

ARTS AND CULTURE SEEKERS



OVERVIEW

When Arts and Culture Seekers are vacationing, they are their best selves: open-minded, curious and taking in all that their surroundings have to offer. They want to live an authentic, local life in the destination. These travelers are drawn to and invest in understanding other cultures through fine dining/unique local cuisine, festivals, historic sites, museums/art galleries and craft breweries. Travel is not about returning home with bragging rights about where they went; it's about learning new things that in turn make them a better person upon returning home.

Our role is to educate this traveler on all the cultural experiences and opportunities for unique moments of worldview expansion Florida has to offer, including the lesser known areas within Florida. Getting them to consider Florida as a cultural destination - with more than just theme parks - is a top line goal.

 **CAMPAIGN TIMING:** March - June + pulses around relevant events and experiences.

 **CAMPAIGN LANDING PAGE:** <https://www.visitflorida.com/things-to-do/arts-and-culture/>

 **MESSAGE:** Florida provides authentic local culture, art and culinary experiences.



TYPICAL VACATION DAY

Starts the day by trying out a breakfast place a friend recommended. During a walk around downtown, they visit local shops before stumbling upon a festival. The day is capped off with drinks and dinner at a restaurant from a 'best of' article. The next day begins with a visit to the beach and ends with a museum tour.

CAMPAIGN OBJECTIVES

Improve perceptions of Florida on the following attributes:

- Unique local cuisine
- A destination truly different from other places
- Destination for someone like me
- Authentic local culture

CAMPAIGN GOALS

1. Build awareness and increase desirability for uniquely Florida experiences
2. Increase travel to emerging Florida destinations

CAMPAIGN CHECKLIST

- Highlight the lesser-known story of the many cultural and experience-driven opportunities the state offers.
- Highlight culinary, historical, cultural and musical offerings and unique events available in Florida.
- Create and distribute content through hyper-targeted platforms, showcasing Florida experiences that encourage this audience to consider and book a Florida vacation.

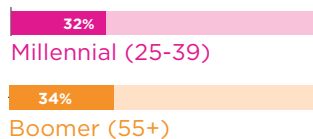
TOP ORIGIN DMAS

1. New York
2. Atlanta
3. Chicago
4. Philadelphia
5. Los Angeles
6. Washington DC
7. Detroit
8. Charlotte
9. Boston-Manchester
10. Buffalo

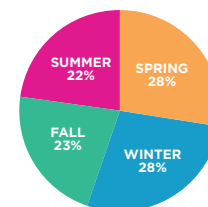
TOP DESTINATIONS

1. Orlando
2. Miami
3. Daytona Beach
4. Fort Lauderdale
5. Jacksonville
6. Tampa/St. Petersburg
7. Florida Keys
8. St. Augustine
9. Destin/Ft. Walton Beach
10. Ft. Myers

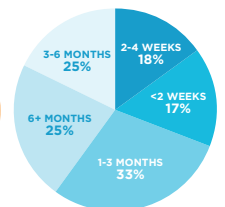
PRIMARY AUDIENCE



TRAVEL PERIODS



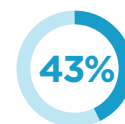
TRAVEL PLANNING



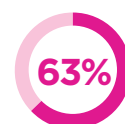
TRAVEL PROPENSITY



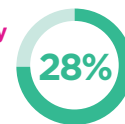
52% claim to "travel as often as possible"



43% participated in fine dining



63% say rest and relaxation is a highly important travel motivator



28% Visited historic sites (more than went to a theme park)