



Cultural & Heritage Marketing

PRACTICAL INSIGHTS FOR CULTIVATING CONSUMER CONNECTIONS



Presented to The Caribbean Tourism Organization

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**U.S. Cultural & Heritage
MARKETING COUNCIL**



U.S. Cultural & Heritage MARKETING COUNCIL



OUR MISSION



We represent the intersections of art, culture, heritage sites and historic places - and our diverse stories as a global traveling community.

From individual artisans, museums, heritage sites, musicians, craft makers, outdoor adventures, cuisine, agritourism and historic sites – the cultural connections abound. And at the center of each community are the cultural, environmental and social impacts to each resident and visitor those connections provide.

A wooden tray containing Scrabble tiles spelling 'CULTURE' and several loose tiles scattered around on a wooden surface. The tiles are light-colored wood with black letters and numbers. The word 'CULTURE' is spelled out in the tray, with 'C' having a 3-point value and 'U', 'L', 'T', 'U', 'R', 'E' each having a 1-point value. Other tiles scattered around include 'S', 'P', 'J', 'W', 'P', 'E', 'R', 'H', 'Z', 'F', 'E', 'L', 'I', 'N', 'G', 'I', 'O', 'U', 'S', 'A', 'B', 'C', 'D', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'.

Marketing Culture & Cultural Experiences

CRITICAL PERSPECTIVES

- Assessing visitors & target markets in a post-pandemic economy.
- Connecting to tourism industry partners, destinations and organizations to bolster cultural marketing efforts.
- Determine short term opportunities and long-lead goals.
- Build the plans that deliver results.



READY FOR LIFT-OFF

Let's take a brief look at the leisure travel trends.



CULTURAL TRAVEL CLOSER TO HOME

A BY-PRODUCT OF THE PANDEMIC

Assessing visitors & target markets in a post-pandemic economy.

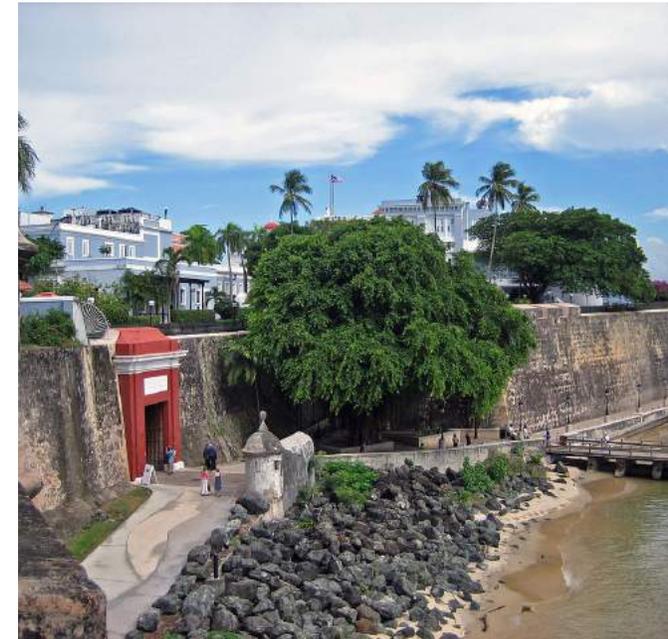
Connecting to tourism industry partners, destinations and organizations to bolster cultural marketing efforts.

Determine short term opportunities and long-lead goals.

Build the plans that delivers results.

Establish KPMIs (key performance marketing indicators) to evaluate every program engagement.

Include cultural collaborative partners in this process of engagement to support marketing outreach and targeted audience delivery.





COVID-19 TESTING
THE NEW REQUIREMENTS

AND ONGOING TRAVEL
PROTOCOLS

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Leisure Travel Trends & The Cultural Traveler

2019 INSIGHTS

- Micro-segments are driving increases to travel patterns and habits.
- Millennial family travel on the rise.
- “Young at heart travelers” / active adults & retirees are domestic travelers.
- “Going Solo” travelers: reclaiming adventure and independence.
- The blurring of business and leisure travel.
- Wellness tourism for mind, body and spirit.



Leisure Travel Trends

2019 INSIGHTS

- Enhanced era of culinary and local food tourism; agritourism / festivals / food trails.
- Agricultural tourism experiences connect visitors further; hands on experiences.
- 2 – 3 Day ‘quick trips’ with curated itineraries on the rise; focusing on off-the beaten path, seasonal events, local/neighborhood and cultural experiences.
- 72% of millennials took at least one “micro-vacation” in 2019; whereas 69% of Gen X and 60% of Baby Boomers did the same.
- Google’s increased footprint within the travel space; driving offers and partner engagements.
- It’s all about convenience: from booking sites, bundled packaging and seasonal offerings.



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, solo travellers..





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.

Utilizing data and visitor engagement research to bolster cultural & heritage traveler offerings.

“Live life with no excuses, travel with no regret” -*Oscar Wilde*



Marketing To The Cultural Traveler

The Local & Regional Perspective

Convention & Visitor Bureaus
Arts & Culture Commissions/Civic Organizations
Industry Partners
State Tourism Offices
Direct Consumer Programs



Building To Scale

Consumer Connections & Extended Opportunities

Online Booking Partners

Pass Products / Experience Bundling

Student Youth Travel Association

Culinary & Food Festival Organizations

Sports and Outdoor Events

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. **Be flexible to shifting consumer sentiments.**





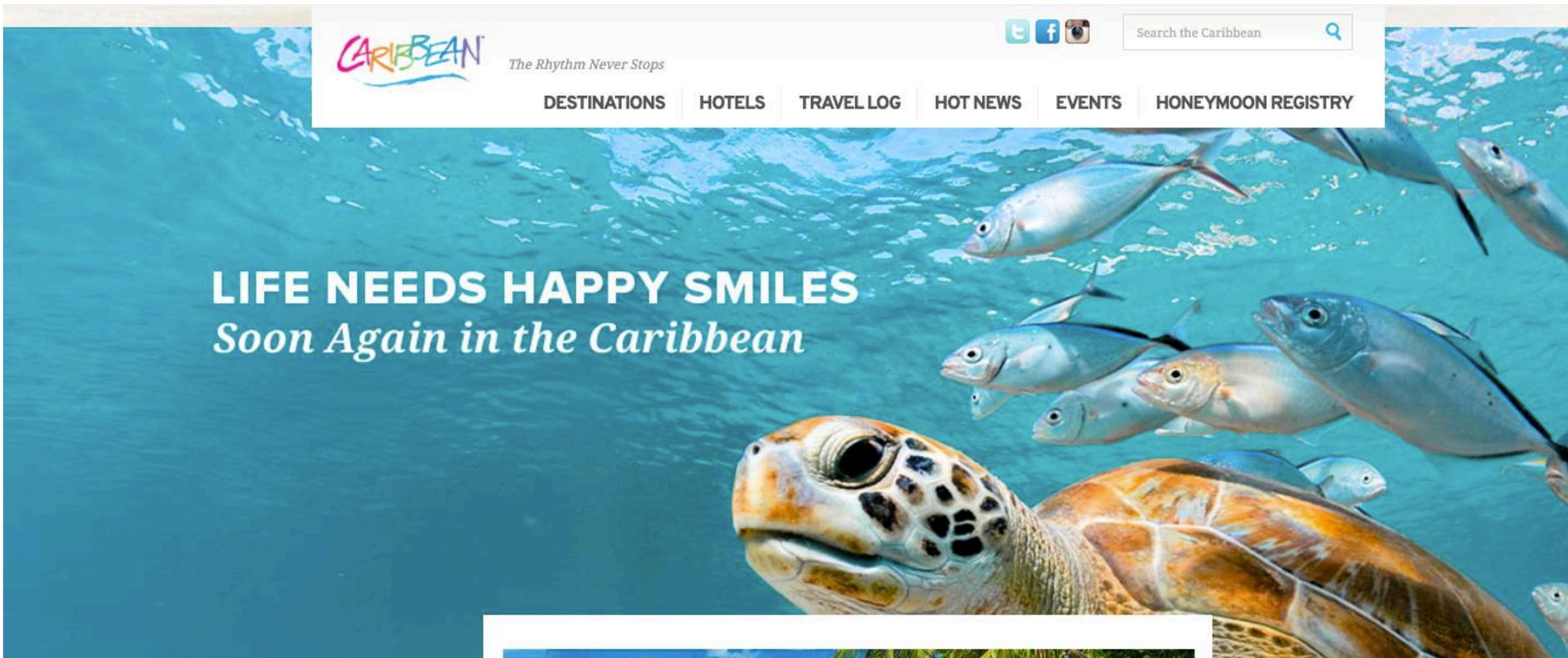
Collaborative Marketing Engagements

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

- Create “cultural collaborative” group(s) that identifies key areas that collectively can be amplified.
 - Inclusive of
 - Performance/Music
 - Museums
 - Parks/ Beaches
 - Festivals
 - Community Supporters
 - Heritage Sites
 - Culinary Partners
 - Wineries, Breweries
 - Artisans
 - Craft Makers
 - Agriculture
 - Tour Guides
- Develop sales and marketing materials to utilize via various platforms: social media, print, digital, public relations engagements and packaged products etc.
- Engage key partners to participate in the annual planning to optimize cultural messaging and focus; to complement other tourism initiatives.



Showcase Cultural Experiences





Destinations

Things to do

Facts

Itineraries

Transport

Accommodation

Travel to NZ

Travel Alert: Temporary

START IMAGINING
YOUR NEW
ZEALAND JOURNEY



All things to do



Home of Middle-earth™



Top things to see and do



Maori Culture

Find activities

Adventure

Art, culture & heritage

Cycling & mountain biking

Events

Food & wine

Film in NZ

Golf

Hot pools & health spas

Maori culture

Nature & wildlife

Shopping

Skiing & snowboarding

Sports

Tours

Walking & hiking

Holiday types

Backpacking

Camping

Family friendly

Luxury travel

Romance

Working holiday



ART, CULTURE AND HERITAGE



Home > Things to do > Art, culture and heritage

For a totally unique Kiwi experience, immerse yourself
in the local arts and culture.

US Cultural & Heritage Marketing Council | www.uschmc.com

New Zealand may be a young country, but the diverse wealth of Maori culture

SUMNER

— MISSISSIPPI —

What happened here changed the world.

US Cultural & Heritage Marketing Council www.uschmc.com



THIS IS NORWAY



10 Great Escapes

SHARE



Great Adventures Await

US Cultural & Heritage Marketing Council www.uschmmc.com

AUTHENTIC STORYTELLING IN MARKETING PROGRAMS

Key Focus

- Creating new narratives to connect to all **cultural routes** and **neighbourhoods**
- Connecting the **domestic** and **international** visitor to the **diverse** history of the community and collective arts, culture and heritage.



Celebrate Your Diverse Arts, Culture & Heritage As A Community

The conversation with the cultural & heritage traveler is always being written...and the stories resonate with global travelers:

Behind the Big House

- Built and managed by enslaved people
- Traditional plantation tourism started with the garden clubs
- The homeowners created plantation tourism in the 1930's



COMMERCE STREET
BETWEEN FRANKLIN ST & MAIN ST
IN THE HEART OF DOWNTOWN NATCHEZ
A FREE FESTIVAL FOR THE COMMUNITY
SATURDAY
JUNE 15 | 6PM



...TRANSCEND RACIAL LINES
AND BRING PEOPLE
TOGETHER
AT ONE
BIG DINNER TABLE.



Entertainment will include music & special speakers that highlight the goal of unity and togetherness for adults 21 years & older.

Speaking the universal language of love = food. The festival will transcend racial lines and bring people together at one big dinner table. "Just like Family"

On the evening of June 15 we will be en blanc for this "white linen" event. Wear white to show your support for purity & new beginnings in our community.

The festival will provide complimentary space to qualified food & art vendors. Food Vendors will provide "cultural" food at a cost to attendees. Art Vendors will provide "handmade" items to sell to attendees. Alcoholic & Non-Alcoholic Beverages

Curating Experiences That Connect Communities & Visitors Alike

- Partnered with Culinary Institute, local restaurants and chefs
- Inclusion of artists and vendors
- Staged in the center of the community with one communal table set-up down Main Street to make cultural visitors and community connections
- Sharing the stories – living history





THE CULTURAL PRISM

- Tourism
- Arts
- Parks
- Entertainment / Festivals
- Outdoor / Sports
- Culinary
- Focus on the balanced message to develop a broader share of voice and the diverse audience.
- Community Partners & Civic/Municipal leaders = Support

Building civic, community, artist and educational connections for the future.....



THANK YOU!

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