

2019 Synergy Summit for Cultural & Heritage Tourism

Press Toolkit



EVENT WEBSITE: www.culturalheritagesummit.com

REGISTRATION LINK: <https://tinyurl.com/chatsummit2019>

SUMMIT PRODUCER: Cultural Heritage Alliance for Tourism, Inc. (CHAT)

DATES: **May 9 -11, 2019**

LOCATIONS: **Host Hotel:** Riverside Hotel, 620 E. Las Olas Blvd., Fort Lauderdale, FL

Summit Program: Signature Grand, 6900 W. State Rd 84, Davie, FL 33317

Thursday, May 9, 2019: 8:00am-5:00pm **Opening Plenary with Roger Dow, President & CEO, U.S. Travel Association**

Thursday, May 9, 2019: 5-6:30pm **Welcome Reception**

Thursday, May 9, 2019: 7:30-9:00pm **After Hours Chat & Cocktails with Jill Tracey About Culture + Community at NYSW Jazz Lounge**

Friday, May 10, 2019: 8:00am-5:00pm

Friday, May 10, 2019: 12:30-2:15pm **Awards Luncheon**

Artists Village: May 9 &10, 2019

Live Artist Competition: May 9, 2019, 11:30am-6pm

Cultural & Heritage Tour of Greater Fort Lauderdale: Saturday, May 11, 2019, 10am-2pm, Buses depart from Riverside Hotel

SUMMIT HASHTAGS: #chatsummit

SOCIAL PROFILES: @chatsummit (Instagram, Twitter, Facebook)

PARTNER PROFILES: @chatsummit @chatsouthflorida @visitlauderdale @browardarts @visitflorida @ustravel

SUMMIT DESCRIPTION:

The Cultural Heritage Alliance for Tourism, Inc. (CHAT) in partnership with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) and Broward Cultural Division presents the 2nd Annual Synergy Summit for Cultural and Heritage Tourism (The Summit) scheduled for May 9-11, 2019. The Summit will be held at the Signature Grand Conference Center. The Riverside Hotel is the host hotel.

The two-day Summit is the place where tourism, travel & hospitality professionals, small businesses & entrepreneurs, and local artists will gather to communicate and explore synergy for collaboration as well as form strategic partnerships that strengthen and protect Florida's tourism ecosystem. The Summit will showcase cultural and heritage tourism assets expanding the tourism footprint and economic impact in heritage neighborhoods and multicultural communities.

See Press Release & Schedule of Activities Below

SAMPLE TWEETS & SOCIAL POSTS: (Less than 240 characters + spaces)

Cultural & Heritage Tourism Summit May 9-11, 2019 in Fort Lauderdale is coming! Join us @chatsummit2019. Register at tinyurl.com/chatsummit2019 #chatsummit #cultural #heritage #travel #hospitality #hellosunny @visitlauderdale @browardarts @visitflorida

Learn about fastest growing segment of the #travel industry @chatsummit2019! Register at tinyurl.com/chatsummit2019 today! #chatsummit #hellosunny @visitlauderdale @browardarts @visitflorida

Celebrate #tourism power players & #smallbusinesses @chatsummit2019 May 9-11 in Fort Lauderdale! Register at tinyurl.com/chatsummit2019. #chatsummit #travel #hellosunny @visitlauderdale @browardarts

Creating broader inclusion and engagement in #Cultural #Heritage #Tourism May 9-11 in Fort Lauderdale @chatsummit2019. Tap into multi-billion dollar #travel and tourism industry. Learn at more www.culturalheritagesummit.com. #chatsummit #hellosunny @visitlauderdale @browardarts @visitflorida

Meet #tourism pros who can drive #tourists and dollars to your #business @chatsummit2019 May 9-11 in Fort Lauderdale. #chatsummit #cultural #heritage #tourism #travel #hellosunny Register at tinyurl.com/chatsummit2019

Local #artists will be showcased at #artistsvillage @chatsummit2019 at May 9-11 in Fort Lauderdale. Learn more www.culturalheritagesummit.com. #chatsummit #hellosunny #travel @visitlauderdale @browardarts @visitflorida

Connect with #travelagents #meetingplanners #concierges #destinationmanagement #touroperators & other #tourism professionals May 9-11 @chatsummit2019 #chatsummit #hellosunny tinyurl.com/chatsummit2019 @visitlauderdale @browardarts @visitflorida

SUMMIT ELEVATOR PITCH

:30 Elevator Pitch: Taking place May 9-11 in Fort Lauderdale, the 2nd Annual Synergy Summit for Cultural & Heritage Tourism is the first of its kind program in Florida created to broaden inclusion, opportunity & engagement for small businesses, local attractions, tour operators & tour guides in Florida's tourism ecosystem. The two-day Summit will bring tourism professionals together to explore synergy for collaboration across city, causeway, county and state lines.

:60 Elevator Pitch: Taking place May 9-11 in Fort Lauderdale, the Synergy Summit for Cultural & Heritage Tourism is the first of its kind program in Florida created to broaden inclusion, opportunity & engagement for small businesses, local attractions, tour operators & tour guides in Florida's tourism ecosystem. The two-day Summit will bring tourism professionals together to explore synergy for collaboration across city, causeway and county lines. The Summit's goal is to connect cultural & heritage assets with Convention & Visitors Bureaus (CVBs), hotel concierges, destination management companies (DMCs), travel agents and meeting & event planners through one-on-one matchmaking meetings and networking events. In addition, the Summit will provide professional development to help tourism professionals become more knowledgeable about cultural & heritage assets and heritage neighborhoods in our destination.

TOURISM PROFESSIONALS HASHTAGS

#touroperator #tourguide #meetingplanner #destinationmanagement #hotelconcierges #concierges #travelagent #attraction #smallbusiness #entrepreneur #conventionvisitorsbureau #CVB #historian #artist #OTA #onlinetravelagent #multicultural #usatravel

TOURISM & TRAVEL HASHTAGS

#tourism #travel #hospitality #hotel #transportation #restaurant #museum #art #cruise #airline #cultural #heritage #tours #history #heritage #culture #florida #southflorida #miami #fortlauderdale #westpalmbeach #miamidade #broward #palmbeach #monroefl #keywest #floridakeys #chatsouthflorida #chatmiami #chatbroward #chatpalmbeach #hellosunny #visitflorida #miamiandbeaches #discoverpalmbeaches #multicultural #vacation

Select media, bloggers and influencers will be extended a complimentary full Summit registration for full Summit access provided they commit to provide active pre-, onsite and post Summit coverage. They will have access to all Summit speakers for interviews and select Summit events taking place May 9-11, 2019.

REQUIREMENTS: Full participation and coverage of all Summit activities is required. All online promotions must include Summit's social media handles and tags to verify coverage. All offline promotions in print is required to be submit within seven (7) days post Summit. To request press credentials, please email your name, company, title, website or blog to Alexandra Hernandez at alex@culturalheritagesummit.com no later than Monday, April 15, 2019.

FOR IMMEDIATE RELEASE

CULTURAL HERITAGE™ ALLIANCE FOR TOURISM

Contact: Alexandra Hernandez
alex@culturalheritagesummit.com | 786-507-8500, ext. 905

The 2nd Annual Synergy Summit for Cultural & Heritage Tourism Takes Place in Greater Fort Lauderdale on May 9-11, 2019 During National Travel & Tourism Week EARLY BIRD REGISTRATION ENDS MARCH 31

***This Year's Theme is Cultural & Heritage Tourism as an Economic Driver for Fueling
Communities, Small Businesses and the Hospitality & Tourism Industry***

FORT LAUDERDALE, FL | March 18, 2019: The Cultural Heritage Alliance for Tourism, Inc. (CHAT) in partnership with the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) will present the 2nd Annual Synergy Summit for Cultural & Heritage Tourism (CHAT Summit) scheduled for May 9-11, 2019 (during National Travel & Tourism Week) at the Signature Grand Conference Center located in Davie, FL. Early Bird Registration is \$199 and ends on March 31st; General Registration is \$299. Register today at www.culturalheritagesummit.com. The host hotel is the beautiful Riverside Hotel on Las Olas Boulevard in Fort Lauderdale and discounted rates for Summit attendees are available through April 9, 2019.

The two-day Summit is the place where more than 200 hospitality & tourism industry leaders, small businesses, cultural arts institutions and artists will gather to communicate and explore synergy for collaboration as well as form strategic partnerships that strengthens local tourism ecosystems. The Summit will showcase cultural & heritage tourism assets as exhibitors and cultural performances.

This year's Opening Plenary Keynote Speaker is Roger Dow, President & CEO, U.S. Travel Association discussing the role of his organization in supporting the growth of cultural & heritage tourism in the U.S. In addition, other national cultural heritage tourism heavy hitters speaking at the Summit include Cheryl Hargrove, President, HTC Partners, Cultural Heritage Tourism Consultant & author; Richard Peterson, President, U.S. Cultural & Heritage Tourism Marketing Council; and Laura Mandala, Mandala Research, who will present a snapshot of the African American Travel Market.

The Summit's goal is to connect tourism-related small businesses, attractions, local artists with hospitality, travel & tourism professionals. The Summit provides professional development for industry professionals to gain more knowledge and exposure about little known cultural & heritage assets and the rich culture & history of heritage neighborhoods and multicultural communities. Hospitality & Tourism leaders will learn how to leverage cultural heritage tourism (the fastest growing segment of the travel industry) to drive tourists and profits to their businesses. In addition, city planners & cultural agencies from municipalities and county governments will gain strategies to help plan their cultural & heritage tourism landscapes and programs to market and attract visitors to their destinations.

"Last year's inaugural Summit was an incredible display of partnerships, diversity and industry inclusiveness focused on creating broader engagement and opportunities for small businesses, local artists and attractions in their local tourism ecosystems. Building on the momentum of the 2018 Summit, our intent is to bring together individuals of diverse backgrounds and business interests, expand conversations about cultural & heritage tourism across the State of Florida and nationally, as well as educate attendees about how culture and history are key factors in revenue generation for destinations and small businesses," says Stephanie M. Jones, President & CEO of Cultural Heritage Alliance for Tourism, Inc. and Summit Producer.

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As demographics continue to change in Florida and across the nation, Summit participants will gather in an inviting environment where they will gain a broader understanding of cultural & heritage tourism. In addition, they will learn best practices and research to better cater to the interest of visitors traveling to their destinations seeking off the beaten path experiences offered through cultural & heritage tourism.

"This is an ideal time to present The Summit as an opportunity to help small businesses understand what tourism is about and the tremendous financial benefits that tourism can drive into their businesses as well as creating jobs for locals. The GFLCVB is excited about partnering with CHAT for a second year to present this unique platform that brings together tourism professionals with small businesses and attractions for exploring collaboration and business development opportunities in the tourism industry," says Albert Tucker, Vice President, Multicultural Business Development, Greater Fort Lauderdale CVB.

A dynamic line-up of local and regional speakers will lead panel conversations on tourism topics such as **The Buck Starts Here! A Chat with State Legislators Who Influence How & Where Tourism Dollars are Spent**. Confirmed panelists include State Representative Bobby DuBose, State Representative Barbara Watson and State Representative Dotie Joseph. The panel will be moderated by Stacy Ritter, President & CEO, Greater Fort Lauderdale Convention & Visitors Bureau.

The Summit will introduce several **Travel & Tourism Innovators: Changing the Game, Diversifying the Industry and Shifting Perspectives**. Summit attendees will hear from the first African American to open a hostel in the U.S. (Deidre Mathis); the first person to introduce food tourism to the Miami market (Grace Della); the youngest hoteliers to open a Bed & Breakfast in a heritage neighborhood (Akino West & Jamila Ross); and the man who has garnered a Facebook following of almost half a million Black world travelers (Reggie Cummings).

Other hot talk tourism topics include:

- Achieving Success & Sustainability in Cultural & Heritage Tourism
- Build It Right & They Will Come! How to Build International & National Audiences through Local Cultural Events
- Diversity & Disparity in the Hospitality & Tourism Industry
- The Story Keepers: How Cultural Institutions are Preserving the Plights & Prevails of Our People
- The Business of Funding & Marketing Cultural Tourism: Opportunities for the Creative Economy
- The Role & Importance of Multicultural Tourism to CVBs for Engaging Local Communities in the Industry

During both days of the Summit, the **Summit Expo featuring an Artists' Village** presented by ArtServe & Broward Cultural Division will showcase the works of some of South Florida's top artists. Local attractions and a variety of tourism-related businesses will exhibit.

On **Friday, May 10, 2019**, the **Best of the Best Tourism Power Players Awards Luncheon** will acknowledge and honor the Best of the Best in tourism including hotel concierges, tourism advocate, meeting planners, tour operators, artists, tour guides, travel agents, city/county cultural agencies and tourism-related businesses.

On, **Saturday, May 11, 2019**, Summit attendees will participate in a cultural heritage tour showcasing cultural assets and the rich history throughout the Greater Fort Lauderdale area.

For more information, please visit www.culturalheritagesummit.com or call 866-859-3930, ext. 905.

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SCHEDULE OF ACTIVITIES



2019 Synergy Summit for Cultural & Heritage Tourism
 May 9 – 11, 2019 | Fort Lauderdale, FL

THURSDAY, MAY 9, 2019

8:00am – 12:00pm Registration (Signature Grand)
 8:00 - 9:00am Networking Breakfast
 9:00 – 10:45am Opening Plenary & Keynote: The Role of the US Travel Association in the Growth of Cultural & Heritage Tourism in the US
 11:00am – 11:30am Cultural Showcase
 11:30am – 6:00pm Summit Expo & Artists' Village
 12:00 – 2:00pm Opening Luncheon
 2:00 – 2:15pm Afternoon Break
 2:15 – 3:45pm Afternoon Plenary Session
 3:45 – 5:00pm A Snapshot of the African American Travel Market
 5:00 – 6:30pm Welcome Reception
 7:30 – 9:00pm An After Hours Chat & Cocktails with Jill Tracey About Culture + Community @ NYSW Jazz Lounge



FRIDAY, MAY 10, 2019

8:00 – 12:00pm Registration (Signature Grand)
 8:00 – 9:00am Networking Breakfast
 9:00 – 10:30am Morning Plenary Session
 10:30 – 10:45am Morning Break
 11:00am – 12:15pm Concurrent Breakout Sessions
 12:30-2:15pm Awards Luncheon & Keynote
 1:00 – 4:00pm Summit Expo & Artists' Village
 2:15-2:30pm Afternoon Break
 2:30 – 3:45pm Concurrent Breakout Sessions
 3:45 – 5:00pm Matchmaking Roundtables



SATURDAY, MAY 11, 2019

8:00 – 10:00am Breakfast on Your Own
 10:00am – 2:00pm Board Buses (Riverside Hotel)
 Experience the Rich Cultural & Heritage of Greater Fort Lauderdale. Tour Hosted by CHAT South Florida

