



Cultural Heritage Identity Card

# Schloß Schönbrunn Austria



*Schloß* **Schönbrunn**

Steering Committee Member  
Wolfgang Kippes



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# Performance Evaluation



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### Schönbrunn



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## Imperial Appartements Hofburg

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## Imperial Silvercollection



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## Imperial Furniturecollection



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## Imperial Furniture collection



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## 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)



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## Schönbrunn Company

250 employees  
Turnover appr. 33 MEURO

Visitors:

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



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## Wolfgang Kippes

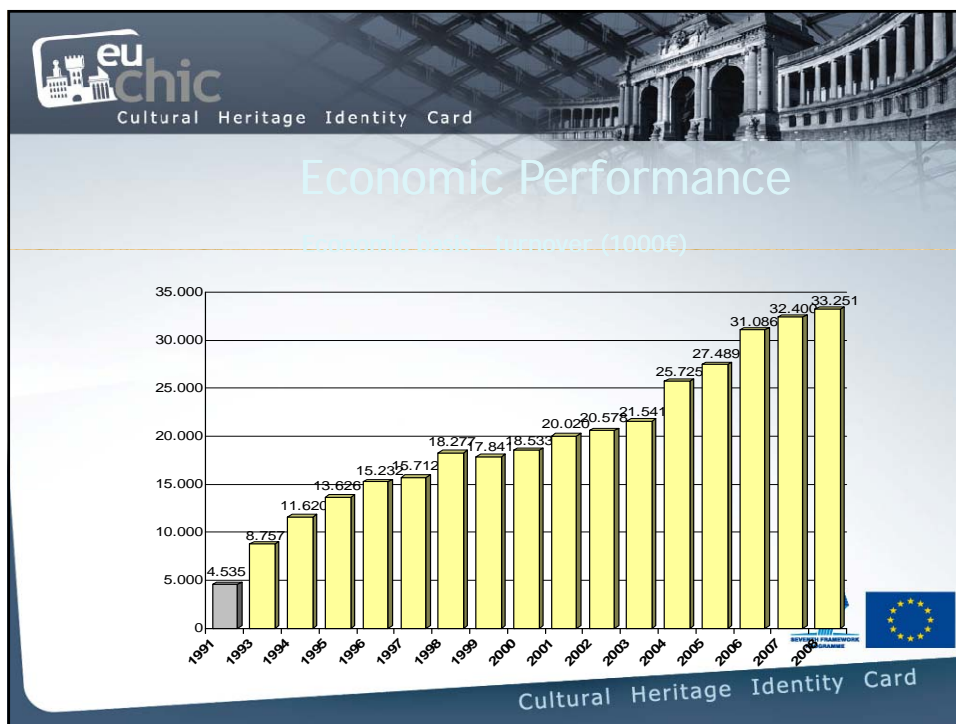
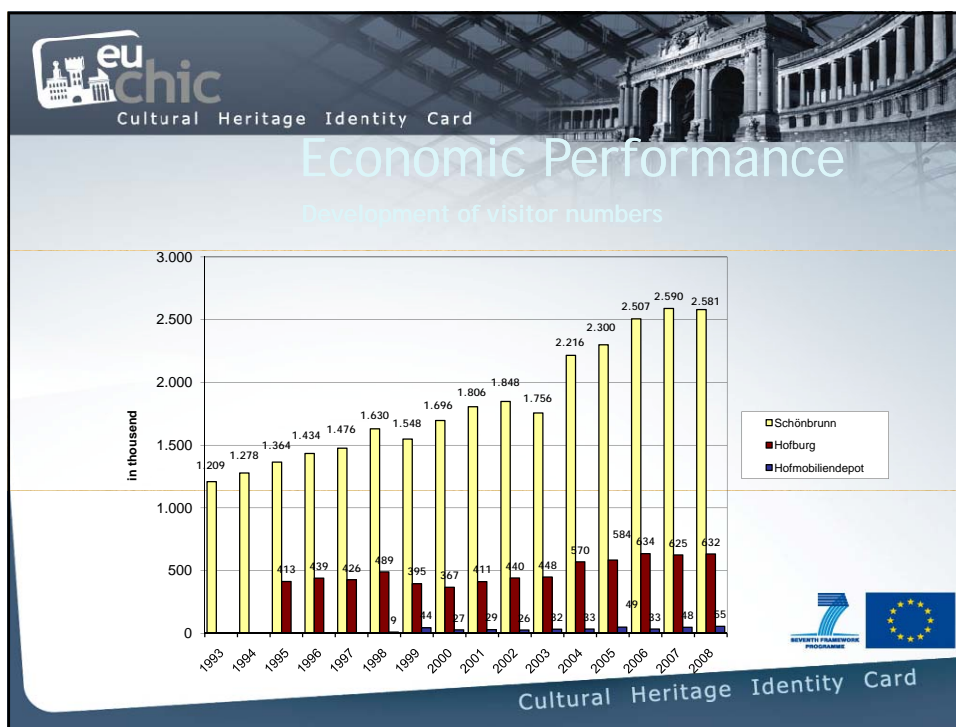
CEO of Schönbrunn Company

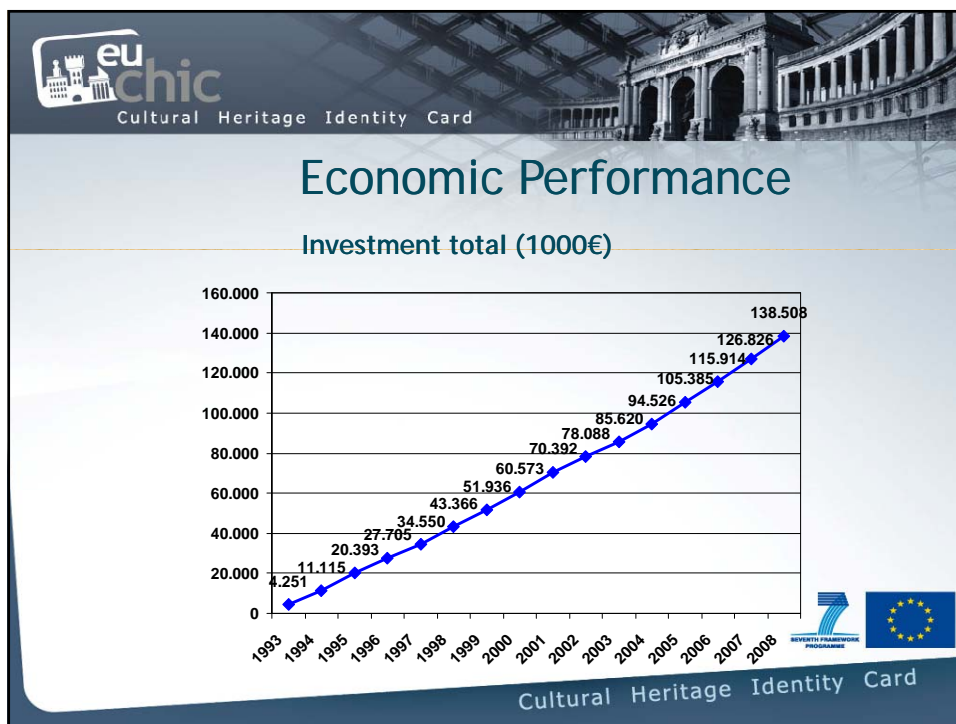
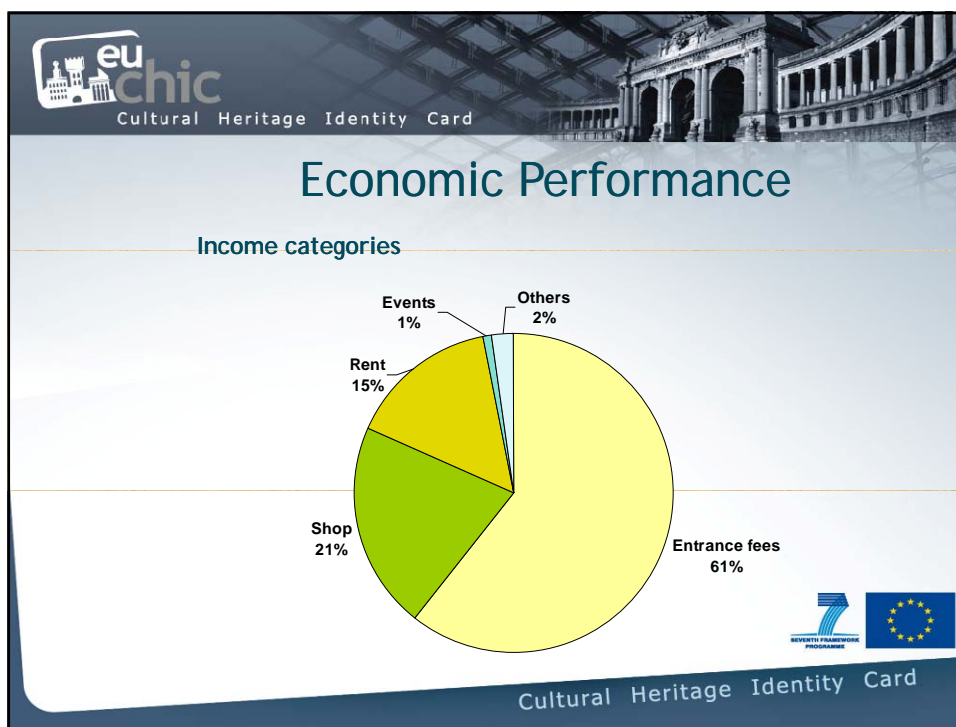
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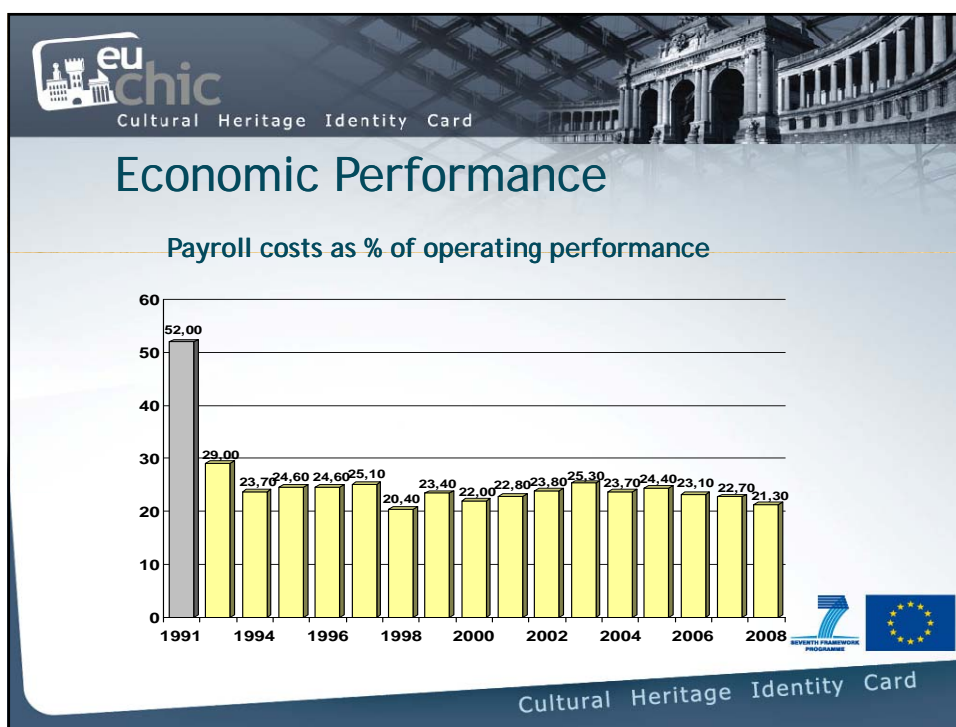
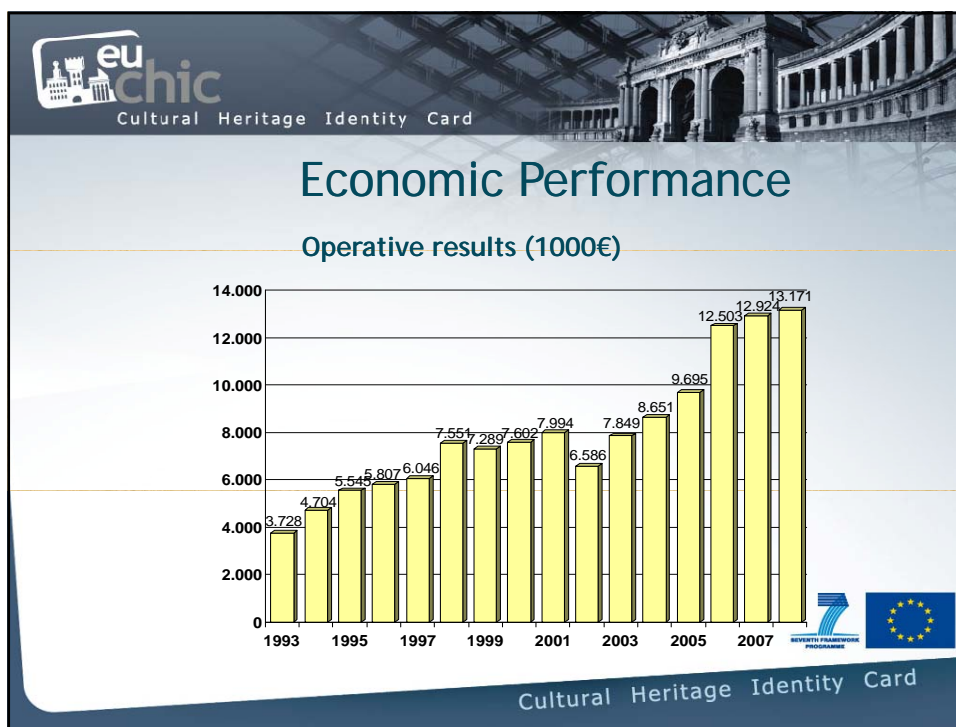
- Conservation and restauration
- Project development and investment
- Research and documentation
- Safety and Security

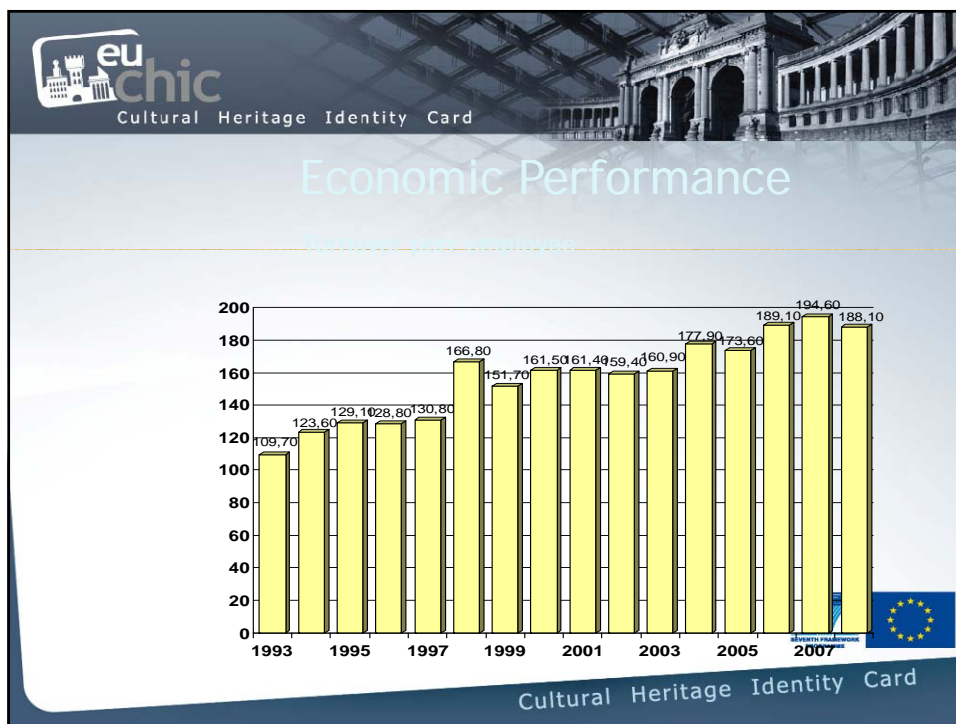
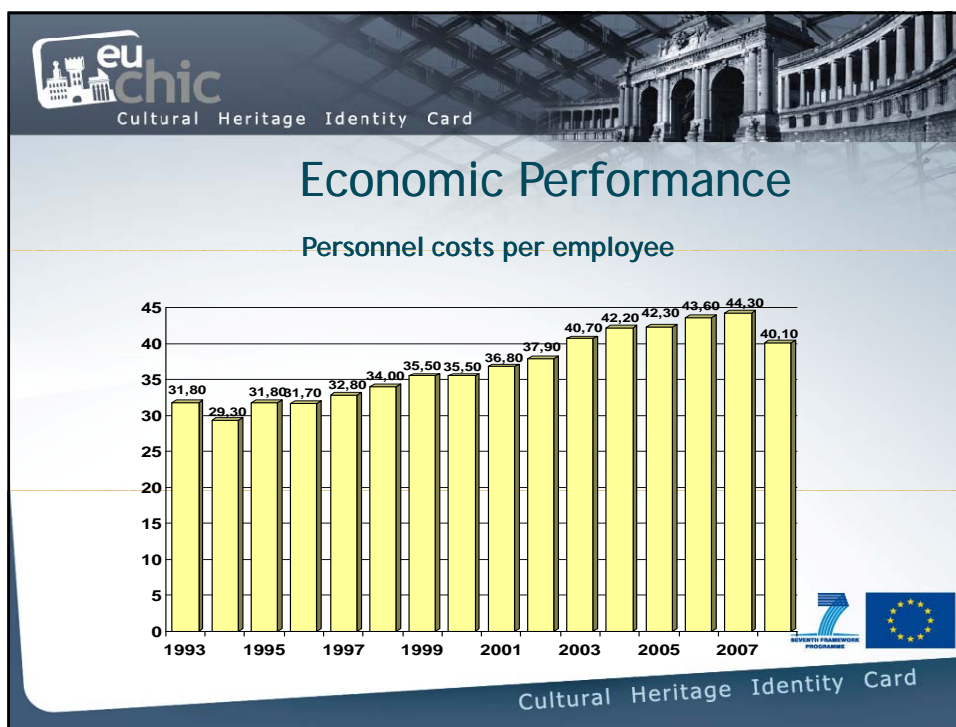



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## First Conclusions

- 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)



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## Corporate Mission

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

Performance of company is more than economic performance!



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## 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



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## 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?



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## 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



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## Communication

**Conclusion:**

**B2C communication is possible only via satisfying your  
existing customers!**




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Thank You for Your Attention



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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 with a large, vaulted interior space. In the center, there is a white rectangular area containing a detailed architectural drawing of a building's structure, 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.