

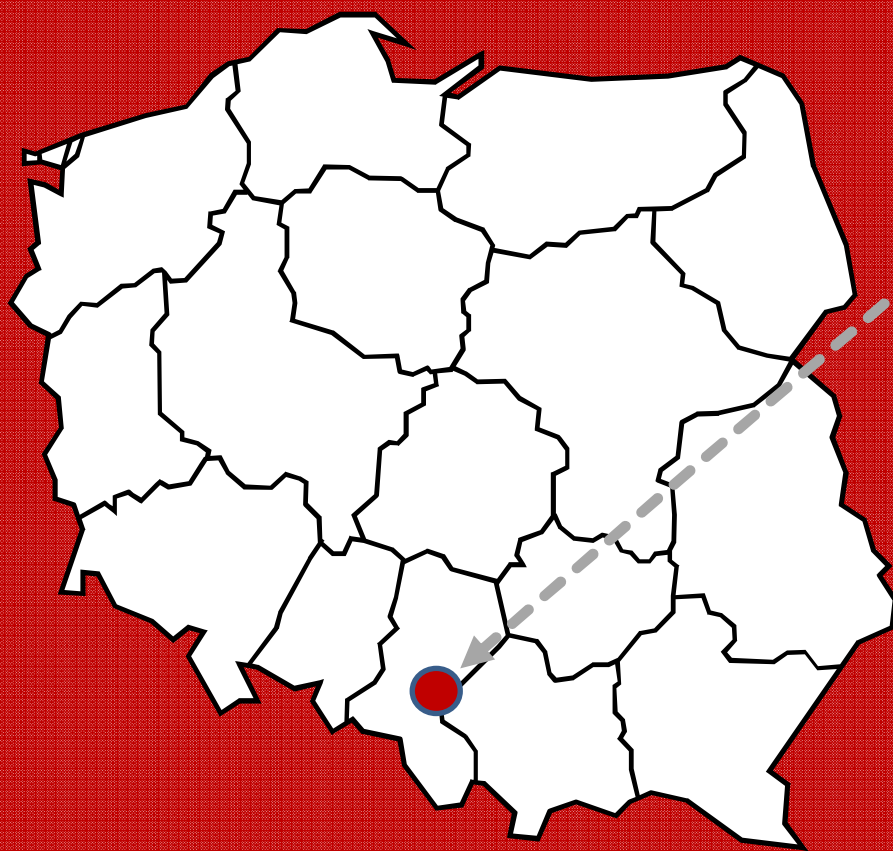


Going commercial

Tyskie Browarium: a case study



location:
Tychy,
Silesia





1613

1629

1861



2004



**Best Tourist Product 2005
(POT)**

**Best Architecture of the
Year**

**The Seven Wonders of
Silesia**

ERIH Anchor Point

**Industrial Monuments
Route**



KOMPANIA
PIWOWARSKA

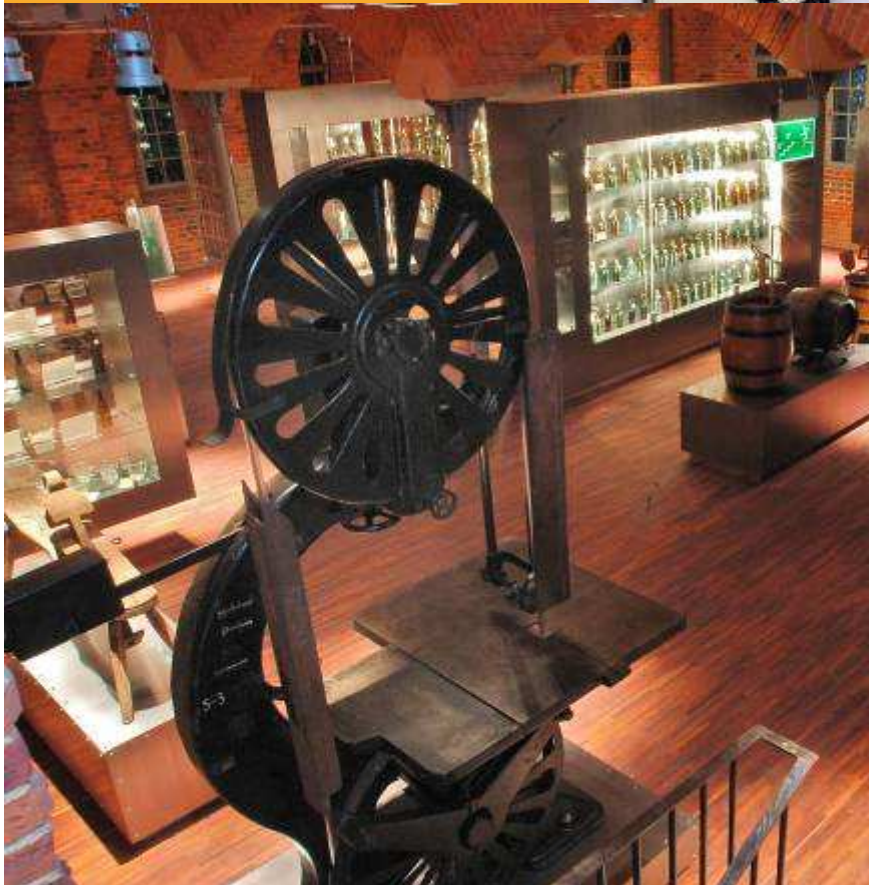


**create
the image**

promote

celebrate

display



free of any charge



attendance



costs



purpose



need of change



commercialisation

outsourcing



new services

commercialisation



tickets

3 euro

1,5 euro

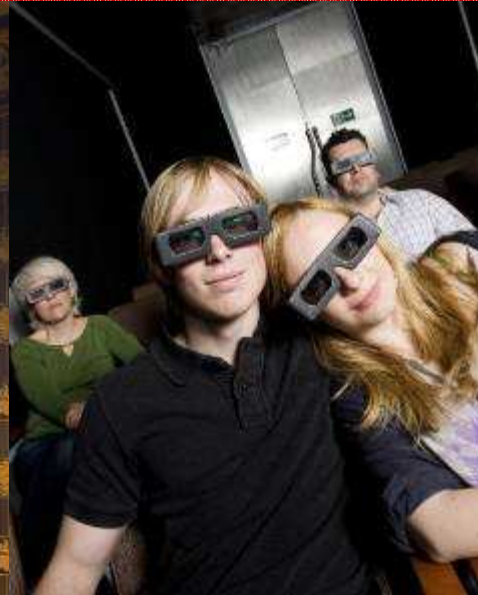
sales of beer

souvenirs' shop

outsourcing

Extrenal company EMPLOYER	Kompania Piwowska OWNER
<p>staff:</p> <ul style="list-style-type: none">-2 recepcionists-2 bartenders-15 guides <p>Leads the promotional activities, organises events</p> <p>Adminitrates: building maintenance, investments, pub's and shop's suppllies</p> <p>Fee: fixed / variable</p>	<p>Income:</p> <ul style="list-style-type: none">-sales of tickets,-sales of beer and souvenirs-events fee <p>Costs:</p> <ul style="list-style-type: none">-real estate maintenance-promotion-utilities-fee for external company

services: guided tours



new services



**pub's rental
chapel's cellar
70 seats
professional service**



**company events
beer – tasting**

analyze this! limitations



adults only

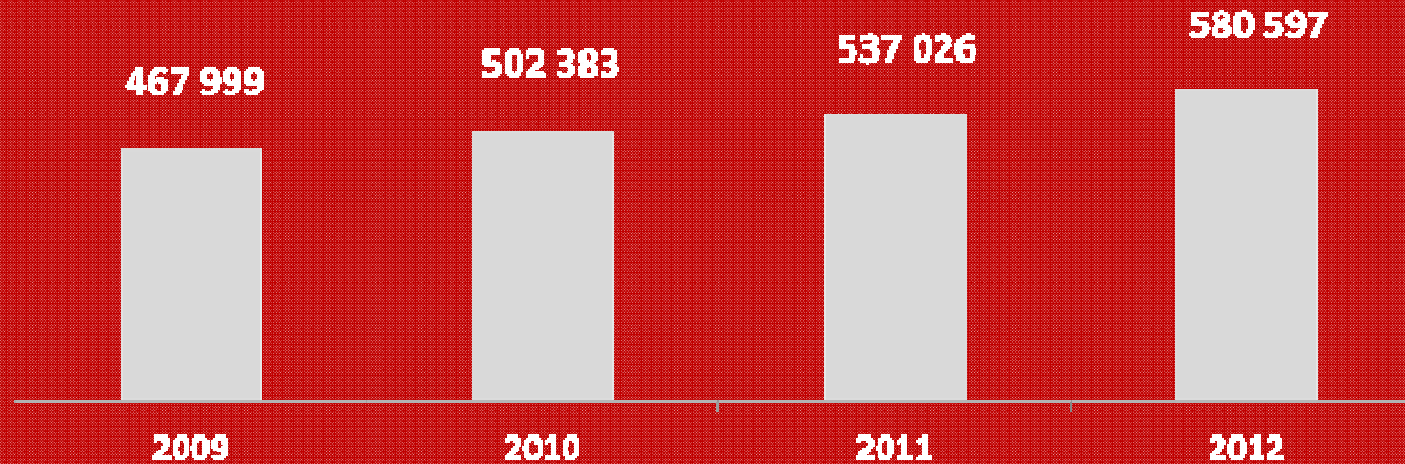
lack of space



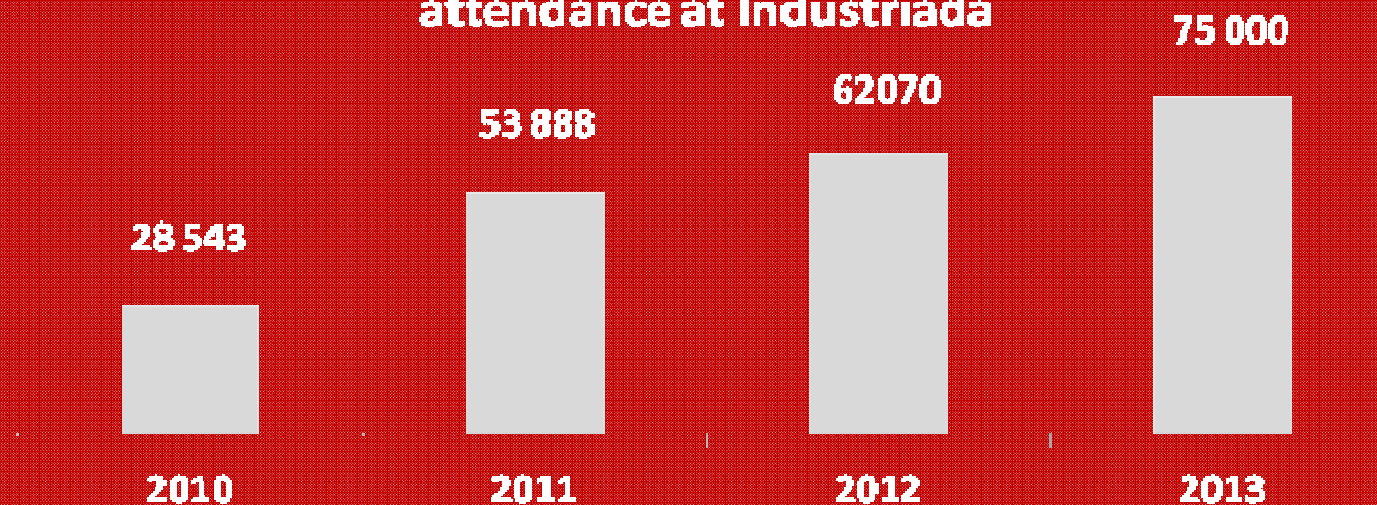
**no food
no parking**

analyze this! opportunities

attendance at Industrial Monuments Route



attendance at Industriada



analyze this! opportunities



**development of niche tourism:
industrial and culinary**



company tours and events



**development of merchandising and
beer sales**