



Historic Gardens as touristic areas of relaxation and tranquility with great potential for the future

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Agenda

1. Garden tourism as a sector with potential
2. A target group segmentation for Dyck Castle and Gardens
 1. The Project
 2. Collecting basis information
 3. The main survey
 4. Target group segmentation and the marketing plan
3. Conclusion

1

Garden tourism as a sector with potential

A lot of potential

- * In all of Europe: Rising numbers in visitors
 - * Great social prospects for the future
 - * Up to 7 million visitors per annum in selected gardens and castles
- Excellent conditions for a further tourism development if a proper marketing is done!

Selected gardens and their visitors

Schlosspark Sanssouci Potsdam	867.000
Bad Muskau (Deutschland und Polen)	250.000
Bremer Bürgerpark	1.000.000
Herrenhausen/Großer Garten (Hannover)	220.000
Versailles (Frankreich)	7.000.000
Hampton Court Gardens (London, England)	1.200.000
Stourhead (England)	252.000
Schlosspark Schönbrunn (Wien, Österreich)	6.700.000
Belvederegärten (Wien, Österreich)	2.300.000
Augarten (Wien, Österreich)	1.200.000
Burg- und Volksgarten (Wien, Österreich)	6.200.000
Landschaftspark Laxenburg (Österreich)	1.000.000
Schloss Hellbrunn (Österreich)	250.000
Schlossgarten Cesky Krumlov (Tschechien)	600.000
Gartenreich Dessau-Wörlitz	1.100.000
Preussische Schlösser und Gärten Berlin-Brandenburg	2.000.000
Magdeburg Elbauenpark	352.000
Boboli Garten (Florenz, Italien)	800.000 (Nur Auswärtige)
Schloss und Schlosspark Schloss Dyck (Deutschland)	200.000*

Source: Own Design based on Reeh and Stobbe 2011

Problems that hinder a successful marketing

- * Research Problems
 - * Lack of proper research
- * Structural Problems
 - * A lot of private property and small estates
 - * Mostly intuitive decision making
 - * High costs of Preservation
- * → Professional Marketing absolutely necessary!!!
- * Implementation Problems
 - * Few studies that exist are often simply taken out of the context

2

A target group segmentation for Dyck Castle and Gardens

The Project



Source: Own Picture 2011

The Partner



Source: Dyck Castle and Gardens 2011

Aim of the Project

- * Prepare a professional marketing plan based on primary data
- * Stakeholder and Competitor Analysis
- * Visitor Survey (n=142) and in-depth-interview
- * Target group segmentation

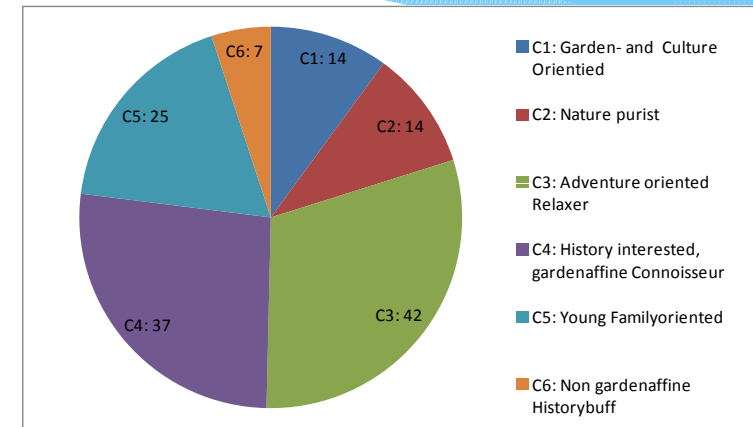
Visitor Survey

- * Questions on
 - * Journey to the garden
 - * Information seeking behavior
 - * Prior visits to historic sights
 - * Customer satisfaction
 - * Demographic Data
- * For the target group segmentation
 - * Travel motivators (regarding historic sights)
 - * Preferences in additional offers

Target group segmentation

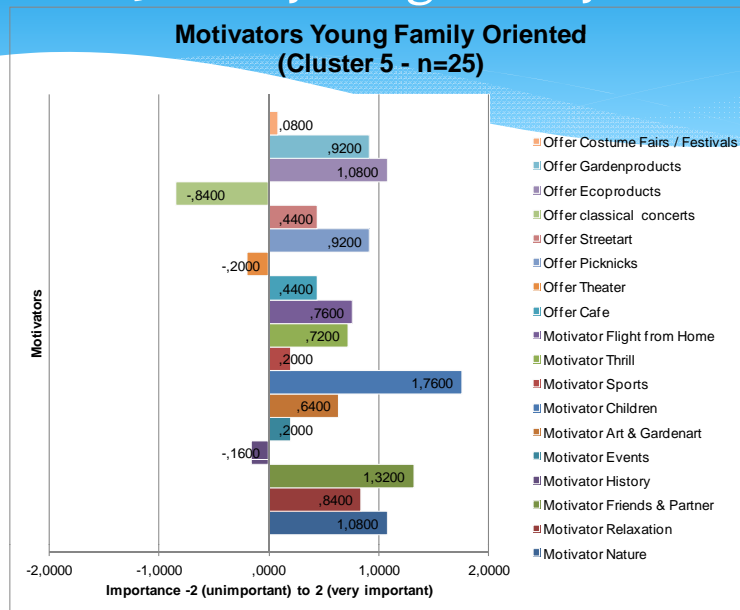
- * Cluster analysis
 - * Travel Motivators
 - * Preferences in additional offers
- * No factor analysis
 - * Does not allow the inference on single test person
- * Ward-Method

The target groups



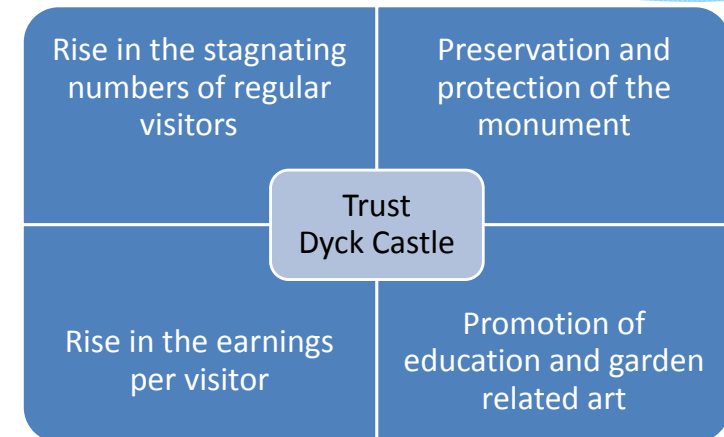
Source: Own Design 2011

Cluster 5: The young family oriented



Source: Own Design 2011

Goals of the Trust



Source: Own Design 2011

Desirable target groups

Desirable Target Groups	N
1. History interested, garden affine Connoisseur	37
2. Young Family oriented	25
3. Garden- and Culture Oriented	14
4. Adventure oriented Relaxer	42
5. Nature purist	14

Source: Own Design 2011

Suggestions for the Marketing-Mix

Touristic Product	Market Communication	Price Policy
<ul style="list-style-type: none"> •Structural Alterations <ul style="list-style-type: none"> •Building of a nature and education trail •Saisonal gardens Model Garden Exhibition •More adequate Signing •Additional Offers <ul style="list-style-type: none"> •More adequate gastronomy •More garden oriented souvenirshop •Events <ul style="list-style-type: none"> •New goal oriented events •Kulinaria •Events for children •Cultural Events •New Concept Classic Days •Affiliation with Partners 	<ul style="list-style-type: none"> •Internet <ul style="list-style-type: none"> •Not yet effective but investment in the future •Maintain good PR •Win opinion former •Dutch Source Market expansion <ul style="list-style-type: none"> •Train dutch language skills •Communication and press releases also in dutch to dutch media •Networks <ul style="list-style-type: none"> •Give out flyers directly in the ensembles •Stronger cooperation and collective events 	<ul style="list-style-type: none"> •Keep admission fees stable •Discount for pensioners •Earlier evening discount •Classic Days <ul style="list-style-type: none"> •Avoid further raises in admission fee •End additional charges for paddocks

Source: Own Design 2011

3

Concusion

- * Well done ground research highly effective
- * Target group analysis should base on primary data
 - * Mismatches can be detected earlier
 - * A fitting touristic offer catering the need of the target groups can be created
- * Long term success more likely as long as the segmentation is regularly reviewed
- * Other ensembles, relying on secondary or general data with great disadvantage

Thank you very much for your
attention!!!



Source: Own Picture 2011

I am looking forward to your
questions!!!



Source: Own Picture 2011