

Branding & marketing strategies for industrial heritage

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10.04.2018.



Revival of Industrial heritage for
tourism development



Not the easiest task to sell...



SINGLE

Industrialized Overload

By Serj Tankian

2017 • 1 song, 3 min 36 sec

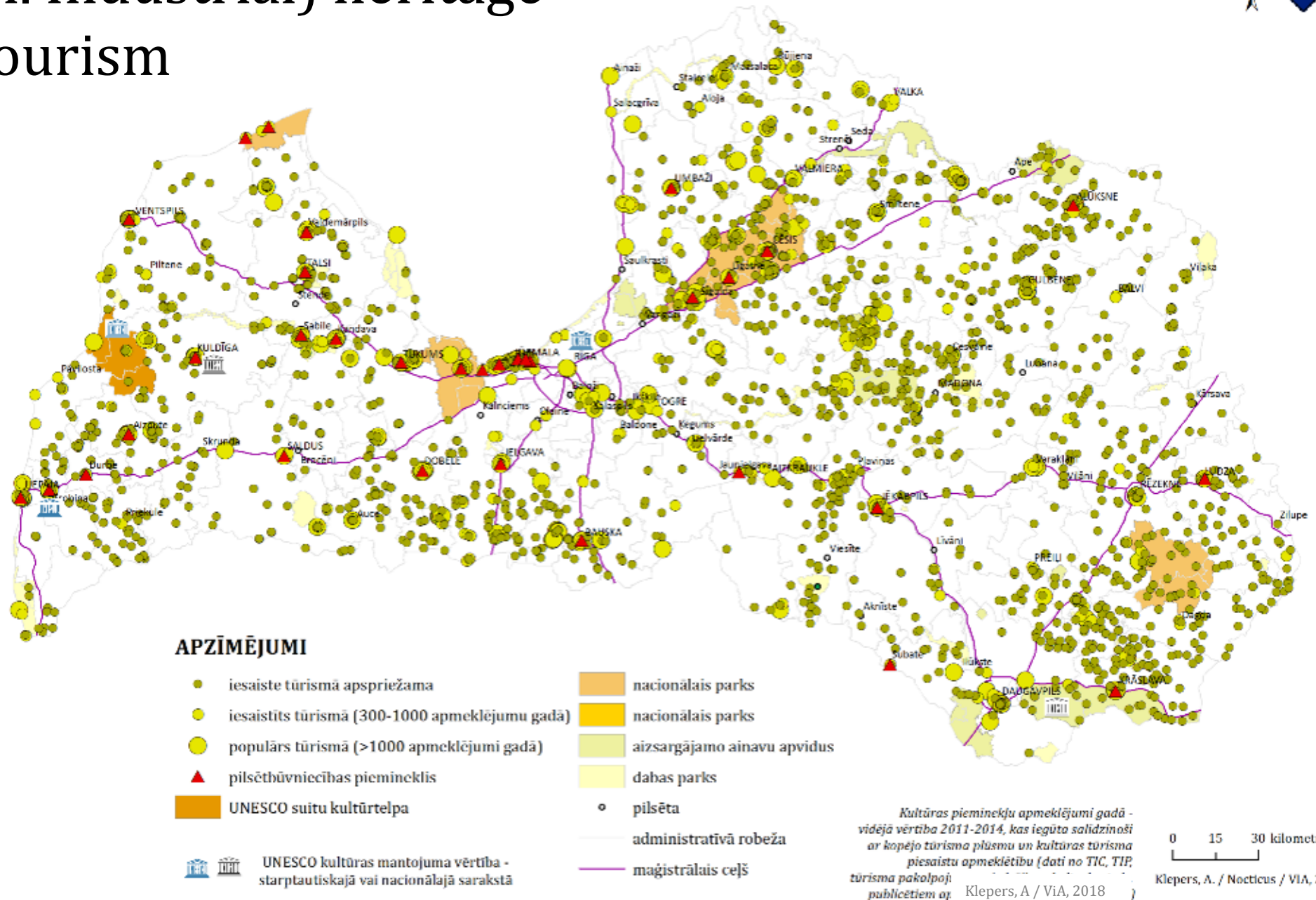
PAUSE SAVE ...



Where plan is not implemented, where time spending is twined only with case opportunity, chaos will prevail very soon

/Victor-Marie Hugo/

Cultural (incl. Industrial) heritage demand in tourism



Culture monuments of national importance: larger dots – popular medium dots – demanded, but not so popular, small dots – small demand only



reddot design award

product design

Quality criteria of the product design



- **Degree of innovation**

Is the product new in itself or does it supplement an existing product with a new, desirable quality?

- **Functionality**

Does the product fulfil all requirements of handling, usability, safety, and maintenance, and does the manual explain its use in a comprehensible way?

- **Formal quality**

How logical is the constructive structure and the congruity of the formal composition? How is the form related to the function?

- **Ecological compatibility**

Are materials, material costs, manufacturing technology and energy consumption in an appropriate proportion to the product utility? To what extent have disposal problems and recycling issues been considered?

- **Ergonomics**

Is the product adapted appropriately to the physical and, if necessary, psychic conditions of the user?

- **Durability**

Have the product's material, formal, and non-material value been designed for a long life-span?

- **Symbolic and emotional content**

What does the product offer the user beyond its immediate practical purpose in terms of sensual quality, possibilities of a playful use or emotional attachment?

- **Product periphery**

How is the product as part of a system integrated into the system environment? How have packaging and disposal issues been solved?

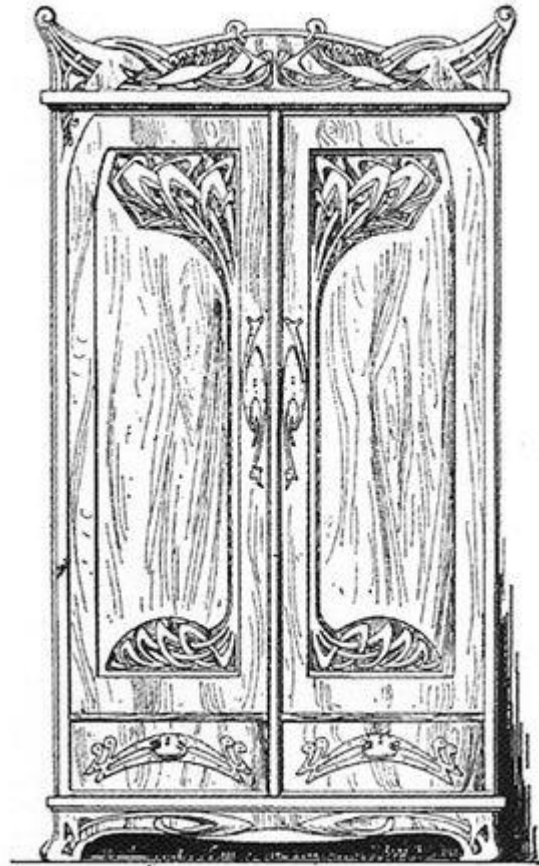
- **Self-explanatory quality**

What does the product convey about its purpose and use without knowing the manual? How distinct are product semantics and product graphics?



DESIGN
MUSEUM
DANMARK

Desirable industrial design



Latvijas nauda



Latvijas plakāti



Mopēds „Rīga-12”



Fotoaparāts „Minox”



Rīgas pils zāle



Etnogrāfiskais

Customer needs & tourism product lines

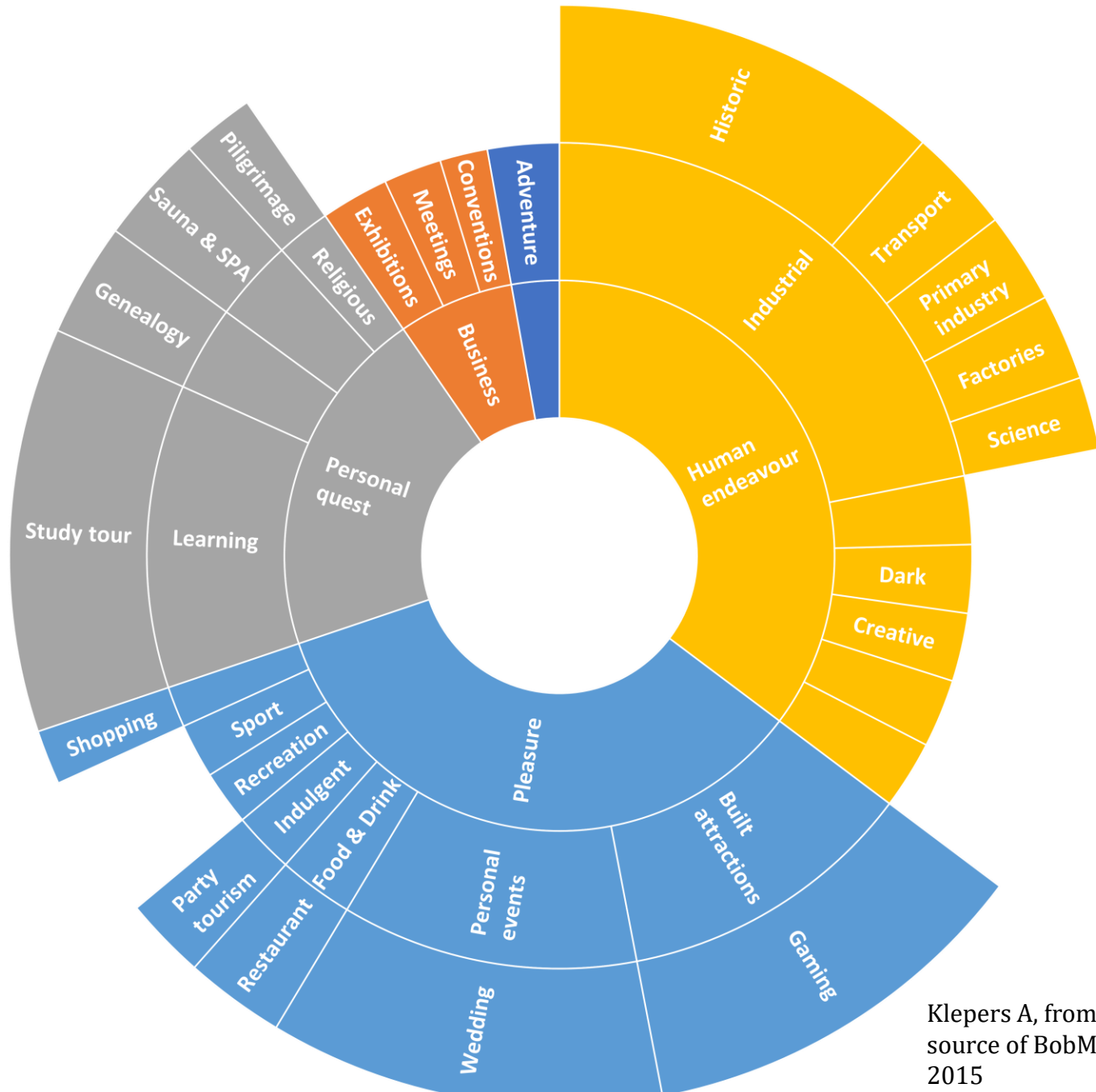
Industrial

- Science
- Space
 - Observatories
 - Technology (contemporary)
 - Technology centres
 - Engineering projects
 - Science Parks

- Factories
- Factory tours

- Historic
- Industrial heritage
 - Extant
 - Ruins
 - Working plants / factories

- Transport
- Contemporary
 - Historic
 - Vintage forms of transport
 - Trains
 - Cars
 - Planes
 - Ships
 - Infrastructure
 - Canals
 - Rail routes and railway yards
 - Aviation
 - Piers and harbours



- Primary industry
- Mines and quarries
 - Human made not originally for tourism
 - Mines
 - Ghost towns
 - Mining communities
 - Quarries
 - Human made and purpose built for tourism
 - Mining museums
 - Mining interpretative centres
 - Mining routes
 - Forestry operations
 - Active forest operations
 - Forestry exhibits
 - Fishing operations
 - Fish farms
 - Fishing ports
 - Fish factories
 - Agriculture
 - Working farm
 - Farm theme park
 - Rare bird and animal farm
 - Non working farm
 - Passive contact
 - Direct contact with operations
 - Staged contact

Klepers A, from the source of BobMcKercher, 2015



Tour of the paper mill

Basel



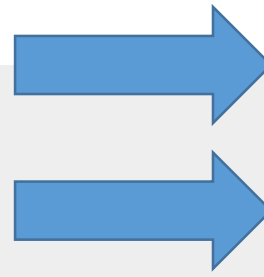
Images (3)

StreetView

Webcams (12)

360° Pano (2)

As one of the few museums in Europe dedicated to this art form, the paper mill preserves historical techniques at an authentic site. These traditional techniques are still used here today to produce paper. At the end of the tour, participants are given the opportunity of making their own paper and trying their hands at printing.



Offers



SPECIAL OFFER FOR THE
FONDATION BEYELER

Basel

1 Night starting from CHF 52.-

> Show all

1/16

Experiences



Enchanting old towns

Group activities

Language: de, en, fr
Duration: 1/2 day
Persons: 1 - 25
Cost: Yes
Season: Whole year
Price per person, from: CHF 22.-

Weather today



14°

Changeable, rain showers

Wednesday



18°

Thursday



18°



KONU DZIRNAVAS

Dzirnavas

Svinībām

Viesu istabas

Projekti

Kontakti



Svinību organizēšana

Uzzināt vairāk



Viesu nams



Pirts ar īpašu garu



Pasākumi



Konu segas

Mission based statement for business

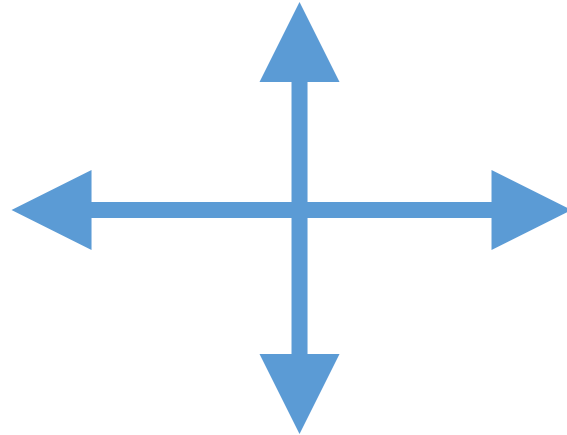
Why the company exist?

Purpose

Personal level

Employee values

Strategy



Company values

The competitive position and distinctive competence

What the company believes in?

Standarts and behaviours

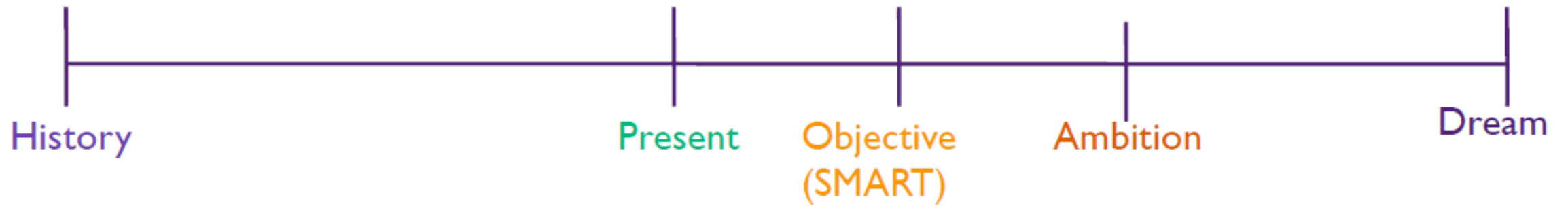
The policies and behavioural patterns that underpin the distinctive competence and the value system





Science

Faith/trust



Branding Pyramyd

Phase 1 Identification

Who are we? What are we good at? What are our ambitions?

Phase 2 Valuation

Who is going to appreciate us? How are we going to use are unique Identity? What will be our Marketing Landscape? What will be our claim to fame?

Phase 3 Brand Concept development

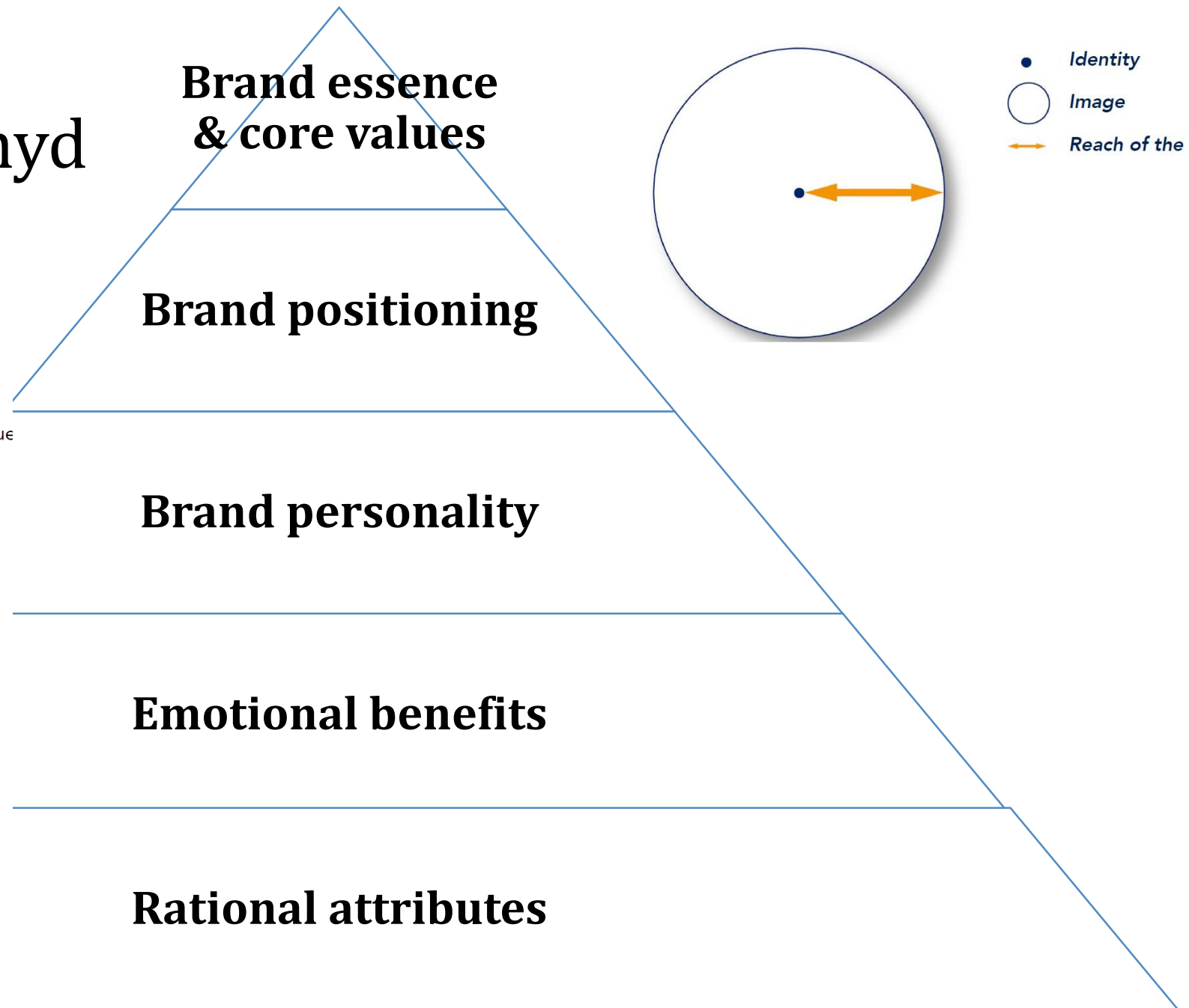
How are we going to claim our Marketing Landscape with a good Brand Concept and Landmarks?

Phase 4 Execution

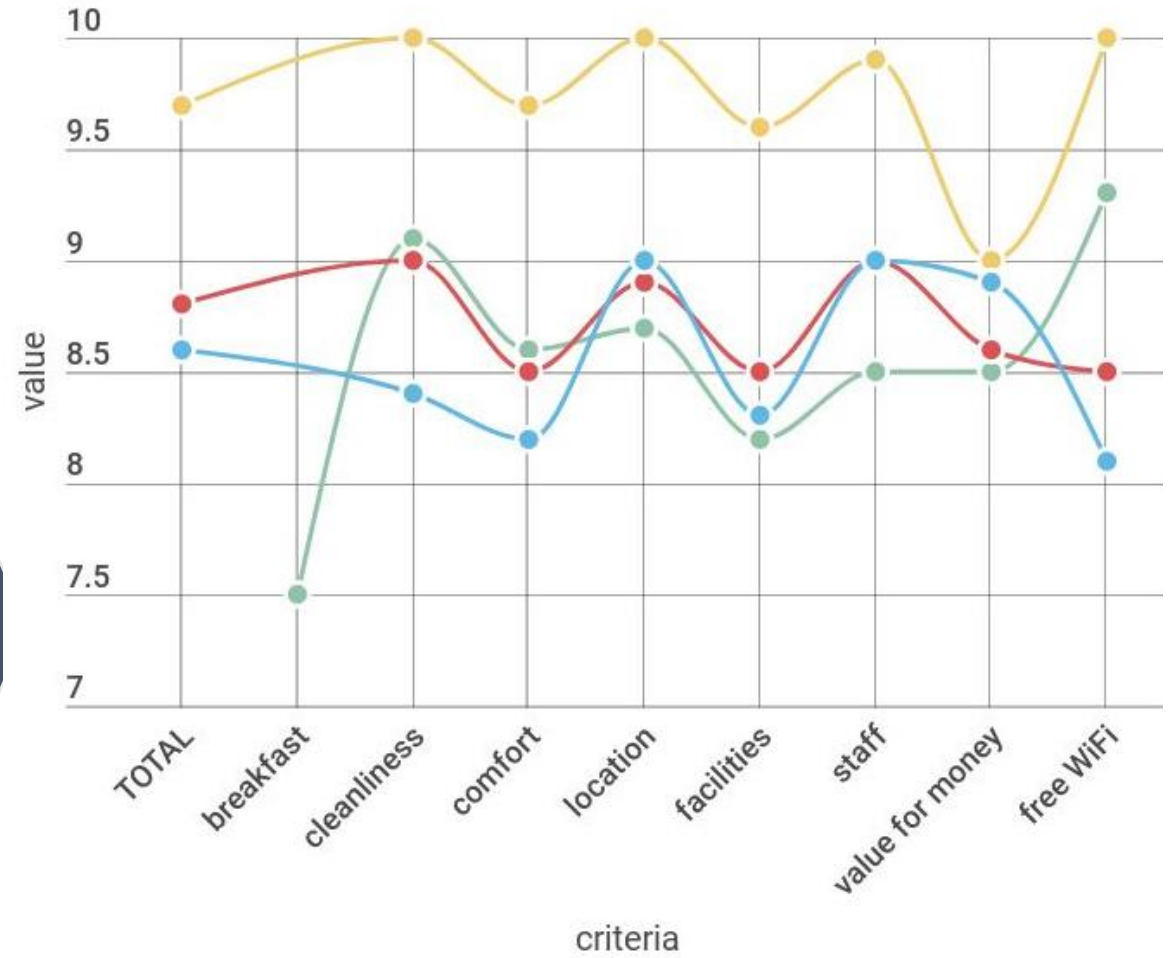
Execution of the Brand Concept

Promotion internally (within stakeholders) and externally (target groups).

Creating a public/private Brand Cooperation



Competitive advantages



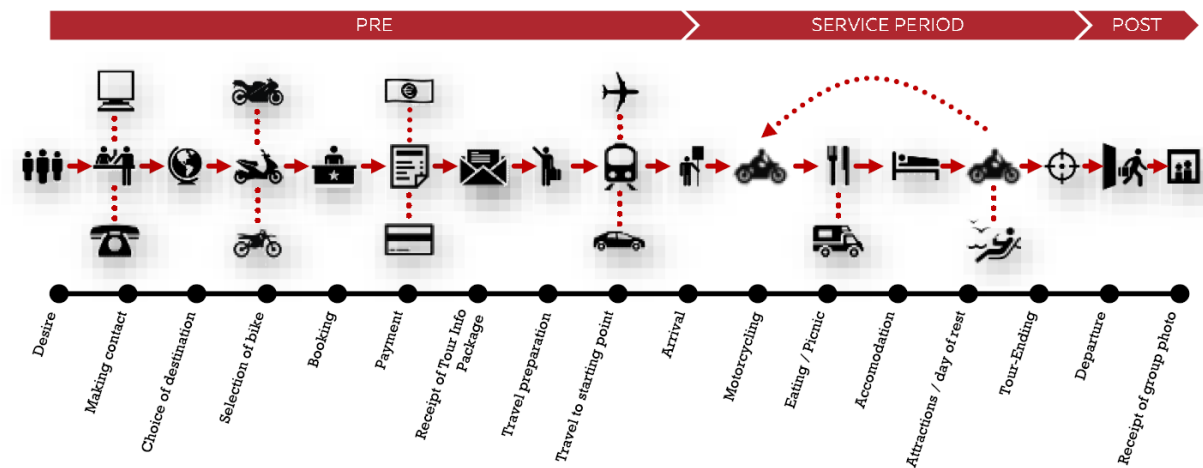
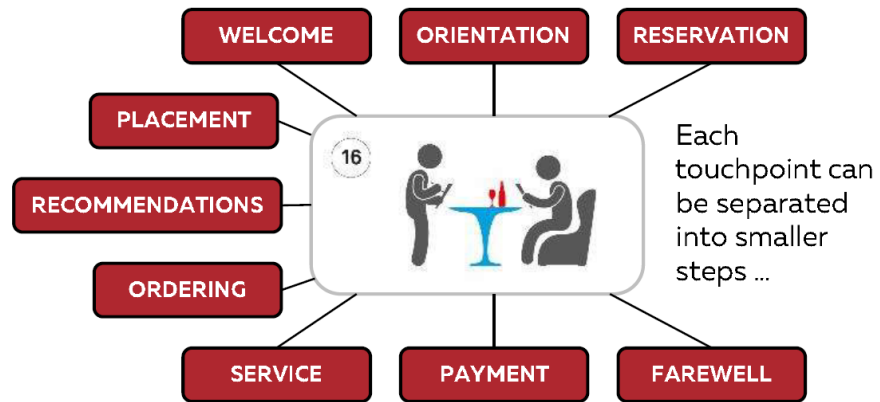
- Vidzeme region accommodation (n=260 from 760)
- Accommodation in heritage mills (n=27, evaluated 7)
- Kuldīga castle-mills
- Ķoņu dzirnavas

Source: Klepers, A from Booking.com, 2018

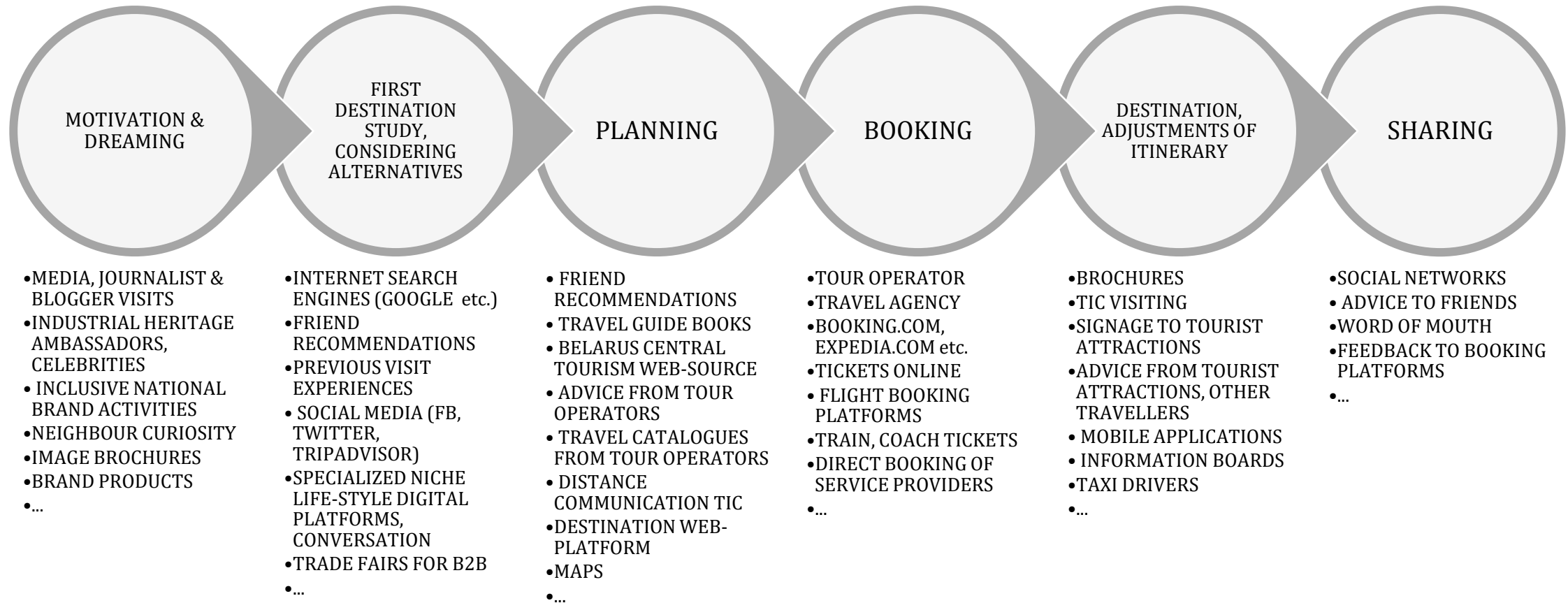
Source: based on M.Porter, 2008

Service design thinking & customer journey

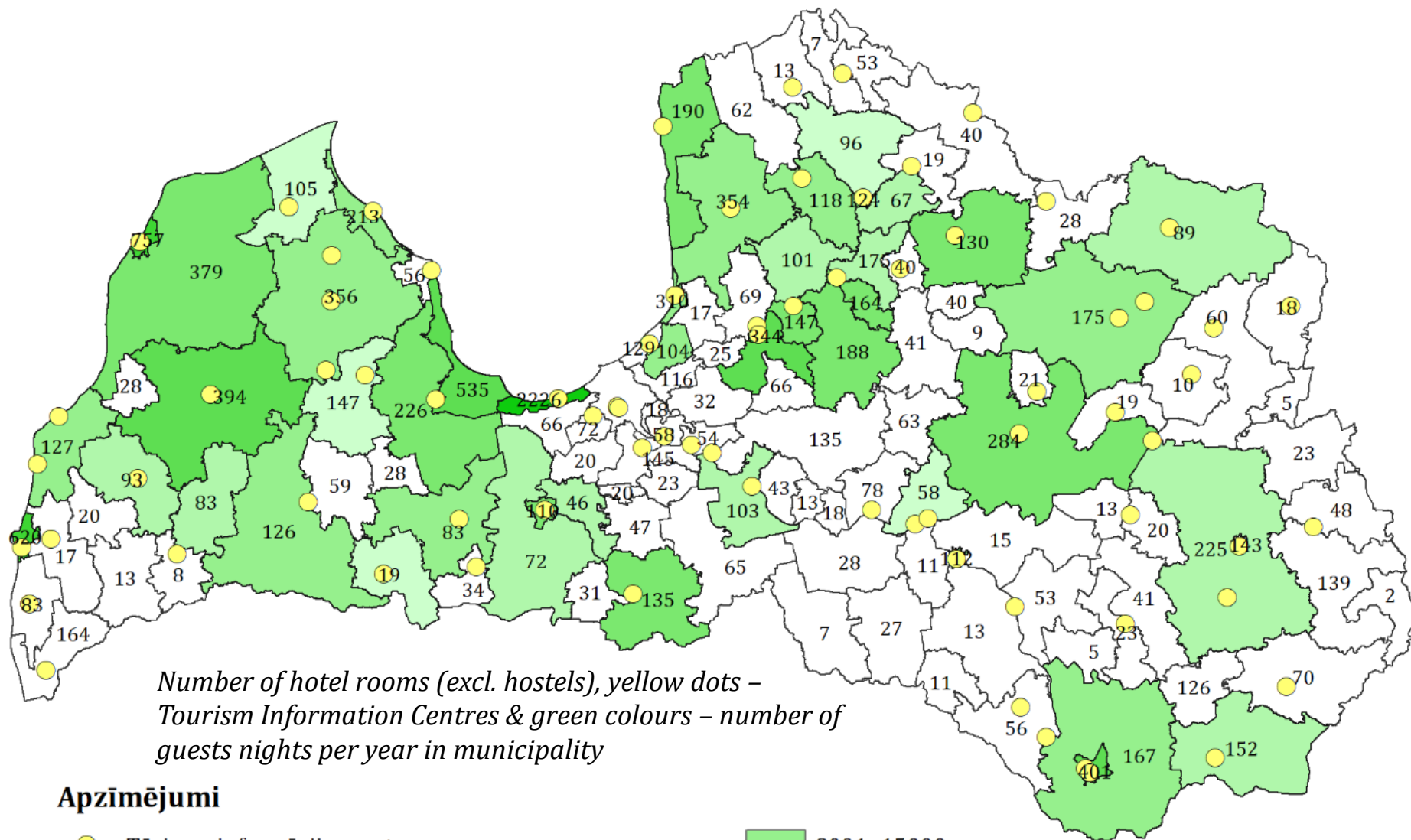
INDIVIDUAL TOUCHPOINTS



Integrated marketing communication





Need for smarter public-private partnership & destination management organization



Apzīmējumi

- Tūrisma informācijas centrs
- galamērķa kontūrā ietverts tūristiem piedāvāto istabu skaits
- Tūristu mītnēs pavadīto nakšu skaits, 2016
 - 1500 - 4000
 - 4001 - 8000
 - 8001 - 15000
 - 15001 - 30000
 - 30001 - 60000
 - 60001 - 135000
 - 135001 - 550000

Ķoņu dzirnavas



Skatīt fotoattēlus

Ķoņu dzirnavas

4,4 ★★★★★ 57 Google atsauksmes

Vietne Norādījumi

REZERVĒT NUMURU

Adrese: Ķoņu dzirnavas, Ķoņu pag., Naukšēnu nov., Ķoņu pagasts, LV-4247

Tālruna numurs: 26 424 567

Reklāmas Pārbaudiet pieejamību

Reģistrēšanās Izrakstīšanās

Booking.com	40 €	>
2 viesi · Bezmaksas anulēšana · Bezmaksas Wi-Fi		
3 viesi · Bezmaksas anulēšana · Bezmaksas Wi-Fi	50 €	>
4 viesi · Bezmaksas anulēšana · Bezmaksas Wi-Fi	70 €	>

[Skatīt citas numuru cenas](#)

Ķoņu Dzirnavas, Rūjiena | Zemākās cenas
garantija | [booking.com](https://www.booking.com)

Reklāma www.booking.com/Konu_Dzirnavas/Ru...

Rezervēt Konu Dzirnavas, Rūjiena. Saņemiet tūlītēju apstiprinājumu. Mēs runājam jūsu valodā. Lasiet atsauksmes.

[Bez rezervēšanas maksas](#)

[Rezervēt šim vakaram](#)

[Rezervēt rītdienai](#)

[Droša rezervēšana](#)

[Ķoņu dzirnavas](#)
konudzirnavas.lv

Vienīgā vieta Latvijā, kur vienkopus dzirnavās tiek malti graudi un vērpta vilna. Šeit var izbaudīt Latvijas lauku mieru un klusumu, baudīt gardus ēdienus, kas gatavoti no vietējo ...

48% 08:25

Google Ķoņu dzirnavas

Ķoņu dzirnavas 4,4 ★★★★★ (57)

KOPSAVILKUMS CENAS ATSAUKSMES FOT

ZVANĪT NORĀDĪJUMI SAGLABĀT TĪMEĶĻA VIETNE

REZERVĒT NUMURU

Ķoņu dzirnavas, Ķoņu pag., Naukšēnu nov., Ķoņu pagasts, LV-4247

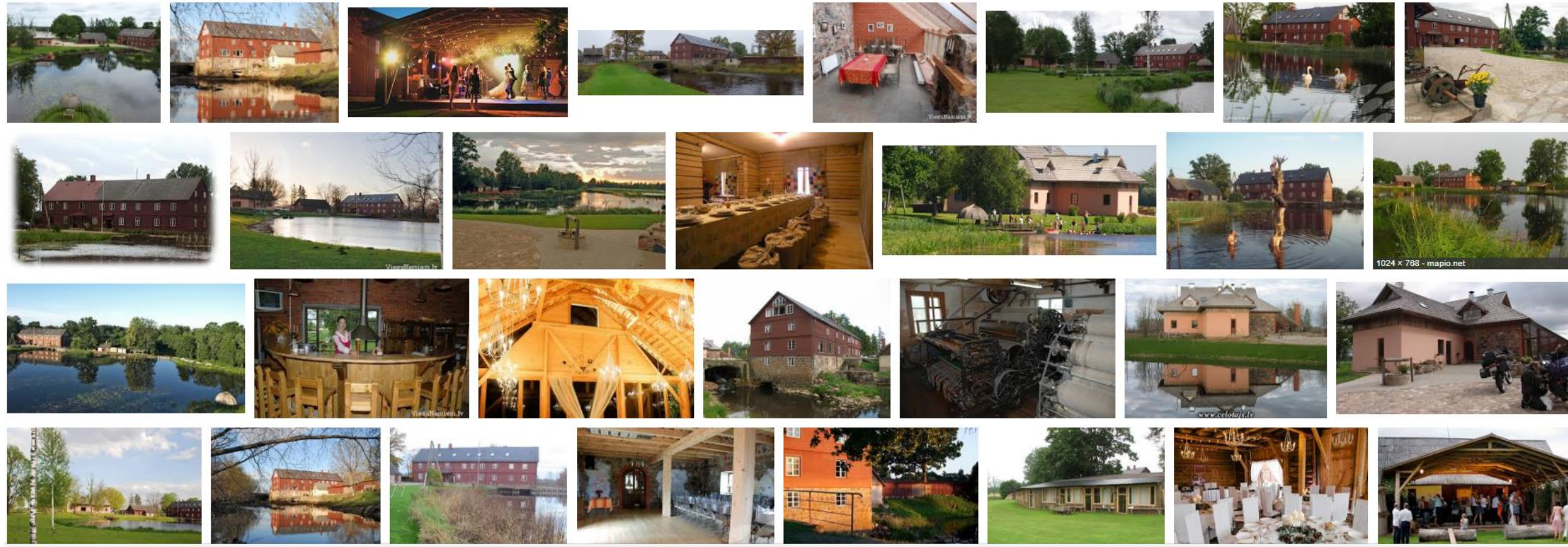
Reklāmas Pārbaudiet pieejamību

Reģistrēšanās Izrakstīšanās

Šodien vēlu vakarā Rīt

dzirnavas viesu

valters koralis





Ķoņu dzirnavas

Ķoņu dzirnavas, Ķoņu pag., Naukšēnu nov., Ķoņu pagasts

Vai šeit ir Wi-Fi?



Ķoņu dzirnavas

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Vai šeit var maksāt tikai ar skaidru naudu?



Ķoņu dzirnavas

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Vai šeit tiek ielaisti suņi?



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Vai šī vieta ir stilīga un moderna?



Ķoņu dzirnavas

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Vai šeit ir ratiņkrēslim piemērota ieeja?



JĀ



NĒ



NEZINU



Ķoņu dzirnavas

Ķoņu dzirnavas, Ķoņu pag., Naukšēnu nov., Ķoņu pagasts

Vai šeit tiek piedāvātas lētas naktsmītnes?



Ķoņu dzirnavas

Ķoņu dzirnavas, Ķoņu pag., Naukšēnu nov., Ķoņu pagasts

Vai šajā vietā ir pieejami spa pakalpojumi?



Ķoņu dzirnavas

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Vai ir ratiņkrēslim piemēr. autostāvvietā?

CITI VARIANTI

Ķoņu dzirnavas

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Vai šajā vietā ir pieejama pirts?

Paldies, ka dalījāties informācijā par jums zināmajām vietām

Jūsu atbildes var palīdzēt citiem izlemēt, kurp doties

LABI