

CHÂTEAU DE VULLIERENS

Transforming Visitor Experiences through Enhanced Data Collection



SNAPSHOT

Need

- Better understand the visitor demographics in order to improve the offerings

Solution

- Definition of personas and customer journey
- Implementation of data collection methods
- Enhanced communication strategies for ticket purchases
- Visitor counting system implementation
- Data analysis and initial recommendations

Benefits

- Roadmap and framework to develop a comprehensive data strategy

BACKGROUND

The Château de Vullierens is a vast domain located in Canton de Vaud that opens its gardens to visitors from Easter until the end of October. Guests can explore a variety of floral displays, with irises being the most famous flower. The gardens also features a collection of sculptures, themed walks and pathways designed for children. Visitors can sample local wines and browse the boutique for souvenirs. Special events are also regularly organized throughout the season.

CHALLENGE

The Château de Vullierens wants to enhance its visitor targeting strategy and improve its offerings by gaining deeper insights into its clientele. To achieve this, the project focuses on understanding visitor profiles, including factors such as nationality, postal code, reason for visit, visit frequency, source of visit, and spending habits.

Key objectives include:

- **Data Collection:** Implementing solutions to automatically gather data from visitors without adding tasks for on-site staff, especially during peak times.
- **Visitor Analysis:** Analyzing the collected data to identify trends and patterns that can inform marketing strategies and improve visitor experience.
- **Product Development:** Using insights to promote less busy seasons and offer diverse products, thereby increasing overall attendance and enhancing the visitor experience year-round.

RESULTS

• Defining Visitor Personas and Customer Journey

EHL assisted in creating detailed visitor personas, helping the Château understand different segments of their audience and the typical pathways these visitors take during their experience at the estate.

• Analyzing Existing Data

The team conducted a thorough analysis of the current data available, which gave rich insights into the visitor profiles.

• Identifying New Data Collection Methods

EHL explored various strategies for gathering additional data from visitors, recommending the establishment of a robust data collection framework.

• Outlining a Comprehensive Data Strategy

A detailed action plan and data strategy will need to be established to fully leverage the insights gained and enhance the visitor experience.

