The Archeaological Park Carnuntum:

Marketing-Strategies for preserving cultural heritage
Target Groups

- Schools
- Families
- Seniors
- Companies (Incentives)
- Individuals
- National & International tourist parties
Forms of Marketing

- Exhibitions B2B / B2C
- Paid advertising
- Media-Cooperations
- Strategic Partnerships
- Newsletter / Mailings
- Multilingual Homepage