



GREATER MIAMI
CONVENTION &
VISITORS BUREAU

ARTS & CULTURE TOURISM: *OPPORTUNITIES FOR THE FUTURE*



ARTS & CULTURE TOURISM: OPPORTUNITIES FOR THE FUTURE

Host:

John Copeland
Director, Cultural Tourism

john@gmcvb.com

Session Sponsor, Arts & Business Council of Miami

- Laura Bruney, President & CEO

Discussion Topics

- Creating Partnerships with Hotels
- Wholistic Visitor Planning
- Storytelling as a Marketing Tool
- Leveraging Miami Art Week

- Q&A



Laura Bruney
President & CEO

ArtsBizMiami.org



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%)

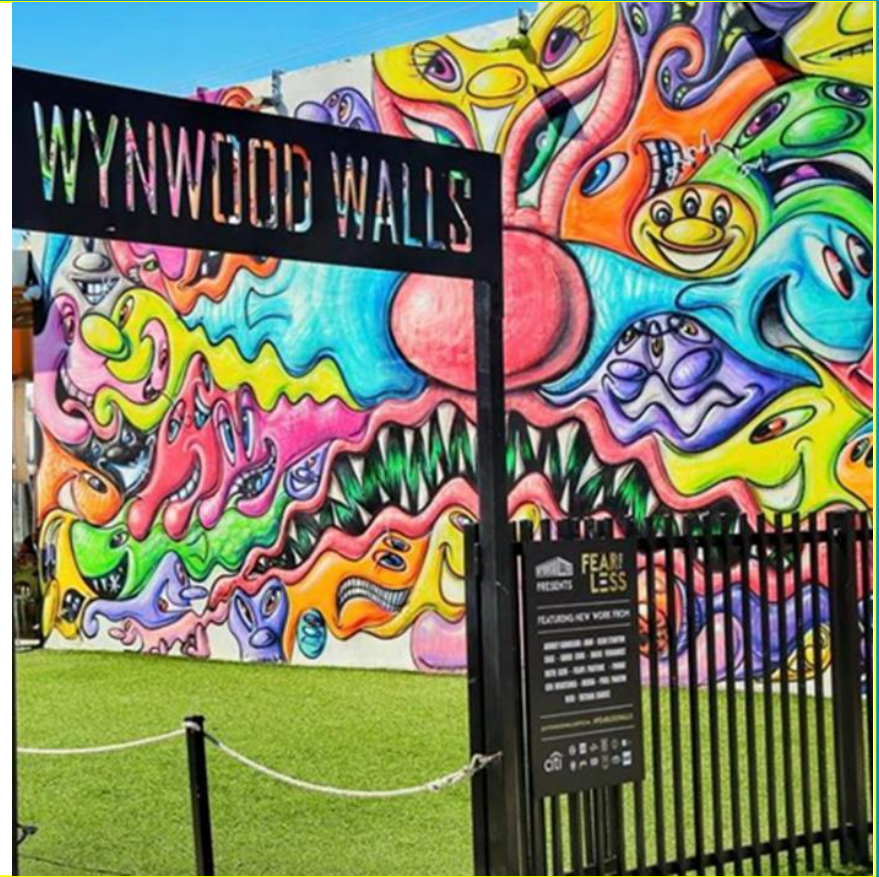
Total Audiences: 16 Million+

*Arts & Economic Prosperity 5 by
Americans for the Arts (2015-16 data)*



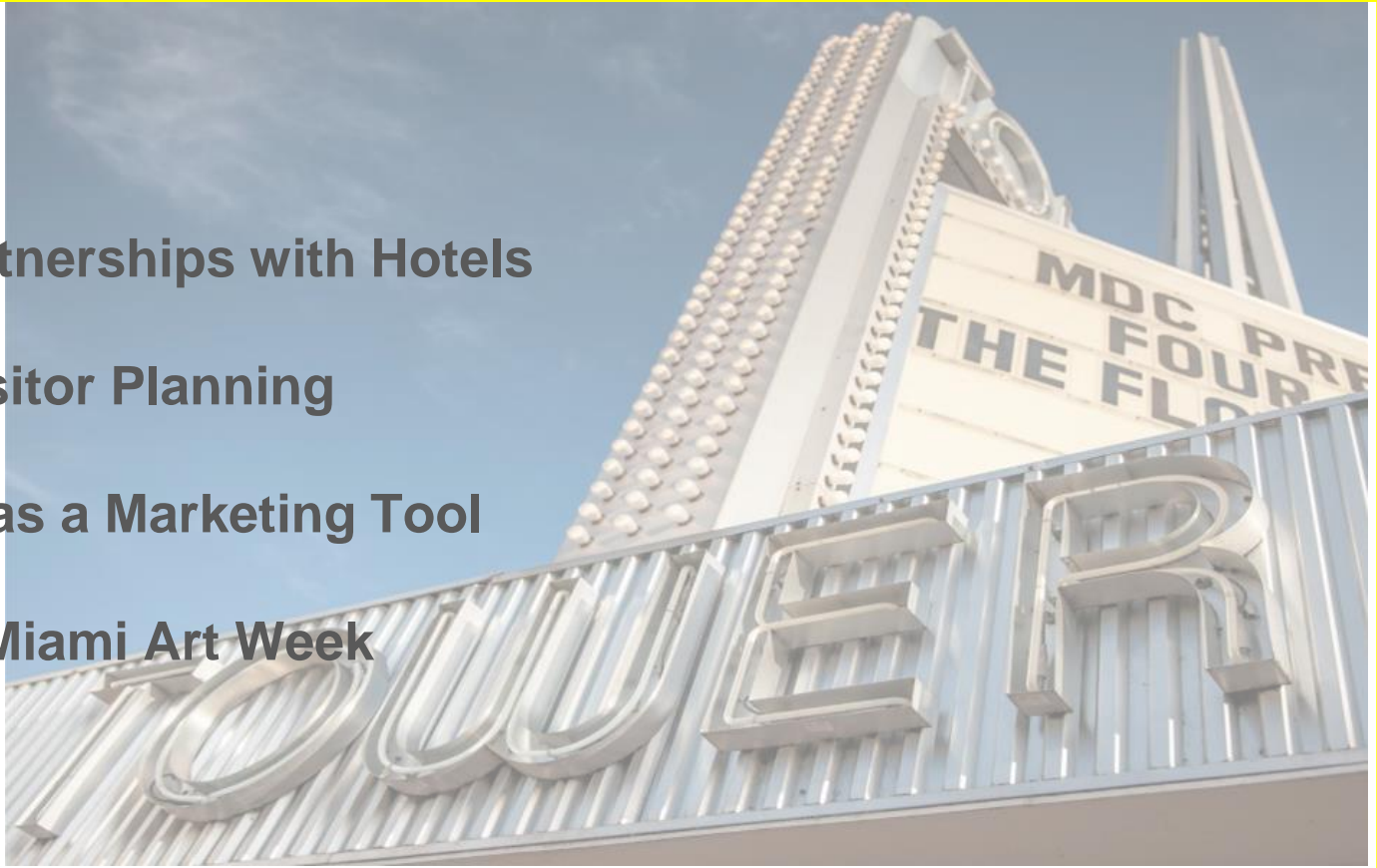
What is Culture Tourism?

Strategically develop and implement cultural tourism programs that will **expand global awareness** of Miami's art & culture assets and help **drive incremental attendance** at local arts and culture institutions, events and attractions.



Worksheets!

- ❑ Creating Partnerships with Hotels
- ❑ Wholistic Visitor Planning
- ❑ Storytelling as a Marketing Tool
- ❑ Leveraging Miami Art Week



Art In Hotels: Creating Partnerships

Exhibitions
Programs
Residencies
Performances
Artist Lectures
Play & Stay
Packages
Official Partners



Wholistic Visitor Planning

Top 3 Must-Do's

What are those things
that Miami is
missing?

If not Arts, Culture,
Attractions... then
What?!?!?

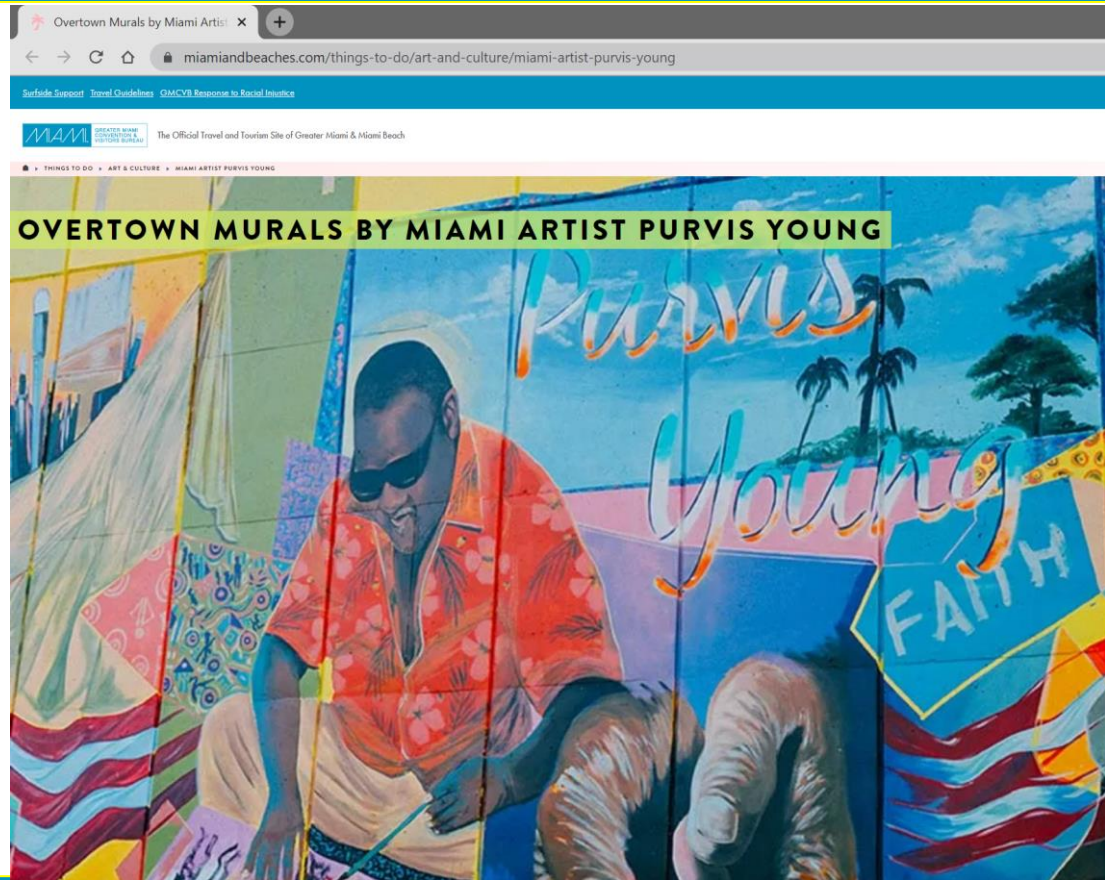


Storytelling as a Marketing Tool

We are known for _____.

We are proud because
_____!

What you don't know about us is
_____.



Leveraging Miami Art Week

- ❑ Strengths
- ❑ Weaknesses
- ❑ Opportunities
- ❑ Threats



Q & A





**Thanks for
joining us!**

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