Measuring the benefits of Industrial (heritage) tourism
Tourism & Heritage business overview

- **Marketing tool**
- **PR tool**
- **Tourism industry important player**
- **Regional partner**
- **Culture organiser**

**Plzeňský Prazdroj, a.s.**, beer market leader

- **Tourism & Heritage Department**, part of the Corporate affairs Department
- Over 30 permanent employees, +100 temporary
- **Managing 7 visitors tours**
- **ERIH Anchor point** first in Czech Rep. April 2008

- **13,545 visitors in 2012**
  Most visitors from Czech Rep. and Poland

- **270,040 visitors in 2012**
  Most visitors from Czech Rep., Germany, Russia, China, Taiwan

- **27,843 visitors in 2012**
  Most visitors from Czech Rep., Russia, Hungary, Germany
Der Fremdbesuch ist von 10 bis 11 Uhr gestattet.
The company
Measuring benefits
Marketing tool
Creating PR opportunities
Saving historical craft – Coopers
Creating better working environment
Inspiring new employees
Measuring the benefits?

- 270,000 visitors per year
- Hotels efficiency
- Beer as a trademark of the city
- European city of Culture 2015
- Culture events
- MICE tourism
Measuring the benefits?

The travel industry

- Lighthouse
- Quality benchmark
- Travel routes
- Tour operators partner
Measuring the benefits?

Inspiration for others

- Pilsen = industry
- Due to our size and operations we are encouraging new partners
- Factory tours
Measuring the benefits?

- The company
- The city of Pilsen
- The travel industry
- Inspiration for others

Who are we, really?
Industrial tourism needs support

Alexander Otgaar – fantastic inspiration in 2008

Few years later… we realised

Combination of heritage and living industrial tourism
2015 ERIH Conference

Please be invited to Plzeň!

The European city of Culture 2015
Thank you for your attention.