

LINKING INDUSTRIAL CULTURAL GOODS *Visualization of the service and experience value.*

WHY?

- In Switzerland there are many interesting cultural and industrial contemporary witnesses that have been converted (old textile factories, remises, barracks, armories). Some of them still hold their original use (watch manufactories, mountain railways etc).
- The consciousness for the cultural heritage has grown in the last years.
- High quality in construction and architecture, as well as a certain charm are typical characteristics for industrial constructions of the 19th and the early 20th century.
- There is no obvious link between those various offers.
- The different offers are interesting for individual tourists and small groups that are interested in culture.
- The target audience belongs to a rather higher segment.



HOW?

The association «industriekultour» has been founded with the purpose of linking the industrial and cultural heritage of touristy use in Switzerland. A membership costs CHF 250 and contains:

- **Listing on the website** (from 2016) with 1 rubric:

- Gastronomy
- Hotel
- Cultural offers (museum/event location/gallery/guided tours/education)
- Recovery/leisure time/shopping

Up to 4 rubrics are possible, each additional rubric costs CHF 200.

- **Inclusion in a tour proposal**

- **Linkage:** With tourist organizations, cultural institutions, mutual link with members, international organizations, foundation Industriekultur etc. This is being evaluated and implemented continuously.

- **Brochure material:** is going to be put at disposal.

- **PR activities:** In different press titles, radio, tours for the representatives of the press etc.

- ▶ Thereby each member gets a multiplication of his sales outlets and gets very suitably presented to its target groups.

- ▶ No commission for these efforts

industriekultour

CURRENT SITUATION?

The organization Innotour, which is associated to the SECO, supports the project industriekultour with a start-up financing. It helped to put up a professional website and to implement the marketing concept.



Committee:

- Patrick Sommer
Foundation president of the Kunstzeughaus Rapperswil
- Esther v. Ziegler
VR azinova group, Murg
- Jacques Hauser
President Glarner Industrieweg
- Ursin Mirer
Foundation president Fidel Gastro AG, Zürich

Office:

agentour AG
alte Spinnerei
8877 Murg
info@industriekultour.ch

Selection of the members by the admission committee with the following criteria:

- Cultural and historical relevance of the infrastructure (www.industriekultur.ch)
- Touristic offer qualitatively approved (certificates, stars, distinctions, etc.)
- Public access

For a more detailed documentation and if you have questions, do not hesitate to ask us:
Esther v. Ziegler, esther.vonziegler@azinova.ch.

