



Cultural Heritage Identity Card

Schloß Schönbrunn Austria



Schloß **Schönbrunn**

Steering Committee Member
Wolfgang Kippes



Cultural Heritage Identity Card



Cultural Heritage Identity Card

Performance Evaluation



Cultural Heritage Identity Card



eu chic
Cultural Heritage Identity Card

Schönbrunn



Cultural Heritage Identity Card



eu chic
Cultural Heritage Identity Card

Schönbrunn



Cultural Heritage Identity Card



Cultural Heritage Identity Card



Schönbrunn



Cultural Heritage Identity Card



Cultural Heritage Identity Card



Schönbrunn



Cultural Heritage Identity Card

 Cultural Heritage Identity Card

Schönbrunn




Cultural Heritage Identity Card

 Cultural Heritage Identity Card

Schönbrunn




 

Cultural Heritage Identity Card



eu chic
Cultural Heritage Identity Card

Schönbrunn



Cultural Heritage Identity Card



eu chic
Cultural Heritage Identity Card

Schönbrunn



Cultural Heritage Identity Card



Cultural Heritage Identity Card



Imperial Appartements Hofburg



Cultural Heritage Identity Card



Cultural Heritage Identity Card



Imperial Appartements Hofburg



Cultural Heritage Identity Card



Cultural Heritage Identity Card

Imperial Appartements Hofburg



Cultural Heritage Identity Card



Cultural Heritage Identity Card

Imperial Silvercollection



Cultural Heritage Identity Card

 Cultural Heritage Identity Card

Imperial Silvercollection



 Cultural Heritage Identity Card

 Cultural Heritage Identity Card

Imperial Furniturecollection



 Cultural Heritage Identity Card



Cultural Heritage Identity Card



Imperial Furniture collection



Cultural Heritage Identity Card



Cultural Heritage Identity Card

Schönbrunn Company

- Limited company
- Owner: Republic of Austria
- Managing Palace of Schönbrunn, Imperial Apartments and Sisi-Museum and Hof Tafel- und Silberkammer' in Hofburg, Imperial Furniture Collection
- Management contract based on a usufructuary right (Hofburg:rent)



Cultural Heritage Identity Card



Cultural Heritage Identity Card

Schönbrunn Company

250 employees
Turnover appr. 33 MEURO

Visitors:

- Schönbrunn appr. 2,6 Mio
- Hofburg appr. 620.000
- Imperial Furniture Collection appr. 50.000



Cultural Heritage Identity Card



Cultural Heritage Identity Card

Wolfgang Kippes

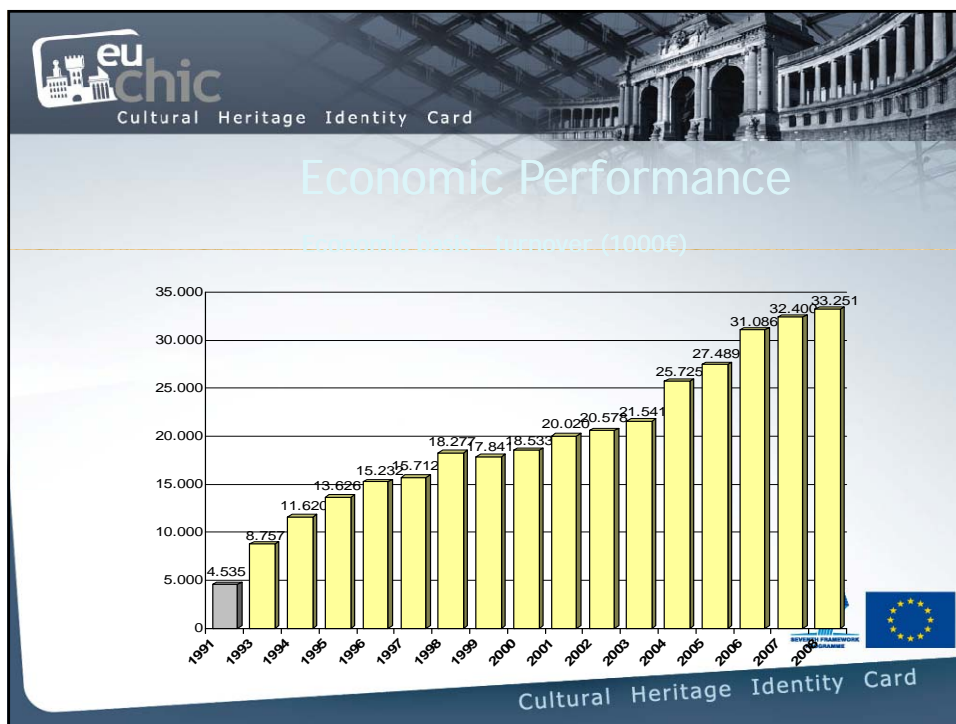
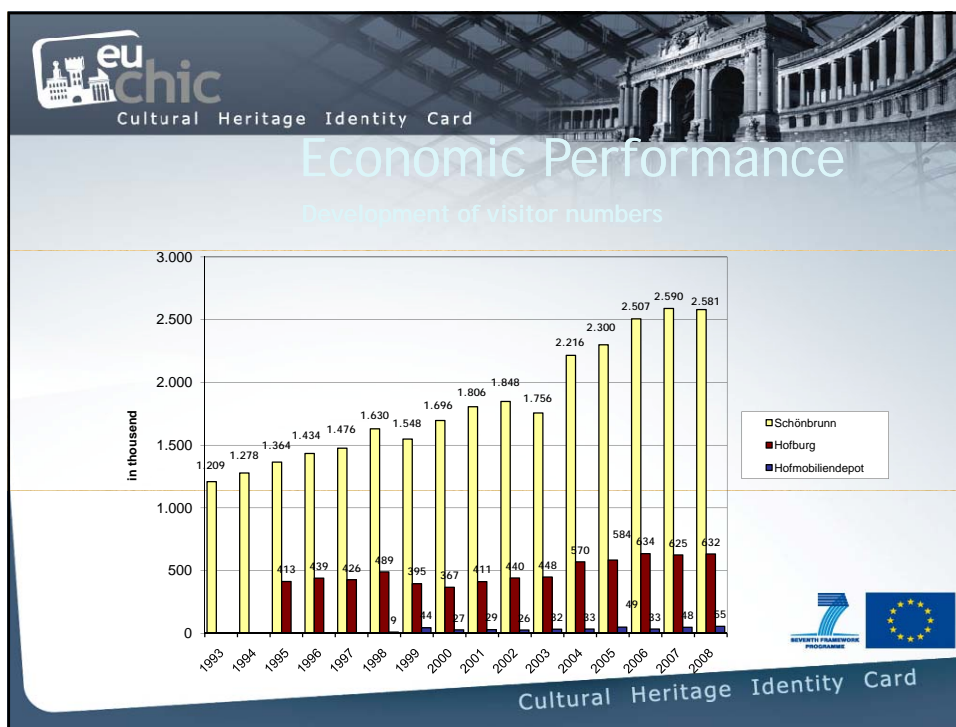
CEO of Schönbrunn Company

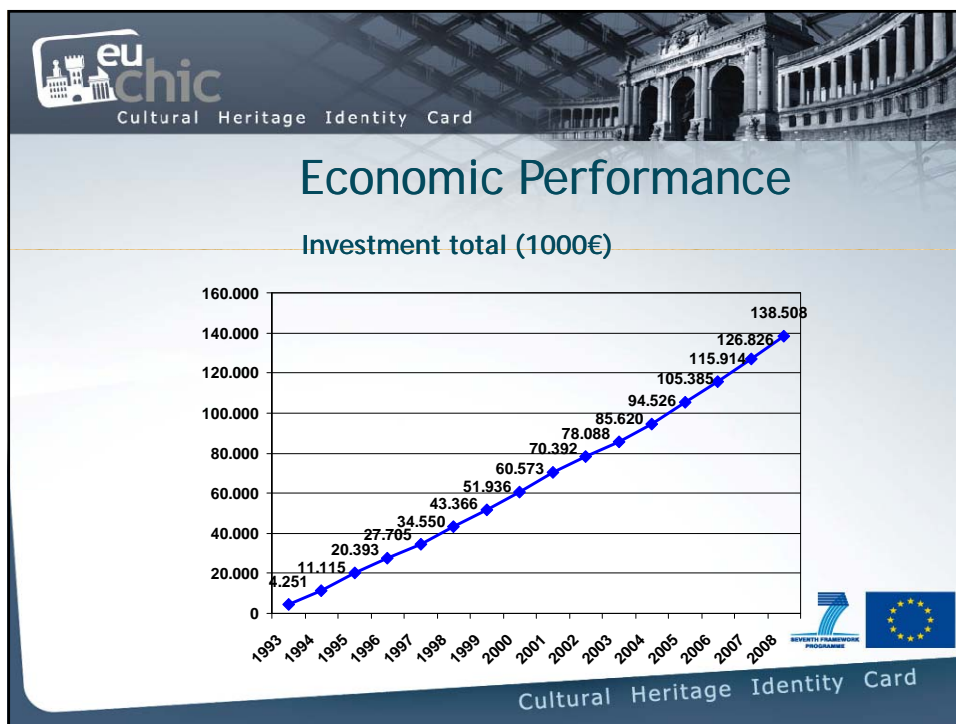
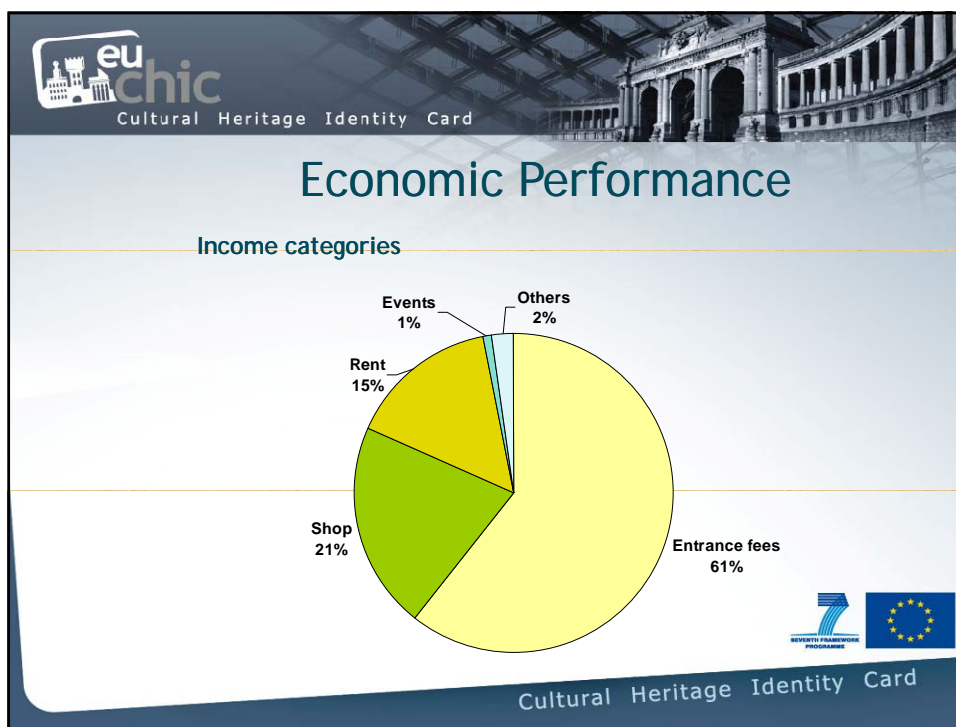
Responsible for:

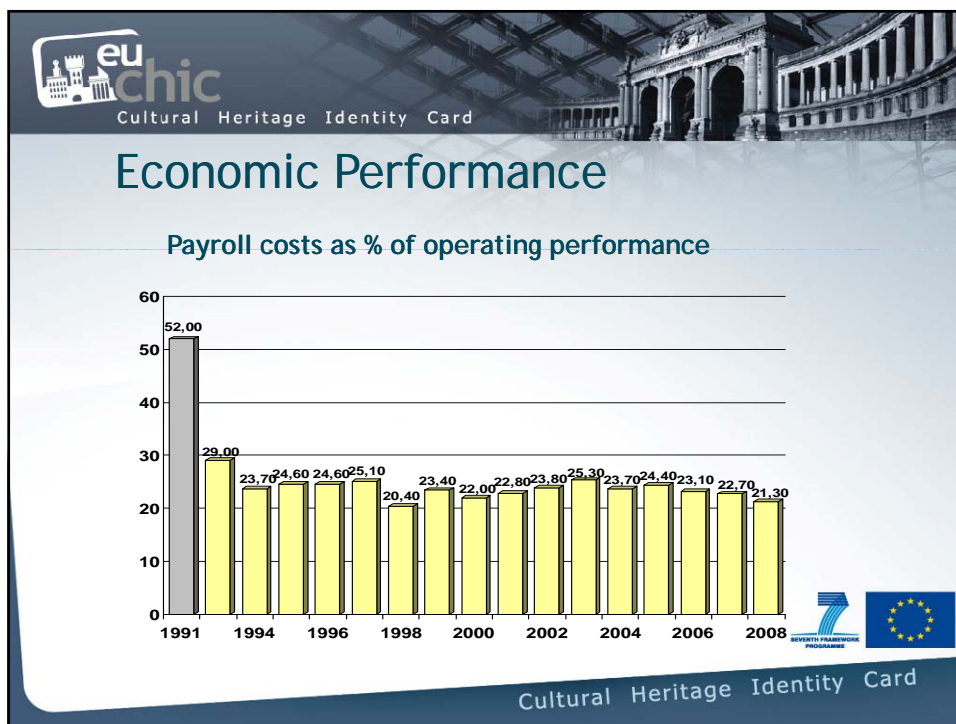
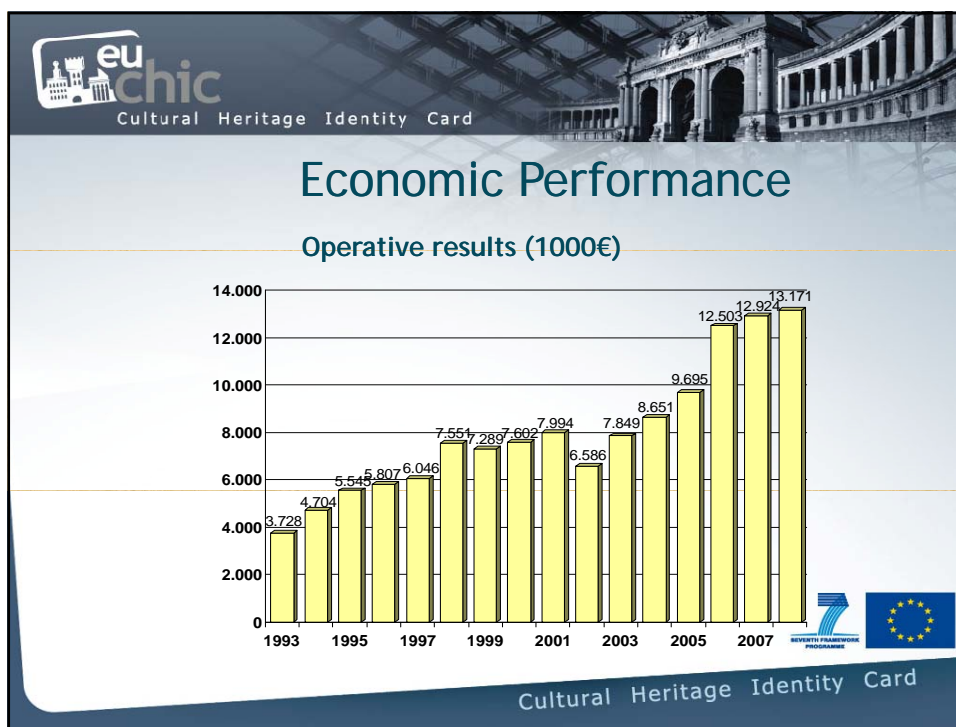
- Conservation and restauration
- Project development and investment
- Research and documentation
- Safety and Security

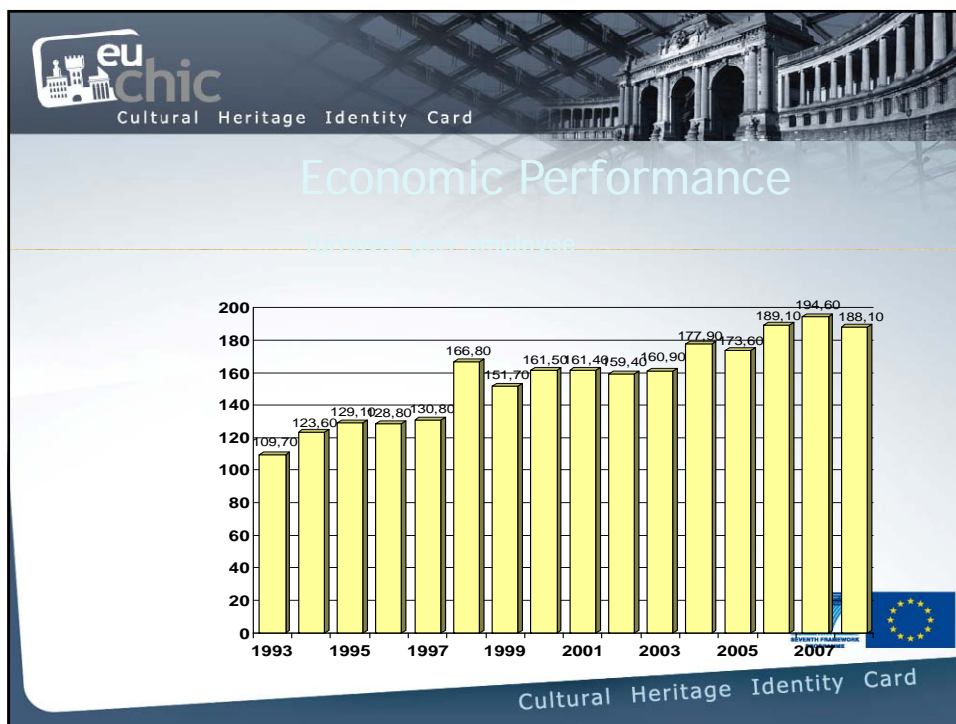
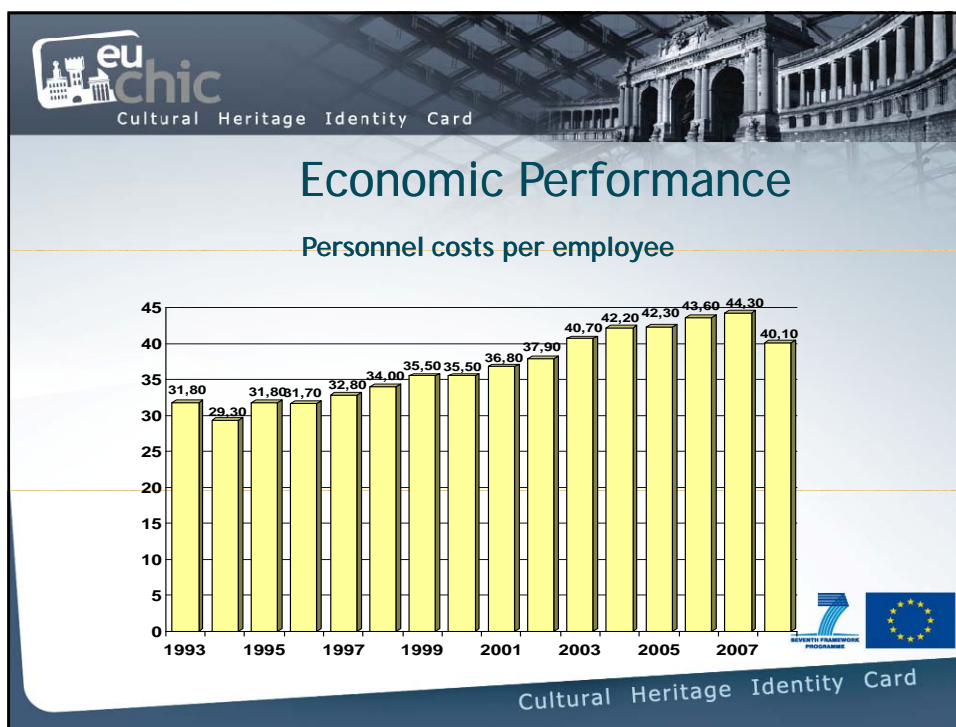



Cultural Heritage Identity Card













Cultural Heritage Identity Card

First Conclusions

- Economic performance of WH-sites depends on organisational and legal structures
- Outsourcing from governmental management was the basis for the success in Schönbrunn Palace!
- What is the performance of other WH-sites?
- Suggestion: Comparative study of similar WH-sites (categorisation, definition of aims)



Cultural Heritage Identity Card



Cultural Heritage Identity Card


Corporate Mission

- Keeping/improving authenticity and integrity
- Service is our success
- Development of new income categories

Performance of company is more than economic performance!



Cultural Heritage Identity Card





Cultural Heritage Identity Card

Balanced Score Card


BSC breaks down overall aims according to CM to operative goals, which can be monitored!

Examples:

- Quality of services
- Visitors expectations and satisfaction
- Quality of communication



Cultural Heritage Identity Card





Cultural Heritage Identity Card

Balanced Score Card

What do you need to monitor these „soft“ goals?

Exact informations on:

- Who are your customers?
- What do they expect from you?
- Are their expectations met sufficiently?



Cultural Heritage Identity Card



Cultural Heritage Identity Card

Communication

Some principles communicating our services:

**B2B: easy,
Build up perfect communication structures with your business partners!**

B2C:

- It is impossible to communicate our services to our customers on an global scale!
- Factor 1:10



Cultural Heritage Identity Card





Cultural Heritage Identity Card


Communication

Conclusion:

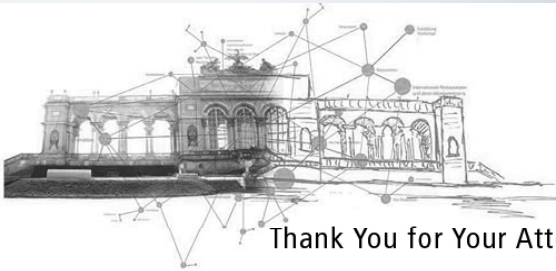
B2C communication is possible only via satisfying your existing customers!





Cultural Heritage Identity Card



Cultural Heritage Identity Card



Thank You for Your Attention



Cultural Heritage Identity Card

The image is a slide for a 'Cultural Heritage Identity Card'. At the top left, there is a logo for 'eu chic' with the text 'Cultural Heritage Identity Card' below it. The background of the slide features a photograph of a grand, classical building interior with a high, vaulted ceiling and a curved colonnade. In the center, there is a white rectangular area containing a detailed architectural line drawing of a building, overlaid with a network diagram consisting of nodes and connecting lines. Below the drawing, the text 'Thank You for Your Attention' is written. In the bottom right corner, there are two logos: the '7th Framework Programme' logo and the European Union flag. The text 'Cultural Heritage Identity Card' is repeated at the bottom of the slide.