

IO3 – How to Promote Cultural Heritage Tourism



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1. UNDERSTANDING THE MARKET

1.1 What is your USP?

Before you can successfully promote your cultural heritage tourism business, you need to identify what makes your business different from your competitors. This is your Unique Selling Point – your USP.

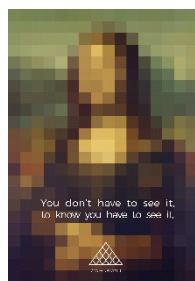
Working out your USP means putting yourself into the minds of your customers and thinking about your business from their perspective. Doing this means stopping thinking about your cultural heritage tourism product, and concentrating on the business you are building around it:

- Who are your customers?
- Why do your customers choose you?
- What do you do that delights your customers?
- Why do your customers come back to you?
- Who else does what you do?
- What makes you different?

Once you have begun to think like a customer, you can use some simple techniques to help you to really define what your USP is:

1. Carry out a SWOT analysis to hone in on what is unique about your business and the way you work
2. Build on your passions – what is it that YOU add to YOUR business through your passion and enthusiasm?
3. Narrow your target market so you can offer them exactly what they want, based on the strengths of you and your business.

Can you write down your USP in a simple sentence? Doing this is a useful exercise in itself. Many successful tourism companies and destinations use their USPs as the core of their marketing messages.



Your USP should be attractive to your target market. Understanding your target market in cultural and heritage tourism can be quite complicated – there are as many different types of cultural tourist as there are different types of culture. However, the next section of this manual will help you to understand some of the ways in which we can group these tourists together – placing them into segments that you can target through your marketing.

1.2 Segmentation

We can split the cultural heritage tourism market into different groups, or segments, that you can target through your marketing. Each group is looking for something different from your business, and you will choose to focus on one or more segments to help your business grow.



Purposeful:

For these tourists, cultural heritage is their main reason for travel. They will have excellent knowledge of a wide range of cultural heritage, and very high expectations! They are prepared to spend a lot of money on cultural heritage tourism products, but they expect deep and meaningful experiences in return.

Interested:

For these tourists, cultural heritage is an important part of their holiday, but only one of a few things that motivates them to visit a destination. As well as cultural heritage, they will also be interested in shopping opportunities, entertainment, eating and drinking and relaxing. These tourists will spend money on cultural heritage products if they are really well integrated into other offers, or if your business can offer them more than 'just' culture.

Casual:

Casual cultural tourists are interested in culture, but it wouldn't be enough to make them choose a destination or an attraction on its own. If there is some cultural-heritage on offer for them as part of a trip, they might spend money in your business if it has a 'wow' factor, or a fantastic local reputation.

Accidental:

These tourists don't know they are interested in cultural heritage until they come across it, and won't be interested in deep experiences or spending lots of money on culture. They will visit cultural heritage and attractions if they are part of organized trips and excursions, but they are a high volume, low value customer for your business.

The table below shows the kinds of digital marketing and experiences that will help you to target these different segments.

Segment	Marketing emphasis	Experiences that engage them	Benefits to your business
Purposeful	Excellent website content with a depth of information	Creative experiences and learning opportunities	High spending Potential repeat visitors E-WOM
Interested	High visibility marketing using social media and destination websites	Short experiences that can be built into a busy destination schedule	Medium spending Potential to convert to future purposeful repeat visitors E-WOM
Casual	Great reviews on travel sites and social media	Simple activities with low barriers to entry	Medium spending E-WOM
Accidental	Relationships with other tourism business and tour operators in your destination	Quick, exciting experiences Opportunities to buy souvenirs and authentic products	Low spending, but high-value

The rest of this manual will give you practical guides for developing your digital marketing activity to help you to target these segments and grow your cultural heritage tourism business.

2. DIGITAL MARKETING

2.1 Why Digital marketing?

Digital marketing is the process of promoting products and services using electronic media, particularly the Internet. It helps you to establish a closer bond with their customers, and target precisely to the specific types of customers. Compared with traditional marketing channels, digital marketing is the most cost-effective way to market the business. you can adjust and measure the digital marketing campaigns in real time. Digital marketing also allow you to effectively manage resources and budget.

For tourism and hospitality SMEs, it is crucial to develop your digital marketing strategy based on your comprehensive understanding of consumer – cultural tourists, more precisely, cultural tourists who are visiting your area, and consuming products from your business. On one hand, it is essential to understand their preferred platforms, online behaviours, on the other, you need to establish a clear understanding of various channels available, and strategically choose the right platform to deliver your message.

Digital marketing techniques include the use of social media, blogging, Search Engine Optimization (SEO), Pay Per Click Management (PPC), Branding, content marketing, video marketing, and the creation of App.

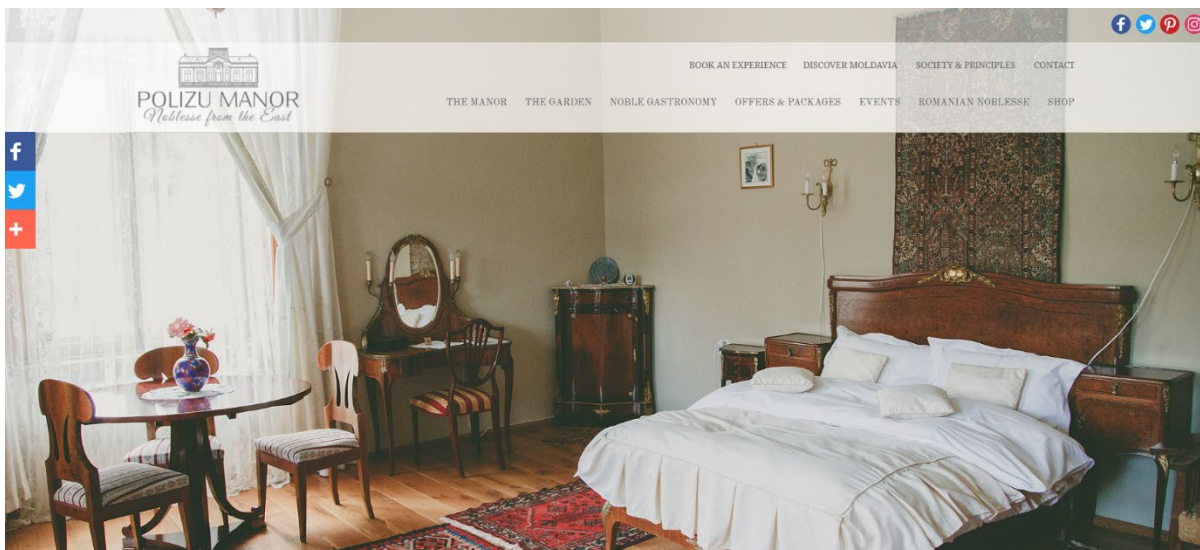
2.2 Your website

The website is one of the key communication platforms between your business and cultural tourists. Your website should provide information about your business and your services in order to increase awareness of cultural tourists.

Cultural tourists are looking for accurate and detailed information from your websites. If your business is related to historical cultural heritage, they are expecting comprehensive and exclusive information about the site. If you are an event-related business, cultural tourists are interested in information about agenda, set list, map, accessibility, previous events, and bookings. In general, consumers want to be excited, entertained, informed, or interested by every section on your site. When designing your website, you need to make sure:

- Offer detailed information about your business, including your services, vision and missions, locations, booking channels, and partners/stakeholders.
- Invest in the web design to make sure the whole user experience is pleasant and satisfied. Make sure you continually test and evaluate your site to retain the attractiveness.
- Send out a strong and consistent brand identity, and relate the identity with the cultural site and/or event.
- Provide clear links of your social media pages, emails and other applications.
- Include visual contents (videos, photos) of previous events.
- Provide a straight forward and interactive platform for users to request information and get meaningful answers (e.g. 'Contact Us' and 'FAQ' section on your site).

Best Practice: The Polizu Mansion: <http://conacpolizu.ro/en/>



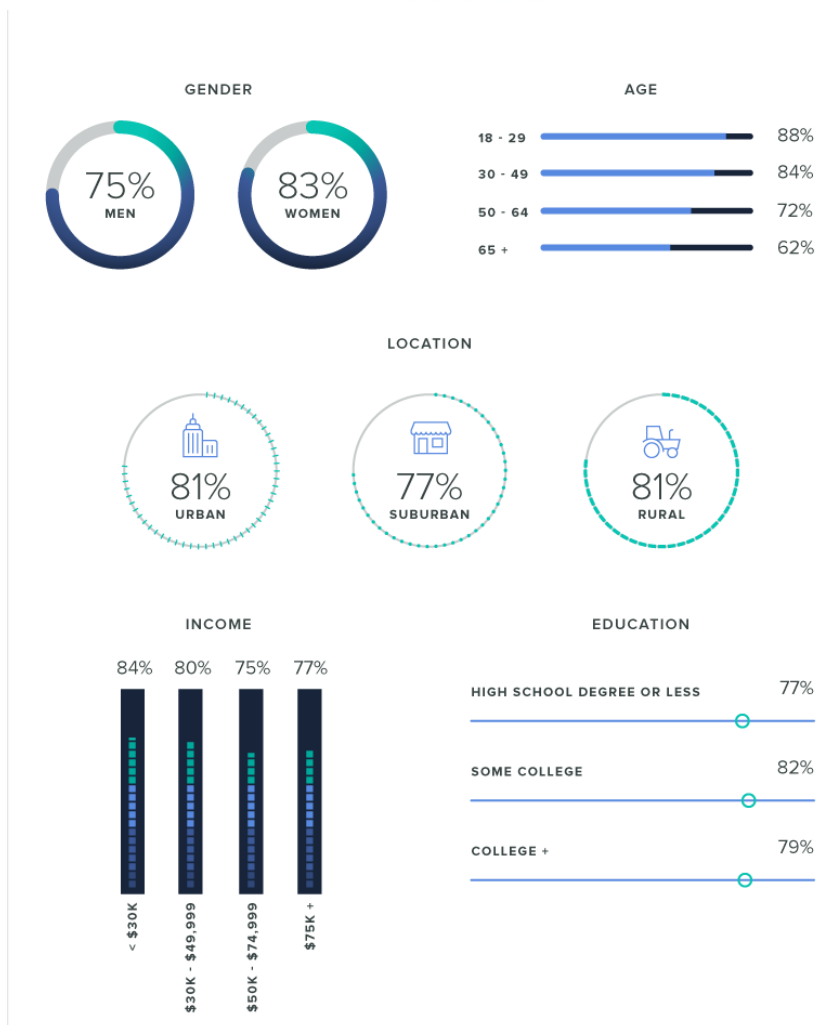
2.3 Social media choice and use

Social media is a powerful tool for your business to engage and establish a strong relationship with cultural tourists. With overabundance of options, it is essential for you to target the most suitable social media channels in order to develop an effective digital marketing strategy. In this section, we are going to present characteristics of four key social media channels, and provide some guidelines to assist you to choose the appropriate social channels.

2.3.1 Facebook

Facebook is the most used social media platform, which has 1.45 billion daily active users. 1 million links were shared every 20 minutes. Age 25-34 is the most common age demographic.

Facebook Usage among key demographics



Source: Sprout social

What kind of content is appropriate?

You need to create engaging and informative content to compete with live social feed such as funny videos and your friends' personal lives. You should develop a consistent strategy to build your brand's personality. You should also share contents relevant to your business. To develop compelling content, you should make good use of the visual materials, especially video content. Facebook prioritise videos shared directly on the its own platform than another platform such as YouTube; therefore, when you are posting a video content, bear in mind, do not share a YouTube link, but upload it separately to Facebook. For posts on Facebook, hashtags are not really worked well on the platform, so you can avoid using them at the moment. In addition, you should tag relevant business pages on your post. This is likely to boost your exposure.

How often to post

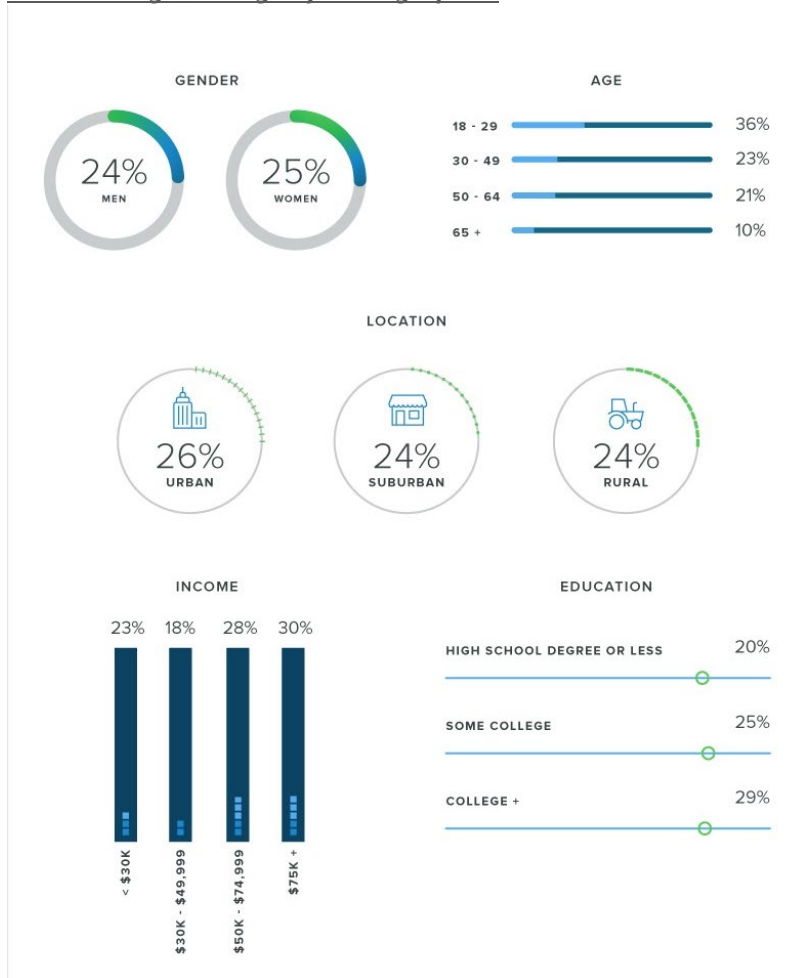
It is recommended to post on Facebook no more than once a day, and curate or share a post every other day. The best posting time is between 1 – 4 pm.

2.3.2 Twitter

Twitter is a micro blogging social site that limits each post to 140 characters. There are more than 336 monthly

active users. 6,000 tweets are posted on average happen every second.

Twitter Usage among key demographics



Source: Sprout social

What kind of content is appropriate?

The most successful Twitter accounts are those companies develop a brand personality. It is crucial to avoid bland and corporate messages in your posts. Your Twitter account should offer important information of your business along with tweets that showing you are a human being, not a corporate shell. You should also make use of hashtags. By using it, you can simply find the trending topics (relevant to your business), or create your own ones. In addition, you should develop an 'editorial calendar' to decide what content to tweet in advance to achieve an effective result.

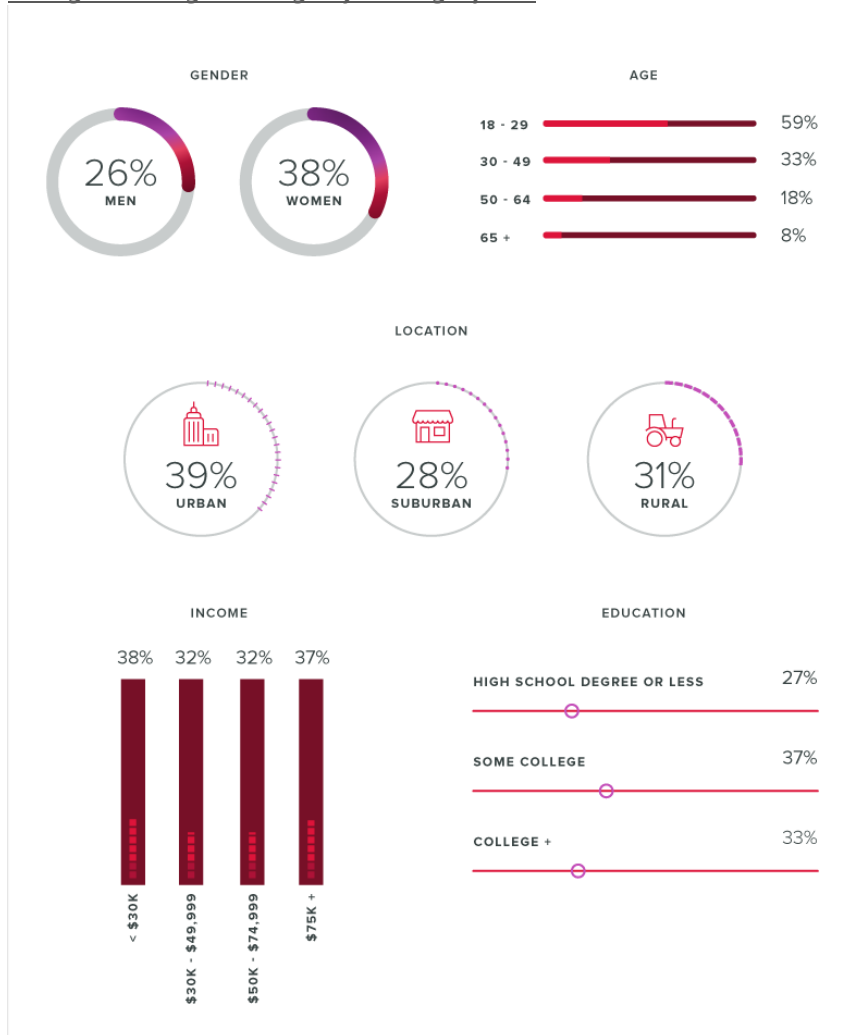
How often to tweet

The most retweets happen within an hour after tweeting, but user engagement drops off a bit after the third tweet of the day. So a higher daily with recommended 3-5 tweets per day is best.

2.3.3 Instagram

Instagram is a visual-based social sharing platform for posting pictures and 60 second videos. The platform has 700 users, and the majority are millennials. Many brands actively participating through the use of locations and hashtags. Consumers also relate strongly to visual contents.

Instagram Usage among key demographics



Source: Sprout social

What kind of content is appropriate

As Instagram is a visual-based platform, it could be a great idea to have a professional photographer to take some photos for you to maintain competitiveness. In addition, captions and descriptions are important. In these captions, you need to try to tell an engaging story or meaningful interpretations of the photos. In your posts, make sure you tag the location, and use hashtags to make it easier for potential customers to find you. Furthermore, you should also make good use of the Instagram story and live video to send out authentic and experiential information of your business. It is a very powerful tool especially for events.

How often to post

It is suggested to share 1-2 posts per day. One in the morning, one in the afternoon. In terms of stories, normally try to post less than 10 per day, on the day of event (e.g. concert), you can post more.

Best practice: [The Unit London](#) (@theunitlondon) is an art gallery whose key sales driver is Instagram.

2.3.4 Snapchat

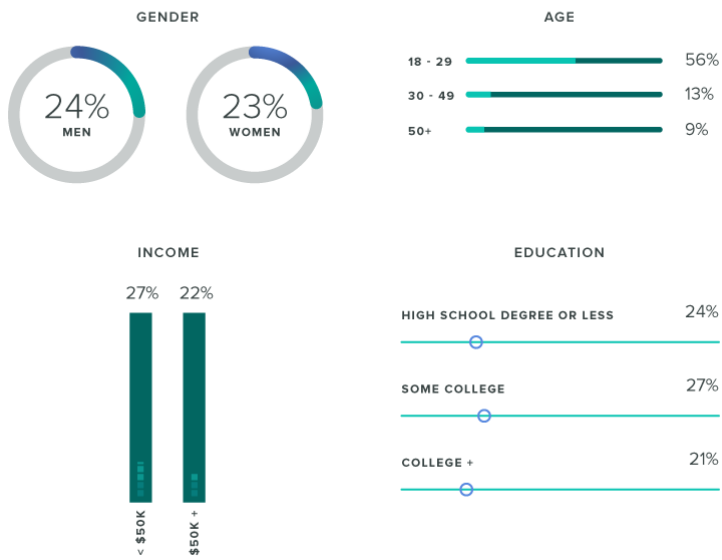
Snapchat is a social media app for sending videos and pictures that disappear after being viewed. It is the most used platform among 12-24 years old, and the majority of the users are female. There are more than 190 daily active users, and more than 10 billion video views daily.

Snapchat Usage among key demographics



Auto-Delete Apps Usage Among Key Demographics

LIKE SNAPCHAT OR WICKR



Source: Sprout social

What kind of content is appropriate?

The function of Snapchat stories is similar to Instagram stories. However, since the demographic of Snapchat users is much younger, more eye-catching visual materials should be used to capture users' attentions. You can create your own Bitmoji to build your brand personality.

How often to post

Remember the 'life' of a 'story' is 24 hours. So frequency is key, or you just disappear from the top of mind framework. There are many ways to do this, including 'threading' multiple snaps to form stories, so there, frequency caps are unimportant.

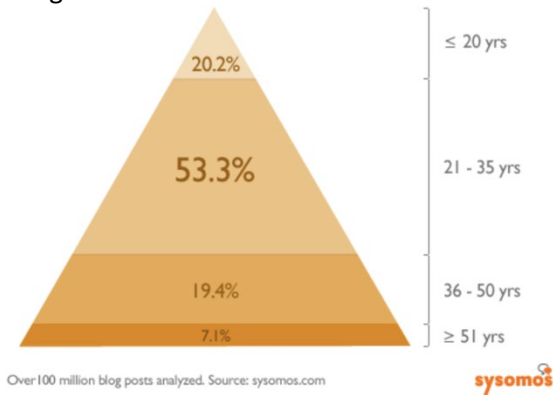
2.3.5 Blog

Blogging is a powerful platform that help your business to engage with cultural tourists with stories, backgrounds, and detailed information. More than 409 million people viewed approximately 23.6 billion pages on WordPress each month.

Blog users demographics

Millennials are the main force of bloggers. Compared with short and fragmented information on social media platform such as Instagram and Twitter, blogs offer a space to provide more contextual and detailed information. This benefits for many cultural tourists who are keen on finding out more historical backgrounds of the cultural

heritage.



What kind of content is appropriate?

Same as other platforms, consistency is the key when you are running a blog for your business. According to a HubSpot study, 75% of their blog views — and 90% of blog leads — came from older posts. This shows that relevant and sticky content can actually gain value over time. As a guide, a blog post should be about 400 words. You should make good use of this 400 words to develop a consistent blogging style. You should provide valuable content to your readers such as myths, historical background, and exclusive interviews.

How often to post

Frequencies of updates depend on the nature of your business. You should aim for a frequency that you can maintain. Fortnightly or weekly is fine. The key is consistency. Make sure you do not start a blog and then abandon it halfway.

Best Practice: Norwich – the city of story: <http://www.cityofstories.co.uk>

2.3.6 Comparisons of social media platforms

	Facebook	Twitter	Instagram	Snapchat	Blog
Function	Sharing videos, images, links, live streaming and messages	Microblogging and share posts	Sharing visual contents and live streaming	Sharing temporary images and videos	Sharing long content
Best for	Brand awareness and advertising	Public relations, customer services	Natural-looking media, showcase brand, lead generation	Brand loyalty	Establish authority and drive long-term result
Challenge	Limited reach	Very short messages	Limited link sharing	Content doesn't remain visible	Most don't receive a lot of traffic
Frequency	1 per day	3-5 per day	1-2 per day	1-5 per day	3 per week

2.4 Digital Direct Marketing (DDM)

Direct Digital Marketing (DDM) is the electronic delivery of relevant communications to specific recipients. DDM uses email, Web sites and mobile services in the same way that direct marketing in the physical world uses the postal service. Nowadays, every online consumer has an email address, a browser cookie, and a mobile phone number, these three channels can be utilised for your business to deliver direct messages to their customers.

Tips of using digital direct marketing:

1. Personalised your message (e.g. address your customer's name directly)
2. Strategically avoid [spam filters](#)
3. Make sure your emails look flash and neat
4. Make your emails mobile-friendly
5. Encourage readers to reply
6. Don't annoy your consumers by flooding their mailboxes
7. Track your data to monitor the effectiveness of your strategy

The new general data protection regulation (GDPR) has a direct impact on digital direct marketing practices. With GDPR effected on 25 May 2018, all marketers need to collect [freely given, specific, informed and unambiguous consent](#) (Article 32). To achieve compliance, you have to adopt new practices:

1. New consumer opt-in permission rules;
2. Proof of consent storing systems; and
3. A method through which consumers can ask their personal information removed.

3. AFFINITY MARKETING

3.1 What is Affinity Marketing?

Affinity Marketing involves working with other business who share your values and, importantly, your customers!

Within a tourism destination, business will be cooperating *and* competing on a daily basis. You should develop strong relationships with business who can bring customers to you, and with other business that your customers can benefit from. For example, working closely with a local tour operator who can include your business in their itineraries, as well as local restaurants that you know you can send your customers to with confidence.

In practical terms this involves sharing digital marketing space with each other – working together on your websites, social media and e-marketing – as well as on offline marketing such as discounts and word of mouth.

When affinity marketing works, it helps you to gain more customers, maximise the return on investment of your marketing campaigns, and to get access to the skills and expertise of your partners – all of whom are facing the same challenges as you in attracting and delighting cultural heritage tourists.

Best Practice: Bath Museums, Bath, UK: <https://visitbath.co.uk/things-to-do/museums-and-galleries/>



The city of Bath is a world-leading cultural heritage tourism destination, with many attractions competing for very similar groups of tourists. 13 of the city's museums came together to jointly market their offers through innovations such as commissioning market research together, and sharing the results, working in partnership with the accommodation and travel sectors, and developing common approaches to imagery and branding. The results showed that their visitor numbers increased by 63%.

3.2 Steps in affinity marketing

- Identifying partners

How well do you know potential partners in your destination? Identifying partners to work with in marketing terms means developing an expert knowledge of who else is active in your destination and meeting the needs of your customers. This isn't just a case of doing your research, it is important to get out and see these businesses to discover whether you would be happy to share customers, your reputation and ultimately, your future revenue with them!

- Developing shared goals

Once you have identified potential partners, it is important to develop shared marketing goals. Are you seeking to grow your customer base, or your profitability, or both? Where do you see your businesses in 3 years' time? Importantly, what role do you see for marketing in your businesses? If you can agree shared goals, it becomes easier to agree a plan of action and to measure the return on your investment in marketing activities.

- Practical steps

There are a number of practical steps that you can take to put your affinity marketing plans into practice, for example:

- Sharing content – can you provide material for each others' websites and social media feeds? This can be simple information about your own product that will add content to your partner's offer, and drive customers to your own business. You can do this through providing adverts to be placed on a website, text content, or images.
- Social media – consider sharing a social media presence through an Instagram account or twitter feed that showcases your businesses. Even agreeing on a set of hashtags to be used across your own accounts will help your customers to find you all online.
- Discounting and vouchers – you can offer discounts to each other's customers, knowing that you all share a similar customer profile and aim to satisfy your customers in similar ways. This new distribution channel increases your business volume, and offers you opportunities to drive additional spending.
- Packaging – once you have developed strong partnership relationships you can bring new products to the market that combine your offers, and divide marketing costs and the revenue between you.

4. EXPERIENTIAL MARKETING

Experiential marketing is the process of identifying and satisfying cultural tourists' needs and aspirations, profitably, engaging them through the creation of multisensory, interactive communications (e.g. memorable events) that bring brand personalities to life and add value to our cultural tourists. For SMEs in the cultural heritage sector, experiential marketing can be understood as creating or co-creating innovative visitor experiences that are meaningful to the visitors as special individuals.

4.1 *Creating experiences around your product*

Experiential marketing is all about creating personalized experiences for individuals. For our SMEs related to tangible cultural heritage sites, it is essential to look beyond museum collection and monument, and create multisensory stories around it. Approaches such as story-telling, workshops, public lectures, and simulation activities can facilitate multisensory and immersing experiences. For intangible cultural heritage, it is crucial to take 'co-creation' into account. You need to evaluate their own existing and potential resources, and consider what sensory and interactive experiences they can offer.

When creating experiences around your product, there are three elements need to consider:

1. Customer service is the key. You can use instruments such as SERVQUAL to monitor and evaluate the service quality.
2. It is important that businesses to go beyond meeting customers' expectations, and create a WOW factor, which leads memorable experience and positive word-of-mouth.
3. Theme the experience: An effective theme is concise and compelling. It is not a corporate mission statement or a marketing tag line. It needn't be publicly articulated in writing. But the theme must drive all the design elements and staged events of the experience toward a unified story line that wholly captivates the customer.

Best Practice - Jorvik Viking Centre, York

[The JORVIK Viking Centre](#) is a 'must-see' for visitors to the city of York for 'an authentic Viking encounter'. It is one of the most popular visitor attractions in the UK, welcoming over 18 million people in the past 30 years. Their successful 're-imagined experience' marketing strategy won them Marketing Team of the Year 2018 at the annual CIM Marketing Excellence Awards.

Visitors are transported around reconstructed Viking age streets in state of the art time capsules, and enjoy a full sensory experience from the flora and fauna growing in the ground to the breeds of animals portrayed and even the splashes of natural dyes found in one of the backyards.. Alongside the remains of one thousand year old houses and artefacts from the archaeological excavation of the site, visitors can interact with costumed interpreters and can engage in ancient Viking crafts. The visitor experience is further enhanced pre and post visit through the use of social networks such as twitter and Facebook; animations can be downloaded together with an interactive map of the site and retail therapy is part of the offer via the actual or online shop.

Jorvik itself is undoubtedly a rich and unique experience, educational, entertaining and almost wholly immersive but it is much more than an experiential product or servicescape thanks to an experiential marketing approach that succeeds in integrating all stages of the visit through from planning ('take Hold of the Past') to visit (real or virtual thanks to the availability of Skype for education groups) to post visit evaluation ('Join Eric Bloodaxe's army on Facebook'). Through experiential marketing Jorvik becomes much more than a cultural tourism product in a city offering a plethora of museums, galleries, historic houses as well as an impressive castle, minster and thriving marketplace. It succeeds in accessing the heritage tourism market, and enables the visitor to co-create an individualised experience through a range of immersive appeals.

4.1 *Using events in marketing*

Event marketing describes the process of developing an event or series of event such as themed exhibit, display,

or presentation (can be either online or offline) to develop, intensify and expand a relationship with target consumers by bringing together emotions and experience. Events offer a unique opportunity for consumers to interact with brands to get a first-hand experience of the enterprise's focus and personality.

Benefits of using events in marketing

Using event in marketing effectively can firstly help you to establish awareness and express identity. Through events, you have the most direct way to share and communicate your ideas and values. Secondly, participating in the suitable event allows the enterprise to successfully engage with a group of prospects with interests of your business. Thirdly, event brings consumer engagement to another level, with an opportunity to build customer loyalty by delivering positive personal interaction. Last but not least, many consumers attending events to be educated, which is perfect for many SMEs with education as their main focus. A successful event should impart knowledge that the audience will value, and that will establish a long-term relationship with your business and your consumers.

Best Practice

[Share a story, make a connection; 100 events ideas for national heritage week 2018](#)

[ContemPOPranea Festival](#) ContemPOPranea brings value to Albuquerque's heritage, thanks to the festival, Albuquerque and its castle enjoy an incalculable popularity and prestige never before achieved. ContemPOPranea has placed Albuquerque and its castle on the map of international culture.

5. INVESTING IN DIGITAL MARKETING FOR CULTURAL HERITAGE TOURISM

A common mistake made by many small business, is to not invest enough time or resources into their marketing. With traditional marketing involving print advertising and commercials, this can be understandable. With a digital marketing approach, it is much easier for you to reach out to potential customers and to drive business your way.

5.1 What resources do you have?

You can effectively marketing your business digitally to cultural tourists, using free software platforms and technology that you probably already have – a computer, a broadband internet connection and a smartphone!

Time

The most significant resource that you will need to devote to digitally marketing your offer to cultural heritage resources is time. Digital marketing is driven by engaging and frequently updated content, as explained in the previous sections of this manual. Creating content involves taking photos, writing short message, considering longer blog posts, and keeping your website up to date.

If all of this activity is new to your business, it is going to take a while for you be regularly producing the content that you need. Over time, this will become part of your daily business life – tourists like to see what goes on behind the scenes in an attraction, hotel or restaurant – take photos on your smartphone when you are doing something interesting and start sharing them online! Every time you do something new, or when your business has a small success, make sure that you use this as an opportunity to spread the word on social media. Encourage your staff and colleagues to get involved and spread the load around a team.

Skills

If you are used to using facebook, Instagram, or twitter in your personal life, then you already have most of the skills you need to start generating new content for your digital marketing. Things like taking photos, uploading them, tagging images, and using hashtags are part of the digital skills set that you will need. Using this manual, you can learn about the different kinds of content that are appropriate for different platforms, and the different expectations that users of these platforms have.

If you don't have these skills, but have some basic knowledge of the internet, then there are many online tutorials that you can follow, including many online videos. A search for 'how to use twitter' on youtube will give you a number of simple, step-by-step guides. Talking to your staff and colleagues will almost certainly reveal that you have the social media skills within your business that you can harness for your digital marketing strategy. If you need to, speak to your local chamber of commerce or business support agency as many local agencies run introductory courses on exactly these skills.

Technology

If you have a modern smartphone and are already using a laptop or computer every day in your business, then you almost certainly have everything you need to start your digital marketing. The platforms that you will use to get started are all freely available online, with no fees involved. When you begin to use digital marketing tools in a more sophisticated way, you may want to pay a subscription to social media management services that can track your activity and provide insights into your performance, but when you are just getting started there is no need for this at all.

Cultural heritage tourists are used to engaging with high quality cultural content online. This means that you need to make sure that your images and videos are filmed using a high quality smart-phone or digital camera.

Most products released in the last three years are capable of taking High Definition (HD) images and videos, and include basic editing software. If you don't have this technology, then this is an investment worth making at the start of your plans for digital marketing.

Budget

As explained above, the most significant investment that you will have to make in digital marketing using the techniques outlined in this manual, is time. Your own time, and the time of your staff and colleagues, is one of your business' most valuable resources. If content generation and social media use becomes something 'extra' that you add on to your already busy workloads, then this can be a drain on your budget. Make content generation part of your day-to-day activity, capturing images and videos during your regular work, and provide frequent short social media updates rather than waiting to write more significant content, which can become a time pressure in itself. Spread the work around as much as you can and encourage your customers to tag you in their own social media activity and to use your hashtags – eventually this kind of activity will become a normal part of your business and not something that needs a separate allocation of resources.

The most cost-efficient way to kick-start your digital marketing might be to employ a consultant or an agency to update your website and make sure that you are presenting your business in a professional, contemporary way to get the attention of cultural heritage tourists. Website design, in particular, can benefit hugely from some expert attention. As explained in the earlier sections of this manual, there are numerous online templates you can use, but investing in some expert knowledge at the start of the process, may be money well spent if you aren't sure where to start.

5.2 Measuring the return on your investment in digital marketing

Because lots of the investment you put into digital marketing is hidden in staff time and makes use of investments you have already made in the technology that you use to run your business, it can be difficult to measure the return on your investment. This last section of the manual will help you to understand how to do this.

Benchmarking

Benchmarking has two aspects, external and internal. Firstly, have a look at what your competitors and partners are doing. How active are they on social media? What features do they have on their websites? How are they using digital tools to engage with past and future customers to drive their business? Asking these questions will help you to understand what businesses with your kinds of customers are doing that makes them successful, and give you a standard to measure yourself against.

You also need to know where you are starting from in terms of digital marketing. You need to carry out an internal audit to know the impact of any changes you make. Questions to ask include: How many visitors does your website get? How far up search engine listings do you come when you search for your business, and for the kinds of products and services you offer? If you have social media accounts, how many followers do you have? How much content are you posting and how frequently do your customers engage with it?

Set clear goals

What do you want to achieve with your new digital marketing strategy? How can you measure this? In the end, increasing your customer base is your ultimate aim, but what digital indicators are there that will help you to know if you are engaging more potential customers in your business?

You should set targets in areas including:

- Your position in search engine rankings
- Your numbers of social media followers on different platforms
- The degree of engagement with your social media content – comments, shares and likes.

- Website traffic including visitor numbers, but also how often visitor engage with specific content such as contact forms, downloadable material and links out of your site.

The bottom line

Ultimately, you need to know whether all of this new activity in digital marketing contributes to your revenue, and whether it provides a good return on your investment (ROI). A standard ROI calculation is

Profit / total investment (time, resources, budget) X 100 = ROI

As explained in this section the total investment required to begin a digital marketing campaign will quite often be mostly made up of your time. You may require some additional investments in new technology, but it is likely that these will be quite small. Generating a positive ROI from this new activity should be something that you can look forward to in a relatively short time-frame, but remember that the main benefits of this work come in the form of electronic word-of mouth (eWOM). Like with all word of mouth recommendations, your reputation hinges on your ability to deliver on the promises you make online and the work that your new customers will do *for you*, sharing their fantastic experiences in your business on their own networks.

6. THE FUTURE

6.1 New technologies

New technologies such as augmented reality (AR), virtual reality (VR), and new payment technology have largely reshaped the landscape of the service industry. They can be very helpful to improve consumers' multi-sensory experience and speed up service process. It is essential to seize the opportunities, but more importantly, choose the suitable technology for your business.

- Augmented Reality

Augmented Reality (AR) is an interactive experience of a real-world environment whereby the objects that reside in the real-world are "augmented" by computer-generated perceptual information. Pokémon GO is a popular example of AR technology.

AR technology has large potential in the heritage site to co-create values with consumers in terms of sustainable education and embodied experience. Re-creation of ancient temples and historic buildings is a topic that lends itself naturally to AR with a number of developed prototypical and commercial systems.



- Virtual Reality

Virtual reality (VR) is an interactive computer-generated experience taking place within a simulated environment, that incorporates mainly auditory and visual, but also other types of sensory feedback like haptic. In the tourism sector, VR has been largely adopted in destination marketing. VR not only offers consumers an immersive experience of a destination before they get there, but also manages their expectations of it and, overall, help them come to a more informed purchasing decision. For cultural heritage, VR technology provides a unique experience to travel back in time, and enhance travel experience.

Best Practice: Lithodomos VR Olympia

With the new VR experience of Olympia, for the first time ever, you can use your phone and a VR headset to travel through time and immerse yourself in history to experience what the Olympic Stadium looked like at the time of the very first Olympics. The tour version of our Olympia VR experience has been mapped out using geo-data with complete accuracy and precision. This allows tourists who are in Greece exploring the sacred places around Olympia to don the headset and see before them exactly what they would have seen thousands of years ago, from the exact place they are standing.

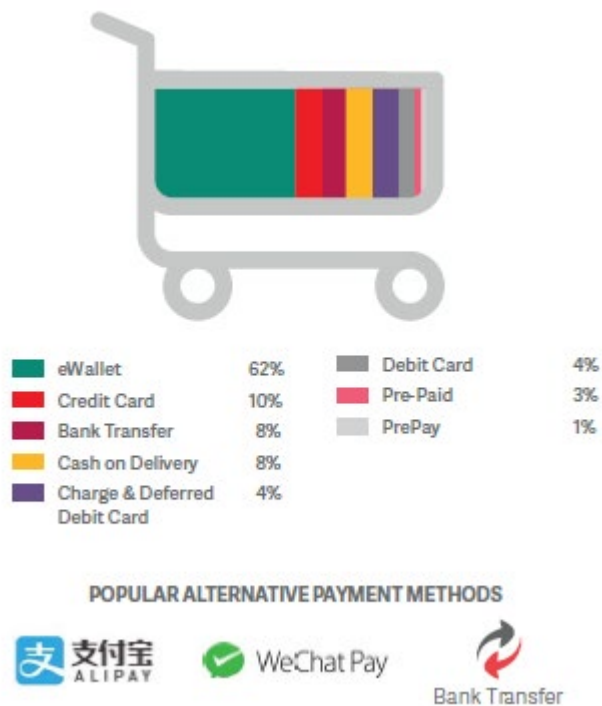
Students in classrooms or people at home anywhere in the world can also download our Olympia VR app and make a vicarious visit to Ancient Olympia. The app will allow you to see historically accurate recreations of the Olympic Stadium, Temple of Zeus, Temple of Hera, and many other beautiful monuments and buildings including sporting arenas and statue-filled fields. You'll explore these cultural icons in all of their restored glory and you can even interact with historical artefacts to hear their stories via the educational audio guide.



- Mobile Payment Technology

With the development of biometric authentication and improving security, mobile payment such as ApplePay, AliPay, Yoyo Wallet has become popular among millennials. Since the level of acceptance varies across the world, it is crucial for SMEs to understand user acceptance of their target market, and wisely choose the suitable mobile payment technology.

For instance, as the largest e-commerce market in the world, Chinese consumers have enthusiastically embraced eWallets and social app payments, and continue to see healthy growth in these areas. Alipay, Tenpay and WeChat Pay currently lead the market in the eWallet space. Key retailers and attractions (e.g. Merlin Entertainments) who target Chinese markets in the UK have introduced Alipay and WeChat pay to attract more Chinese consumers and increase their travel experiences.

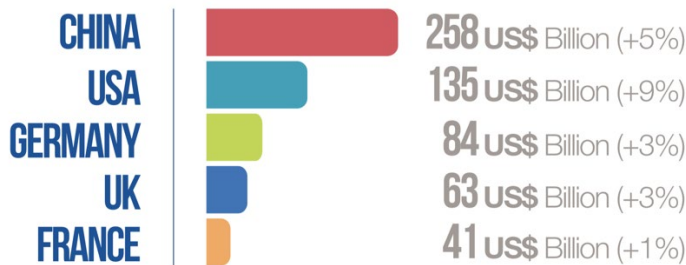


Ecommerce Mix by Payment Methods in China
 Source: WorldPay Global Payment Report

According to UNWTO, China consolidated its leadership as the biggest spender in travel abroad in 2017 with US\$ 258 billion in expenditure (+5% in local currency). The traditional emerging markets – ‘BRIC’s has lead the outbound source market, all with substantially increased expenditure.

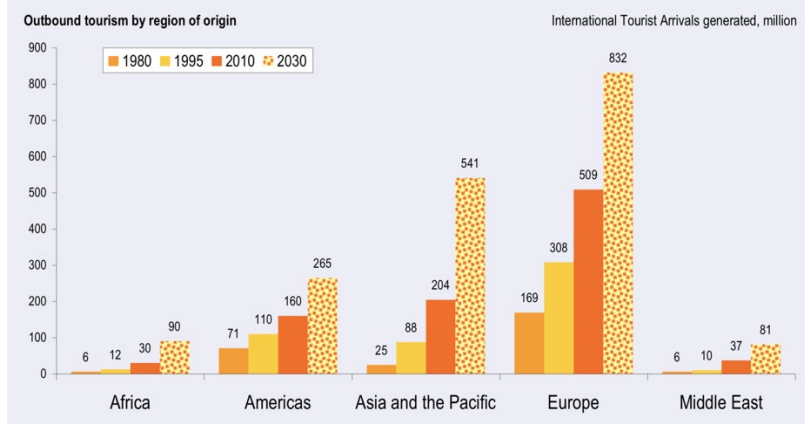
As the biggest source market, the Chinese outbound market has shifted from the stereotyping of package coach tour to the increasing independent travellers who are looking for quality and personalised experiences.

Educational element is one key motivational factor of Chinese outbound tourists. This brings huge opportunities for cultural heritages.



Source: UNWTO

When looking at new markets, you should look beyond ‘BRIC’s. According to Tourism Towards 2030 report, Asia and the Pacific will also be the outbound region that grows most followed by Africa. Therefore, it is essential to understand consumer behaviors from source markets such as Thailand, Malaysia, Indonesia, and South Africa.



In order to future-proof yourself to meet expectations of new markets’ consumers. You need to build comprehensive consumer profiles based on their nationalities. This includes detailed insights of consumers’ characteristics and preferences. More importantly, You need to gain understandings of motivational push factors of visiting cultural heritage, as well as their expecting outcomes of the visit. This knowledge will assist you to provide effective and targeted services to the new source market with high satisfactions.

Example: France Country Profile visiting Ireland



French Sightseers & Culture Seekers





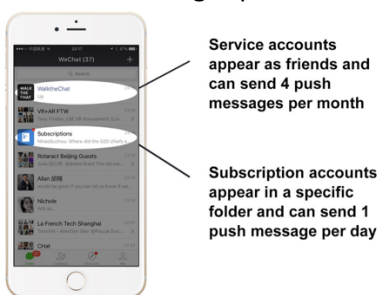
A Sightseer & Culture Seeker (S&CS) is someone for whom "exploring a country's sights and finding out about its culture" is the key motivator for going on holiday

The French Sightseer and Culture Seeker... In France - Who we target	The French Sightseer and Culture Seeker... On the island of Ireland
<p>How many S&CS's in France? 4.6 million</p>	<p>What they think of the island? Very <i>positive associations</i> with the island but they tend to be broadly <i>landscape based</i>. Perceive the island as beautiful, welcoming, accessible and with lots of culture. It is seen as an "old" country steeped in <i>tradition</i>. They need convincing of the value available on the island and while food is not a huge motivator for them, they don't rate the island highly in this regard.</p>
<p>Heart of Segment They want <i>authentic, enriching</i> experiences and to <i>immerse</i> themselves in local culture</p>	<p>How many visit? French S&CS make up almost 70% of all inbound French holidaymakers to the island (approx 140,000) - <i>Our product matches their holiday need</i></p>
<p>Who is the French S&CS? ABC1 socio demographic, tend to be married, older than the average French holidaymaker - <i>predominantly 35+</i>. Likely to live in the greater Paris region (57%) or in the West or South of France.</p>	<p>What do they do when they visit? French S&CS to the island stay an average of <i>9 nights</i>. While the majority are here for the first time, a third are returning for <i>a repeat visit</i> due to the high levels of satisfaction they experience. They visit mainly in the Summer months and the West, in particular <i>Connemara</i>, holds special appeal for them. <i>Using a car</i> to tour around is very popular. Many stay in B&B's or guesthouses but hotels and self-catering are also popular. The island is attracting <i>a younger S&CS</i> in recent years with the majority under 45. Most travel <i>with their partner</i> but a significant proportion also travel with their family. City breaks are growing in popularity but there is an opportunity to grow even more.</p>
<p>Who do Tourism Ireland target? ABC1, <i>younger and mid aged S&CS</i> (25-54), <i>Paris, Nantes and Lyon</i> offer the best opportunities as the key access points.</p>	<p>NI Potential? <i>76% are open to a holiday in Northern Ireland</i> and S&CS's are more likely to visit the North than the average French visitor</p>
<p>What matters on holiday? <i>Beautiful scenery</i>, engagement with history and culture, and friendly people are all important holiday considerations for French S&CS's. <i>Getting away from it all</i> is also a key motive. They like to have <i>stories</i> to uncover and talk about and to come back feeling relaxed and refreshed. Experiencing <i>local food/drink/cuisine</i>, visiting <i>natural attractions</i> and exploring small towns and villages are all important activities for this group.</p>	<p>How do I reach them? <i>Word of mouth</i> both on and off line is key for French S&CS's when choosing and planning holidays. In recent years the use of <i>blogs and review sites</i> has also greatly increased. <i>Newspapers and magazines</i> are widely read in France.</p>

Source: Fáilte Ireland

In terms of marketing strategy, it is crucial to avoid assumptions that all markets are using same social media platform. Taking China as an example. The Chinese internet environment has a unique ecosystem. Therefore, popular platforms such as Facebook, Twitter and Instagram are banned in mainland China. In order to engage with potential Chinese consumers, it is important to make good use of WeChat – the most popular social media platform in China. There are several ways to generate marketing contents on WeChat:

1. You can start your WeChat Subscription Account (equivalent to Facebook page), which allowed you to send up to 1 push message every day to your followers.
2. You can also have a WeChat Service Account, which appear as friends in the 'chat' section on the display screen. They are extremely visible, and have additional feature. You can only post up to 4 messages per month.



Source: walk the WeChat

Useful document: [Entering the Chinese market – the lean way: a 3-steps guide to launching your brand in China](#)

7. SELF-AUDIT

Before you communicate with your customers, can you?	Yes	No
Can clearly state your USP		
Segment your market?		
Develop suitable campaigns for each segment?		
Communicate with target markets overseas?		
Using their native language when communicating?		
Develop promotional content for the tourism market?		
Identify key business who share your values and your customers?		

How do you communicate with your customers?	Yes	No
Email		
Direct Mail		
Website		
Facebook		
Twitter		
Instagram		
Snapchat		
Blog		

Your Website	Yes	No
Do you use Website to attract tourists?		

Do you regularly update your website?		
Any other websites do you use to market your business?		

Social Media	Yes	No
Do you have a social media strategy for your business?		
Identify below the social media marketing activity you engage in		
Joint promotions (with other tourism providers)		
Joint promotions (with other cultural providers)		
Facebook		
Twitter		
Instagram		
Snapchat		
Blog		
YouTube		
LinkedIn		
Facebook advertising		
Google ad words		
Other		
Have you created specific social media campaigns for tourists?		
If yes, how successful have these been in increasing awareness of your business? How do you assess the effectiveness of these campaigns?		

Your promotional material

Consider the language and imagery used in your website, brochures, advertising, and other marketing materials associated with your business.
 What messages do you convey through the language and images that you use?

Highlight venues, events?

8. CASE STUDIES OF CULTURAL HERITAGE TOURISM

<p>Name: Mata Hari, the myth and the maiden exhibition (Fries Museum)</p>	
<p>Website: https://www.friesmuseum.nl/en/see-and-do/exhibitions/mata-hari/</p>	
<p>Awards: none</p>	
<p>Description</p> <p>In 2018, Leeuwarden, a city in the Friesian province (the Netherlands) is the Capital of Culture. There are a lot of activities organised that are supposed to attract visitors to take part in exploring and experiencing Leeuwarden. One of those activities, is a unique exhibition in Fries Museum that tells and showcases the life of Mata Hari.</p> <p>It may be a surprise for some visitors that Mata Hari was born in Leeuwarden and thus was a Friesian girl and her real name was Margaretha Zelle. The exposition in Fries Museum, tells the story of her life that was far from ordinary. Visitors can find out, why the daughter of a wealthy hat seller in Leeuwarden had to travel to Dutch East Indies and how it defined her future. The exhibition in Fries Museum will make it able for the visitors to explore how Margaretha Zelle had become Mata Hari. At the time the Friesian girl was actually known as Mata Hari, she was 29 years old and a was a media hype in Paris. The high society knew her because of her exotic dancing during which she slowly exposed her body. Mata Hari represented allure and sensuality at the beginning of the 20th century.</p> <p>Although Mata Hari's life in the spotlights appeared to be carefree, the exotic dancer was suspected by the French secret service. The countless affairs with men in uniform that Mata Hari had, made the French secret service wonder whether Mata Hari was a spy for the Germans. This led to her arrestment in 1917. The mysterious Frisian girl was executed on 15th October of that same year by a French firing squad in the woods near Paris. After being executed, Mata Hari's life, but also the circumstances of her death, still remain a mystery. This A lot of books were written about Mata Hari's life. There are also several movies that tell the story of the Friesian myth, in which great actresses, such as Greta Garbo and Marlene Dietrich, play Mata Hari.</p> <p>Because the story of Mata Hari is very mysterious and still many questions about her life remain unanswered, the Fries Museum opened the largest exhibition ever about Mata Hari. The exhibition that is a part of the Leeuwarden Capital of Culture programme, illustrates the cultural heritage of the Friesian province. This cultural heritage includes the life of Mata Hari, and overall the mystery about it.</p>	

<p>Osbaston House Farm and the Dandelion Hideaway</p>	
<p>Address: The Dandelion Hideaway Osbaston House Farm Osbaston, Leicestershire CV13 0HR</p> <p>Website: www.thedandelionhideaway.co.uk</p>	

Tel: 01455 292 888

Awards:

- VisitEngland Excellence Awards (Self Catering Accommodation)
- Leicestershire Excellence in Tourism Awards (Self Catering)
- VisitEngland ROSE Award in Recognition of Service Excellence
- Glamping Provider of the Year



Photo: You will receive a very warm welcome at Osbaston House Farm from John and Sharon together with the goats, dogs, ponies and ducks. The Earp's have been custodians of Osbaston House Farm for nearly 100 years.

John is the fourth generation of Earp's to farm the land. John's passion is the goats and the land, and he will love sharing his knowledge, stories and anecdotes with you!

Description

The Dandelion Hideaway can be found at the Osbaston House Farm which covers acres of beautiful Leicestershire countryside, with mature woodlands, arable and grassland. For nearly The Earp family has farmed this land and bred British Friesians and managed a traditional dairy herd for over 100 years.

This is much more than a working farm. The Dandelion Hideaway is one of the region's preeminent cultural heritage tourism attractions offering guests and visitors a unique truly experience. It provides the ideal location for a relaxing break with superb accommodation and facilities including the new 'Relaxation Stable' with treatments provided by local therapist and the founder of IMassage, Susi Stimpson.

For holidays and romantic escapes, the Dandelion Hideaway's collection of beautiful nostalgic canvas cottages melt into the glorious Leicestershire countryside. A handful of gorgeous self-catering accommodation nestled within two hundred acres of rolling countryside, close by to The National Forest.

The Dandelion Hideaway is the only glamping destination to have won the prestigious VisitEngland Excellence Award in the self-catering accommodation category in 2014, 2015 and 2016. It has also been awarded the highest accolade possible as the winner of '[Glamping Provider of the Year](#)', making the Dandelion Hideaway officially the best glamping destination in England.

Vagabond Tours

Address:

Unit 52, Newtown Business & Enterprise Park
Newtownmountkennedy, Wicklow, Ireland

Website:

<https://vagabondtoursofireland.com>

Awards:

- National Geographic Traveller Magazine – Top 50 Tours of a Lifetime 2013
- The Green Awards 2018 – Winner of the Green Tourism Award
- Irish Tourism Industry Award 2017 – Best Adventure Experience (Again!)
- TripAdvisor Certificate of Excellence (5 out of 5!)
- Ecotourism Ireland Gold Level
- Numerous Publications

<https://vagabondtoursofireland.com/national-geographic-tours-ireland/>



'We want you to love Ireland as much as we do!'

The Company and Tours

Vagabond tours was established in February 2002, the brain child of Rob Rankin who had been travelling in Southern Africa with his wife, Amy. While there, they saw the safari and 'overland' tours that were so popular and realised that a more adventurous way of seeing Ireland would be a fantastic experience for visitors. They wanted to show visitors Ireland the same way, so they could see its great scenery, experience the culture, hear the stories, learn the fascinating history, see and immerse themselves in the culture and heritage and see a few wild creatures running loose. Since 2002 Vagabond has grown steadily year on year, building an excellent reputation within the Irish Tourism industry and with customers abroad. They have won several awards and been featured in numerous articles in publications around the world. The tours are constantly evolving, THEY put a lot of store in customer feedback and each year our trips have developed accordingly. Vagabond tours is the perfect small-group vacation for people who don't want a large group coach tour but still want to fully experience the grand country they are visiting.

About Vagabond Adventure Tours

The Vagabond Adventure tours range from 7 to 12 days in length and combine an imaginative mixture of breath-taking scenery, relaxing exercise, local culture and history and of course cosy accommodation. Instead of normal buses or minibuses, Vagabond uses custom-built 4X4 Land Rovers and Mercedes vehicles, so the group sizes are smaller and more flexible. This lets customers explore areas far beyond the reach of normal tours. On occasion you'll leave the road behind and drive along beaches, through rivers or up muddy tracks. The 'Vagatrons' bring customers to remote places where the vehicle can: walks in the mountains, kayak in secluded bays, ride a horse on a remote beach, clamber over ancient ruins, learn about pirate queens, retrace the steps of pilgrims or search for your ancestors, learn about the craft and make your own, learn how to herd sheep and more. And at the end of the day customers retreat to a cosy guest house or small hotel. Where they are greeted with a roaring fire, some music, great food and a lovely pint.

About Driftwood Journeys of Discovery

In 2010, with years of experience running the hugely successful Vagabond Tours felt it time to expand touring options for our passengers. Customer feedback over the years told them that some discerning travellers would

prefer to put more emphasis on the scenery, culture and history and not partake in as many outdoor pursuits. So that's exactly what they offer with Driftwood tours. Customers leave Ireland relaxed, knowledgeable and mesmerized by its beauty. The Driftwood tours are the perfect small-group holiday for people who don't want a large coach tour but still want to fully experience the grand country they are visiting. Our range (6 to 11 days in length) of fully guided vacations combine an imaginative mixture of breath-taking scenery, historical sites, local culture and cosy accommodation. Instead of large coaches we use smaller 16-seater mini coaches, so our group sizes are smaller and more flexible and more personal.

Small Group Sizes

With a maximum group size of only 13 passengers on Vagabond and 16 on Driftwood, the experience offer is more like travelling with a group of friends than being stuck on a coach tour. The groups tend to be made up of individuals, couples and small groups of friends – all are very welcome. The small group sizes are a huge advantage for passengers in so many ways:

The smaller group sizes mean that the service is very personal, from the booking process to the tour itself. Vagabond don't have to use large hotels in big towns but get away from the crowds and stay in smaller hotels and guest housed in some of Ireland's most remote and picturesque spots.

It allows much more flexibility, so if there is something specific that people in the group want to see or do, then Vagabond do their best to arrange it. There is no feeling of being herded around the country, it is your tour, and everyone gets to make decisions. Because of this no two driftwood tours will ever be the same.

How Vagabond Tours Promote their Cultural & Natural Heritage Business

As a rural cultural & heritage tourism business, how do you successfully market such a unique experience? What marketing strategies work best for you?

Vagabond Tours is Ireland's leading award winning small group tour operator. Our headquarters is in Wicklow and we have been in operation for 15 years. We see our role as the tour operator is to introduce visitors to Irish culture, heritage and customs across Ireland in a discerning, contemporary and intelligent way. To tell Ireland's story of how Irish people lived from the stone age right up until the modern day. Our aim is that our guests will leave Ireland relaxed, refreshed, knowledgeable about Irish culture and mesmerized by its beauty. Vagabond, unlike other Tour Operator is predominantly a B2C operator. Ensuring that we have a strong digital marketing strategy has always been at the forefront of our plans. Vagabond has successfully marketed to its key markets over the years by producing engaging and interesting content, we place a strong emphasis on this. Over the last few years social media has allowed us to tell our story to more and more potential guests. We also have a number of Travel Agents who book their guests onto our tours.

From your experience, what advice would you give to a tourism business marketing a cultural & heritage SME?

Rob and Amy Rankin set up Vagabond from a love of Ireland, our motto is 'We want you to love Ireland as much as we do'. A passion for what you do is critical, especially in the tourism industry. Within all our marketing we communicate our love and passion for the island of Ireland. Vagabond also believes in respectful tourism practices and feel it is our responsibility to respect both our built and natural heritage. In marketing your business, know your USP's the tangible and intangible, know your target market, geographic and demographics and know their buying behaviour in order to help them with their buying decision.

How have you managed to overcome your biggest marketing challenges typical to most rural tourism SME's, examples may include; e.g. reaching and communicating your message to your markets, making sure your message matches your market's needs, how through marketing you have repeat/referrals, combat seasonality etc.

For Vagabond we know our market well and therefore we plan and execute our marketing campaigns in relation to key research, engagement and booking phases. Our market is not within Ireland so we rely heavily on piggybacking and aligning our marketing messages with Tourism Ireland's efforts in our chosen markets. This co-operative approach works very well for us. As we gain fantastic reviews on Trip Advisor we find our referral and repeat business is strong and we gain a lot of business from Word of Mouth – this is one of the most powerful marketing tools we have.

How did you find your target markets and reach them?

Our product really dictates this – we offer 6-12 day fully guided English speaking tours of Ireland. We have two tour products, one that is active, adventure packed and one that is not. Our biggest market is the North American market.

Do you engage in networks, organisational, co-operative marketing?

Vagabond Tours of Ireland is a proud member of ITOA, Leave No Trace Ireland, ROSPA, ATTA and FTA. Vagabond engages in co-operative marketing with Tourism Ireland where appropriate.

Do you do Packages?

Our tours include – Guiding, Accommodation, Breakfasts, Entrance into most major attractions in Ireland, Guided Hikes all in top of the range small touring and off road vehicles.

Do you survey your visitors direct/indirect?

Yes we survey them after their tour experience.

Where and how do your customers find you? How do they find you and Why? Is it usually referral, attending something, reputation?

They find us through our social media channels, our digital marketing, our newsletter, through our PR efforts, on 3rd party platforms such as Dunhill, Travelzoo, Shermans Travel, Ireland.com

Why do your customers go to you and why? What is their main purpose?

To experience an off the beaten track, small group, cultural and adventure tour of Ireland.

How do you get visitors to stay longer, do they return, are they repeat? How do you achieve this?

In 2018 we will be launching our Loyalty Programme – we currently do offer a discount to repeat clients.

Where do you market offline? Do you attend trade shows?

We tend not to market off line.

Do you work with the destination, community and other tourism providers?

Yes we work closely with Failte Ireland, Northern Ireland Tourism Board and Tourism Ireland.

What type of collateral do you invest in e.g. video, brochure, website, itineraries/maps. How do you communicate your experience?

We don't print brochures and have not done so for over 10 years. We have our website and we drive traffic to this through digital advertising and social media content production. We also invest heavily in video creation. The website was designed in the same way as their tours, which are great fun and informal yet extremely professionally, personally and thoughtfully created. They have two distinct types of tours, the Vagabond Adventure tours and Driftwood Journeys of Discovery.

Video: <https://www.youtube.com/watch?v=ATS9klaHVI8&feature=youtu.be>

Name: The Polizu Mansion

Website: <http://conacpolizu.ro/en/>

Awards: none



Description

Polizu Manor is located among the beautiful Moldavian hills. The manor was built between 1880-1887 by politician Constantin Ghika-Deleni, in Maxut village, Iasi county. The manor from Maxut is both a building with architectural value and a special place that keeps alive the memories and sentimental value of the gathering spot of Moldovan and Bucharest boyars during late nineteenth century and at the end of the Second World War. We find amongst senior guests of the place, during their stay in Iasi to find a refuge in the years of the First World War, Queen Maria, Princess Ileana and Prince Nicolae, who subsequently returned in 1926, leaving written evidence about their transition to Maxut, as guests of the couple Alexandrina and Polizu Micsunesti Niculae. The garden was arranged at the initiative of Constantin Ghika, immediately after the construction of the manor. Information about the landscape or gardener is nonexistent. What is clear is that the conception of the garden makes part of the romantic garden style which was so trendy in Western Europe. It is mostly kept in its original form.

Theatrical peace! And a warm feeling of belonging. Marked by the passing of time as an elegant lady, the garden covers an area of 10 hectares and is composed of many species of trees, part of them rare in Moldavia.

The specific elements of the romantic park (à l'anglaise) include: wavy paths, water tables, artificial grottoes, artificial ruins, small suspension bridges, forest and different type of vegetation etc. In the Manor's garden we find a wavy path that marks the edge of the park, the forest vegetation resulting with shadows and mystery. Deciduous from spectacular old trees (chestnuts, birches, oaks, carepeni nuts), dominate the forest park but meet coniferous trees (pine trees, white cedar).

Noble gastronomy accentuates the relationship between guests and present culture, between authentic ingredients and discovering traditions. Or actually, rediscovering them. It accentuates the taste, the experiments, and reinterpretations. This is the source of appraising the dishes and beverages, in their modern, actual version. In order to obtain this, they study old recipe books, used by Alexandrina Polizu, they get inspiration from the Moldavian traditions, from Mrs Ina's stories, redeem ingredients and use professional tools. All of them so that can present a new soul, a noble one, worthy of such a rich history. The Unforgettable beauty of vegetable gardens. Of fresh cheese, of childhood's memories and homemade pastry. Around our dishes there is dance, theatre, architecture, literature, music, sculpture, and painting.

The marketing strategy of the Polizu Manor

The current owners of the mainson have very well capitalized on the cultural heritage of this location, they have


emphasized both the elements of the special architecture and the legends behind the location. Also, as we have shown above, they have capitalized on the gastronomic heritage by offering authentic Moldovan food, which is much sought after by both foreign and Romanian tourists.

Organizing events at the location is one of the marketing advantages that Polizu has to other objectives. Here you can organize from birthdays, garden parties, corporate party to classical music concerts and weddings.

The visibility of the Polizu Mansion in the online environment is very organized.

facebook: <https://www.facebook.com/pages/Conac-Polizu>.

At the same time, the presence of the mansion in several television reports was one of the stages of the marketing and promotion strategy of the Polizu Manor: <https://www.youtube.com/watch?v=ZfW9KsVkiVU>

Name: ContemPOPPranea Festival	
Contact/ Website: Contempopranea Producciones SLU Calle San Vicente, / Alburquerque Badajoz Contempopranea2009@gmail.com https://www.contempopranea.com/	
Awards: Best National Festival for the readers of ROCK DE LUX magazine Best national festival for the readers of MONDO SONORO magazine	
Description <p>The ContemPOPPranea Festival has been for 23 years one of the main references in the calendar of Spanish Indie music festivals, for its artistic coherence, innovation, avant-garde, and for being a pioneer festival in Spain and the only one celebrated in a small population of six thousand inhabitants. The Festival Contempopranea Alburquerque is celebrated in the hillside walk that surrounds the mountain crowned by the majestic Castillo de Luna. The castle is a fortress of the late Middle Ages. The castle is listed as a National Monument and Asset of Cultural Interest.</p> <p>Alburquerque hosts the "delicatessen of festivals" in an incomparable setting and limited to three thousand spectators daily for 3 days.</p> <p>ContemPOPPranea returns to honor its identity, betting on a perfect cocktail in which the great headliners are mixed with the most outstanding bands of the national independent scene, who find in the festival an ideal showcase to be seen and grow.</p> <p>ContemPOPPranea is a cultural initiative developed by the company ContemPOPPranea Producciones SL and has the support of the institutions like the Extremadura Government and the Alburquerque City Council, and other commercial firms: Cruzcampo, Coca Cola, etc.</p> <p>MEDIA IMPACT AND ECONOMIC RETURN</p> <p>ContemPOPPranea has a great media capacity for holding headlines in the major national media: news and special programs both in the main TV channels, radio and general press.</p> <p>ContemPOPPranea turns Alburquerque into a source of information for national media, essential to achieve tourist positioning. There are benefits generated by the festival in many sectors of society, promoting employment related with tourism, or that of other sectors such as services, food, hospitality, etc.</p> <p>The media impacts generated each year exceeds 6 million euros, and the direct economic impact of visitors reaches 2 million euros per year.</p> <p>ContemPOPPranea brings value to Alburquerque's heritage, thanks to the festival, Alburquerque and its castle enjoy an incalculable popularity and prestige never before achieved.</p> <p>ContemPOPPranea has placed Alburquerque and its castle on the map of international culture.</p> <p>SOCIAL NETWORKS:</p> <p>The publications of the festival on Facebook usually have an impact that in some cases exceeds 75,000 people in each publication.</p> <p>Twitter with 18k followers, Facebook: 12k followers, Instagram: 4k followers</p>	