

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)

Regional Studies Association (RSA)
Working Group on Tourism, Regional Development and Public Policy

Developing tourist destinations
Aalborg, Denmark, 26-28 November 2008

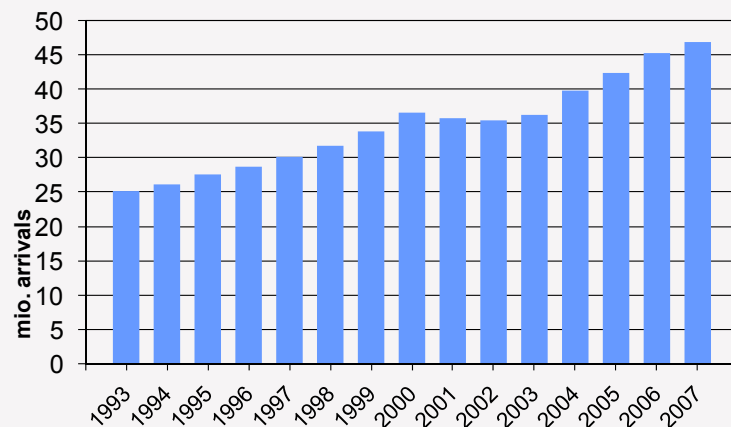


Agenda

- 1) Urban tourism and events
- 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

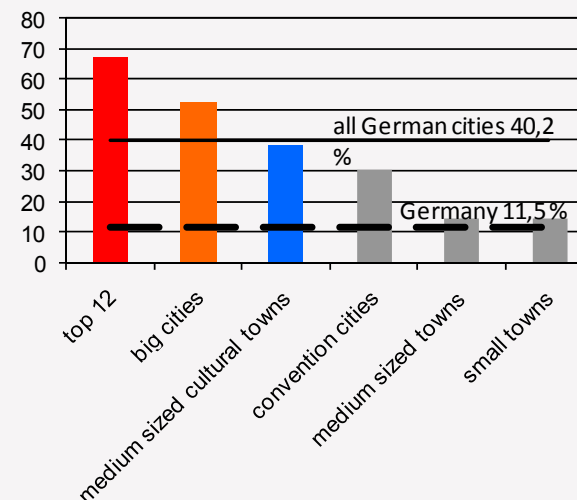


Urban tourism as a growth market



Source: destatis 2008

Great differences between different types of cities



Change in
overnight stays
1993-2005
in percent

Source: dtv 2006

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)

Criteria for successful events

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

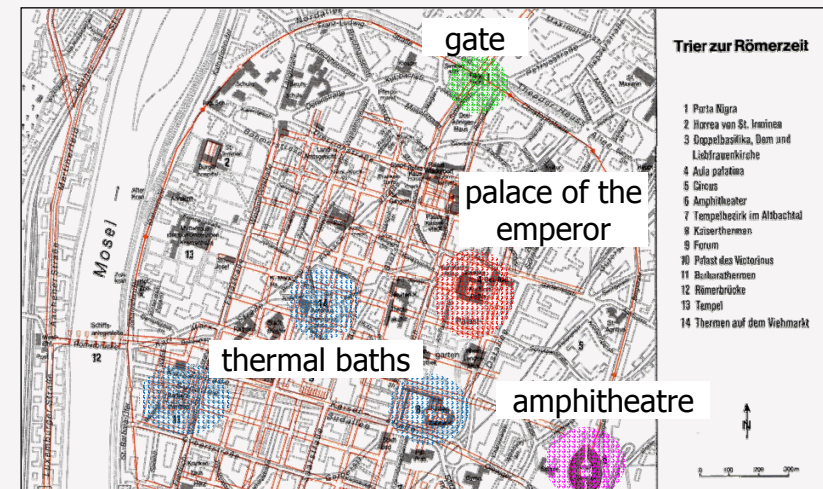
(cf.. SCHERHAG 1998, S. 87)

Effects of events

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

Quelle: FREYER 2000, p. 225

Trier in Roman times



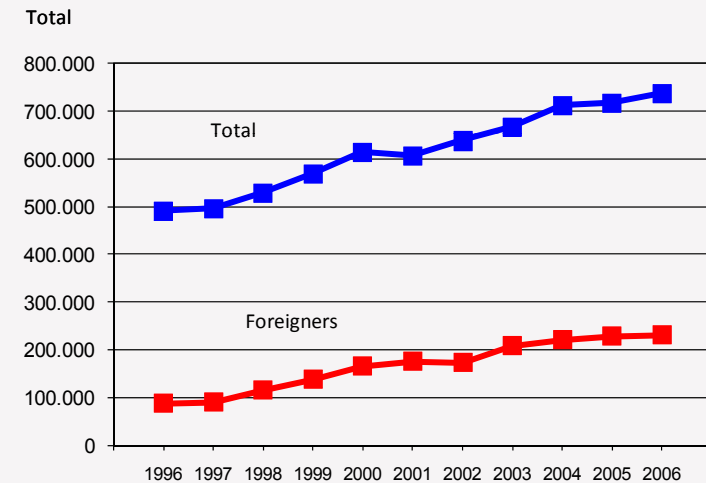
Karl Baedeker 2002, p. 23

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



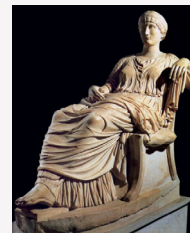
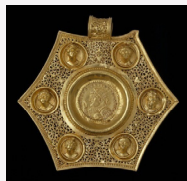
www.trier.de & medienwerkstatt

Overnight stays in Trier



Source: TIT 2007

The exhibition



Celebrating the exhibition



Cross marketing

The collage consists of six images arranged in a 3x2 grid. The top-left image is a red poster for an exhibition titled 'KONSTANTIN DER GROSSE' (Constantine the Great), dated 'Ausstellung Vier 2007' and '2. Juni bis 4. November'. It features several postage stamps. The top-middle image shows a man in a dark suit and tie talking to a man dressed as Constantine the Great in a red Roman robe and crown. The top-right image is a window display for the same exhibition, featuring two mannequins in Roman-style clothing. The bottom-left image shows two gold coins, one with a profile of a man and the other with a building. The bottom-middle image shows a woman in a white Roman dress with a yellow headband. The bottom-right image shows a display of Roman busts and artifacts, including a bust of Constantine the Great and a bust of a woman.

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Freizeit-Tourismus-Geographie.de
FTG Universität Trier

Cross marketing

Ein großartiger Preisvorteil.
Die VW Polo, Golf und Golf Plus Sondermodelle „Konstantin“ des Volkswagen Zentrum Trier.

Inkl. 2 Eintrittskarten für die Ausstellung „Konstantin“ vom 2. Juni bis 4. November 2007 in Trier.
Nur solange der Vorrat reicht!

buy a car, get 2 Konstantin tickets for free



LESERAKTION
Mit dem TV zur Konstantin-Ausstellung!

5* STERNEREGION
REGION TRIER. STOLZE HERKUNFT. STARKE ZUKUNFT!

KONSTANTIN KOMMT
Die Konstantin-Ausstellung in Trier – der Höhepunkt im Rahmen der Europäischen Kulturhauptstadt 2007, Lausenburg und Co.-Region

Basic facts of the exhibition

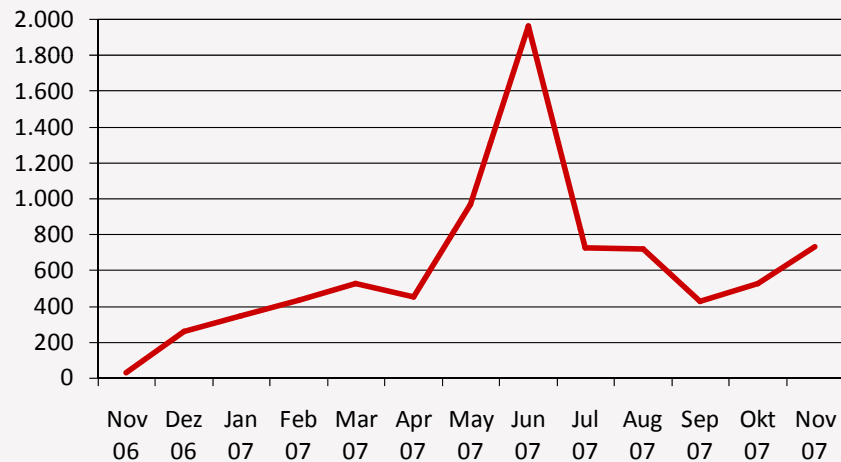
- ▶ 156 days from 2 June until 4 November 2007
- ▶ 3 museums
 - Rheinisches Landesmuseum
 - Bischöfliches Dom- und Diözesanmuseum
 - Stadtmuseum Simeonstift
- ▶ 1,413 exhibits, thereof 685 as loans
- ▶ Overall costs : 6.6 Mio. €
- ▶ 250,000 visitors expected / estimated
- ▶ 353,974 sold tickets (799,034 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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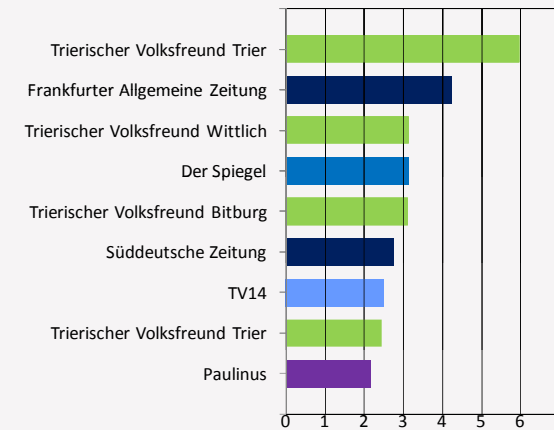
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Facts about the press coverage: number of articles



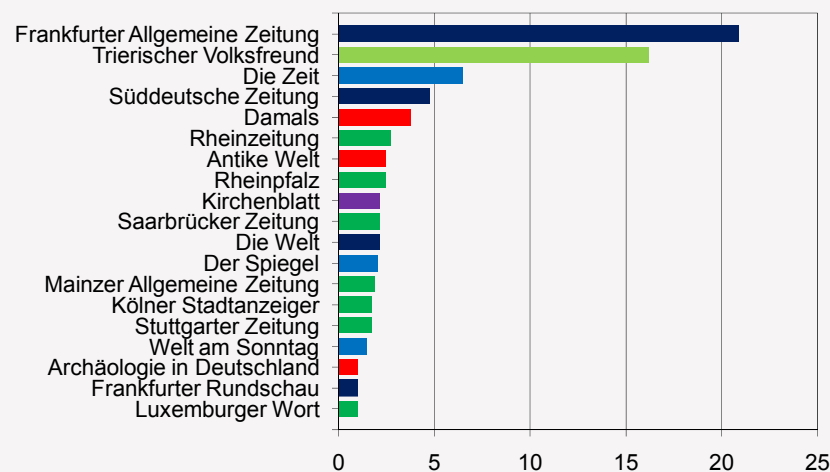
Source: Gestrich 2008, p. 126

Facts about the press coverage: range in million people



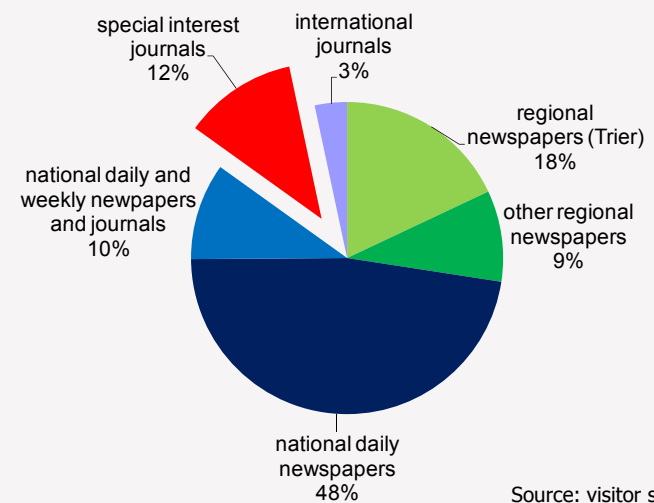
Source: Gestrich 2008, p. 126

print media from which visitors got to know about the exhibition



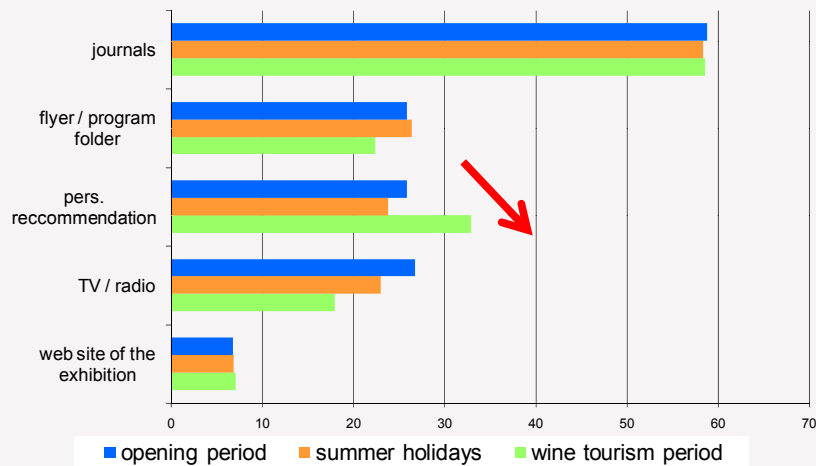
Source: visitor survey FTG/ETI

print media from which visitors got to know about the exhibition



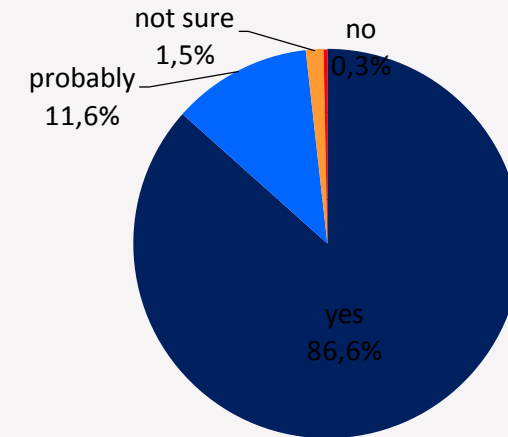
Source: visitor survey FTG/ETI

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



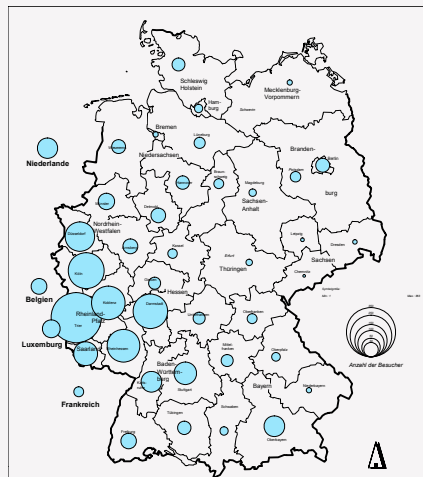
Source: visitor survey FTG/ETI

Intention of recommendation



Source: visitor survey FTG/ETI

Origin of visitors



- Great catchment area of the exhibition
- Every 10th 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.)	%
first visit	232	25
2nd or 3rd time	359	38
4th – 10th time	202	21
more often	147	16

Source: visitor survey FTG/ETI

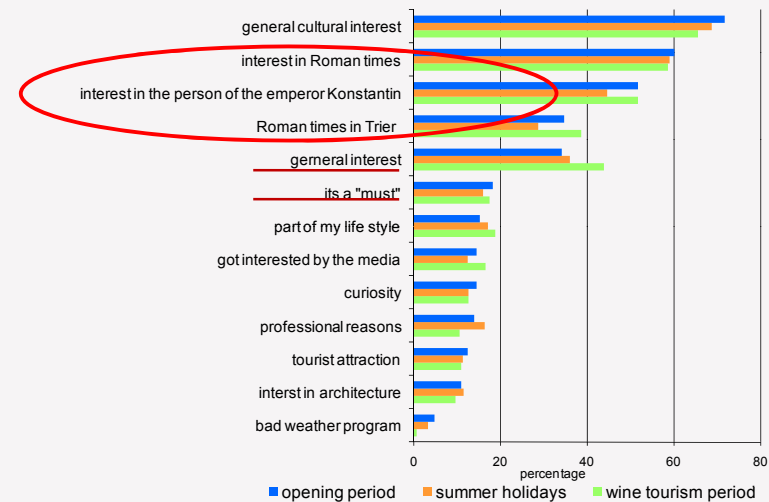
Characteristics of the visitors

- 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

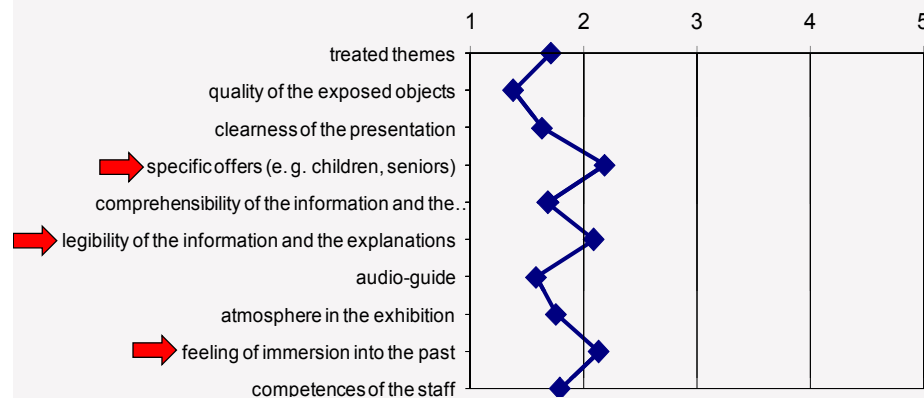
Source: visitor survey FTG/ETI

Main motives for the visit



Source:
visitor
survey
FTG/ETI

Visitor satisfaction with aspects of the exhibition



Range from 1 = very good to 5 = not satisfying

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)

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

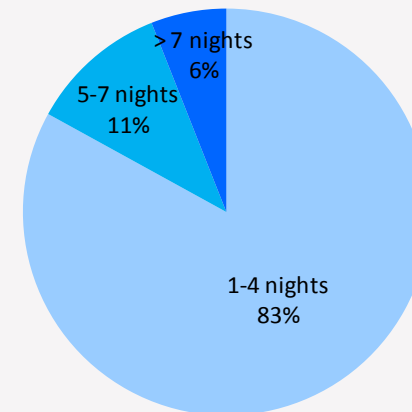
- of three museums acting together generating a critical mass for
 - nationwide attention
 - Threshold of a mere day-trip attractiveness exceeded
=> great catchment area & high proportion of overnight guests
- with local destination management and marketing organisations (DMOs)
- tourism enterprises

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Options for optimizing

➤ **regional cooperation**

overnight guests: length of stays of

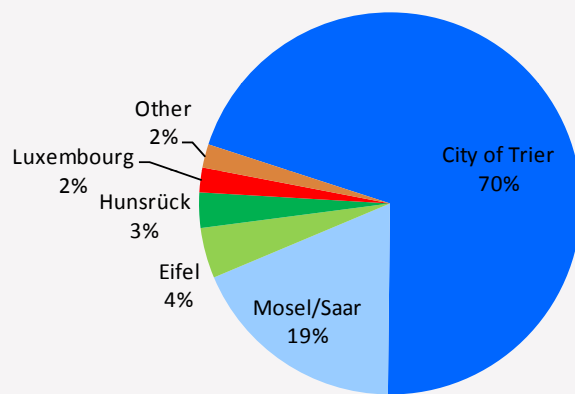


only small portion of long-term tourist

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

Source: visitor survey FTG/ETI

overnight guests: places of stays



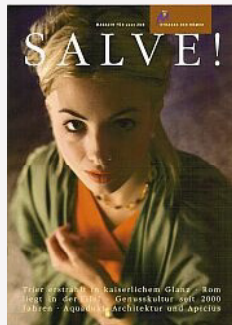
only small portion of short-term tourists staying in the region

Source: visitor survey FTG/ETI

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

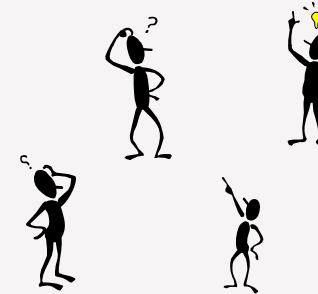
- **regional cooperation**
- **innovative ways of staging the product**
high-performance staging inducing an immersion of the visitors into the past
- **linking the cultural offer with other regional options**
e.g. culinary arts & wine, bike-tourism



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

Thanks for your attention ...



... and I am looking
forward to a lively
debate.