

Did You Know ? ...

Let me tell you a story...
And you tell me yours.

HAWAI'I HERITAGE+HOSPITALITY FORUM**2014**



Did you know ...

The first Africans in America were not slaves.

Did you know ...

The Underground Railroad ran South for 100 years before it went North.

Did you know ...

The first cowboys in America were Black.

Now tell me a story ...



Cultural and Heritage Tourism

- Arts and architecture
- History and archaeology
- Food, wine and other local produce
- Social, economic and political structures
- Landscape



Distinguishing Characteristics

Cultural Tourism:

- emphasizes the quality and authenticity of the visitor's experience
- builds on and markets cultural strengths
- aims not simply to describe, but to convey meaning and understanding of broad contexts
- needs personal contact and specialist knowledge so that it:
- meets the visitor's demand for knowledge
- conveys the richness and diversity of a place or culture
- is active and involving for both visitors and host communities

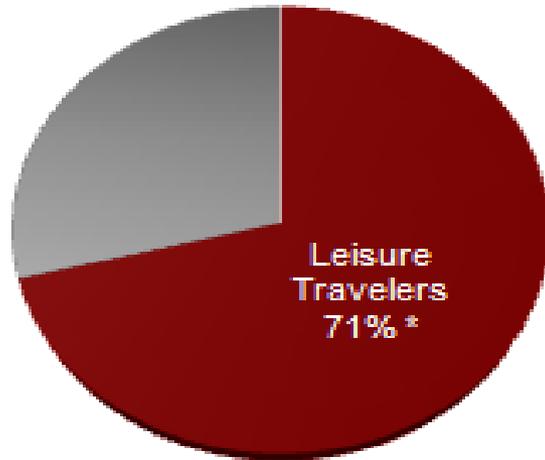


- creates new tourism product from people
- does not depend on high levels of new capital investment
- recognizes the dynamic and changing nature of culture
- develops visitor and site management programs
- develops interpretation programs designed to inform, educate and interest visitors
- minimizes the environmental degradation and cultural exploitation
- is carefully targeted to meet the interests of particular market segments

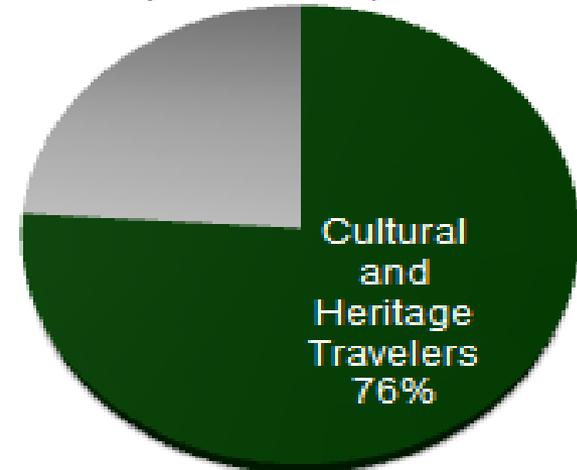


76% Leisure Travelers Participate in Cultural Activities

U.S. Adult Population
(170 million)



Cultural/Heritage Travelers
(130 million)



Source: The Cultural and Heritage Traveler Report, 2013 Edition

MR Mandala Research, LLC
Insight • Strategy • Results



- C&H Travelers spend more - \$1198 for general, leisure, \$1319 for C&H
- C&H Travelers prefer taking a trip where there is a mixture of activities
- This diversity supports a “partnership strategy” other segments in the destination



The five segments that emerge among leisure travelers were based on the level of influence cultural/heritage activities had on their travel decisions. The five segments are outlined below:

Passionate Cultural/Heritage Leisure Travelers:

participate in Cultural and Heritage activities to a larger extent than other segments. And for a large percentage of this group, these activities are a driver of destination choice.

- 13% of leisure travelers or 23 million leisure travelers

Well-Rounded/Active Cultural/Heritage Leisure Travelers:

open to experiencing all types of activities while on a leisure trip, including cultural and/or heritage activities.

- 14% of leisure travelers or 24 million leisure travelers



Aspirational Cultural/Heritage Leisure Travelers:

desire to experience and participate in cultural/heritage activities, but have limited experiences with cultural activities during their most recent trip and during the past three years.

- 27% of leisure travelers or 46.3 million leisure travelers

Self-Guided/Accidental Cultural/Heritage:

take advantage of cultural/heritage activities while on a leisure trip, but cultural/heritage activities aren't the driver for their destination choices. They most often prefer exploring small towns, galleries and self-guided historical tours.

- 11% of leisure travelers or 18 million leisure travelers



Keeping it Light Cultural/Heritage Leisure Travelers:

Leisure travelers that don't seek out cultural/heritage activities but will attend what they perceive as fun art, cultural and musical events.

- 11% of leisure travelers or 18.5 million leisure travelers



Why Cultural and Heritage Tourism Works

- For C&H Sites and Organizations
- For C&H Travelers
- For Accommodations and Hospitality
Industry Partners



For C&H Sites and Organizations

- Non-profit Business Model has changed
- Philanthropy and Social Responsibility replaced by Sponsorship and Marketing – ROI
- Product and Event Identity – Branding
- Earned Income Potential – Price Points for CHT
- Underutilized Capacity
- Non- residents pay for resident responsibilities
- Preservation Restoration Renovation new revenue streams
- NASCAR and Mozart meet YouTube



For Cultural and Heritage Travelers

- Engagement – did I get involved
- Authentic – is it real
- Quality Experience – is it the best
- Unique – where else
- Does it add Value -
 - Value = difference between expectation experience
- Self Curatorial immediate response



For the Accommodations and Hospitality Industry

- Increase ADR – average daily rate
- Increase Days – “One More Day Campaign”
- Lower Impact Guest
- Association with Quality Sites and Organizations
- Lodging and Hospitality Partnerships
- Packages



St Augustine - St Johns County Plan



2015 Goals based on 2013 Visitor Profile

Enhance Visitor Experience

- Respond to tourist demand for high quality events
- Design programs on research based on what visitors want

Components of Plan

- *Annual ACH Grant Funding Program*
- Cultural Tourism Marketing Program
- Development of New Products and Promotion
- Services to the Cultural Industry





CULTURE AROUND EVERY CORNER.

ST. AUGUSTINE | PONTE VEDRA
FLORIDA'S HISTORIC COAST*

OBJECTIVES FY 2014-15

- Build awareness of ACH activities on Florida's Historic Coast
- Generate statewide and national awareness
- Expand exposure in African-American and Hispanic

HIGHLIGHTS

- Key decisions makers: *affluent women* from key segments:
- Baby Boomer Couples, \$75K HHI+
- Families, \$75 HHI+, who want children to experience culture



Visual Arts



Literary Arts



Performing Arts



Festivals



Living History



Many Cultures

The cultural assets of the region

St Augustine Lighthouse and Museum

- *Sea Your History Weekends* explores the diverse maritime culture that exists in St. Johns County. Saturday and Sunday experiences celebrate this culture, those that shaped it and what it takes to research, conserve and share it. Guests will learn about maritime archaeology, how to build a boat from an era gone-by, the lives of the people who lived here, the role lighthouses played in shaping our maritime nation and how all of this relates to tell the true story of Florida's Historic Coast. To celebrate our diverse heritage, we will focus on one culture each weekend-Native American, French, Spanish, British and civil rights.

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Maritime Heritage Foundation

- The Saint Augustine Maritime Heritage Festival is worthy of grant support so that we can entice people from outside of our region who might not otherwise consider St Augustine as a destination the weekend of Oct 19-20 (off-season). The Quick and Dirty (Q&D) Boat Building Competition has a large nationally following yet is unique to our region.
- In addition to drawing people in from out of county/state during the off-season for two or more nights, the Festival will be incredibly informative about the rich maritime history, culture, customs and heritage of St Augustine.
- Our accomplished, experienced presenters will captivate the audience both Sat. and Sun mornings with interactive lectures that will each run 20-30 minutes. Attendees will leave with a deeper understanding and appreciation of St Augustine's maritime archeology, history, art, food & culture.

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Historic Florida Militia

The School of the 16th century gives visitors a taste of different aspects of 16th century life in St. Augustine, from fashion to weapons to religion as well as cooking, we strive to provide an immersive experience for visitors. Ideally we will also find some new recruits! It is the only event where visitors can pick up a weapon and try it under the watchful eye of our safety officers.

The same way that Williamsburg attracts tourists, our living history programs provide an immersive experience to our visitors. Not only can someone watch what we do, we actively encourage them to join in our activities from roasting whole animals and oysters over a fire, to making clothing without a sewing machine, to learning how to safely fire black powder weapons, drill with pike and armor, the list goes on.

HAWAII HERITAGE+HOSPITALITY FORUM**2014**



DID YOU KNOW.....

- One minute stories about your site

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FLORIDA'S HISTORIC COAST*

SOCIAL MEDIA FY 2014-15

Continue to enhance the Historic Coast Culture social media presence.

HIGHLIGHTS:

- Leverage multiple platforms
- Boost Facebook posts
- Establish Pinterest & YouTube accounts
- Promote #historiccoastculture
- Leverage video content across platforms
- Use sponsored posts
- Create/execute editorial calendars





CULTURE AROUND EVERY CORNER.

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FLORIDA'S HISTORIC COAST*

CREATIVE FY 2014-15

- Create 4 videos for HCC Facebook page, digital press releases, toolkit, etc.
- Use footage to create :30 spot to air on PBS

Highlights include:

- 2-minute videos that showcase Culture Around Every Corner during 450th anniversary
- Develop a Culture Around Every Corner video library



Videos to highlight the Cultural Destination:

- *Culture and heritage of the area.*
- *Visual arts experience.*
- *Performing arts and festivals.*
- *Unique neighborhoods and districts.*



CULTURE AROUND EVERY CORNER.

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FLORIDA'S HISTORIC COAST*

MEASUREMENT & ANALYTICS FY 2014-15

Monthly monitoring of key marketing
data and digital analytics

Highlights include:

- Earned Media Impressions
- Paid Media Impressions
- Media Placement
- Digital Performance

FY 2014-15 Goals

	Achieved (10/13-5/14)	Projected (2013-14)	Goals (2014-15)
Earned Media Impressions	185,248,000	200,000,000	250,000,000
Paid Media Impressions	33,242,000	37,272,876	42,864,000
Media Placements	107	150	185
Website Visits	23,600	36,000	39,600



CULTURE AROUND EVERY CORNER.

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MEDIA FY2014-15

Increase awareness of cultural destination among target audiences

HIGHLIGHTS:

- Maintain media plan /Increase efficiency of impressions delivery, website visitation
- Continue refinement, optimization of digital and traditional media
- Geo-targeted banner ad campaign
- Spot radio, Public Radio (NPR), print
- Introduce public TV campaign



CULTURE AROUND EVERY CORNER.

May 6, 2014

Willie Nelson & Family
and Alison Krauss

[CLICK FOR EVENT DETAILS](#)

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CULTURE AROUND EVERY CORNER.

CLOSING SOON - Don't miss your chance!

January 20 - July 15, 2014

Journey: 450 Years of the African-American Experience

[CLICK FOR EVENT DETAILS](#)

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THERE'S

TO THE HISTORIC COAST
THAN HISTORY ALONE.

St. Augustine, Ponte Vedra and the Beaches:
where arts, culture and heritage come to life.

Journey: 450 Years of the African-American Experience
thru July 15th
Last chance to see this exhibit!

American Idol Live! 2014 Tour
July 20, 2014

First Friday Art Walk
July 11, 2014

FREE – "Concerts in the Plaza"
every Thursday during summer,
7-9 PM

FREE – "Music by the Sea"
every Wednesday during summer,
7-9 PM

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For details on these events and more, visit historiccoastculture.com



Discover Culture Around Every Corner

HistoricCoastCulture.com

Paid media impressions goal: 42,864,000



CULTURE AROUND EVERY CORNER.

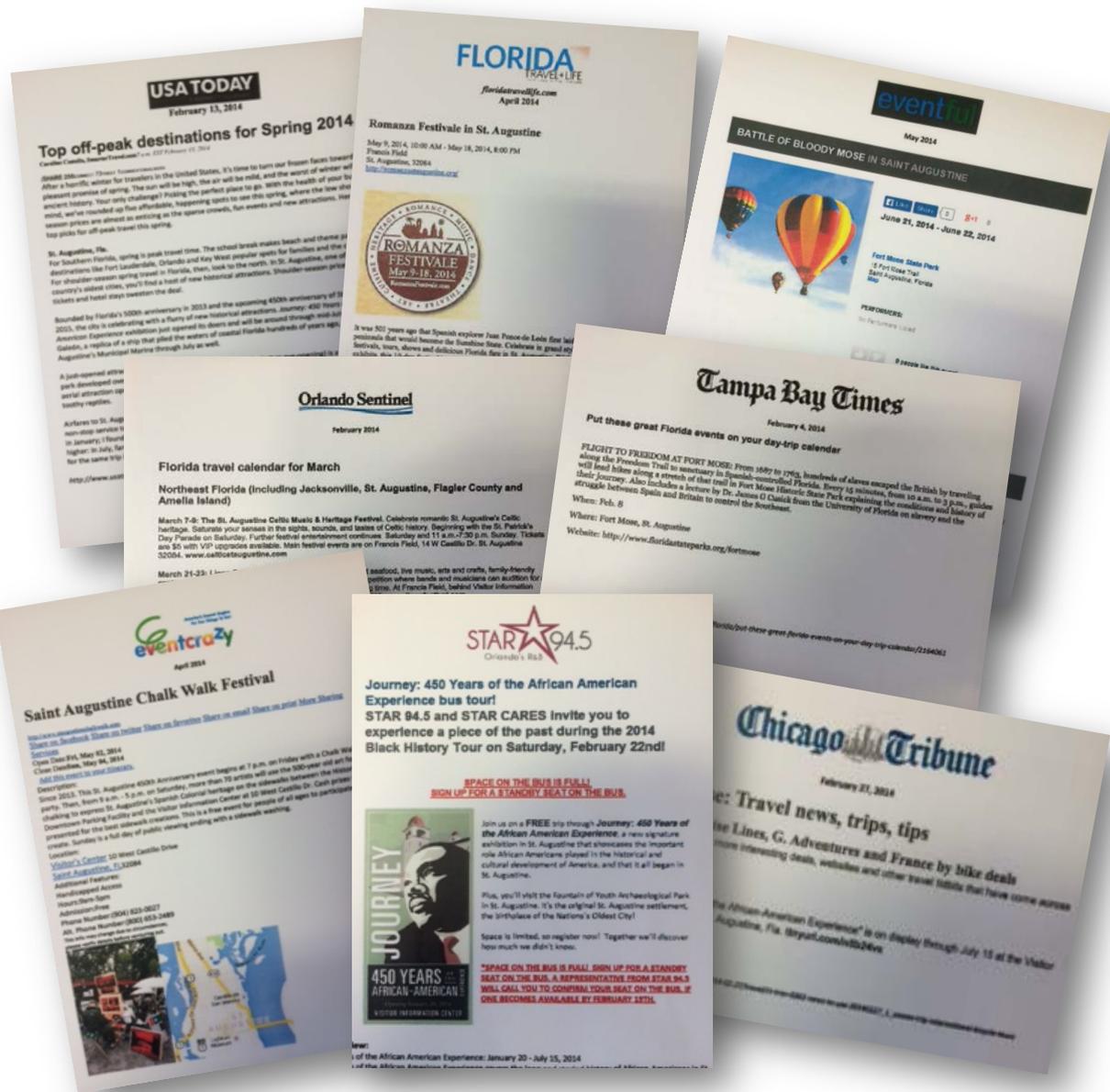
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PUBLIC RELATIONS FY 2014-15

Elevate awareness of the ACH activities and events in the region.

HIGHLIGHTS:

- Gain positive media coverage
- Create and distribute media kits
- Host Historic Coast Culture Media FAM trip
- Promote 450th anniversary celebration as it relates to culture
- Drive traffic to enhanced media page



Our goal is 250MM total earned media impressions and 185 media placements.



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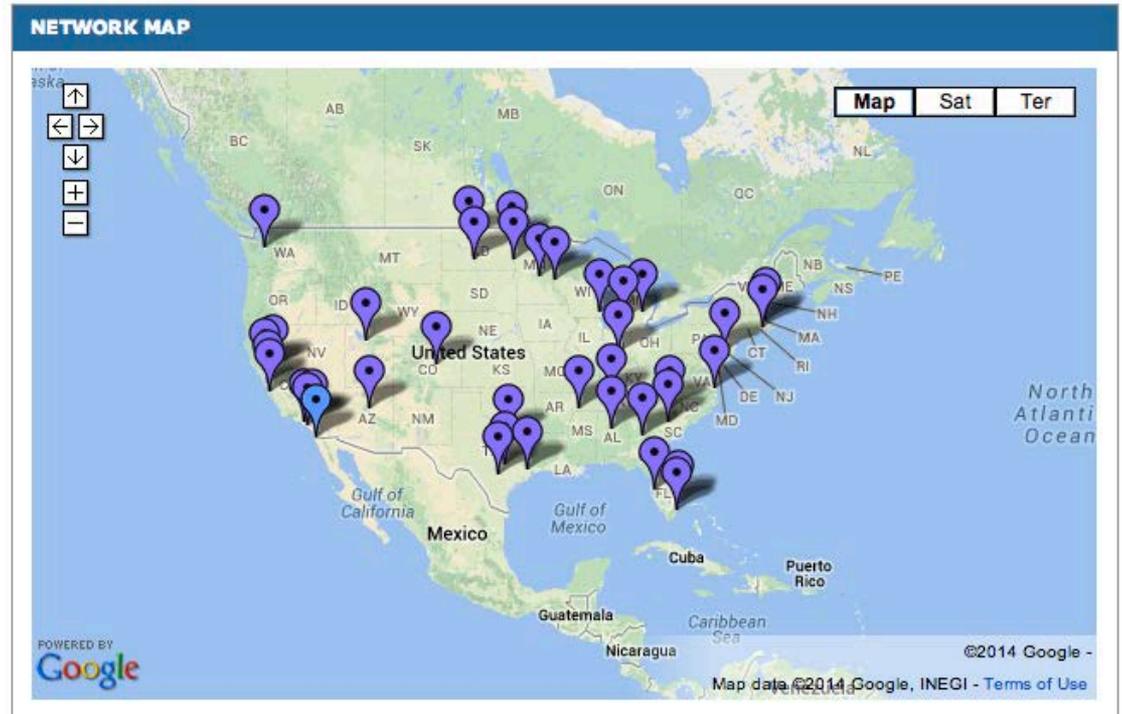
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FLORIDA'S HISTORIC COAST*

DIGITAL FY 2014-15

Continue to drive traffic to the website while expanding functionality

HIGHLIGHTS:

- More robust event search
- Personalized user experience
- Event Submission
- Event Tracking for users
- Social Sharing
- Organization profiles and business directory
- Ability to incorporate and support 450th communication plan



The Artsopolis Network supports a growing number of licensees dedicated to promoting Arts, Culture, and Entertainment in their communities. Network members benefit from our years of experience in culture marketing and Web development, as well as the collective wisdom and best practices of other Network members.

With these improvements, site visits are anticipated to increase 10% raising the projected total of site visits in the 2014/2015 fiscal year to 39,600.