

# **Accessible Tourism in Saxony**

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Autobahn A4, A13



DRS, LEJ, BER (TXL, SXF)



Berlin: 1 h 45 min

Frankfurt: 4 h 15 min

Hamburg: 4 h 15 min

Munich: 5 h





























for travelers with mobility impairments



for travelers with sensory limitations





• for travelers with learning and mental disabilities





## Product development

- Basic idea: Networking of tourism competence with the competence of Saxon disabled persons associations
- Extensive research in the regions of Saxony and cities of Dresden, Leipzig and Chemnitz

- → Result: many accessible offers in Saxony
- → Evaluation of these offers under consideration of a preferably closes accessible service chain



## Product development

 Since the beginning of the project in 2006, great emphasis on the quality of the accessible offers, on the reliability and accuracy of the statements on accessibility, therefore:

→ On-site inspections of all facilities and the assessment of the accessibility for wheelchairs by the project manager



## Today's achievements

Result at the end of 2017:

80 accessible accommodations

463 accessible cultural and leisure facilities

> Tested and evaluated according to unified quality criteria



## Accessible Tourism in Saxony

• No certification, but detailed description of the accessibility of individual facilities for travelers with mobility impairments

- Registration of further offers like
  - Induction loops for hearing impaired
  - Braille inscriptions
  - Special tours, educational offers or Audio and Video Guides for blind or mentally challenged travelers











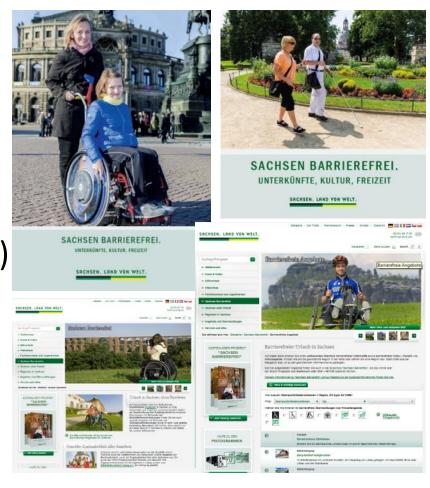






# Marketing

- Detailed and reliable descriptions of over
   550 touristic offers:
  - brochure "Sachsen Barrierefrei" (German only,an English broschure ist currently in production)
  - online in German and English language on www.visitsaxony.com
  - audio version of the brochure in DAISY format



## Broschure "Sachsen Barrierefrei"





Lage: Im grünen Norden von Dresden gelegen

rekt an der Dresdner Heide mit guter Anbindur

und Autobahn. Mit den öffentlichen Verkehrsn

gelangt man in kurzer Zeit ins Stadtzentrum vo

Ausstattung: Nichtraucherhotel. 266 modern

Zimmer mit allem Komfort, Alle Zimmer sind be

dige Duschzellen. Internet-Café, Billardraum, I

sind barrierefrei zugänglich. Der Sportbereich

pe (8 % Stg., 7 m lang) zu erreichen.

Deutsche Gesetzliche Unfallversicherunge. V. (DGUV)

#### Akademiehotel Dresden

Königsbrücker Landstr. 2a Tel. 0351 4573010 01109 Dresden

Fax 0351 4573015

akademiehotel@dguv.de www.akademiehotel-dresden.de



#### **Albertinum (Galerie Neue Meister** und Skulpturensammlung)

Tzschirnerplatz 2 01067 Dresden

Tel. 0351 49142000 Fax 0351 49142001

besucherservice@skd.museum www.skd.museum

Nach Sanierung und Umbau präsentiert sich das neue Albertinum seit 2010 den Besuchern mit Kunst von der Romantik bis zur Gegenwart. Die neuen Ausstellungssäle teilen sich die Galerie Neue Meister und die Skulpturensammlung.







Die Ausstellung ist in allen Bereichen barrierefrei zugänglich. 1. Aufzug (Zugang zur Galerie Neue Meister, Mosaiksaal, Klingersaal): Tür 109 cm. 2. Aufzug (Zugang zur Galerie Zeitgenössische Kunst): Fläche 110x134 cm. Rollstuhlfahrer-WC: Tür 94 cm. 165x150 cm vor WC, 95 cm rechts, 94 cm links neben WC.

Di-So 10-18 Uhr, Mo geschl.



## Online on www.visitsaxony.com



and the travel date below. Our

partner site www.booking.com will come up with the results.

Find

Departure

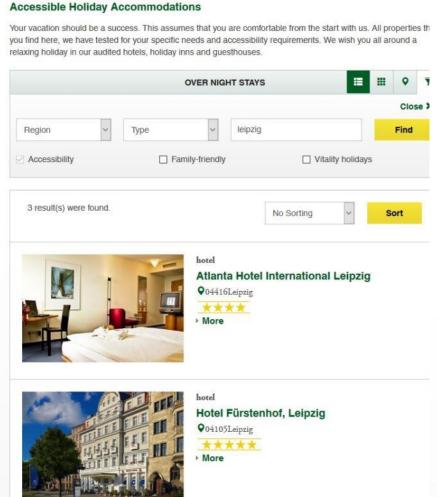
Dresden

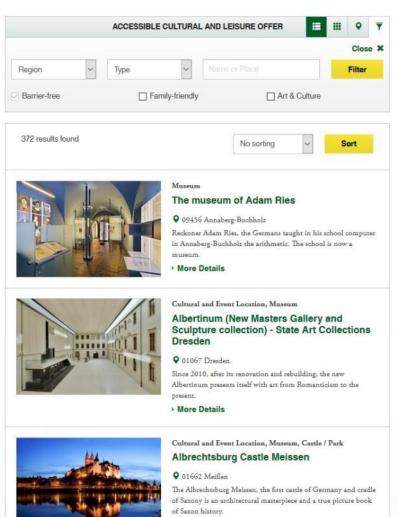
Arrival



#### Accessible holidays in Saxony

On these pages a huge number of accessible to information and inspiration. Apart from the descri fortravelers with mobility impairments, we also sensory impairments – featuring induction loop people with learning disabilities or mental hai







## Sensitization

Guide "Tourismus für Alle in Sachsen"
 (Tourism for all in Saxony) –
 to encourage the Saxon partners
 with information and tips to make
 their offers accessible in the future!





## Sensitization

Workshop series "Sachsen Barrierefrei" –
 Since 2012 the Saxon partners have been informed and sensitized about the possibilities of designing accessible tourist services, also with regard to their service quality

→ Well-understood and well-implemented, accessibility benefits all guests, especially families with children and the elderly!



## Sensitization





### In Addition...

- The TMGS cooperates with the
  - German destination marketing organizations
  - "Barrier-free Destinations in Germany Association"
  - German National Tourist Board

→Our overall aim is to provide detailed and reliable descriptions of facilities and thus to create trusted travelling experience and enjoyable holidays!



# Thanks for your attention! See you soon in Saxony.

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