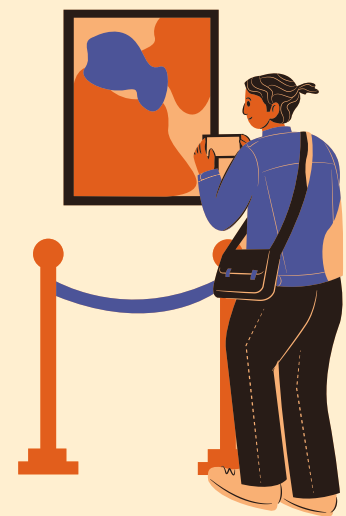


NEWSLETTER no. 3/ December 2022

Findings from the KÖME desk research on the Millennials / heritage sites relationship

- Millennials love to travel but in comparison to other age groups prefer creative, off-the-beaten-track tourism, alternative accommodation and fully digital tourism;
- Millennials desire authenticity. They want to learn, but all the better if it's for a social purpose and has the relatability factor;
- To engage younger audiences, heritage organisations should embrace principles of personalisation, like smaller scale personalised exhibits;
- Emotions are an essential part of the 'millennial experience economy'. To engage visitors emotionally, heritage sites must first examine what they want visitors to feel. For millennials at least nostalgia is a powerful motivator;
- Technology is the best way to connect with young people. Heritage brands should adopt a digital strategy – making use of available technology to *enhance* rather than mask the heritage essence of artifacts;
- Organisations must know and use social media. More than three-quarters of Millennials have a social media profile
- Millennials relate to the cause but are not necessarily active in the preservation of history

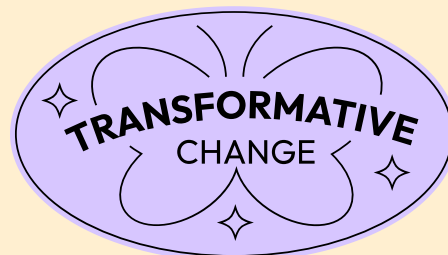


So.. how to engage Millennials?

- Connecting social media activity or events with a cause;
- On-site engagement. Engagement does not stop at the tweet, post, or chat. Young people want to feel as welcome on the site as through the online surface of the museum;
- Create events that provide a unique experience for millennials

What competences should heritage experts cultivate to better communicate and work together with Millennials?

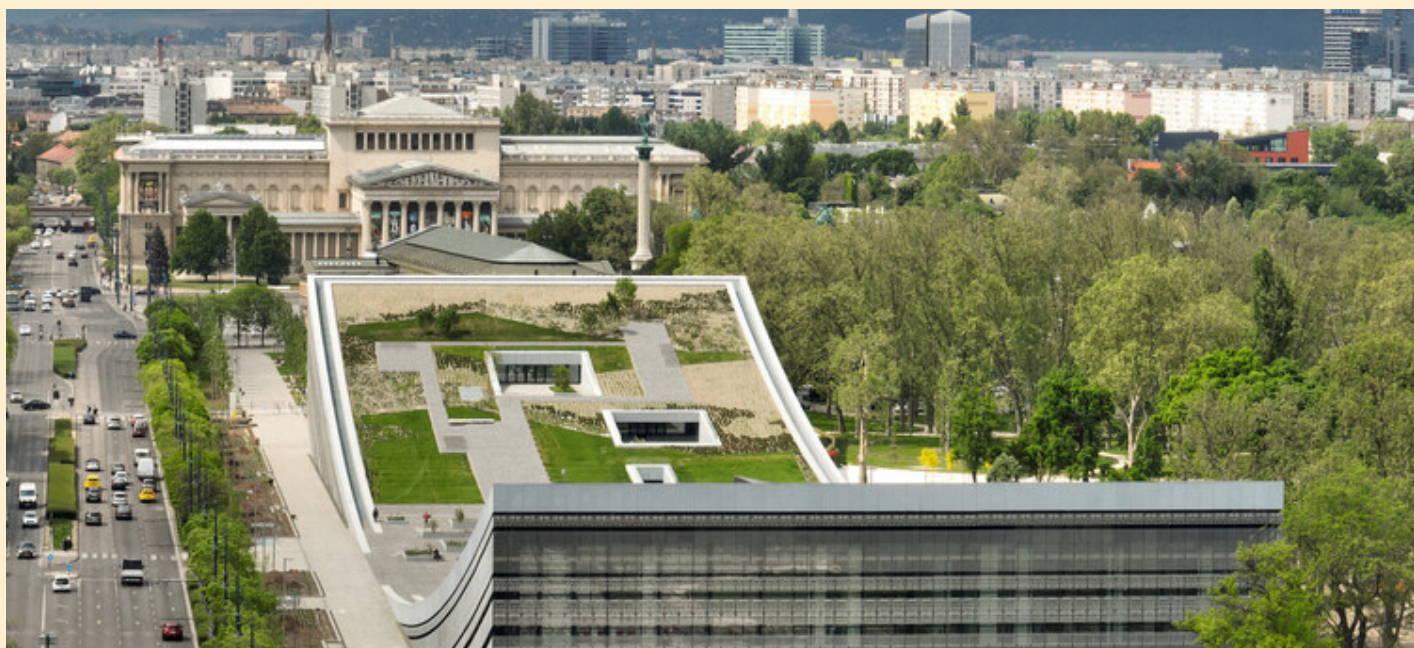
- Learning the special and fluid relationship of this group to the concept of heritage
- Getting aware of their socio-psychological background (e.g. STAGES model) and how to build practices on that
- Interpretation (how to make it personal, experiential and create relevance) and storytelling via different means and mixed media (mainly personal communication, and online digital technology)
- Generating ideas and build programs on social purposes
- The principles and methods of co-creation, participation and personalisation in developing heritage programs
- Engaging millennials on different levels (especially online)
- Using different social platforms and create shareable posts
- Organising an on-site program considering their needs and motivations
- Ask for feedback



Museums have to recognise the shift in their visitors' basis. Cultural centers have to focus on internal aspects to engage with change. The change is coming from a change in language, leadership, and feedback. By listening to these three characteristics museums can offer better digital and on-site engagement programs.

Meet the consortium 2/7

Kulturális Örökség Menedzserek Egyesülete / Association of Cultural Heritage Managers - KÖME



KÖME – a community of people working in heritage-related fields in Hungary. The association was founded in 2012 by alumni of iASK – Institute of Advanced Studies Kőszeg which recognised the need for an independent, bottom-up platform for cultural and natural heritage.

In their works they are committed to bringing together heritage-related professions and contrasting knowledges and different points of view that are rarely communicating with each other. They are committed to strengthening the quality, the international dimensions and the regeneration potential of the Hungarian heritage field.

Their faculty represents a wide range of fields, including architecture, archeology, art history, nature protection and contemporary (performing) arts.

KÖME's strength lies in collaboration and the embracing of differences.
Their motto is HERITAGE TOGETHER!

Meet the team!



ÁRPÁD BŐCZÉN,
arpad@heritagemanager.hu

Architect, cultural heritage manager, community-radio dj, president of KÖME. His main interests are the relations between heritage, landscape and cultural changes. He is the country coordinator, certified interpretive writer and certified interpretive guide of the European Association for Heritage Interpretation.



Rita Dankovics
rita@heritagemanager.hu

Historian, Cultural Heritage Specialist, Tour Guide. Master's degree in Cultural Heritage Studies. Bachelor's degree focused in History, Art History and Museology from Eötvös Loránd University

In compliance with EU General Data Protection Regulation (GDPR) that came into effect on 25 May 2018, we hereby inform you that the personal data you provide to COOLTOUR PROJECT is included in a file managed by Associazione Enti locali per le attività culturali e di spettacolo, as Data Controller, on behalf of the – EU funded project – COOLTOUR project's partners, and used exclusively for monitoring, evaluation and reporting activities, as well as dissemination of professional communications, newsletters, events or promotions organised directly by any of the COOLTOUR project's partners or by carefully selected third parties.

You may revoke the consent you have given us at any time; Likewise, you may exercise your rights of access, rectification, cancellation and opposition free of charge by sending your request accompanied by the copy or data of your Personal ID Number to the email direzione@assoentilocali.it.

In order to view our privacy policy and/or information about your Personal Data, the purposes and the parties the Data is shared with, contact direzione@assoentilocali.it.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.