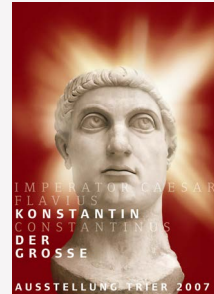


# Success factors for cultural events as leisure and tourist attraction – an evaluation of the *Emperor Konstantin Exhibition* 2007 in Trier

Prof. Dr. A. Kagermeier  
Leisure and Tourism Geographies,  
University of Trier (Germany)

*Leisure Studies Association Conference 2008*  
**Community, Capital and Cultures:  
Leisure and Regeneration as Cultural Practice**  
Liverpool, 8-10 July 2008



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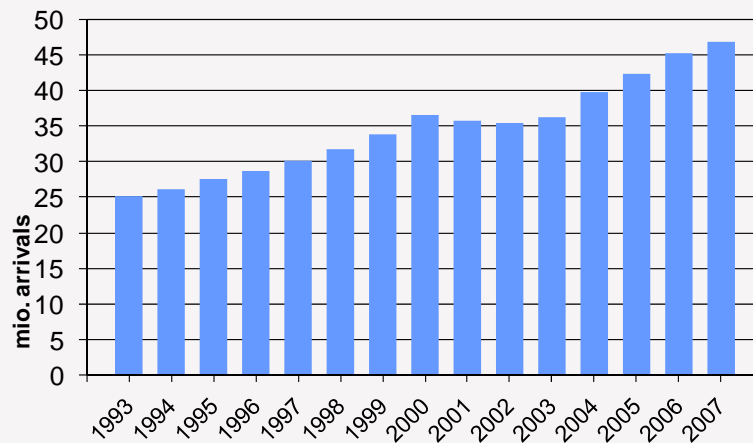
## Agenda

- 1) Events and their role in urban tourism
- 2) Trier as a tourism destination
- 3) Basic facts of the exhibition
- 4) Visitor structure
- 5) Responsible success factors
- 6) Potential for optimizing the offer
- 7) Conclusion



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## Urban tourism as a growth market



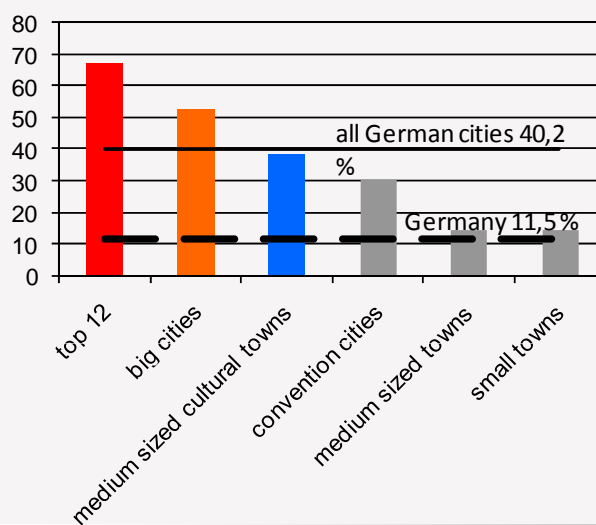
Source: destatis 2008



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## Great differences between different types of cities



Change in  
overnight stays  
1993-2005  
in percent

Source: dtv 2006



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## Challenges for marketing urban tourism

- Address new target groups and bind existing ones by interesting offers
- Recruit target groups with high income level
- Increase of expenditure
- Optimize the image of a destination
- Make the specific cultural characteristics / features of a destination well-known
- Improvement of the acceptance by the local population
- Optimal Marketing-Mix

(HEINZE 1999, p. 13)

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## Events as a factor for attracting tourists

*„A special event is a onetime or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body. To the customer, a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience“ .*

(GETZ 1991, p. 44)



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## Criteria for successful events

- **Thunderbolt-effect**  
(singularity , uniqueness)
- **Guarantee of continuity**  
(certain regularity of event offers)
- **Claim of being innovative**  
(credible marketing of new ideas)

(cf.. OPASCHOWSKI 1997, S. 23)

- Remarkable character
- Special significance
- Great response in the media
- Attraction for a lot of interested people

(cf.. SCHERHAG 1998, S. 87)



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## Effects of events

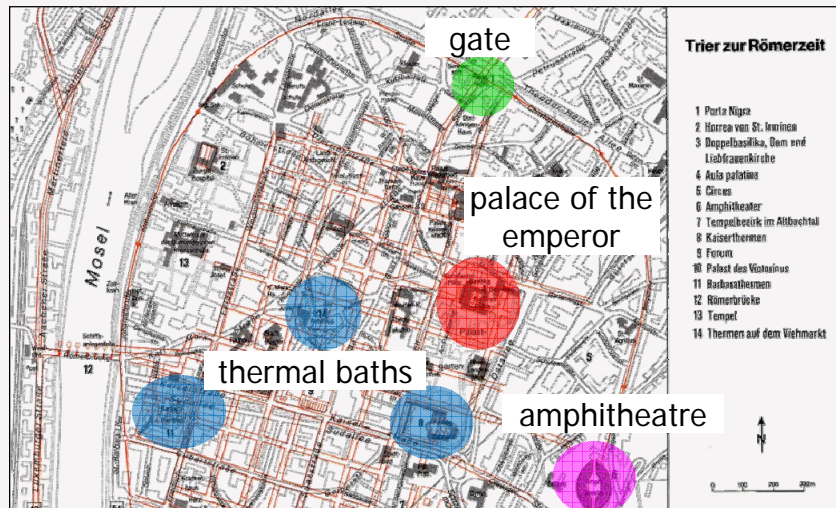
outward oriented	inward oriented
attractiveness for visitors	attractiveness for inhabitants
increase of the number of visitors	fostering and preservation of local culture
to be well-known	inward oriented marketing
image-building	urban development
seasonal effects	economic effects

Quelle: FREYER 2000, p. 225



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## Trier in Roman times



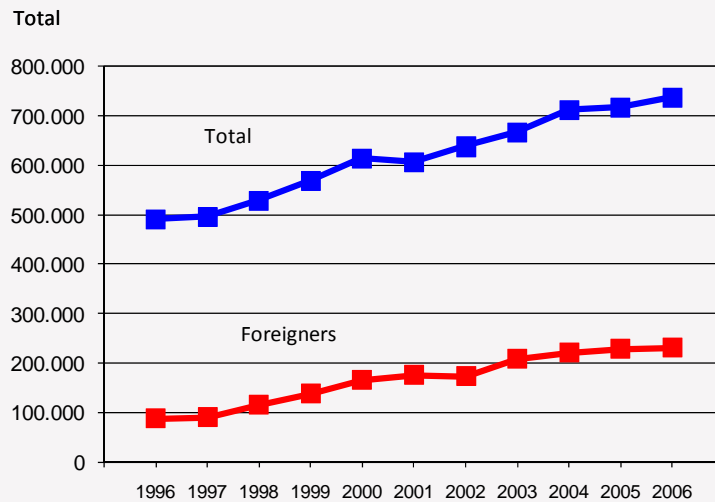
Karl Baedeker 2002, p. 23

## The Roman period as the core of the tourist product in Trier



www.trier.de & medienwerkstatt

## Overnight stays in Trier



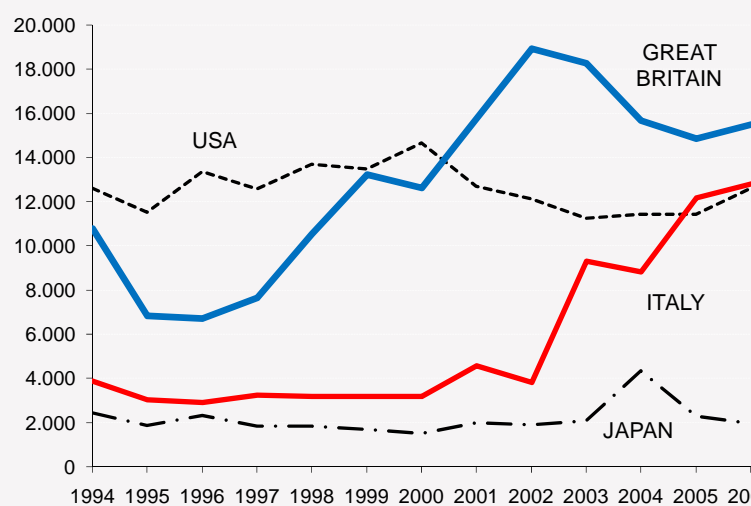
Source: TIT 2007



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## Special focus on the european market



Source: TIT 2007

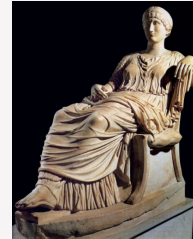


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## The exhibition



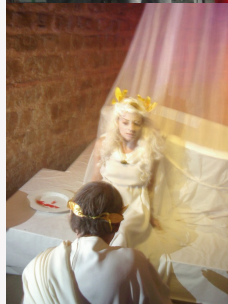
13

## Celebrating the exhibition



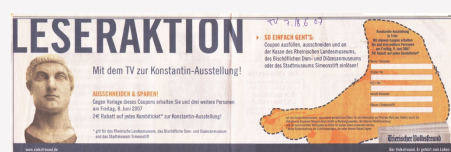
14

## Cross marketing



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## Cross marketing



Groß im Gespräch  
spricht die  
Konstantin bread  
and cake



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## Basic facts of the exhibition

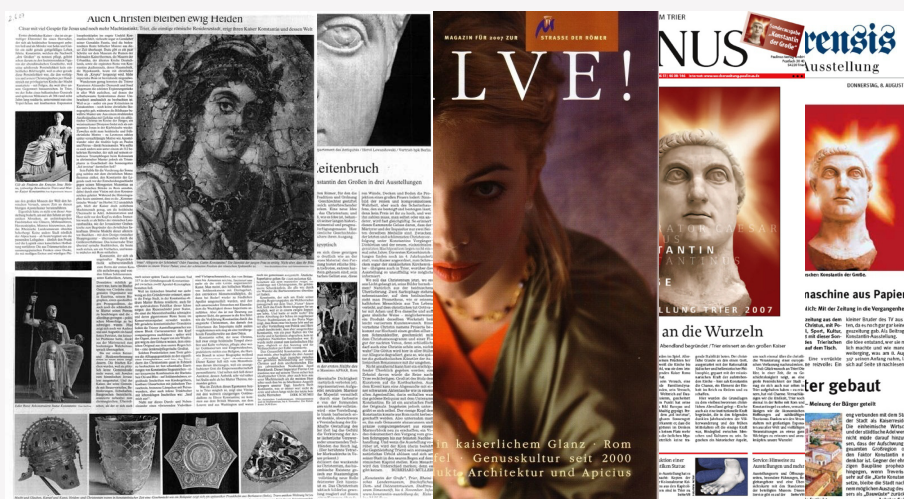
- ▶ 156 days from 2 June until 4 November 2007
- ▶ 3 museums
  - Rheinisches Landesmuseum
  - Bischöfliches Dom- und Diözesanmuseum
  - Stadtmuseum Simeonstift
- ▶ 1,413 exhibits, thereof 685 as loans
- ▶ Overall costs : 6.6 Mio. €
- ▶ 250,000 visitors expected / estimated
- ▶ 353,974 sold tickets (799,034 visits)
- ▶ More than 15,000 articles in the German press
- ▶ Visitor survey by FTG & ETI (face-to-face)
- ▶ Sample: 2,150 interviews (covering the whole period)



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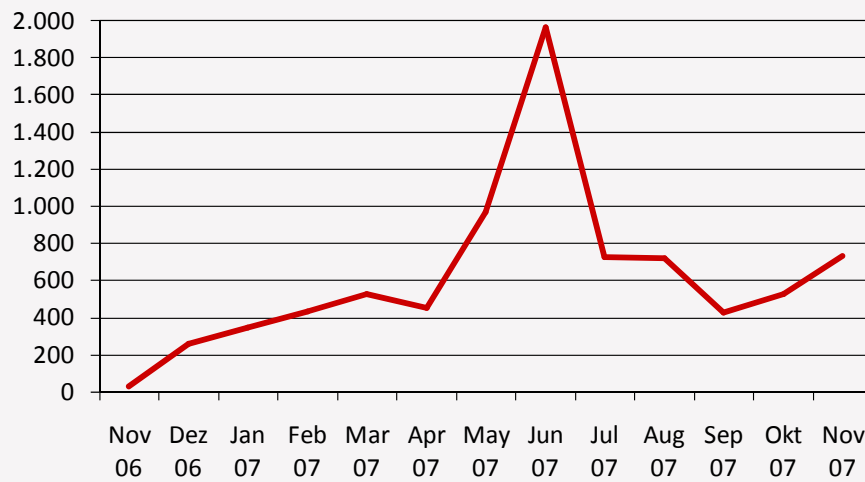
## Press coverage



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## Facts about the press coverage: number of articles



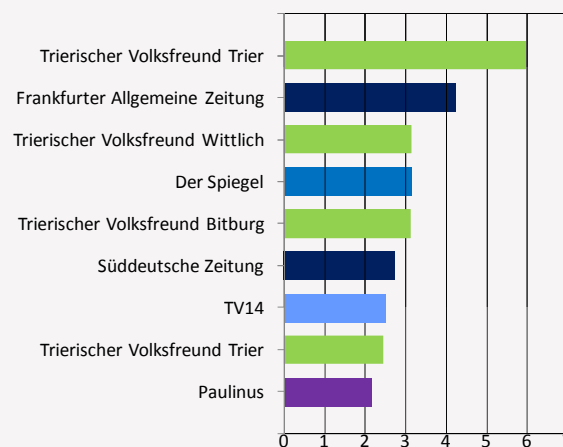
Source: Gestrich 2008, p. 126

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## Facts about the press coverage: range in million people



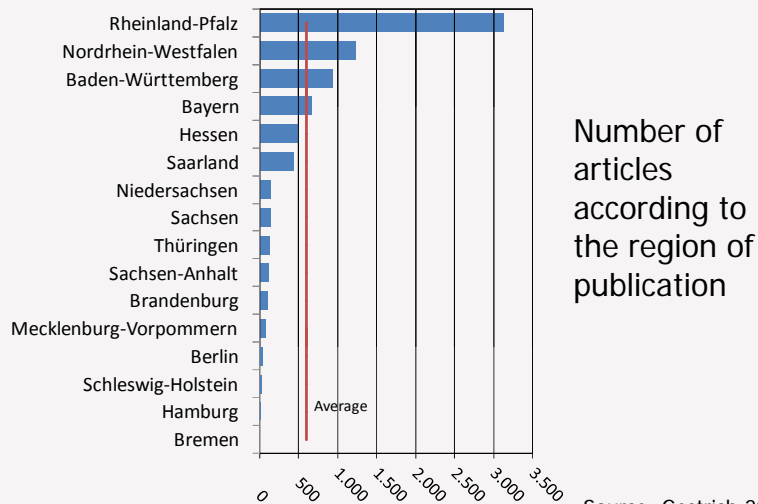
Source: Gestrich 2008, p. 126

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## Facts about the press coverage



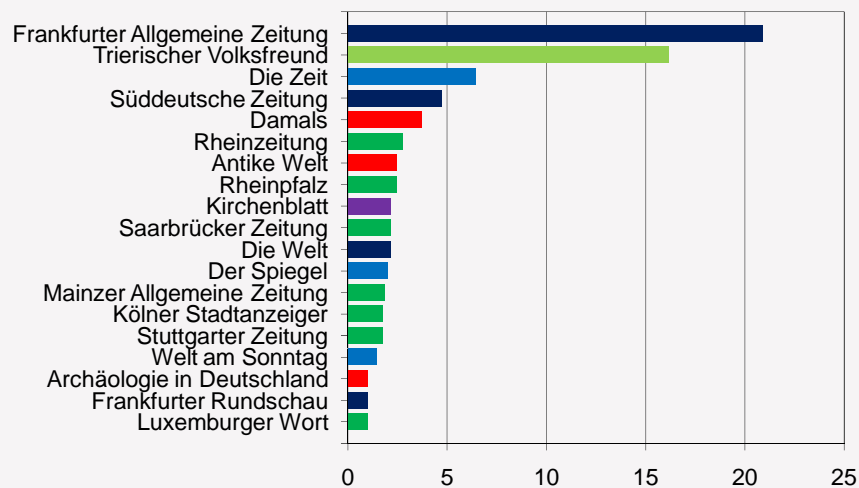
Source: Gestrich 2008, p. 128

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## print media from which visitors got to know about the exhibition



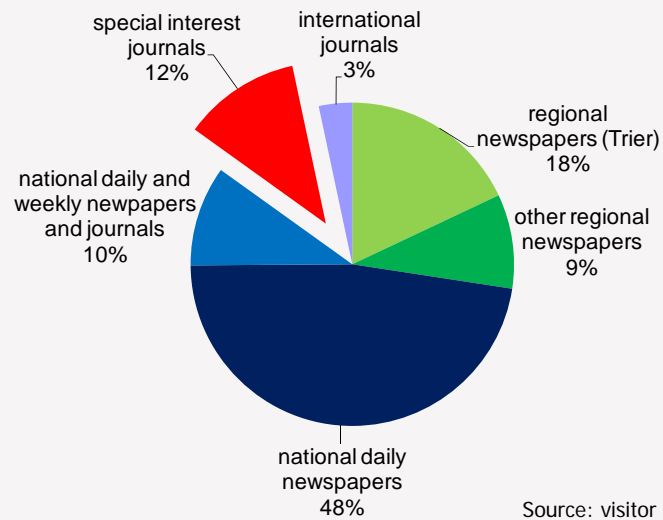
Source: visitor survey FTG/ETI

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## print media from which visitors got to know about the exhibition



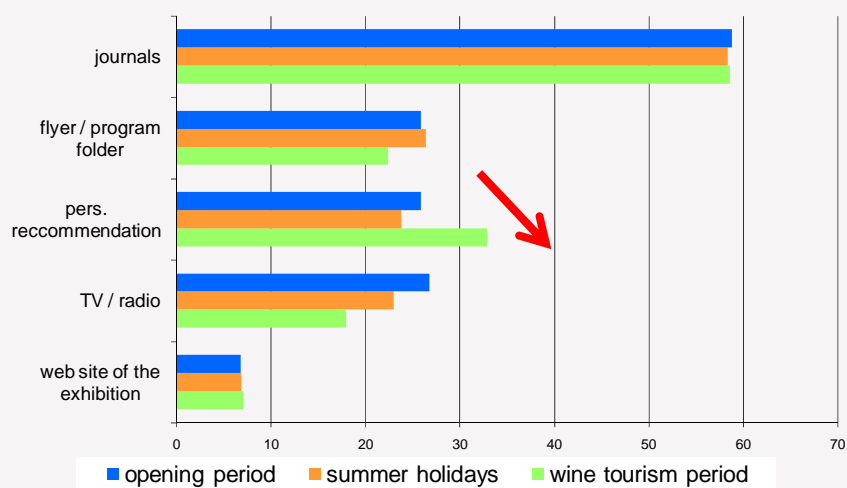
Source: visitor survey FTG/ETI

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## How the visitors got to know about the exhibition (all channels of information)

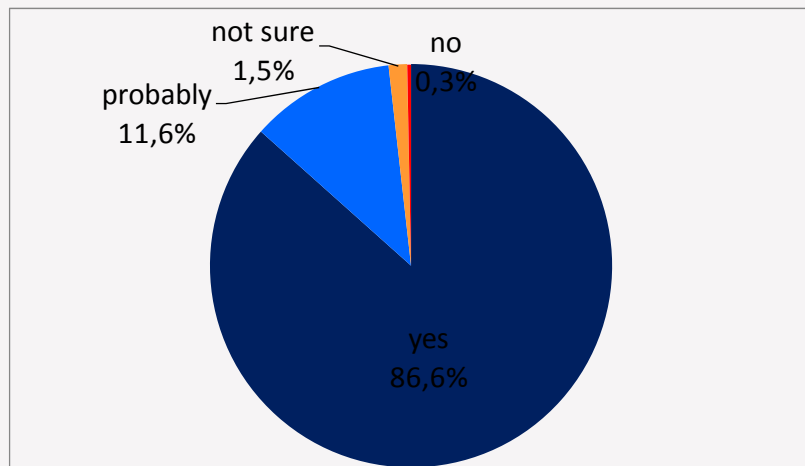


Source: visitor survey FTG/ETI



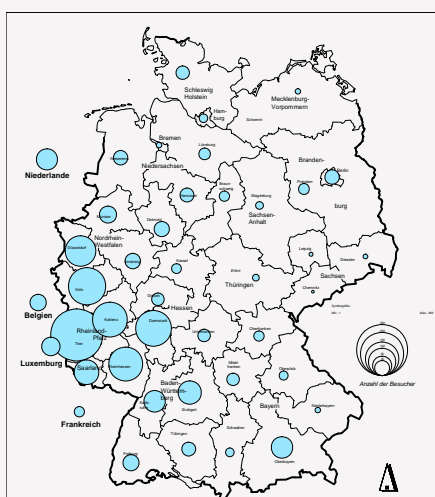
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## Intention of recommendation



Source: visitor survey FTG/ETI

## Origin of visitors



- Great catchment area of the exhibition
- Every 10<sup>th</sup> visitor from abroad
- High portion of visitors from other "Länder"
- 1/3 from Rhineland-Palatine
- 1/6 from the Trier region

**Almost half of the visitors were overnight guests!**

Source: visitor survey FTG/ETI



### Number of visits to Trier (only overnight guests)

	number (abs.)	%
<b>first visit</b>	<b>232</b>	<b>25</b>
2nd or 3rd time	359	38
4th – 10th time	202	21
more often	147	16

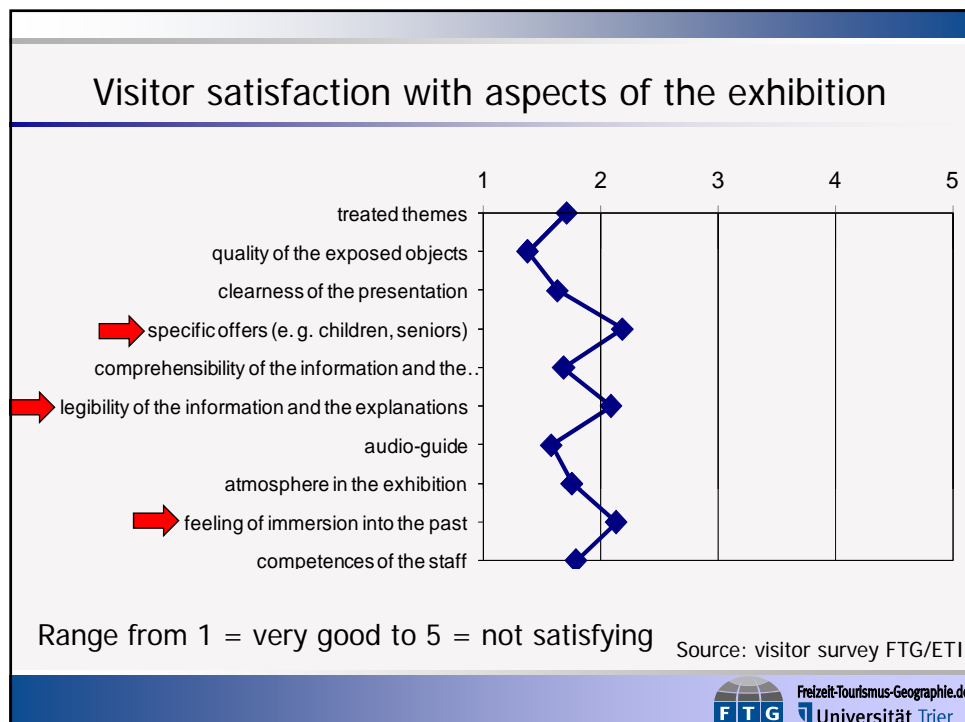
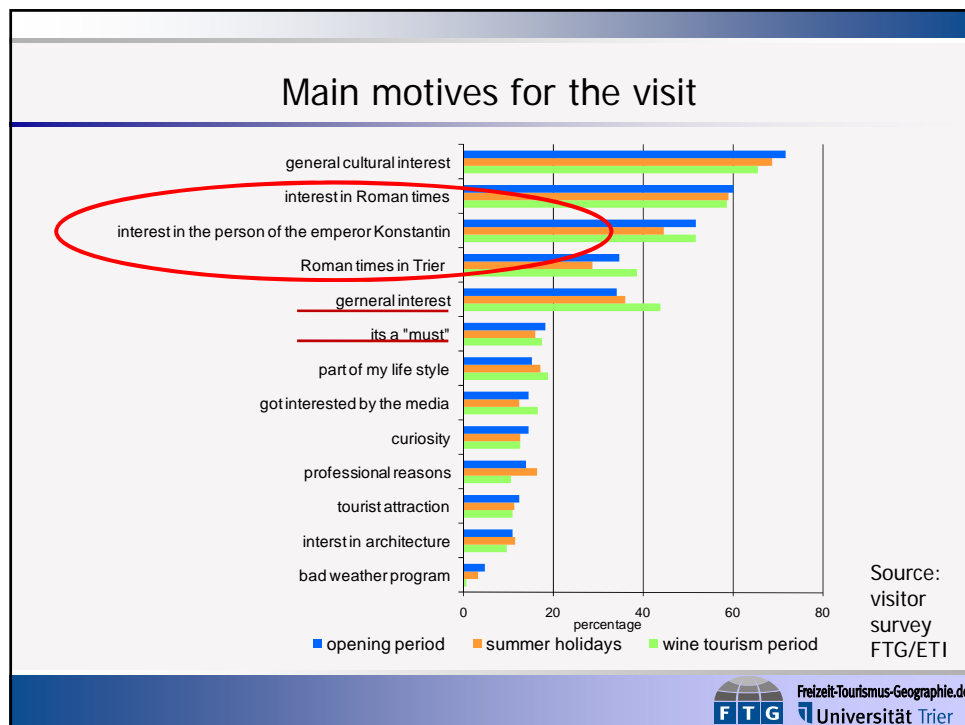
Source: visitor survey FTG/ETI

### Characteristics of the visitors

- Majority in the 50+ segment (*about two third*)
- Accompanied by partner or friend
- High level of education  
(*about two third with university degree; ¾ A-level*)
- High income level (*1/4 > 4.000 € per month*)

**=> target group with a high affinity towards (high) culture**

Source: visitor survey FTG/ETI



## Economic effects of the exhibition

- ▶ 29,5 mio. € turnover only by the expenditures on the visiting day
- ▶ Another 27,2 mio. € turnover from short-term visitors staying up to 5 days
- ▶ Total Turnover 56,7 mio. €
  
- ▶ Regional net product: 28,4 mio.
- ▶ About 80% coming from visitors staying overnight
  
- ▶ Costs of the exhibition: 6,6 mio. € (ratio 1: 4.3)



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## Core success factors 1/2

- consistency of the event with the **core product** of the destination
- distinct identification of the target group and
- appropriate orientation of the product
- quality level and
- efficient traditional market-communication strategies via the medias
- indirect marketing, using population as multipliers
  - identification of population in the region with the product
  - word-of-mouth marketing
- supporting collateral activities
  - Konstantintaler
  - Sculpture of emperors feet  
(internal marketing; keep the theme in the peoples mind)



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## Core success factors 2/2

### ***cooperation***

- of three museums acting together generating a critical mass for
  - nationwide attention
  - Threshold of a mere day-trip attractiveness exceeded
    - => great catchment area & high proportion of overnight guests
    - => economic success
- with local destination management and marketing organisations (DMOs)
- tourism enterprises

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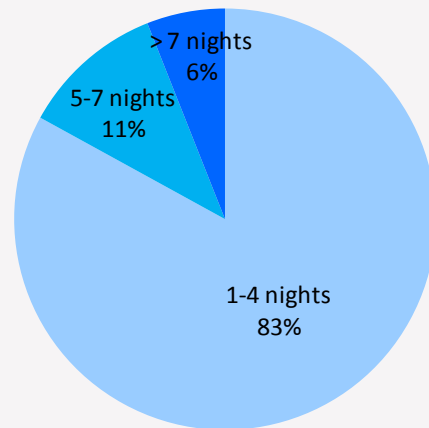
## Options for optimizing

### ➤ ***regional cooperation***



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### overnight guests: length of stays of



only small portion of long-term tourist

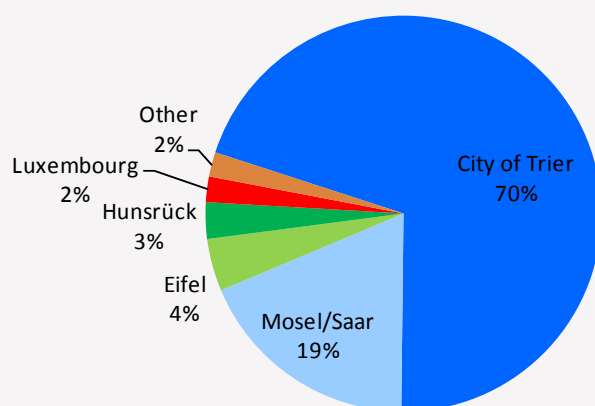
*e. g. tourists spending their holidays in the low mountain regions around Trier and visiting the exhibition*

Source: visitor survey FTG/ETI



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### overnight guests: places of stays



only small portion of short-term tourists staying in the region

Source: visitor survey FTG/ETI



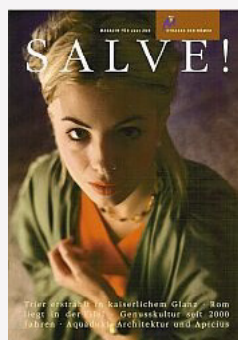
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## Options for optimizing

- **regional cooperation**
- **innovative ways of staging the product**  
high-performance staging inducing an immersion of the visitors into the past

## Bringing the Roman times to live



## Options for optimizing

- **regional cooperation**
- **innovative ways of staging the product**  
high-performance staging inducing an immersion of the visitors into the past
- **linking the cultural offer with other regional options**  
*e.g. culinary arts & wine, bike-tourism*



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## Challenges for future events

- Strategic use of the cultural potentials for creating a profile for cultural tourism  
(including other periods and personalities; e. g. birth place of Marx)
- Strengthen the regional cooperation to pass critical threshold of the offer and create regional network synergy-effects
- More performance orientated concept taking the audience on a thrilling journey into the past  
=> address and attract an even broader audience
- Bridging the gap between high and popular cultural offers



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