CULTURAL TOURISM

PROGRAM OF WORK 2019/2020

© Greater Miami Convention & Visitors Bureau — The Official Destination Sales & Marketing Organization for Greater Miami and the Beaches. CS-03193
CULTURAL TOURISM
PROGRAM OF WORK 2019/2020

The Cultural Tourism director will lead strategic development and implementation of cultural tourism programs that will expand global awareness of Greater Miami’s art & culture assets and help drive incremental attendance at local arts and culture institutions, events and attractions.

**Strategic Development:** by leveraging the formation of the Cultural Tourism Resource Group, community leaders will provide guidance, input and support to activities through periodic meetings and ongoing consultation.

**Content Integration:** as primary liaison between GMCVB and local cultural partners, ensure integration of cultural programs, highlights, news, imagery and relevant content into all GMCVB marketing programs and platforms such as “What’s Happening,” #FoundInMiami, Temptation programs and others. Oversee the design and creation of a dedicated Cultural Tourism Development collateral piece as a tool for driving awareness and attendance to local cultural arts activities.

**Education Programs:** utilizing periodic partner meetings and focused Cultural Tourism workshops, partners will develop the skills and knowledge to be active and engaged in all GMCVB Cultural Tourism opportunities.

**Resource Development:** seek out new partner members, public and private funding support, sponsorship opportunities for cultural tourism activities to assist in growing and expanding the program capabilities.

**Convention Development:** through National and International networking with cultural service industry organizations, support the Convention Sales team with identifying leads and bringing arts-centric meetings and conventions to Miami.

OCTOBER 2019

10/1-11/30: Miami Entertainment Months

10/8-10/9: Florida Attractions Association Sales & Marketing Workshop – Orlando, Florida USA
Attraction marketing and sales colleagues will convene for a 2-day intensive and interactive workshop led by seasoned tourism sales professionals. Attraction representatives will learn valuable concepts including industry trade show essentials, engaging with tour operators, trending markets and storytelling through marketing.

10/10-10/12: National Trust for Historic Preservation – Denver, Colorado USA
The preeminent heritage conference attracts more than 1,600 attendees for an educational and networking event for those in the business of saving places. The division will attend to represent the Bureau to gather insights into heritage tourism best practices from around the country. Note that Miami is hosting this conference in November 2020.
10/24-10/26: National Dance Education Organization Conference – Miami, Florida USA
Held annually in the fall, the 21st Annual NDEO National Conference includes three full days of more than 250 workshops, master classes, panel and paper presentations, social events and performances. This year’s conference will also convene the Florida Dance Educators Organization and will be hosted at the Hyatt Regency in downtown Miami.

NOVEMBER 2019

10/1-11/30: Miami Entertainment Months

11/4-11/6: WTM London – London, United Kingdom
Through the insight, learning and connections at shows around the world, WTM facilitates helping professionals discover commercial opportunities that contribute to a successful travel industry.

As the host city for the 2019 conference, the Cultural Tourism division will partner with the Miami-Dade County Department of Cultural Affairs, the Arts & Business Council of Miami and Americans for the Arts to promote the destination and encourage the more than 650 attendees to travel to the gathering in Miami.

11/6-11/10: Art & Entertainment Cross Market Press Tour – Miami, Florida USA
Work with the Media Relations team will host six writers from top international magazines and newspapers to experience Miami’s vibrant heritage, cultural scene and explore its unique architectural styles. The media will explore Miami’s important design/heritage neighborhoods and enjoy its local cuisine. They will also have the opportunity to discover the best Miami has to offer in the way of arts, culture, design, unique attractions and hotels. The press tour will include a community breakfast with local arts organizations hosted at the Adrienne Arsht Center.

11/17-11/24: Miami Book Fair – Miami, Florida USA
Founded by Miami Dade College and community partners in 1984, the Miami Book Fair has been recognized as the nation’s finest literary festival. This eight-day festival features more than 450 authors, 250 publishers and booksellers, a Children’s Alley and local entertainment that draws thousands to downtown Miami in a vibrant street fair experience.

11/20: Cultural Tourism Task Force Meeting – Miami, Florida USA
Every quarter, the GMCVB will convene a meeting with the Cultural Arts partners to discuss market trends and future opportunities. These quarterly discussions are attended by the organizations leadership and/or PR & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

DECEMBER 2019

12/1-1/31: Miami Arts & Heritage Months

12/5-12/8: Art Basel Miami Beach – Miami Beach, Florida USA
Art Basel draws a strong turnout of both established and new collectors, from more than 100 countries, with especially robust attendance from North and South America. The Miami show attracts an attendance of nearly 82,000 and serves as a pivotal meeting place for the
international art world. The Cultural Tourism team represents the Miami arts world encouraging attendees to take advantage of Miami arts experiences.

12/1-12/8: Miami Art Week – Miami, Florida USA
Featuring 20 satellite art fairs throughout the Greater Miami area, Art Week has blossomed out of Art Basel Miami Beach to highlight a tremendous range and diversity of

JANUARY 2020

12/1-1/31: Miami Arts & Heritage Months

1/17-1/19: Art Deco Weekend – Miami Beach, Florida USA
A free community cultural festival with more than 85 events during "the best 3 days on Ocean Drive" each year. Part of the Miami Design Preservation League’s commitment to preserve, promote and protect Miami Beach through historic preservation and educational initiatives.

1/22: Miami Arts Marketing Project Conference – Miami, Florida USA
Presented by the Arts & Business Council of Miami, this day-long learning conference will feature sessions by expert marketers sharing best practices, current trends and future-forward concepts to make meaningful impact in revenue generation for arts organizations.

1/22: Florida Arts & Culture Day – Tallahassee, Florida USA
This statewide gathering of the arts & culture industry in Tallahassee offers a unique opportunity for organizations from throughout the state of Florida to meet and network with policymakers. The day includes an arts rally, formal delegate meetings and opportunities to share the impact of the arts on the residents and visitor of our state.

FEBRUARY 2020

2/1-3/31: Miami Health & Wellness Months

2/13-2/17: Art Wynwood – Miami, Florida USA
Art Wynwood showcases a dynamic array of works, featuring emerging talent from the contemporary market, mid-career artists, blue chip contemporary, post-war and modern masters. The fair is located at One Herald Plaza in downtown Miami directly adjacent to the Miami Yacht Show.

2/15-2/17: Coconut Grove Arts Festival – Coconut Grove, Florida USA
An annual tradition since 1963, the Festival provides the South Florida community access to visual, performing and culinary arts experiences attracting more than 120,000 people to the streets of Coconut Grove each President’s Day weekend.

2/19: Cultural Tourism Task Force Meeting – Miami, Florida USA
Every quarter, the GMCVB convenes a meeting with the Cultural Arts partners to discuss market trends and future opportunities. These quarterly discussions are attended by the organization’s leadership and/or PR & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

2/27-3/1: Vitrina Turistica Anato – Bogota, Colombia
ANATO is a meeting where all tourism representatives and Travel Agencies in Colombia promote and sell their products and tourism services. In addition, the Vitrina Turistica promotes
the revitalization of inbound tourism and the generation of emissive flows to participant countries.

MARCH 2020

2/1-3/31: Miami Health & Wellness Months

3/6-3/15: Miami Film Festival - Miami, Florida USA
The Miami Film Festival was founded in 1984 by the Film Society of Miami. Films are screened in a variety of theaters throughout greater Miami attracting international recognition by some of the industry’s most important studios presenting both emerging and established filmmakers.

3/19-3/21: Art Basel Hong Kong – Hong Kong, PRC
Art Basel draws a strong turnout of both established and new collectors, from more than 100 countries, with especially robust attendance from Asia and the far east. The Hong Kong show attracts an attendance of nearly 80,000 and serves as a pivotal meeting place for the international art world. The Cultural Tourism team represents the Miami arts world encouraging attendees to take advantage of Miami arts experiences.

The National Arts Action Summit is a multi-day event bringing together more than 500 grassroots arts advocates from across the country to underscore the importance of developing strong public policies and appropriating increased public funding for the arts. Attendees will attend a full day of advocacy training, The Nancy Hanks Lecture at The John F. Kennedy Center for the Performing Arts and take their passion, knowledge, and stories to Capitol Hill for meetings with their congressional leaders.

3/31-4/2: WTM Latin America – Sao Paulo, Brazil
WTM Latin America is the three day must-attend business-to-business (B2B) event which brings the world to Latin America and promotes Latin America to the world. Through its industry networks, unrivalled global reach, WTM Latin America creates personal and business opportunities, providing customers with quality contacts, content and communities.

APRIL 2020

4/1-5/31: Miami Attraction & Museum Months
The PR and Promotions team will develop a press release in order to create awareness for the 11th annual Miami Museum Month; this month promotes the “Buy One, Get One Free admission” to the areas’ museums. Promotions will drive traffic to the program’s website as well as engage consumers via social media platforms. Additional Cultural Arts offers will also be integrated into overall messaging and promotions.

TBD: Breakfast with the Arts & Hospitality – Miami, Florida USA
This annual event co-hosted with the Arts & Business Council of Miami will bring together the leaders from Miami’s hotel and cultural arts institutions. The event features networking, panel presentations and keynotes that explore the partnerships that can be created between these important industries.

MAY 2020

4/1-5/31: Miami Attraction & Museum Months
5/6-5/10: Frieze New York – NYC, New York USA
Frieze New York brings together more than 190 galleries from 30 countries, featuring the world’s most exciting emerging talents together with iconic names in modern and contemporary art. Events include a series of talks, and the city’s most talked about restaurants, attracting more than 44,000 visitors to Randall’s Island Park.

5/19: Cultural Tourism Task Force Meeting – Miami, Florida USA
Every quarter, the GMCVB convenes a meeting with the Cultural Arts partners to discuss market trends and future opportunities. These quarterly discussions are attended by the organization’s leadership and/or PR & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

5/30-6/3: IPW – Las Vegas, Nevada USA
IPW (formerly known as International Pow Wow) is the travel industry’s premier international marketplace and the largest generator of Visit USA travel. More than 1,000 US travel organizations from every region of the country will be present, representing all industry category components. Close to 1,500 International & Domestic Buyers from more than 70 countries will be conducting business negotiations that result in the generating of more than $3.5 billion in future Visit USA travel. The Cultural Tourism division will support trade show floor activities and attends tourism focused educational sessions.

JUNE 2020

6/1-6/30: Miami Hotel Months

6/14-17 Florida Attractions Association Annual Conference – St. Petersburg, Florida USA
The FAA Annual Conference offers three days of world-class speakers, engaging breakouts and roundtables, and opportunities to connect with peers in a unique environment that can only be found in the attractions industry. This event is targeted for all attraction industry professionals as well as industry suppliers from across the country.

Art Basel draws a strong turnout of both established and new collectors, from over 100 countries, with especially robust attendance from Europe and Asia. The Switzerland show attracts an attendance of nearly 95,000 and serves as a pivotal meeting place for the international art world. The Cultural Tourism team represents the Miami arts world encouraging attendees to take advantage of Miami arts experiences.

6/26-6/28: Americans for the Arts Annual Convention - Washington, DC USA
For more than 50 years, Americans for the Arts has been convening an annual convention for arts and community leaders to network and discuss strategies for building stronger towns, counties, and cities through the arts. The Cultural Tourism division will represent the Miami arts industry and bring national best practices back to our community.

JULY 2020

7/1-7/31: Miami Spa Months | Miami Hotel Months

7/13-7/15: Destinations International – Chicago, Illinois USA
Destinations International strives to make members and their destinations successful. As the world's largest and most reliable resource for destination organizations, they inform, connect,
inspire and educate members with the goal to drive destination economic impact, job creation, community sustainability and quality of life through travel.

7/28-8/1: Florida Trust for Historic Preservation & Florida Main Street Conference – New Port Richey, Florida USA
The Florida Trust for Historic Preservation Annual Conference is the premiere historic preservation event in the state. Attendees will learn from industry leaders and each other, be inspired by real-life preservation projects and build important connections in their network. The Florida Trust is a Statewide Partner with the National Trust for Historic Preservation.

AUGUST 2020

8/1-8/31: Miami Spice Restaurant Months | Miami Spa Months | Miami Hotel Months

8/18-8/20 Florida Festivals & Events Association Annual Convention – Bonita Springs, Florida USA
For more than 25 years, FFEA has been promoting and strengthening the festival, event and fair industry in Florida. FFEA currently supports more than 500 event industry professional members who collectively represent 3,500 events.

8/26: Cultural Tourism Task Force Meeting – Miami, Florida USA
Every quarter, the GMCVB convenes a meeting with the Cultural Arts partners to discuss market trends and future opportunities. These quarterly discussions are attended by the organization’s leadership and/or PR & Marketing Directors and offers a great platform for stimulation of new ideas and areas of future collaboration.

SEPTEMBER 2020

9/1-9/30: Miami Spice Restaurant Months | Miami Hotel Months

9/5: ArtsLaunch2020 – Miami, Florida USA
Hosted by the Adrienne Arst Center, this community-wide celebration of the arts provides a focused showcase of cultural organizations to attract residents and visitors to celebrate the arts season in Miami. GMCVB participation will engage consumers and raise awareness of arts offerings throughout Miami.

CULTURAL TOURISM CONTACT

John Copeland
Director, Cultural Tourism
john@gmcvb.com | 305.539.3083

701 Brickell Avenue, Suite 2700, Miami, FL 33131 USA • MiamiandBeaches.com