



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018

**How did the City of Rheinsberg and the Ruppiner See 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?**

Peter Vogt

Manager Seehotel Rheinsberg / Germany

The place and the region



Seehotel Rheinsberg



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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



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 barrier-free tourism in Germany.
- From now on, Barrier-free tourism played a major role in the marketing of the state

<https://www.barrierefrei-brandenburg.de/home/>



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Improving the infrastructure for the needs of people with disabilities



Conversion of a passenger ship for wheelchair users



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