

Accessible Tourism in Saxony

Presentation abstract

SAXONY - Germany's No. 1 Cultural Destination

Saxony is well-known for its 1,000 years of cultural history, from world-famous art collections, an amazing musical landscape, splendid castles and palaces, top-notch festivals and exhibitions, centuries-old traditions as well as handcrafted luxury goods to a fine cuisine.

WHEELCHAIR-ACCESSIBLE HOLIDAYS IN SAXONY

When it comes to commitment to wheelchair-accessible travelling, Saxony is one of the leading German regions.

Since 2006 the project "Sachsen Barrierefrei" (Wheelchair-Accessible Saxony) has been working intensively and in close cooperation with the Saxon destination management organisation and partners on the development and marketing of wheelchair-accessible touristic offers in Saxony – from research to on-site inspections of the facilities and the assessment of the accessibility for wheelchairs to the publishing of these offers. The important aim is to provide detailed and reliable descriptions of the offers provide a trusted travelling experience and enjoyable holidays!

Thus, Saxony now provides over 550 touristic offers for people with disabilities – for city trips or even activity offers, which can be find in our brochure "Sachsen Barrierefrei" (German only) and is available free of charge. The Tourism Marketing Company of Saxony (TMGS) places great emphasis on the quality of their products as well as on the reliability and accuracy of their statements on accessibility. That is why in our brochure „Sachsen Barrierefrei“ or in other informative materials by TMGS and online at www.sachsen-tourismus.de (German and English language) only those Saxon facilities that have been thoroughly inspected on-site by the project manager of the TMGS are marked with accessibility pictograms. An English brochure ist currently in production.

As a basis for the review, quality criteria for describing the accessibility of facilities and services were developed and defined in cooperation with the Saxon Coordination and Counseling Centers for Barrier-Free Building as well as the Saxon disabled persons associations. TMGS therefore does not award any accessibility certification, but describes in detail the accessibility, so that the travelers can plan their trips individually according to their needs.

In addition to describing the accessibility of individual facilities for travelers with mobility impairments, special offers are also available for travelers with sensory limitations as well as for people with learning and mental disabilities, such as induction loops for the hearing impaired, Braille inscriptions and special tours for blind or mentally challenged travelers.

Saxony is known to be a family-friendly destination. Rush, excitement, insecurity and anger – those are things nobody likes to experience – and definitely not during the holidays. That is why since 2005, TMGS has taken the initiative for a family-friendly destination by establishing the touristic brand of family holidays. All accommodations and leisure facilities in this brochure that have been marked with the logo "Familienurlaub in Sachsen" (Family Holidays in Saxony) fulfil high quality standards in order to guarantee the best conditions for carefree holidays.

The accessible accommodations (ranging from hotels to youth hostels to holiday apartments and campgrounds) and cultural and leisure facilities (such as sights, museums, tourist information,



theaters, restaurants and baths) are also published in German and English language on www.sachsen-barrierefrei.de and www.visitsaxony.com.

With the audio version of the brochure "Sachsen Barrierefrei" in DAISY format visually impaired and blind guests can listen to the accessible touristic offers with a special DAISY player or interactively on a PC.

All offers are intensively advertised in targeted communication and sales measures at target-group-specific fairs and workshops and in selected topic-specific print media as well as online measures, and integrated as a cross-cutting theme in the TMGS product lines, such as "Familienurlaub in Sachsen".

In addition, since 2012 the Saxon partners have been informed and sensitized in a workshop series "Sachsen Barrierefrei" about the possibilities of designing accessible tourist services, also with regard to their service quality. After all, many companies are only insufficiently aware of the potential of accessible tourism for all. Well-understood and well-implemented, accessibility benefits all guests, especially families with children and the elderly.

With our guide "Tourismus für Alle in Sachsen" (Tourism for All in Saxony) we want to encourage the Saxon partners with information and helpful tips to make their offer accessible in the future. The guideline (German only), which is available free of charge, is available at www.sachsen-tourismus.de/partner/produktmanagement/sachsen-barrierefrei and can also be ordered by e-mail.

The aim of TMGS is to provide detailed and reliable descriptions of Saxon facilities furthermore and thus to create trusted travelling experience and enjoyable holidays!

Furthermore TMGS co-operates with the German destination marketing organizations. In this context a working group, Länderarbeitskreis "Tourismus für Alle" (Accessible Travel in Germany), meeting twice a year was established, which is really useful for sharing knowledge. The working group also works in close cooperation with various partners such as the "Barrier-free Destinations in Germany Association" and the German National Tourist Board whose international marketing measures we participate in frequently.

Lead speaker : Antje Rennack

Organisation : Tourism Marketing Company of Saxony

City (Country) : Dresden(Germany)

Biography : Antje Rennack has been responsible for the project "Sachsen Barrierefrei" (Accessible Tourism in Saxony) since 2011. Employed at the Tourism Marketing Company of Saxony (TMGS) she wants to make Saxony more attractive for travelers with disabilities. She is responsible for inspecting the respective Saxon facilities, she sensitises the Saxon partners, publishes the brochure on accessibility in Saxony, provides customers with important information of accessibility and is the point of contact for all stakeholders in this topic.

2nd speaker :

Organisation :

City (Country) : ()



Biography :