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| IALA Guideline |

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THE BRANDING AND MARKETING OF

HISTORIC LIGHTHOUSES

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|  |  |  |

1. INTRODUCTION 6

2. SCOPE 6

3. WHY BRANDING AND MARKETING?  6

3.1. PROMOTE MARITIME SAFETY 6

3.2. ENHANCE THE INHERITANCE AND PROTECTION OF CULTURAL HERITAGE 7

3.3. IMPROVE SECURITY THROUGH AWARENESS 7

3.4. ENHANCE TOURISM POTENTIAL 7

3.5. Sustainability of Revenue and Employment Opportunities 7

4. BRANDING AND MARKETING STRATEGY 7

5. POSSIBLE VISITOR SERVICES 8

5.1. ACCOMMODATION AND CATERING SERVICES 8

5.2. GUIDED TOURS 8

5.3. MUSEUM, VISITOR CENTRE AND EXHIBITION AREAS 8

5.4. EVENT VENUE RENTAL 9

5.5. GIFT SHOP 9

6. POTENTIAL CHALLENGES 9

6.1. INTEGrITY DAMAGE TO HISTORICAL LIGHTHOUSES 9

6.2. INTERFERENCE WITH AtoN 9

6.3. RESOURCE DIVERSIOn 9

6.4. ENVIRONMENTAL IMPACT 9

6.5. COMMERCIALIZATION OF CULTURE 9

6.6. SAFETY AND SECURITY, FIRE PROTECTION ISSUES 9

6.7. MANAGEMENT CHALLENGES 10

6.8. INTELLECTUAL PROPERTY 10

7. ACRONYMS 10

8. CONCLUSION 11

# INTRODUCTION

Historic lighthouses are iconic symbols for the area and surrounding communities within which they are located. Because of the widespread automation of lighthouses and a general reduction in short-range aids to navigation, numerous lighthouse authorities find themselves with surplus property and the requirement (or the opportunity) to find alternative uses for that spare capacity, driven by a variety of reasons such as commercial or reputational benefit or an educational or conservation mandate.

In particular, the guidance provides a direction to ensure that IALA members referring to and implementing the principles can maintain the essence and intent of the following target and document.

* UN Sustainability Target 11.4: “Strengthen efforts to protect and safeguard the world’s cultural and natural heritage”.
* Recommendation *R1005,* recognizing
* the public interest in many countries to maintain and conserve structures of national historical significance,
* That despite differing significantly across a multitude of climates, topographies, and national infrastructure types, historical lighthouses, if properly conserved and managed, offer their respective authorities a number of navigational, financial, and reputational benefits and secure a legacy for the interest of all.

# SCOPE

This document aims to provide general guidance on the branding and marketing of heritage lighthouses and offers some examples from lighthouse authorities around the world. Public access to lighthouses may not be within the remit of lighthouse authorities who are restricted by working, financial or legal constraints but this document would equally be appropriate for third parties undertaking business under licence on an authority’s property.

# WHY BRANDING AND MARKETING?

Many lighthouse authorities are still responsible for the management and maintenance of historic lighthouse structures and their associated aids to navigation equipment. It is the duty of lighthouse authorities to protect their historic lighthouses, and funds can be raised to finance their preservation through alternative uses. Alternative uses should be adapted to the lighthouse, not the other way around. The significance of historical lighthouses extends beyond their navigational and architectural value to include maritime culture and history, social history, environmental aspects... There is great value in documenting, researching, and interpreting these for the benefit and inspiration of future generations.

A consistent approach will help maintain the authority’s reputation as good maintainers and operators of their historic structures. It also offers the authority an opportunity to promote maritime safety, enhance the inheritance and protection of cultural heritage and foster awareness for safety, while also enhancing the potential for tourism and creating sustainable revenue and employment opportunities, as well as providing job opportunities for the local community. The following section outlines some of the reasons that some authorities choose to market their lighthouses.

## PROMOTE MARITIME SAFETY

Most maritime authorities have responsibility for more than just the provision of aids to navigation. In promoting the role of the lighthouse in the authority’s aids to navigation network, maritime authorities also have an opportunity to inform the public of their other responsibilities e.g. protection of the marine environment, search and rescue and ship inspections, pilotage, etc.

## ENHANCE THE INHERITANCE AND PROTECTION OF CULTURAL HERITAGE

Lighthouse authorities should keep lighthouses active through new uses that allow the ongoing transmission of maritime culture and navigational heritage to future generations and increase public awareness of this part of history.

## IMPROVE SECURITY THROUGH AWARENESS

If the local community is aware of the significance and the role that the light station plays in improving safety for mariners, the level of interest from the local community about what is happening at the light station is generally higher. This can lead to higher levels of observation, reporting of vandalism and notification, if the light is not operating.

## ENHANCE TOURISM POTENTIAL

Lighthouses hold a unique appeal and can be used as tourist attractions to attract visitors and boost local tourism revenue. In addition, the continuous increase in visitor numbers can stimulate the development of the local tourism sector and improve local tourism facilities and services.

## Sustainability of Revenue and Employment Opportunities

Lighthouses have a unique charm and can be used as tourist attractions, continuously increasing revenue for the local tourism industry. ​In addition, historic lighthouses can serve other purposes, such as museums or guided lighthouse tours, which often provide additional full and part-time employment opportunities for local communities.

Overall, diversified use of lighthouses can help preserve and revitalize historic lighthouses, while bringing a wide range of economic, educational, and cultural benefits to the local area and the institutions involved.

# BRANDING AND MARKETING STRATEGY

There are many discrete activities that can be undertaken to promote a historic lighthouse. The extent of the activities should be linked to a business case based on the extent of use of the lighthouse for purposes other than an aid to navigation e.g. a lighthouse that is opened to the public on a regular basis may have a much more detailed marketing strategy than a lighthouse that is only opened on a periodic basis.

The following options could be considered by authorities when developing their marketing strategy for a particular lighthouse:

* Use Internal or external marketing consultants to develop a strategy:
* Development of logos – effective designs;
* Development of common themed publications;
* Development of links with other lighthouses – local, regional, national, or even international including common themes or logos.
* Collaborate with local governments, communities, and organizations in the lighthouse area to incorporate the lighthouse as an iconic local structure into regional tourism promotion；
* Solicit the support of local groups who have an interest in the lighthouse and their surroundings;
* Partnerships with well-known individuals, groups, or institutions interested in the lighthouse and its surroundings to promote mutual benefit, such as hosting concerts or book signings for authors；
* Use of the internet to advertise heritage lighthouses and visitor services offered at each site;
* Internet ‘page’ to have a ‘mud map’, extract from the nautical chart, and ‘how to get there’ type of instructions.
* Advertise availability for special events (e.g., World Marine AtoN Day and seasonal activities (Christmas, Halloween）, etc.);
* The use of lighthouses for commercial advertising in the media and television filming depends upon each authority’s regulations which will differ from country to country.

If internal resources are not available, authorities should consider using suitably qualified external marketing consultants to assist with reviewing existing tourist operations and preparing a suitable strategy to enhance the experience.

In many cases, local community and volunteer groups have an interest in the lighthouse and its surroundings. They can provide assistance to the authorities with minor maintenance tasks and security at remote sites.

The internet is a very useful tool in providing visitors and enthusiasts with information on the lighthouse, access to the site, hours of operation and visitor facilities available. Particular attention should be paid to the role of short videos on social media in spreading information.

In addition to using the internet to advise the general public of what is happening at the lighthouse, the use of other mediums such as local newspapers could be considered for special events at the lighthouse such as anniversaries of significant events.

Most maritime authorities have logos that identify their organizations and this could also be considered to promote historic lighthouses. The development of common themes for publications allows authorities to reduce the development time and costs for publications.

# POSSIBLE VISITOR SERVICES

There are a number of visitor services that could be offered to the public depending on the size of the site, available infrastructure, and likely visitor numbers.

The following options could be considered.

## ACCOMMODATION AND CATERING SERVICES

Turn the facilities around or inside the lighthouse into distinct lodging experiences such as hotels, beds, breakfasts, or inns.

Establishing restaurants, cafes, or tapas bars in or around the lighthouse, especially those offering local specialities , would be very welcome.

## GUIDED TOURS

Guided tours of the site allow the authority to ensure that all visitors are informed about the history and significance of the light and its development during the time that the lighthouse has been operational. It also ensures that access to the lighthouse is supervised and safety is maintained while the public are on the premises e.g. warning of low head room, steep stairs, rotating lenses, etc. This can also include related specialist tours on the ecology,geology, flora or fauna of the local area.

## MUSEUM, VISITOR CENTRE AND EXHIBITION AREAS

An onsite Museum and/or Visitor Centre and Exhibition Areas offer a number of advantages:

* Educates the public on the importance of the aids to navigation, including modern aids such as new light and power sources, DGPS, racons, and AIS for the safety of mariners;
* Educates the public on the importance of the aids to navigation, including modern aids such as new light and power sources, DGPS, racons, and AIS for the safety of mariners;
* Allows the authority to store and display artifacts relevant to the lighthouse or local area; These artifacts may be currently stored at alternate locations at a cost to the authority;
* Provides an opportunity for the authority to inform the public of its other activities e.g. protection of the environment, search and rescue, and response to maritime pollution.

## EVENT VENUE RENTAL

* Weddings;
* Birthdays;
* Anniversaries;
* Media Launches.

## GIFT SHOP

Sale of lighthouse-related memorabilia, such as models, postcards, books, etc., while also offering a stamping service for tourists at the site.

Open a gift shop to sell local handicrafts and other special merchandise.

Implementation of each plan requires the formulation of detailed proposals based on the location, condition, historical and cultural value of the lighthouse. At the same time, market-specific advertising campaigns should be launched, and online and offline marketing strategies should be established to expand influence and attract more visitors and investment.

# POTENTIAL CHALLENGES

While the additional uses of lighthouses can bring many benefits, they can also present some challenges and potential drawbacks, which may include the following:

## INTEGrITY DAMAGE TO HISTORICAL LIGHTHOUSES

These new uses may require alterations to the lighthouse structures that could compromise their original historical features and aesthetics.

## INTERFERENCE WITH AtoN

It is vital to prevent disruptions to AtoN, such as obstructing light emissions or interfering with radio signals.

## RESOURCE DIVERSIOn

Employing lighthouses for commercial or entertainment purposes might shift the focus away from their primary function of navigation and safety.

## ENVIRONMENTAL IMPACT

An increase in visitors could place pressure on the surrounding environment, leading to additional waste and pollution, and affecting local wildlife and their habitats.

## COMMERCIALIZATION OF CULTURE

The cultural and historical value of lighthouses could be commercialized, leading to a diminishment of their cultural significance and importance.

## SAFETY AND SECURITY, FIRE PROTECTION ISSUES

As lighthouses become more publically focused, there may be an increase in safety risks that require more security and fire protection measures.

## MANAGEMENT CHALLENGES

Multifunctional use places higher demands on management, requiring a balance between commercial interests and conservation efforts, which can lead to complexity in management.

## INTELLECTUAL PROPERTY

Trademarks, copyrights, and patents can be valuable assets, and the lighthouse authority needs to protect such assets that can be legally owned. Similarly, measures should be taken to ensure that the use of images, branding, print media, computer software, and designs does not infringe upon the rights of others.

To ensure that the benefits brought by the promotion of alternative uses of lighthouses are maximized while minimizing potential drawbacks, careful planning and management are needed, as well as extensive communication and negotiation with relevant stakeholders.

# ACRONYMS

AIS Automatic Identification System

AMSA Australian Maritime Safety Authority

cd candela

DGPS  Differential Global Positioning System

DVD  Digital Versatile Disc

ft    foot

IALA    International Association of Marine Aids to Navigation and Lighthouse Authorities

I & T    Information &Technology

LED    Light‐Emitting Diode

m    metre

MHW    Mean High Water

nm    nautical mile(s)

REEFREP  Great Barrier Reef and Torres Strait Ship Reporting System

REEFVTS  Great Barrier Reef and Torres Strait Vessel Traffic Service

RPM  Revolutions per minute

sec    second

V    volt

VIC    Victoria

W    watt

WGS84  World Geodetic System 1984 (Reference coordinate system used by GPS)

4WD  Four Wheel Drive

# CONCLUSION

The authority can take advantage of the significant public image possibilities provided by their iconic lighthouses for their own publicity purposes or with a third party under licence to allow public access under controlled circumstances.

It is important to note that before implementing any of the above plans, detailed market research should be conducted, as well as communication with local regulatory bodies and heritage conservation agencies, to ensure that all activities are within the bounds of legal permissions and do not compromise the historical value of the lighthouses. For lighthouses still in operation, their aid-to-navigation functions must not be impaired. In addition, focuses on sustainability principles and aims to minimize environmental impact as much as possible.

1. EXAMPLES OF PUBLICATIONS PRODUCED BY AUTHORITIES

The following documents are examples of how lighthouse sites may be marketed:

1 Australian Maritime Safety Authority ‐ Wilsons Promontory Anniversary Publication.

2 Australian Maritime Safety Authority ‐ I & T Activities Information Banner.

3 Northern Lighthouse Board – Ardnamurchan Lighthouse Information Sheet.

4 Trinity House – Eddystone Lighthouse Fact Sheet.