

Hanseatic City of Rostock and seaside resort Warnemünde – Accessible vacation by the Baltic Sea

Presentation abstract

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Rostock is an 800-year-old Hanseatic city with flourishing seaside resorts and unspoilt coastal forests. Located in the North East of Germany on the Baltic coast it combines modern urban life, maritime heritage and lush green surroundings. The proximity to the sea defines a city that is typically hanseatic, displaying its maritime influences at every turn. Rostock and its four seaside resorts are the ideal place to enjoy hanseatic culture, food and drink, or simply to wind down and relax at one of the beautiful beaches. The nearby Rostocker Heide, Germany's largest coastal forest, offers plenty of space to surround yourself with nature and let the bracing climate restore body and mind.

Accessible tourism in Rostock

Rostock offers a whole host of ways to enjoy an exciting accessible holiday by the Baltic Sea. Sights of historical importance, such as the Church of St Mary with its astronomical clock, the viewing tower of St Peter's Church, and many museums, cultural sites and shops, all have disabled access. You can get closer to nature in the Darwineum at Rostock zoo, in the IGA Park and in the Rostocker Heide forest, which is also great for longer handbiking tours.

In a maritime destination like Rostock the sea and the beach have a special attraction for tourists. The provision of barrier-free access to the beach is of particular importance in order to enable guests in wheelchairs to visit the beach. The city of Rostock has a total of 6 barrier-free beach entrances by now in its seaside resorts. In the seaside resort Warnemünde there is a barrier-free access, which provides a closed service chain for guests with limited mobility. The shores of the Baltic Sea as well as the beach chairs can be reached via the non-slip path. Also a bathing wheelchair can be hired. Another modern barrier-free beach entrance was built by the tourist board in 2017. Overcoming the slope at the dune was a challenge. The path leads to the middle of the beach, where wheelchairs and walkers can be placed. Furthermore, assistance dogs are allowed on all beach sections marked as barrier-free.

With regard to accessible accommodation, Rostock is home to the integration Hotel „Sportforum“. The hotel offers several rooms for wheelchair users. Moreover, people with and without disabilities are employed here. Another significant feature is Rostock's public transport. The modern system provides busses, trams and city trains all prepared with an extra low access and no gaps.

Networking and raising awareness

As a tourism board, our aim is to raise awareness of accessibility in tourism and to raise awareness among tourism service providers. Therefore, we provide target group-specific information, support the expansion of the tourism infrastructure and network locally and nationally with experts and lobbyist groups in the field of accessibility. The certification of one's own services also plays an important role in making the tourist service transparent to the guests. That's why we had our tourist information centers certified early on with the new national seal of approval "Reisen für Alle (Travel for All)".

Accessibility is also part of the guidelines of the Hanseatic City of Rostock and our tourism concept. A working group on accessible tourism has been established in the Hanseatic City of Rostock 2013 under the leadership of the Tourist Board. The participants, including members of the Disability Advisory



Board, the Senior Citizens' Advisory Board and social institutions, accompany our work and support us with their professional expertise.

Since January 2017 the Hanseatic City of Rostock is also part of the "Barrier-free Destinations in Germany" Association in order to network more closely throughout Germany. The association was founded already in 2008 by a group of tourist destinations which are very committed to accessible tourism in Germany. Next to Tourism Board Rostock & Warnemünde there are the following members: Eifel Tourismus GmbH, Erfurt Tourismus & Marketing GmbH, Ostfriesland Tourismus GmbH, Tourismusverband Fränkisches Seenland GbR, Tourismusverband Ruppiner Seenland e.V., Tourismusverband Sächsische Schweiz e.V.; Tourismusverband Lausitzer Seenland e.V., Magdeburg Marketing Kongress & Tourismus GmbH, Südliche Weinstraße e.V.. The aim of our joint work is to promote our accessible travel regions and to raise more awareness of accessibility in tourism.

Lead speaker : Anne Marx

Organisation : Tourism Board Rostock & Warnemünde

City (Country) : Hanseatic City of Rostock(Germany)

Biography : Anne Marx is a project manager in the marketing department at Tourist Board Rostock & Warnemünde. Since 2013 the topic of accessible tourism has been part of her responsibility. Among her tasks is the creation of target group-oriented information in print and online media for the destination marketing in the field of accessible tourism. In addition, her tasks include networking with the city's Disability Advisory Board and representing the Tourism Board Rostock & Warnemünde at the association "Barrier-free Destinations in Germany".

2nd speaker :

Organisation :

City (Country) : ()

Biography :