

# **CREATING A CULTURAL CONNECTION: MAXIMIZING TOURISM PARTNERSHIPS TO INCREASE VISITORS**

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A ROSEWORKS MARKETING/LE BRIDGE, LLC PRESENTATION



# THE PLACE OF CULTURE IN TOURISM

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Museums, cultural organizations and heritage sites have traditionally been among the most popular visitor attractions for both domestic and international tourists, especially in countries in Europe, Asia and in North America, where tourism has extensive economic, social and political influence. They play a key role in cultural tourism and leisure, as they not only offer a cultural asset, by preserving and promoting cultural heritage, but also provide richer cultural experiences for everyone.



# REASSESSING OPPORTUNITIES

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Recently, cultural stakeholders have started to assess their power in attracting tourist audiences and their impact in the tourism industry, a powerful development tool. In the UK, eight of the top ten visitor attractions are museums, including the British Museum, the Tate Modern and the National Gallery. In the U.S., 78% of all leisure travelers participate in cultural or heritage activities such as visiting museums.

# STATS

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In the United States, museums and historical sites generate more than 13 billion U.S. dollars in revenue annually and this number is expected to edge closer to 15 billion by the end of 2018. The most visited museum in the U.S. is the Metropolitan Museum of Art in New York City. It is the largest museum in the U.S. and attracts more than six million visitors a year. The most visited museum in the world? The Louvre in Paris!



# PARTNERSHIPS – WHY ITS IMPORTANT

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Creating the cultural connection with tourism partnerships provides engagement opportunities with the museum's key visitor markets. This informs the institution about their marketing and curatorial planning and allows for the strategic inclusions of tourism partners.

# CLEAR THINKING ABOUT CULTURAL INSTITUTIONS

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Once we demystify yet respect the idea of museums as monuments to art/culture, then we can start thinking about how we can make them accessible to more visitors while preserving their legacy with integrity.

The cultural institution's importance to the community is a reflection of its mission. When a museum engages with its public then it is fulfilling its highest goal.



# CULTURAL + TOURISM = INCREASED REVENUES

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We need to explore different ways in which a cultural institution can use tourism to create new channels of engagement and increase visitors and this should be a part of every museum's strategy and budget.

# THE ROLE OF THE DMO

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Destination management organizations are one of the best allies as they promote the city, making them a veritable marketing arm to amplify outreach. Working closely with DMO seals your relationship with the city and increases your profile in all tourism markets.



# PARTNERSHIPS

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Partnerships, conversations, alliances, network – help increase distribution to diverse markets.

Opportunities:

- Combo tickets
  - Reciprocal benefits for memberships
  - Representation in alliances
  - Concierge Programs
- Travel Trade Professionals
  - Community Management
  - Hotel Programs
  - Shopping Centers

# SPECIAL EVENTS

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Permanent collections are the base of any Museum and cultural center. It defines what kind of museum they are. Special events and expositions enhance their profile while ensuring return visitorship. Tourism partnerships can thrive off of special limited events. The selling point may be limited but rich with opportunities.



# BUDGETS – HOW A MUSEUM FORMS THEIR BUDGET

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A museum's budget, like all types of budgets, has many moving parts – Tourism forms a part of the overall marketing budget and becomes part of the Marketing and Communications department.

Essential in every museum/cultural center budget:

- Marketing/Communications (Tourism, Merchandising, Advertising, Social Media, PR)
- Membership (Member benefits, acquisition of benefits)
- Education (Teaching fellows, guided tours and workshops, school groups)
- Events (Private and Public, Members, Corporate, Sponsorships)

# TOOLS FOR MUSEUM TOURISM PARTNERSHIPS

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- Co-Op Marketing – trade and consumer
- Reciprocal advertising – printed brochures in others lobby or concierge and trade pubs
- Hyperlinks and Widgets – compliment each others website
- Combination admissions/tickets
- Savings and Discounts – Offer % if guest shows their museum ticket or offer to members
- Dynamic Packaging – create package around museum and your venue
- Pop Up Stores and Art Installations – ways to enhance your venue and raise mutual profiles

# MUSEUM MEMBERS AND EMPLOYEES

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## MUSEUM MEMBERSHIPS

- Enhance memberships by contributing to their benefits
- Add value to create repeat customers

## MUSEUM EMPLOYEES

- Offer discounts to them and their families
- Create loyalty programs

# FEEDBACK = ROI

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Measurable Results like visitor tracking can provide valuable feedback on ROI

Track visitors by their museum connection

Track shoppers by their receipts/coupons

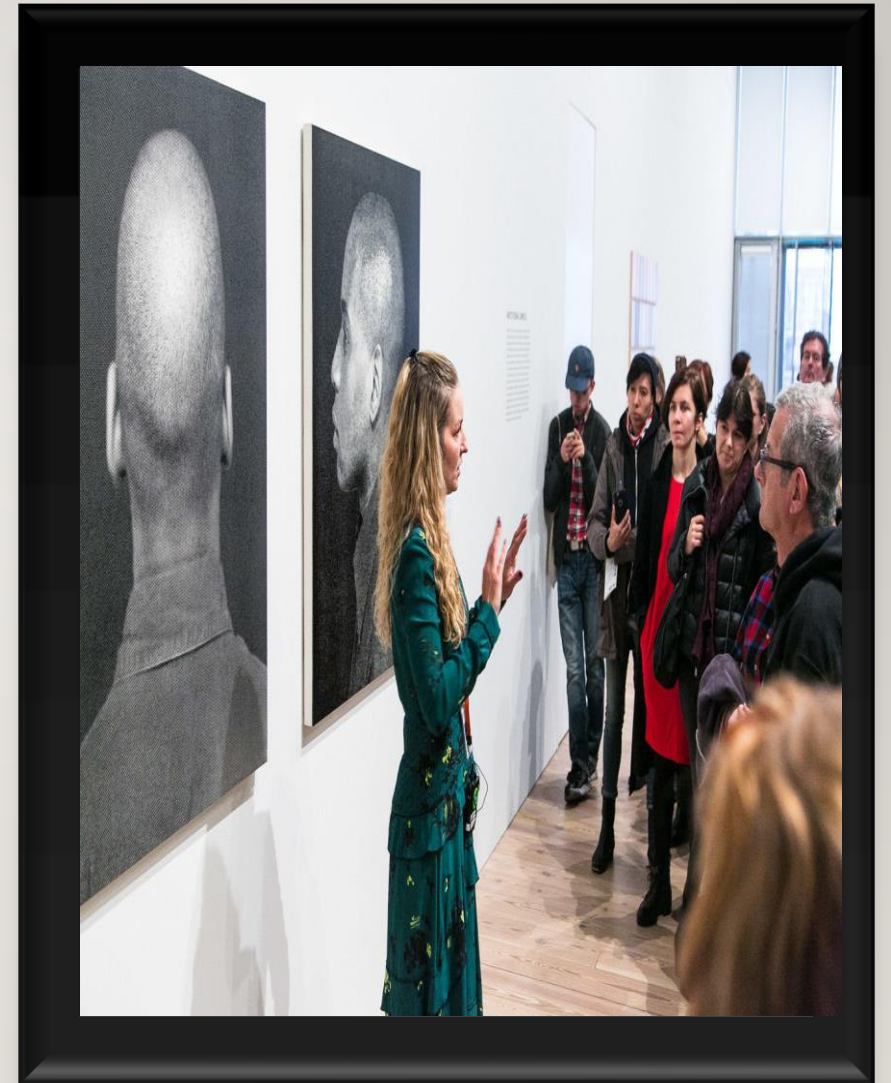
Track all online purchases through codes



# CULTURAL TOURISM

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Sharing knowledge, one visitor at a time



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