



World Summit on Accessible Tourism

# Destinations for All

Brussels 1-2 October 2018

## Brandenburg: approaches to accessibility all around Berlin

TMB Tourismus-Marketing Brandenburg GmbH



**BRANDENBURG**  
ALL AROUND BERLIN

Kerstin Lehmann

# Brandenburg – all around Berlin































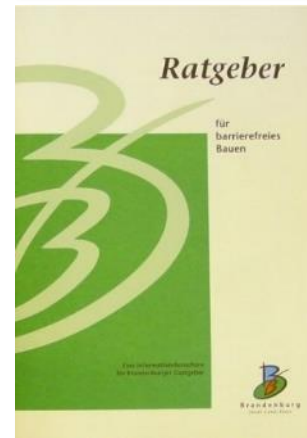






# First steps towards accessibility

- topic on state level since 1998
  - Travel guide for guests with disabilities 1999
  - Guide book for tourism sector 2000
  - Numerous coachings & staff trainings
- commitment of politics & decision makers
  - Included into strategic guide lines & tourism concepts





# Mile stones towards accessibility

- development of state wide information system
  - elaboration of check lists and pictograms
  - information, not certification – description of situation





# Today's achievements

- care takers in the dmo as “watch dogs” for inclusive marketing (brochures, websites, activities, regional brand development, ...)
- network of data collectors/ “awareness people” in regional tourism associations
- numerous staff trainings & B2B workshops



# Today's achievements

- affinity brochure in German
- special interest flyers in German and English



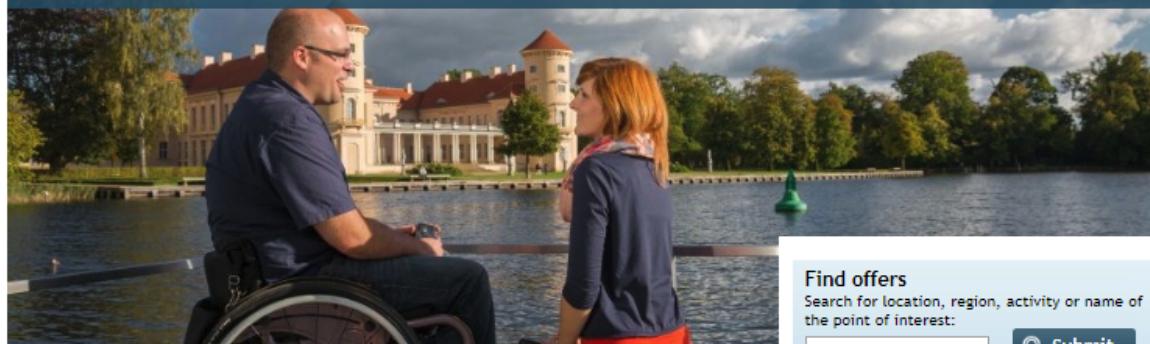


# Today's achievements

- special interest website [www.accessible-brandenburg.com](http://www.accessible-brandenburg.com)
- 900 poi centrally managed by dmo
  - Included into state wide data pool DAMAS
- Inclusive marketing:  
accessible tours in app Deutsche Bahn “DB Ausflug”







## Find offers

Search for location, region, activity or name of the point of interest:

Submit

Accommodation

Leisure

Eat and Drink



Print version - You are here: Startpage /

## Theme: Aquatic Adventures

Theme 1 of 8



## Aquatic Adventures

Be a captain yourself or just enjoy ... on houseboats, in canoes, on sailboats, Spreewald punts or one of the many accessible passenger ships in Brandenburg. Mobile ramps, technical aids and non-tilting precautions make access to Brandenburg's water landscape possible. Discover the unforgettable beauty of the Brandenburg waters in our blue paradise ... [more](#)



## Checked Quality

The ► Brandenburg Academy of Tourism has, with the help of trained partners from the holiday regions, checked out all the deals listed here using the check lists in force throughout the State of Brandenburg. You will find more information about the checklists and our collecting of data ► [here](#).

- 306 accommodation offer
- 442 leisure time offers
- 202 Locations to eat and drink

From the Ruppiner Lakeland in the north to the south of Lower Lusatia, from the Elbe in the west to the Neisse and Oder in the east, many hosts have adjusted to your wishes. In order for a holiday is a holiday. Just as it should be.



## Brandenburg for All to Go

Download our new brochure "Brandenburg für alle. Barrierefrei reisen" from 2018 ► [here](#) for free (it's in German)!



The PDF-format is accessible also for blind readers.

Please click ► [here](#) for further print products on accessible tourism for all in Brandenburg.

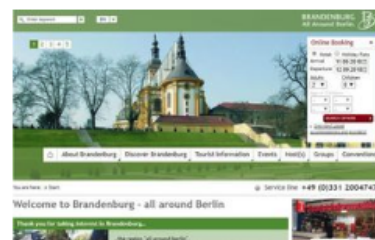
## For Tourism Providers

Do you have an accessible touristic offer we don't know yet which should be included in our website?

Are you interested in workshops and seminars concerning "tourism for all"?

Looking for background information?

## Find inspiration and explore Brandenburg



Click here for inspiring experiences and follow our bloggers along their ► [accessible trips through Brandenburg](#):


Glide off into the sunset on accessible houseboats in the Dahme Lakeland or roll into the Ruppiner Lakes sitting in an "alligator".

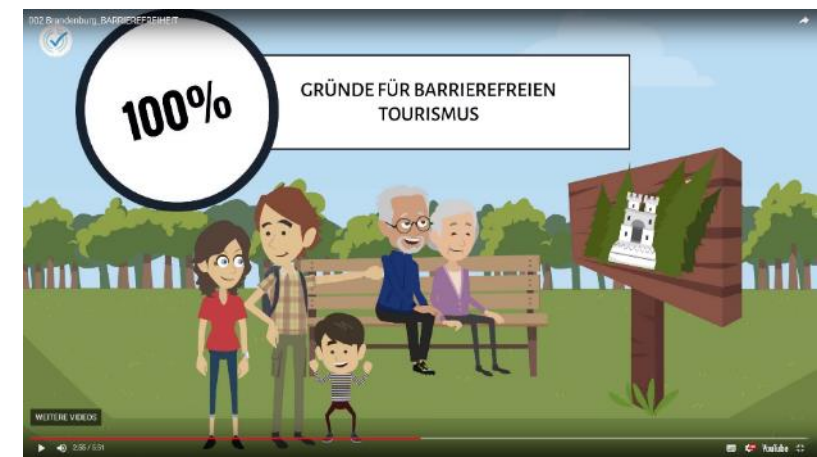
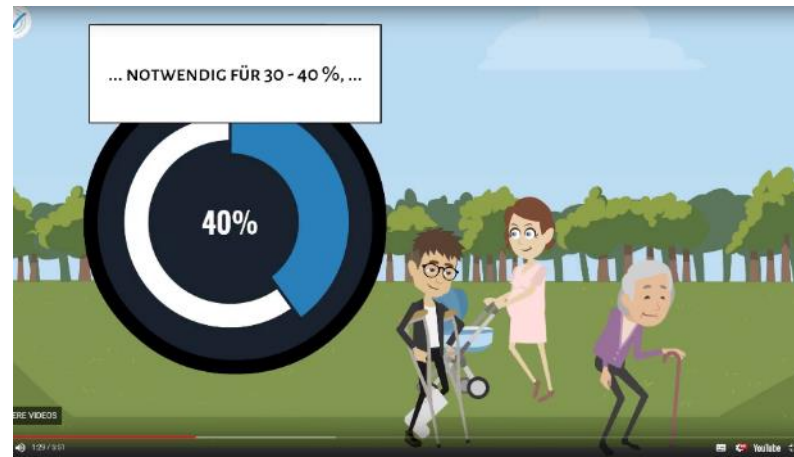
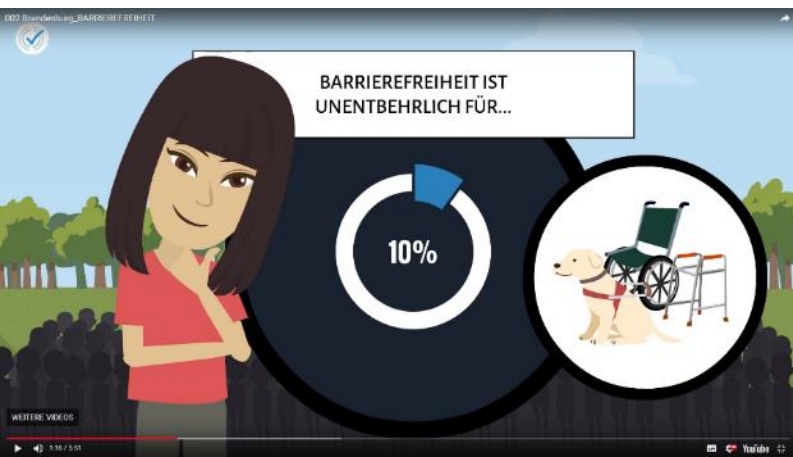
Feel close to heaven while exploring Neuzelle Abbey or gazing at the milky way in the West Havelland Dark Sky Reserve.

Stay down to earth while getting to know the Lusatian Lakeland – former open cast mining



# Today's achievements

- Affinity facebook fan page 
- Plan: participation federal system „Reisen für Alle“
- B2B videos






# Today's achievements

- Current study – new guide book & check lists
- Co-operation with GNTB, dmos and „accessible travel – barrier-free destinations in Germany“  
(meetings, fairs such as Rehacare Düsseldorf)
- Fam trips for tour operators
- Bloggers for inspiration



12345



☒ Hotel
☐ Holiday flats

Arrival 
Departure

Adults 
Children


Age of Children

[Overview? Listed accommodations and providers!](#)

You are here: [Start](#)

## Welcome to Brandenburg - all around Berlin


Thank you for taking interest in Brandenburg...




...the region "all around Berlin".

Here you will find all in one: the vibrant metropolis of Berlin, the Potsdam State Capital - the former centre of Prussia with its castles and gardens (which are part of UNESCO's world cultural heritage) - as well as the idyllic Mark Brandenburg countryside with its more than 3,000 lakes and 30,000 km of watercourse - Europe's most extensive landscape of rivers and lakes.

[read more](#)




Our tips for your stay in Brandenburg



Cycling Route Spreeradweg

The cycle path starts off at the head of the River Spree in Upper Lusatia of Saxony leading cyclists to the edge of Berlin city. Following a visit of Lusatia's metropolis Cottbus, cyclists go on an easy ride across the 1,000 hectare-pond landscape surrounding the town of Peitz and into the magical Spreewald forest.

[More...](#)




Grand Tour "Blue Paradise" (round tour of about 570 kilometres / 3 to 4 weeks)

Those seeking recreation in the German federal states of Brandenburg and Mecklenburg-Western Pomerania may indulge in a boat tour for several days and weeks around the sparkling bodies of water to be found in these two magnificent states and venture across wide rivers and romantic waterways, gigantic lake districts and little forest lakes.

[More...](#)

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Online Booking


☒ Hotel
☐ Holiday flats

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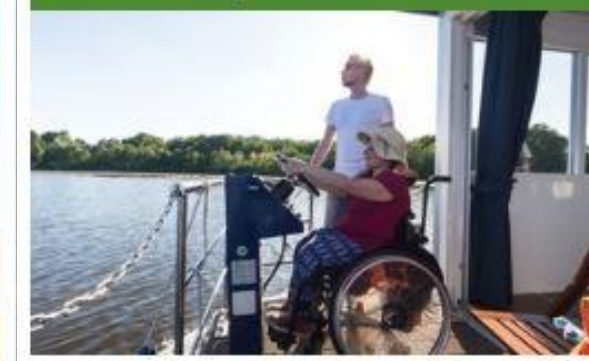
Barrier-free trips

Barrier-free travelling through Brandenburg: Be inspired by our blog reviews of eventful trips.

[More...](#)

Day One - Evening


Just like driving a car



Finally, it is time to go and we set off. I enter the steering station, put the key in the ignition, turn it and the motor starts. It is just like driving a car. My able-bodied companion has the job of untying the ropes. Who goes on a boat trip completely alone anyway?

After just a few minutes, I manage to steer the boat really well, thanks to the instructions I have been given before we set off. From the marina, we turn onto the River Dahme.


Enjoying an Evening Tour



We are travelling in the Dahme Lakeland, where there are more than 70 lakes. We meet paddlers enjoying an evening tour, as well as small and large motor boats.

In front at the steering station, the wind blows in my face. I feel as though I am on holiday, yet just south of Berlin - perfect. The houseboat is easy to steer from my wheelchair. I feeling of freedom on the water comes over me. From here, we could travel as far as the River Oder. A short round trip is enough, though, for a first attempt.

Magical atmosphere over the lake



We turn onto Lake Krossin. The sun is bathing the lake in a gentle light. The reed-lined shore and the water are relaxing to the eye. It is not at all difficult for me to put my smartphone aside. A magical atmosphere lies over the lake. After a while, the fresh air makes me hungry. Actually not a bad place to start thinking about eating. Dinner is appropriately served on deck. There is enough space for a table next to the steering station. Then before bed, I witness Brandenburg at its most spectacular - a sunset over the lake.

Day Two - Morning



# Conclusion

- Accessibility is good for all of us!
- Commitment of decision makers is important
- Strategic guide lines and tourism concepts
- Inclusive marketing vs. Infinity marketing?  
Future goal: inclusive marketing only, but 2018: both!
- Networks spreading the accessibility spirit





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# Thanks for your attention and see you in Brandenburg!

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