

## Technical Meeting

# IMPROVING OUR KNOWLEDGE OF FOREIGN VISITORS TO THE EUROPEAN ROYAL RESIDENCES

The Peterhof State Museum-Reserve (Russia)

10-11 September 2015

### Aims:

- Compare different methods used by the European Royal Residences to better understand the foreign visitors (studies/surveys carried out)
- Compare results of surveys (number of visits, visitor profiles, visit content, trends and future development)
- Improve awareness of specific experiences/studies carried out by ARRE members
- Identify actions that could be carried out jointly by the members

**Expected participants:** staff in charge of European royal residence observatories/visitor studies

**Working Language:** English and French

**Dates:** Thursday 10th September 2015 from 9:30 am – 5:00 pm and Friday 11th September 2015 from 9:30 am – 5:00 pm.

Thanks to this meeting, we hope to:

**1. Obtain and compare figures on the number of foreign visitors to the European royal residences and their habits.**

This comparison should result in the identification of common problems and enable the royal residences to adapt their offer according to visitor expectations, particularly in relation to the specific cultural characteristics of our visitors.

We will be addressing certain members on this particular subject so that they can present the results of a study they carried out on visitors.

**2. Reinforce cooperation between the royal residences based on studies carried out.**

Following an exchange of information before and during the technical meeting, participants will be able to identify what type of cooperative ARRE action is relevant and could be proposed for foreign visitors.

In the medium term our aim should be to organise joint actions intended for visitors and to plan potential further joint ventures between the residences.

### **Scheduling**

For the technical meeting to be efficient, the information needs to be gathered top-down, starting with the visitor studies already carried out by the royal residences; a comparative table to be completed by the members then needs to be drawn up.

By 15<sup>th</sup> June 2015: Mailing of the note presenting the aims of the meeting, the registration form, practical information and hotel form

By 15<sup>th</sup> July 2015: Registration of participants

By 22<sup>th</sup> July 2015 Mailing to the participants of invitation letters, necessary for making their visa applications.

1<sup>st</sup> week of September: Mailing of the final agenda to the participants

10th-11th September: Meeting

**Budget:** Lunch and dinner on 10th & 11th September 2015 will be covered by the Peterhof State Museum-Reserve and ARRE. Transport and accommodation fees are at the participants' expense.

Details of hotel with negotiated prices will be provided.