Cultural Tourism

Attracting Arts & Culture Audiences in the New Era

Thursday, August 6, 2020

Session Sponsored by
Attracting Arts & Culture Audiences in the New Era

Host:
John Copeland
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Session Sponsor, Ntara
● Briar DeHaven, Account Director

Panelists
● Kathleen Drohan, New World Symphony
● Bill Lupfer, Florida Attractions Association
● Frank Steslow, Frost Science Museum
● Albert Garcia, Wynwood Business Improvement District
● Q&A and Discussion
Ntara is a full-service digital agency specialized in website strategy and .NET development for Fortune 500 companies and global brands—B2B, B2C, or B to whomever—who are ready to create the digital ecosystem they need to succeed in their market.

Ntara is comprised of a diverse range of digital experts, including e-commerce strategists, creative designers, front- and back-end developers, business and data analysts, marketing campaign managers, information architects, SEM/SEO practitioners, client service managers, industry experts, and more.

Ntara is based in the beautiful Blue Ridge Mountains of Johnson City, TN.
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Contact us!

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Arts & Culture Audiences – Stats to Remember

Miami-Dade County Economic Impact:
$1.43 Billion

Full-time Jobs: 40,944

Resident Audiences: 11.7 Million

Tourist Audiences: 4.4 Million (27%)

Total Audiences: 16 Million+

Link to data from Miami-Dade County Department of Cultural Affairs
Information and Content of Interest to Travelers

- Deals and offers for travel, dining, and entertainment for future use: 51%
- Delivery and takeout food options in your community: 41%
- Ways to support local businesses/organizations and their staff impacted by COVID-19: 40%
- Purchasing merchandise and gift cards from local businesses online: 23%
- Online virtual tours of museums, art galleries, and other visitor attractions: 22%
- Videos of inspirational or interesting travel destinations: 22%
- Live streams of performances by local musicians, artists, or theater groups: 21%
- 360-degree images/videos or virtual reality experiences of travel destinations: 17%
- Sharing travel experiences or ideas with others online during this time: 16%
Culture Tourism – Support & Resources

Virtual Miami
- Free to post events
- More than 300+ listings to date
- Wildly popular!

Threshold 360
- Partner Benefit
- Virtual tours of galleries, venues, rental spaces

Workshops & Training
- Zoom sessions
- Partner Service Orgs
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Q & A
Thanks for joining us!

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