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## Tourism Update Arkansas Legislative Black Caucus October 5, 2017

The Arkansas Department of Parks and Tourism is attentive to cultural diversity in its marketing and communication efforts. In recent years, the Department has expanded the state's efforts to focus on both the African-American and Hispanic/Latino markets from a travel and tourism point of view.

### Projects include:

- 2018 National Civil Rights Trail
- 60th anniversary commemoration at Central High
- Media familiarization tours to Central High and other sites of interest
- Promotion of the Little Rock Convention and Visitors Bureau civil rights app
- Use of diverse musical styles and artists in online, cable and broadcast video advertising
- Diverse images used in print advertising
- Information on music and blues heritage on arkansas.com
- Historical sites/attractions of interest on arkansas.com
- Civil Rights Pathways Guide available on arkansas.com
- Sponsorship of King Biscuit Blues Festival
- Support of events and initiatives that include a diverse audience, such as the World Woman Summit
- Outreach to local and regional African-American publications
- Partnership with Culturally Connected Communications to market The Natural State
- Diversity panel at 2017 Arkansas Governor's Conference on Tourism, featuring Pam Jones and Diamond Lewis of Culturally Connected Communications, Miguel and Enrique Fuentesvilla of Cinco Media Group and Dr. Catherine Crisp, associate professor at the University of Arkansas at Little Rock