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Marketing for preserving cultural heritage

Mood management and designed emotions

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Dimensions of Marketing

- Market research – Who are my clients/guests
- Product development – Design, presentation, programmes, transfer of knowledge
- Communication and Public Relation
- Pricing
- Distribution – Sales & CRM techniques

The goals

- First to market – Don't react, act!
- Creating an unresistable buying situation
- Creating a strong brand



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"Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value."

(Philip Kotler, 2003)

"Theming puts people in a receptive mood and keeps them from feeling embarrassed or silly. All the elements of a movie must be made to complement each other – and this criterion was adapted in designing the parks. It's a concept of relating things in a non-competitive way".

(Walt Disney)



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Characteristics of cultural heritage sites as a tourism product

- Witnesses of bygone times – „window into the past“
- Activation of typical brain scripts and images
- Fascination of the „real thing“
- It makes the visitor feeling skilful – Involvement
- Puts the visitor in a certain mood, depending of the kind of the site
- Combination of tangible and intangible product
- Not affected by product life cycle



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Future challenges for cultural heritage sites

- Involvement of the visitor rather than passive presentation
- Professional mood management (setting, atmosphere, storyboard)
- Visualisation of the non visible as added value for the „real thing“
- Creation of a distinctive „brand“ – Quality management
- Emotional charging (clear mission statement, Example: L´oreal „Because I´m worth it“)
- Computer technologies rather than computers
- KISS – Keep it short and simple



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