

How did the City of Rheinsberg and the Ruppin Lake District become more accessible through the creation of the accessible hotel and what impact did these developments have on the other hand on the hotel itself?

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## Seehotel Rheinsberg







#### The idea

- ➤ Construction of a hotel that is completely accessible in all areas
- ➤ Creation of suitable room equipment
- > Provision of technical aids
- ➤ Means carefree holidays for people with almost any form of disability

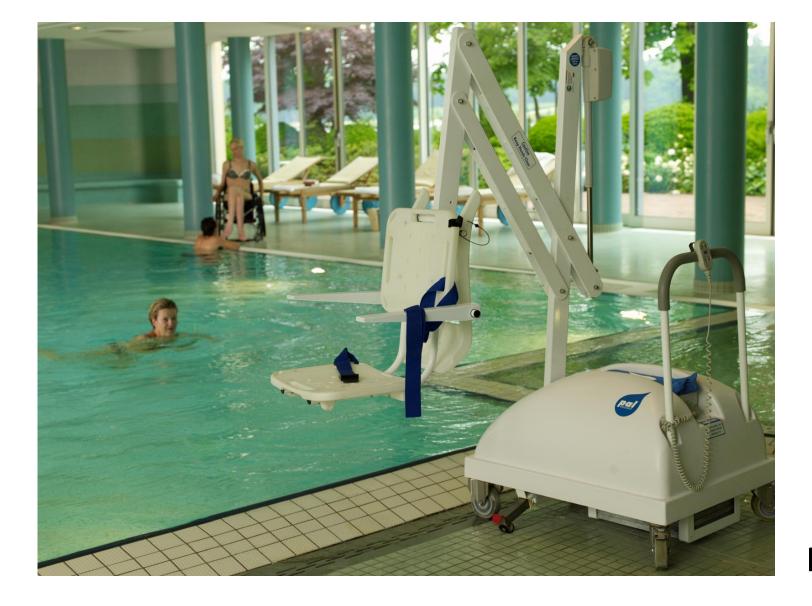


# Impressions





Lobby





Pool





Sauna





Sportshall





Bowling





#### Restaurant



#### Facts and figures

- ➤Opening 2001
- ≥ 104 rooms and 6 appartements
- **≻**Completely barrierfree
- >Swimmingpool, sportshall, sauna, restaurant, cocktailbar
- ➤9.000 guest in a year
- ► 40.000 overnight stays in a year





## Influence on the city

- ≥5000 inhabitants
- ≥9000 hotel guests
- >most with a disability





#### Castle of Rheinsberg from the 18th century



Destinations for All



#### New offers for the hotel guests





## New offers for the hotel guests





## Influence on the region

- The state of Brandenburg recognized with the opening of the hotel the opportunity to take a leading role in barrierfree tourism in Germany.
- From now on, Barrie-free tourism played a major role in the marketing of the state



#### https://www.barrierefrei-brandenburg.de/home/







#### Improving the infrastructure for the needs of



#### people with disabilities

















#### Impact on the hotel

- more attractive due to better leisure activities
- better accessibility by public transport
- more Recommendations through positive experiences
- better arguments for the marketing
- more satisfied guests





## Thank you for your attention



See you in Rheinsberg