



Cultural Tourism Sales

The cultural tourism marketing efforts will support the surprising spectrum of cultural activities available from the sawgrass to the seagrass. The GFLCVB will continue to reinforce the diverse year-round entertainment options in the Riverwalk Arts and Entertainment District, as well as the BankAtlantic Center in Sunrise and Hard Rock Live in Hollywood.

OBJECTIVES

- Maximize out-of-area exposure of Broward's cultural diversity for vacationers and meeting attendees.
- Communicate cultural offerings to the local hospitality community.

STRATEGIES

- Incorporate updated cultural calendar on sunny.org and in Visitors Map & Event Guide.
- Showcase top exhibitions and performances from the Broward Center for the Performing Arts to the BankAtlantic Center in Sunrise and Hard Rock Live in Hollywood.
- Use celebrity voices for public service announcements.
- Communicate cultural activities to domestic and international travel trade through AAA offices and Florida Welcome Centers.



- Promote Norman Rockwell exhibition at the Museum of Art, including local hospitality industry preview with HSMAI.
- Encourage multicultural activities for visiting groups.
- Include cultural activity listings in CVBuzz to local hospitality industry.
- Coordination with airport for cultural exhibition messages.
- Host cultural groups at Marketing Plan trade show with FRLA to highlight upcoming season to hospitality community.