

## **ARRE Technical Meeting** **Tourist Group Promotion**

6 – 7 April 2017, Royal Palace of Caserta, Italy

### **Attendees:**

*France, Palace of Versailles, Denis VERDIER-MAGNEAU, Head of Cultural Development Department*

*France, National Estate of Chambord, Timothée LAHAIE, In charge of tourist development*

*Germany Prussian Palaces and Gardens Foundation Berlin-Brandenburg, Jeannette BIRK, Marketing Department*

*Italy, Consorzio di Valorizzazione Culturale La Venaria Reale, Silvia SCHIAPPA, In charge of the tourist promotion*

*Italy, Royal Palace of Caserta, Mauro FELICORI, Director*

*Italy, Royal Palace of Caserta, Vincenzo MAZZARELLA, Cultural Development Department*

*Italy, Ministry of Culture and Tourism, Alessandra PRIANTE, Head of International Relations, Directorate General for Tourism,*

*Poland, Museum of King Jan III's Palace at Wilanów, Patrycja ŻOLEDOWSKA, Deputy Head of Education Department*

*Poland, Museum of King Jan III's Palace at Wilanów, Cezary MROZOWICZ, Deputy Head of Public Service Department*

*Poland, Royal Castle in Warsaw, Eliza JANISZEWSKA, Senior specialist, Tickets and Booking Office*

*Portugal, Parques de Sintra-Monte da Lua, Leila COSTA, Communication and Information Department, Manager of tourist officers*

*Russia, Moscow Kremlin Museums, Olga DMITRIEVA, Deputy General Director for Educational and Promotional Projects*

*Elena ALLIAUDI, Secretariat*

**The aim** of the meeting was to make an inventory of the different practices involved in tourist promotion and group tourism across all the European Royal Residences. The presence of a representative from the Directorate General for Tourism of the Italian Ministry of Culture provided an opportunity for an Italian case-study, highlighting the links between "culture",

"heritage", "tourism" and "development". This meeting also enabled us to exchange ideas and discuss future and common projects of network members.

## 1. Tourist Group Promotion: ARRE Member Presentations

### 1.1 Presentations

Six members attending the meeting presented their case studies on the management of groups in their residences and their promotion strategy.

In order:

- 1) Vincenzo MAZZARELLA, Cultural Development Department, *Royal Palace of Caserta, Italy*
- 2) Denis VERDIER-MAGNEAU, Head of Cultural Development Department, *Palace of Versailles, France*
- 3) Eliza JANISZEWSKA, Senior specialist, Tickets and Booking Office, *Royal Castle in Warsaw, Poland*
- 4) Patrycja ŻOLEDOWSKA, Deputy Head of Education Department, *Museum of King Jan III's Palace at Wilanów, Poland*
- 5) Olga DMITRIEVA, Deputy General Director for Educational and Promotional Projects, *Moscow Kremlin Museums, Russia*
- 6) Timothée LAHAIE, In charge of tourist development, *National Estate of Chambord, France*

All the Power Point presentations of the members can be sent on request.

### 1.2 Discussions

Several subjects were discussed after the various member presentations. Here below are the main elements highlighted and a summary of the main discussions:

***The great variety of offerings and activities*** across the Residences, but also the variety of offers inside a residence [i.e. Versailles: 1-Day ticket, 2-Day tickets, Prestige visit, etc. // Wilanów: history classes, nature classes, calligraphy workshops, culinary workshops, etc.].

***The number and management of groups:*** The number of groups depends on several criteria: season (high or low season), function of the residence (residence-museum vs. residence still in use), context (terrorist attacks), etc. Group management is also very different according to the residence (reservation on line or by phone, internal management of external providers, etc.).

***The role of social media:*** We need to be aware of the importance and power of social-media. One person visiting a residence can reach hundreds of people thanks to a picture or a message posted on Facebook, Twitter, Instagram, etc. It is a real asset for the residences

**Chinese visitors:** The issue of Chinese visitors is a real challenge for the European Royal Residences. The question of translating documents into Chinese, Chinese speaking guides, etc. [i.e. Versailles: Development of specific commentary for the audio-guide of particular interest to Chinese visitors // SPSG note that more and more Chinese visitors want a luxury experience.]

**Interactive activities and digitalisation:** Tourists' desires have changed. More and more, visitors want to participate in activities and be active during their visits → The Royal Residences are looking to develop new activities and offers to adapt to the wishes of tourists. [i.e. Chambord → Development of the "HistoPad", a digital tablet. It is essential for the residences to adapt, especially to convince young people to come.]

## 2. The Strategic Italian Plan for Tourist Development

A representative of the Directorate General for Tourism of the Italian Ministry of Culture was present at the meeting. She presented the (PST) Piano Strategico del Turismo, the Strategic Plan for Tourism for 2017-2022.

Incorporating the principles of "Sustainability", "Innovation" and "Accessibility", the PST has four goals:

- Innovation, specialisation and integration of the country's amenities
- Boosting competitiveness of the tourist system
- To create effective and innovative marketing
- To achieve efficient and participatory governance in the process of drafting and establishing the Plan and tourist policies.

Every year, the Plan will be reviewed in order to check it and adapt it according to the results.

Heritage and culture are key-elements to develop tourism and to contribute to the concept of an "Italian Brand".

## 3. What Common Strategy for the Next Years: Proposals

To end the meeting, participants discussed a common strategy and common projects for the future. Here below are the main proposals:

### **The UNESCO project "World Heritage Journeys in the European Union"**

*Denis Verdier-Magneau*

The aim of this project is to create unique cultural heritage experiences through the development of thematic transEuropean itineraries. These itineraries will be available via an Internet platform, which will be put on line this summer. Seven royal residences have been selected by UNESCO and are already involved in the project. This project and platform could be a way to promote all the residences of the network.

## **The European Pass**

*Denis Verdier-Magneau*

The question of a Pass has already been discussed these last years. Some issues have been highlighted:

- If we have a Common Pass, how will we inform the general public? How will we inform Asian visitors that we propose this specific pass?

- How will the Pass work?

*Proposal:* A Pass like a Passport you scan in every residence.

## **The exchange of promotional material** between the members of the network

*Jeannette BIRK*

Each residence could have a dedicated corner for the promotion of the other residences.

**The creation of a common platform** showing what is happening in the royal residences of the network.

## **Town-twinning**

*Mauro Felicori*

Establish twinings between the towns of the royal residences in order to share their practices and establish exchanges (especially for schools).