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
Erfurt – accessible offers

- 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, accommodation, 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
City Tours

- 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
Networking: Working Team „Accessible Erfurt“

- we talk with experts from all relevant organisations
Working with partners

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 tradeshows in foreign markets and events such as the Germany Travel Mart (biggest German incoming event for foreign tour operators)
Guide: BarrierFree Erfurt

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

- 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
Success factors for Erfurt

- **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