

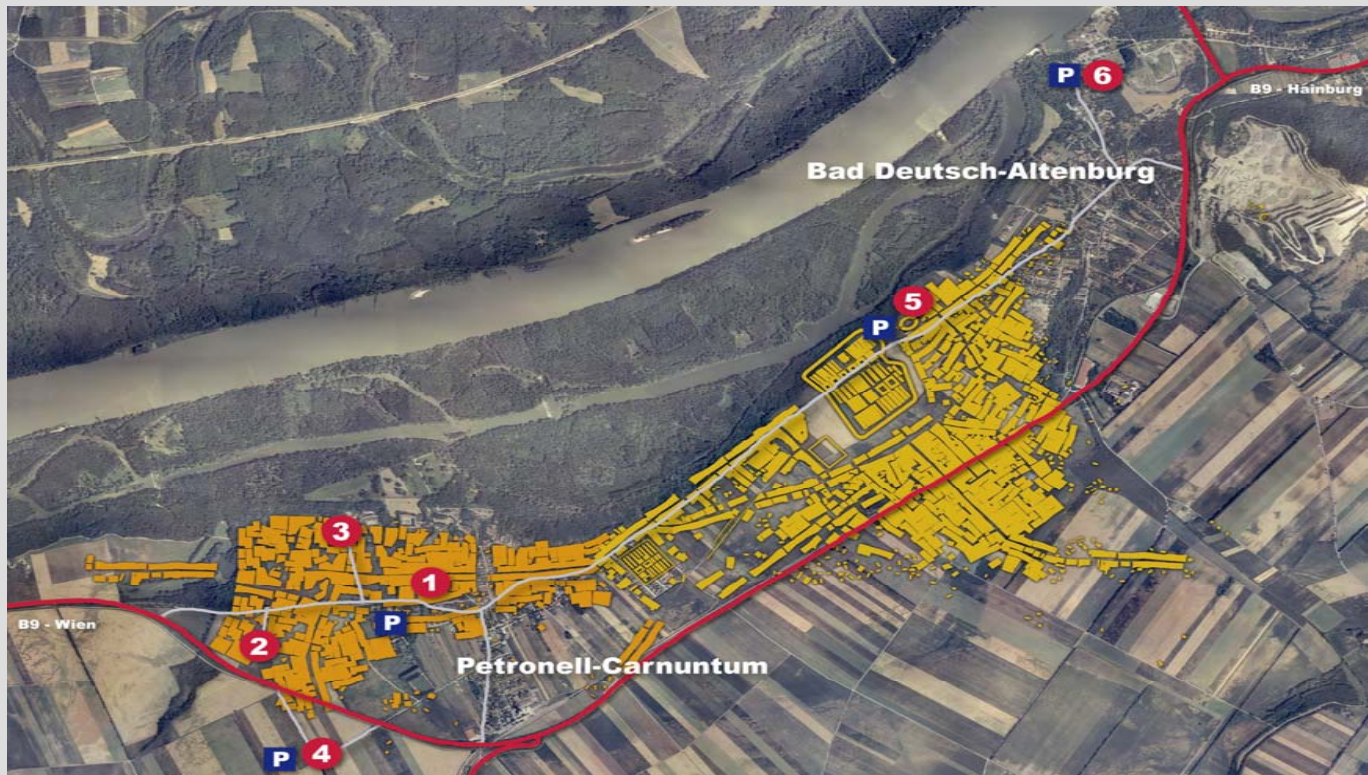


ARCHÄOLOGISCHER PARK
CARNUNTUM

**The Archeological Park Carnuntum:
Marketing-Strategies for preserving cultural heritage**



ARCHÄOLOGISCHER PARK CARNUNTUM



ARCHÄOLOGISCHER PARK

CARNUNTUM



ARCHÄOLOGISCHER PARK CARNUNTUM

Target Groups

- Schools
- Families
- Seniors
- Companies (Incentives)
- Individuals
- National & International tourist parties



ARCHÄOLOGISCHER PARK
CARNUNTUM

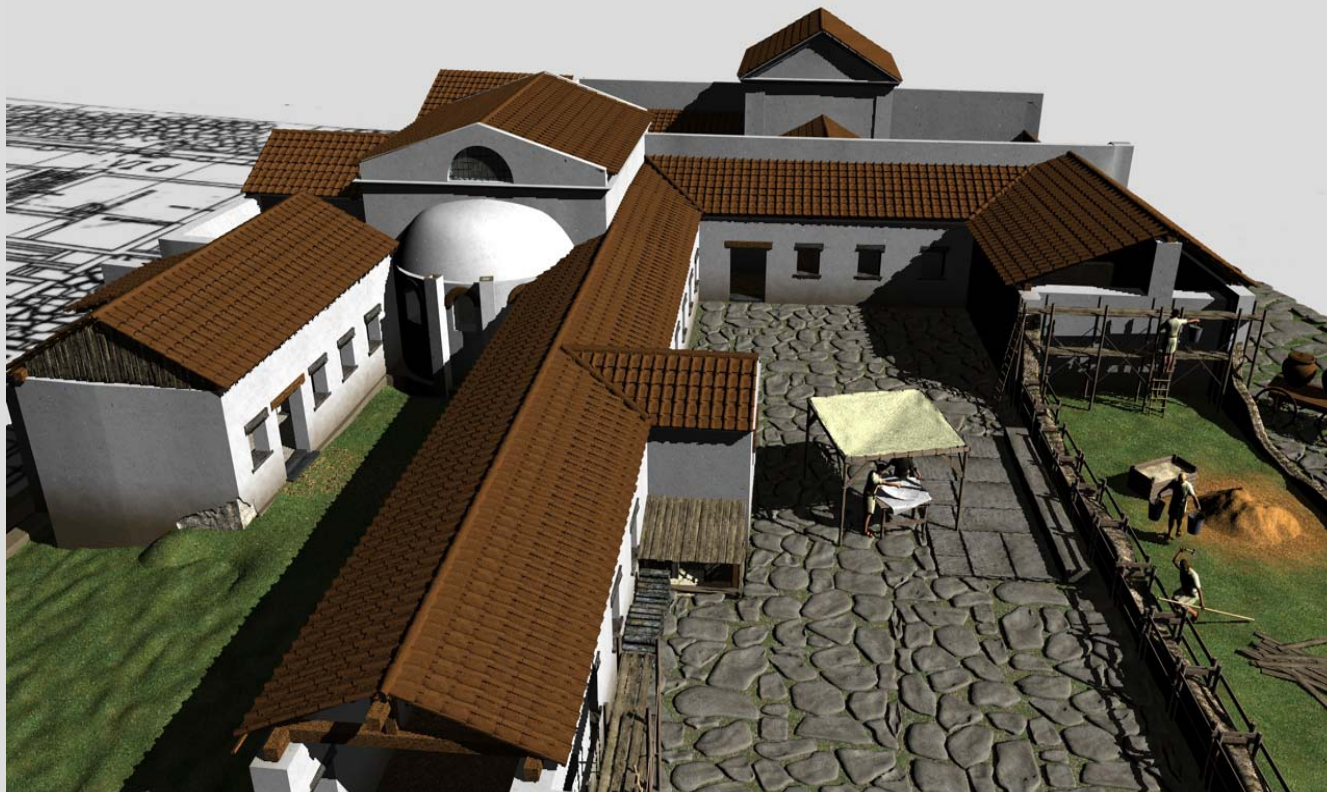


ARCHÄOLOGISCHER PARK

CARNUNTUM



ARCHÄOLOGISCHER PARK
CARNUNTUM



ARCHÄOLOGISCHER PARK

CARNUNTUM



ARCHÄOLOGISCHER PARK CARNUNTUM

Forms of Marketing

- Exhibitions B2B / B2C
- Paid advertising
- Media-Cooperations
- Strategic Partnerships
- Newsletter / Mailings
- Multilingual Homepage