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

IGU Symposium
Transforming and Managing Destinations
Trier 2012
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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
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

<table>
<thead>
<tr>
<th>Garden Name</th>
<th>Visitors Per Annum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schlosspark Sanssouci Potsdam</td>
<td>867,000</td>
</tr>
<tr>
<td>Bad Muskau (Deutschland und Polen)</td>
<td>250,000</td>
</tr>
<tr>
<td>Bremer Bürgerpark</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Herrenhausen/Großer Garten Hannover</td>
<td>220,000</td>
</tr>
<tr>
<td>Versailles (Frankreich)</td>
<td>7,000,000</td>
</tr>
<tr>
<td>Hampton Court Gardens (London, England)</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Bordeau Gardens (England)</td>
<td>250,000</td>
</tr>
<tr>
<td>Schlosspark Schönbrunn (Wien, Österreich)</td>
<td>6,700,000</td>
</tr>
<tr>
<td>Schönbrunn Gardens (Wien, Österreich)</td>
<td>3,700,000</td>
</tr>
<tr>
<td>Augarten (Wien, Österreich)</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Burg-und Volksgarten (Wien, Österreich)</td>
<td>6,200,000</td>
</tr>
<tr>
<td>Landschaftspark Luxemburg (Österreich)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Schloss Schillhorn (Österreich)</td>
<td>250,000</td>
</tr>
<tr>
<td>Schlossgarten Cstky Krumlov (Tschechen)</td>
<td>600,000</td>
</tr>
<tr>
<td>Gartenreich Dcennis-Wachtel</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Prassische Schlosser und Gärten Berlin-Brandenburg</td>
<td>3,000,000</td>
</tr>
<tr>
<td>Fitsburg Eibseepark</td>
<td>350,000</td>
</tr>
<tr>
<td>Boboli Garten (Florenz, Italien)</td>
<td>800,000 (Nur Auswärige)</td>
</tr>
<tr>
<td>Schloss und Schloßpark Schlos Dyck (Deutschland)</td>
<td>200,000*</td>
</tr>
</tbody>
</table>

Selected gardens and their visitors

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

A target group segmentation for Dyck Castle and Gardens
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

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**The target groups**

![Cluster Analysis Chart](chart.png)

- C1: Garden- and Culture Oriented
- C2: Nature purist
- C3: Adventure oriented Relaxes
- C4: History interested, gardenaffine Connoisseur
- C5: Young Family oriented
- C6: Non gardenaffine Historybuff

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**Cluster 5: The young family oriented**

**Motivators Young Family Oriented**

(Cluster 5 - n=25)

- Offer Costume Fairs / Festivals
- Offer Gardenproducts
- Offer Ecoproduts
- Offer classical concerts
- Offer Streetart
- Offer Picnics
- Offer Theater
- Offer Cafe
- Motivator Flight from Home
- Motivator Thrill
- Motivator Sports
- Motivator Children
- Motivator Art & Gardenart
- Motivator Events
- Motivator History
- Motivator Friends & Partner
- Motivator Relaxation
- Motivator Nature

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**Goals of the Trust**

- Rise in the stagnating numbers of regular visitors
- Preservation and protection of the monument

**Trust Dyck Castle**

- Rise in the earnings per visitor
- Promotion of education and garden related art

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Source: Own Design 2011
Desirable target groups

<table>
<thead>
<tr>
<th>Desirable Target Groups</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. History interested, garden affine Connoisseur</td>
<td>37</td>
</tr>
<tr>
<td>2. Young Family oriented</td>
<td>25</td>
</tr>
<tr>
<td>3. Garden- and Culture Oriented</td>
<td>14</td>
</tr>
<tr>
<td>4. Adventure oriented Relaxer</td>
<td>42</td>
</tr>
<tr>
<td>5. Nature purist</td>
<td>14</td>
</tr>
</tbody>
</table>

Suggestions for the Marketing-Mix

- Structural Alternatives
  - Building of a nature and education hall
  - Seasonal gardens
  - Model Garden Exhibition
- More adequate Signage
- Additional Offers
- More imaginative gastronomy
- More garden oriented showroom
- Events
- New golf oriented events
- Special events
- Events for children
- Cultural Events
- New Concept Classic 
- Alliance with Partners

Market Communication
- Internet
  - Website with good search engine optimization
  - Maintain good PR
- TV/OPM
  - Open the fence
  - Discount for seniors
- Network
  - Direct mailings
- Dutch media
- Press releases

Price Policy
- Keep admission fee stable
- Discount for seniors
- Earlier opening
- Discount days
- Avoid ticket cases in admission fee
- Low additional charges for parking

Conclusion

- 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!!!

I am looking forward to your questions!!!