating experimental architecture, design and public sculpture, and in 1988 he founded Acconci Studio, an architectural practice with public commissions around the world.

Aphidoidea, The Seed (Castro)
Aphidoidea [Ahh-fi-do-idea] is a multi-disciplinary art, design, and architecture collective. Led by formally trained architects Jesus Eduardo Magaña, Paulina Bouyer-Magana, Jackie Muñoz, and Andrew Hernandez, the collective creates site-specific art installations that engage the user and enhance the built environment. Their art is a product of the exploration of site, concept, materials, and interactivity, and has evolved from site-specific installations, to include user response and spectator interaction. Their installations employ a variety of materials, ranging from ephemeral to the permanent, and technology based to analogue application.

Shimon Attie and Vale Bruck, Spiral of Gratitude (Mission Bay)
For two decades, Shimon Attie has made art that reflects on the relationship between place, memory and identity. He is particularly concerned with issues of loss, communal trauma and the potential for regeneration. Earlier works used contemporary media to re-animate architectural and historical photography from the 1930s and 1940s, and to engage with personal histories and life stories. In his most recent work, he has returned to the subject of urban place-making, and is working with landscape architects and local communities to create a series of site-specific installations that engage with the history of the site.
VISIT NATCHEZ

Key Focus:
Creating new narratives in old neighbourhoods.

Connecting the domestic and international visitor to the diverse history of the community.

Main Street – front and center.
Visit Natchez

➢ Commemorate the past
➢ Celebrate the successes
➢ Create Inclusive arts, culture & heritage experiences

Community based. Inclusive. Not exclusive

Growing together with a common goal to engage, market and connect to the cultural traveler
Curating Experiences That Connect Communities

➢ Partnering with Culinary Institute, local restaurants and chefs.

➢ Inclusion of artists, artisans, and vendors.

➢ Staged in the center of the community with one communal table set-up down Main Street Natchez.
MAYORS & CULTURE

2019 CONFERENCE INSIGHTS – WASHINGTON DC

TOURISM, ARTS, PARKS, ENTERTAINEMENT AND SPORTS COMMITTEE
MAYORS = SUPPORT

Tourism, Arts, Parks, Entertainment and Sports Committee

- Goal of committee is to elevate the importance of all things culturally connected
- Embodies key community centric focus
- Grass roots efforts to develop national voice/audience

*Building civic, community, artist and educational connections for the future*......
THANK YOU!

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