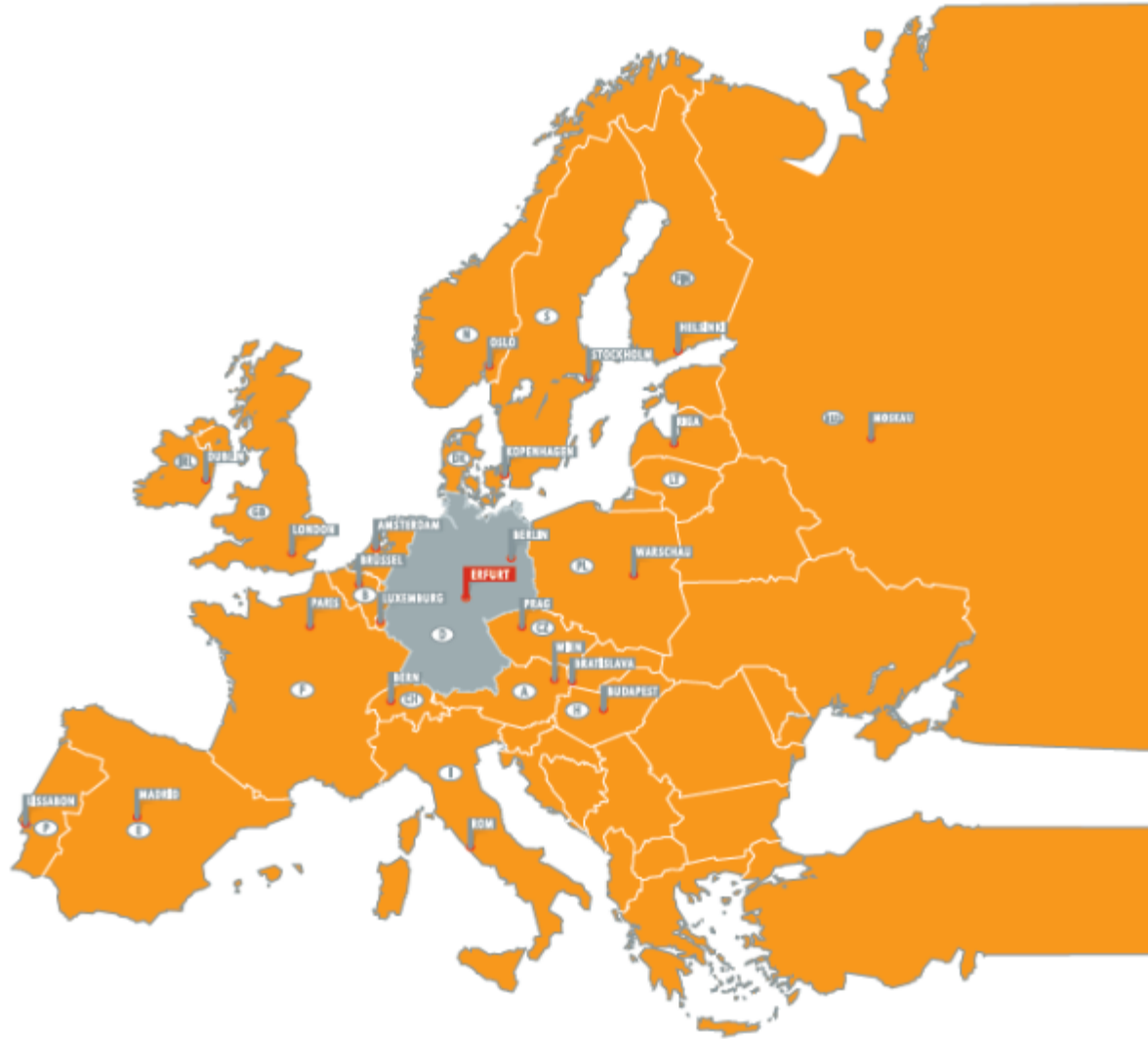


Case Study: The City of Erfurt



In the heart of **Europe**



Discover Erfurt



Erfurt a city with...

- ▶ 200,000 inhabitants
- ▶ great cultural traditions and interesting history
- ▶ a city center with an unique atmosphere composed of medieval buildings
- ▶ Old Synagogue with Erfurt Treasure
- ▶ many cultural festivals, e.g.
 - Krämerbrückenfest – Merchants ' Bridge Festival
 - DomStufen-Festspiele – Cathedral Steps theatre festival
 - Christmas Fair
- ▶ an attractive gastronomy and shopping scene
- ▶ many parks and places for the local recreation



Tourism as an economic factor

- ▶ research report 2010: tourism is a major economic factor for Erfurt
 - ▶ figures based on the year 2009
 - ▶ **results:**
 - 11.2 million guests in Erfurt every year
 - 402,000 in hotels and guesthouses
 - 11,000 in vacation apartments and rooms offered by private persons
 - 320,000 stay with their relations and friends
 - 10.5 million day trippers
- > approx. 20,000 jobs in Erfurt are related to the tourism sector



Our Guests

- ▶ are interested
- ▶ have travel experience
- ▶ expect prime grade of service
- ▶ elderly people
- ▶ more and more disabled guests



- ▶ comprehensive set of guided tours for: visitors with restricted mobility, blind and partially sighted people, deaf people, guests with hearing impairment, guests with learning disabilities
- ▶ inclusive Packages, accomodation, culinary specialities, events
- ▶ disabled Sports Center
- ▶ leisure activities with a barrier free concept



New guided tours:

- Deaf tour guides: training for guided tours in sign language
- Video guide in German sign language



- ▶ individual urban experience for guests with disabilities



5th Culture Days of the Deaf People

- ▶ 20. to 22. September 2012
- ▶ ca. 3.500 participants
- ▶ venue: fair Erfurt
- ▶ Other venues in the historic center



National & International Sports Meetings



5. und 6. April 2014

Domsporthalle - Erfurt Domstraße 1c

ab 9 Uhr - Eintritt frei



www.drm2014.fechtsport-erfurt.de

Fechtzentrum Erfurt EnGarde e.V.

Networking: Working Team „Accessible Erfurt“

- ▶ we talk with experts from all relevant organisations





Barrier-free Destinations in Germany

- ▶ The Association of Barrier-free Travel Destinations in Germany is a group of cities and tourism regions which are especially committed to barrier-free tourism in Germany and who work to continuously develop and promote barrier-free tourism in cooperation with the partners of the association.
- ▶ Barrier-free tourism is a top priority for the members of the Association

Deutsche Zentrale für Tourismus (German National Tourist Board)

- ▶ we are a member of the GNTB
- ▶ they promote Germany and its destinations in different international markets
- ▶ they support us in organizing tradeshowes in foreign markets and events such as the Germany Travel Mart (biggest German incoming event for foreign tour operators)





- ▶ Presentation of barrier-free services and offers
- ▶ in German and English
- ▶ Special page with description of symbols

- ▶ approx. 150 guided tours for disabled groups p.a.
- ▶ accessible rooms are heavily booked
- ▶ trend: increasing number of guests with disabilities and guests taking part in public guided tours



- ▶ **Commitment of decision-makers:**
Accessible tourism is located at the top of our tourism hierarchy
- ▶ **Networking and participation:**
We work close together with different partners on local, regional and national level
- ▶ **Strategic planning and qualification:**
Accessible tourism is part of our marketing plans and training seminars
- ▶ **Communication and distribution:**
We communicate our information with an accessible website, a special-interest brochure and our marketing networks

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