



CULTURE AROUND
EVERY CORNER.

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



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WHY CHT MARKETING IS IMPORTANT

- It's about underutilized capacity
- It's about money – more revenue
- It's about “your” audience/customers demographic
- It's about partnerships



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It's About what they can't see at home

- CHT want unique experiences
- CHT are willing to travel
- CHT spend more money per capita
- CHT stay longer
- CHT want multiple options of arts/culture, culinary, and shopping.



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Create Appealing Content

- What is special for home may not be special for travelers
- Conversely, what can be special for travelers may be special for home
- What's your unique and authentic story?
- Why you and not another?
- Culinary Content – farm to table?
seafood, wild game
- Shopping Experiences – authentic, local, quality



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Underutilized Capacity Analysis - Assets

- Count empty seats not just sold
 - Value of unsold in \$
- Identify slow times/empty galleries
 - Can more people see (better)
- Shop and concession sales
 - Early bird and closing dynamic pricing
- Staffing and volunteers
 - Too many – too few



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It's about money

- How much are you leaving on the table in revenue? Unsold inventory?
- How much are you spending on non-productivity staffing, utilities, etc.?
- What's the incremental cost of marketing the value of unsold capacity?
- Time Value – Is something better than nothing?



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It's about “your” audience

- Define your audience/customers, your members, your patrons
- Where do they live and what do they do?
- Why do they come to you?
- What experiences do they enjoy at your venue?
- Where can I find people just like them?



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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



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For the Retail and Shopping Industry

- Upscale consumers
- High Value merchandise – Signature items
- Lower Impact shopper
- Association with Quality Sites and Organizations
- Cultural and Hospitality Partnerships/Packages

Examples of Cultural Council materials

Visual Arts Itinerary – cultural and culinary experiences

Gilded Age Itinerary – heritage and culinary experiences

Henry Flagler video – 30 second commercial/psa

Performing Arts video – 1 minute 11 second web and social media video



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Visual Arts



Performing Arts



Literary Arts



Festivals



Living History



Many Cultures



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