

The background image shows a large industrial building, possibly a former silo or storage tank, now converted into a modern glass-enclosed spiral staircase. Two people, a man in a green cap and a woman with short hair, are looking up at the building. The sky is clear and blue.

THE RUHR

Economic impact of industrial heritage tourism

ERIH-Conference RUHR 11 / 21 / 2013

Regional strategy
Facts and figures
Future outlook



Leisure

The Ruhr+ Sports

Culture **Tourism**



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- 1996: **LEISURE + INDUSTRIAL HERITAGE** *regional population survey*
- 1998 / 2000: **16 SITES OF INDUSTRIAL HERITAGE** *visitors survey*
- 2000: **IMAGE RUHR** *national population*
- 2004: **CITY-TOURISM + INDUSTRIAL HERITAGE** *national image survey*
- 2005: **ZOLLVEREIN** *visitors survey*
- 2005 / 6 / 7 / 9: **RUHRTRIENNALE** *visitors surveys*
- 2010 **RUHR.2010** *visitors surveys*
- 2002 -13: **EXTRASCHICHT** *visitors surveys*
- 2013: **LEISURE & RECREATION** *regional population survey*
- 2013: **EMSCHER LANDSCAPE PARK** *visitors & regional population surveys*
- 2013: **GEO PARK** *regional population survey*

- 5.2 million inhabitants
- 170 Nationalities
- Polycentric urban area: 53 cities⁺
- 120 km distance from east to west
- Economical + scientific strength
 - 17 Headquarters of Germany's TOP 100
 - 5 Universities, 10 Polytechnics, 4 Fraunhofer institutes
 - 4 Leibniz institutes, 3 Max-Planck institutes, 30+ technology centers

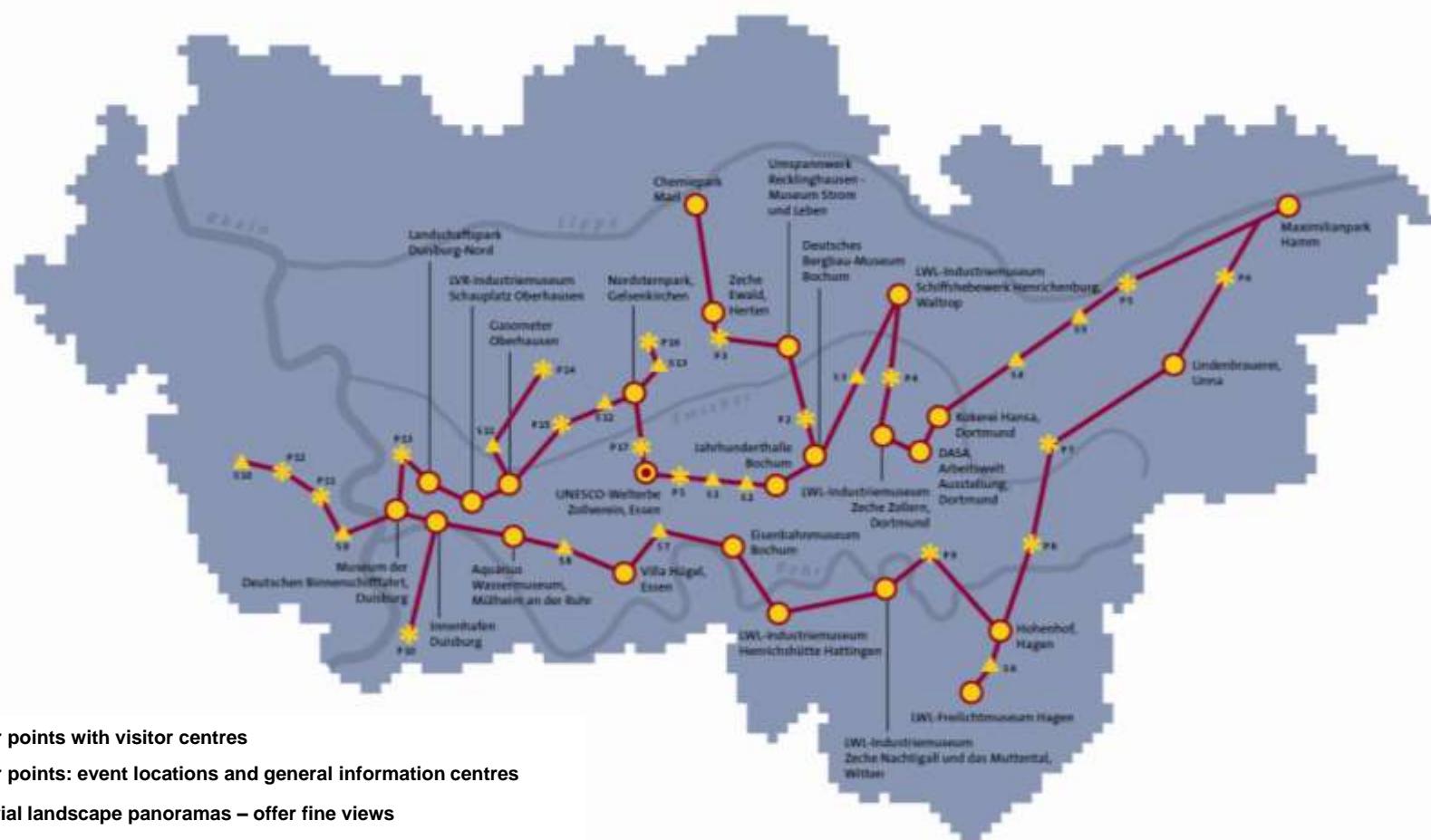
The industrial heritage trail communication system

- 25 important anchor points
 - 17 panorama points
- 13 typical housing settlements
 - ... many other sites



- 25 theme trails
- a signposted main car route
- 700 km bicycle network
- a multimedia information system
- Extraschicht

THE TRAIL



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THE BIKER'S TRAIL



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BIKER'S EVENT



- 700 km long network
- special system of 3.600 signposts
- special bike for rent
- biker's events

VISITOR CENTER



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COSTS

A photograph of an industrial complex at night, illuminated by numerous colorful spotlights in red, green, and blue. The scene is filled with smoke or fog, creating a dramatic atmosphere. In the foreground, there's a large crowd of people watching the display.

Initial investment

- 7,0 Million Euro

System running costs per year

- Mantaining: 2,5 Million Euro (5 sites)
- Networking: 1,0 Million Euro⁺
- + 3,6 Million Euro subsidy⁺ for mantaining

STRATEGY

1968 First regional developing program Ruhr

1996 IBA Emscher Park International Building Exhibition

- Landscape architecture > Emscher Landscape Park
- Industrial heritage > Industrial heritage trail
- Culture > Ruhrtriennale
- Tourism > RTG Agency for regional tourism marketing

1999 Opening of the industrial heritage trail

2001 Zollverein > Unesco World Heritage

2003 Jahrhunderthalle main venue for Triennale

2010 European Capital of Culture

... THE RUHR > Regional Unesco World Heritage?

PARKS



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LANDSCAPE



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RUHRTRIENNALE



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EXHIBITIONS



- | | |
|---|---|
| <ul style="list-style-type: none">■ Feuer und Flamme
Gasometer 1994/95■ Der Traum vom Sehen
Gasometer 1997/98■ The Wall
Gasometer 1999■ Sonne, Mond und Sterne
Welterbe Zollverein 1999/2000■ Der Ball ist rund
Gasometer 2000■ Sternstunden
Gasometer 2009/2010 | <p>Visits</p> <p>> 460.000</p> <p>> 540.000</p> <p>> 390.000</p> <p>> 320.000</p> <p>> 216.000</p> <p>> 950.000</p> |
|---|---|

Neu: „Avantgarde + Weltkrieg 1914 -1939“
Welterbe Zollverein 2014

NEWQUARTERS



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Regional projects > use x ratings

Area of the Revierparks

2013

Regional survey

Assessment in school notes >

1,75

2,0

2,25

2,5

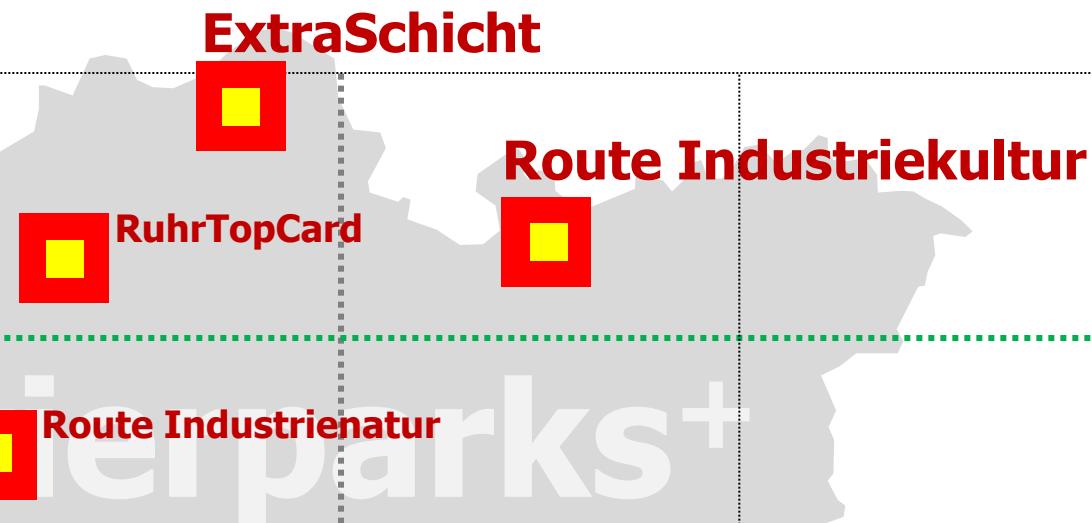
Use in % of population >

20

40

60

80



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AIMS

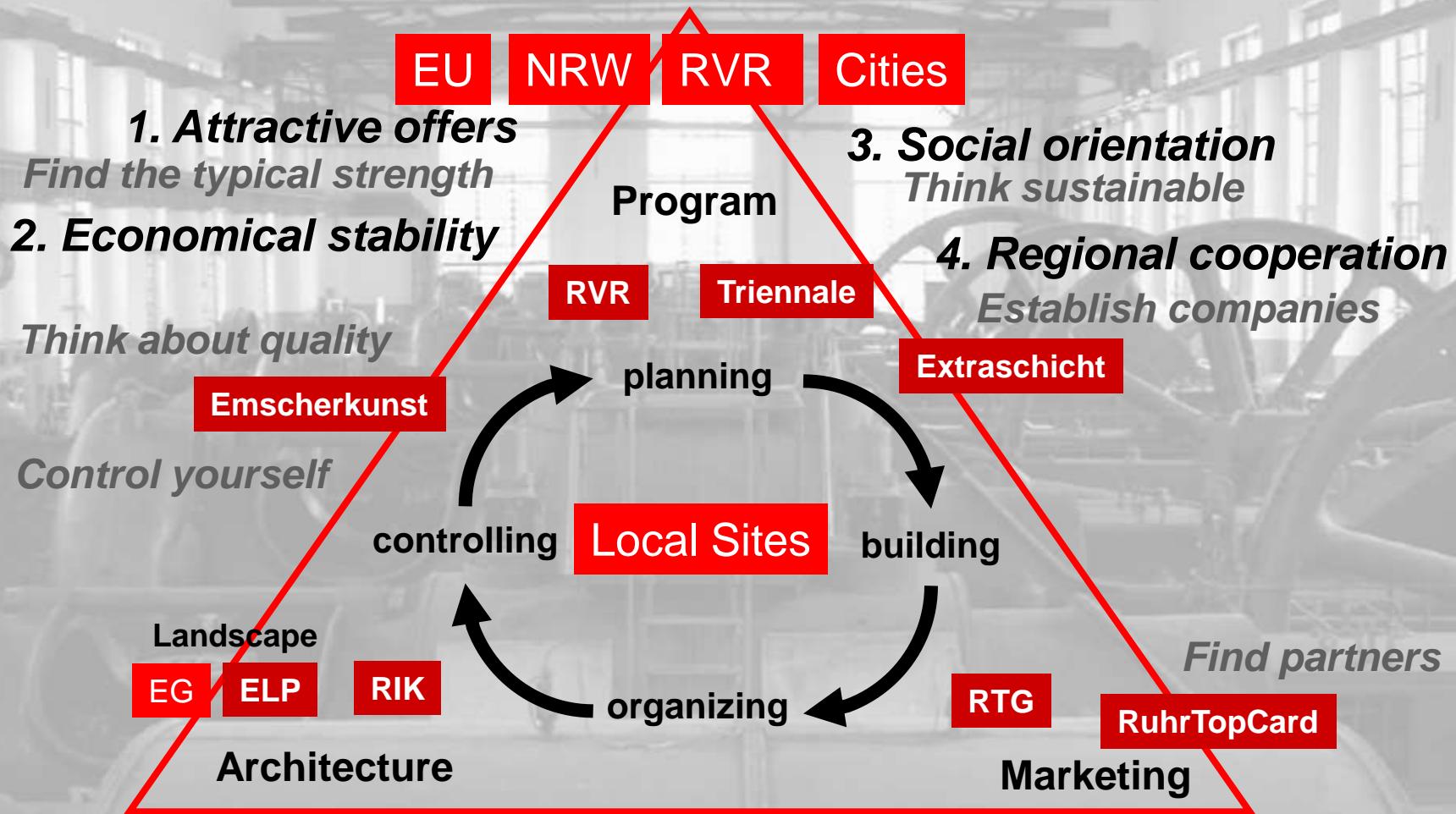


Leisure market Germany

- 245.000.000.000 € sales
- 6,9 Mio. occupied
- 12% of national income

Tourism market RUHR

- 500 Mio. € produced worth
- 14.000 fulltime jobs



MEASURING



LEISURE Regional leisure locations TOP 10 Attraktiveness abs. [20]

LEISURE

2013

Regional survey



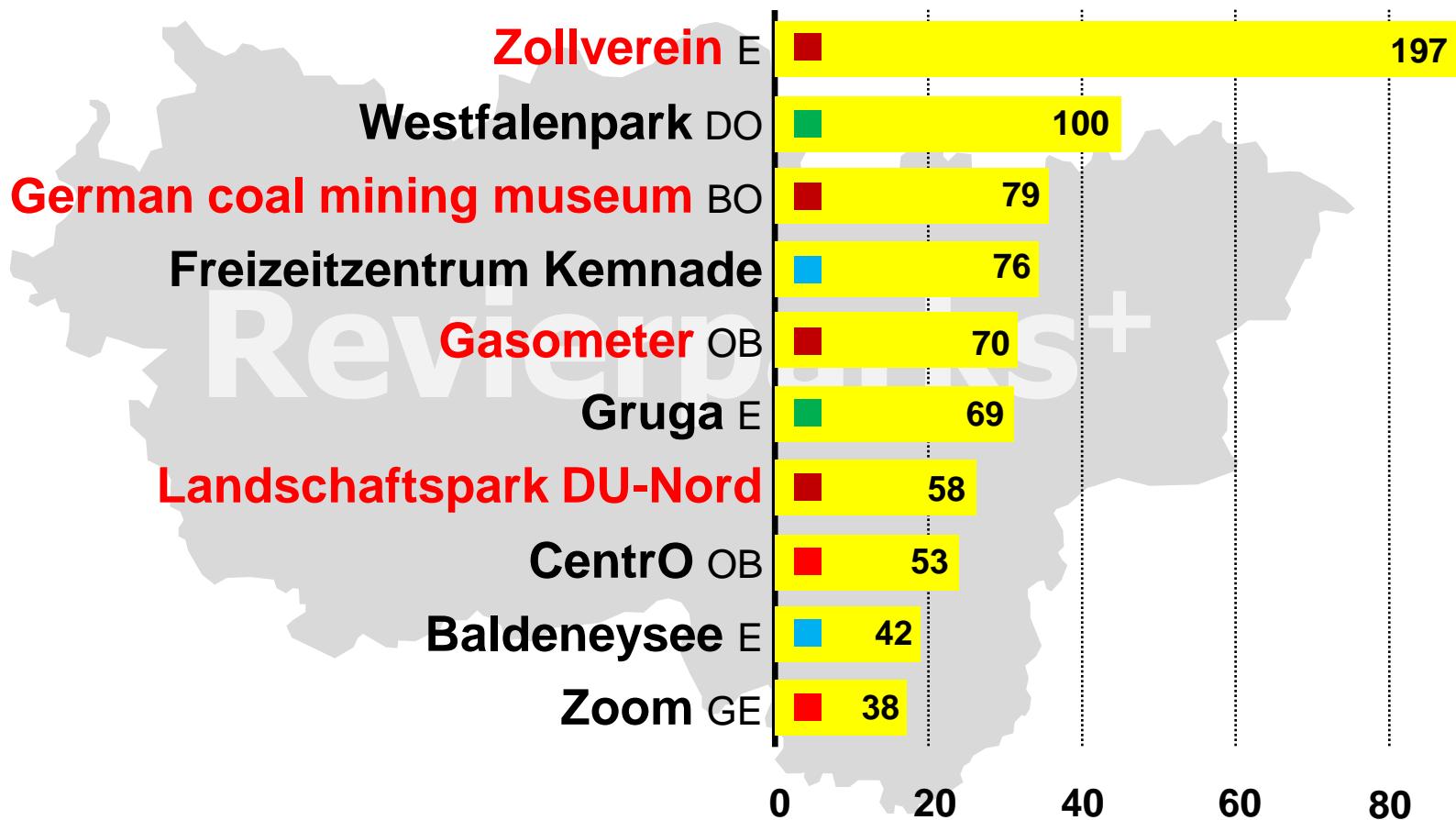
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Regional leisure locations TOP 10 Attraktiveness abs. [20]

Regional survey 2013



Unesco World Heritage Zollverein



German National Coal Mining Museum



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Gasometer Oberhausen



North Duisburg Landscape Park



-
- Industrial Heritage**
- People + Language**
- Settlement**
- Leisure infrastructure**
- Cultural offers**
- Ruhr + Lakes**
- Economy + Industry**
- Variety + Contrasts**
- Sports offers**
- Landscape + Nature**



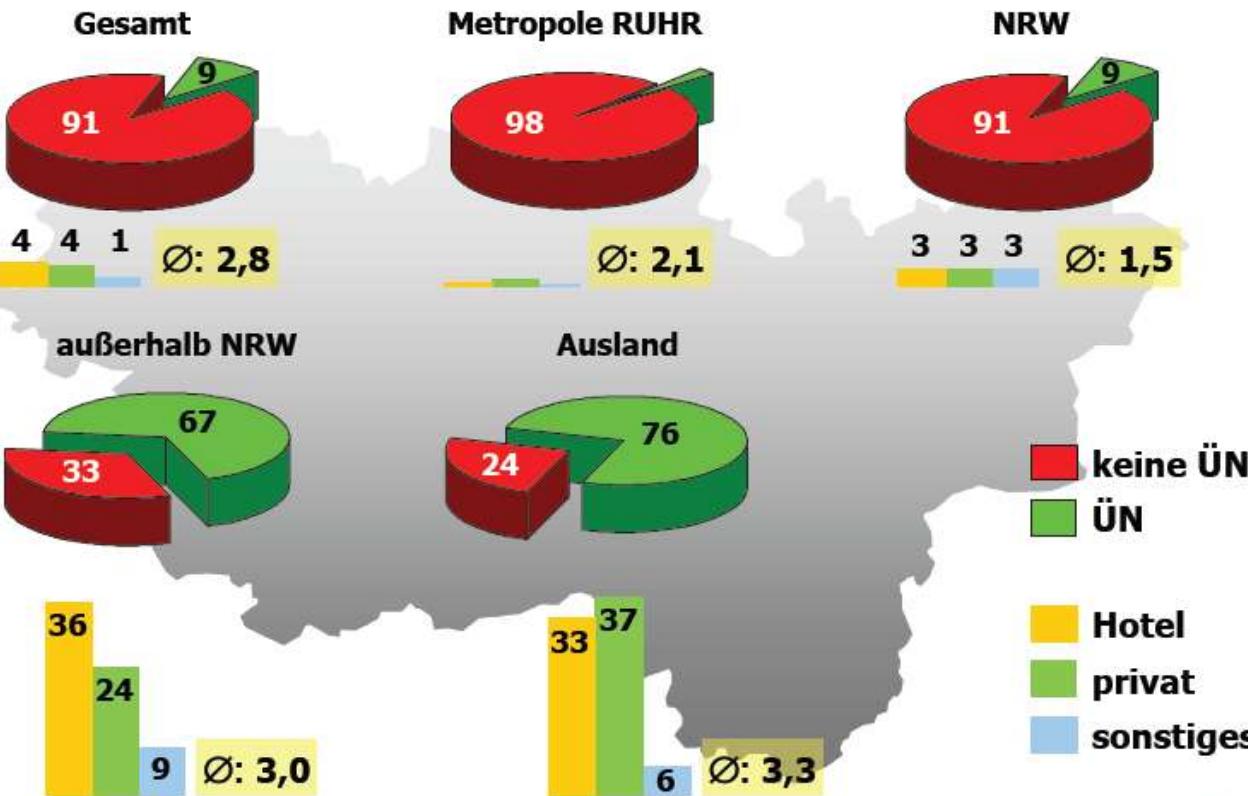




TOURISM

Besucherbefragung RUHR.2010

Übernachtung – in %



Regionalverband Ruhr

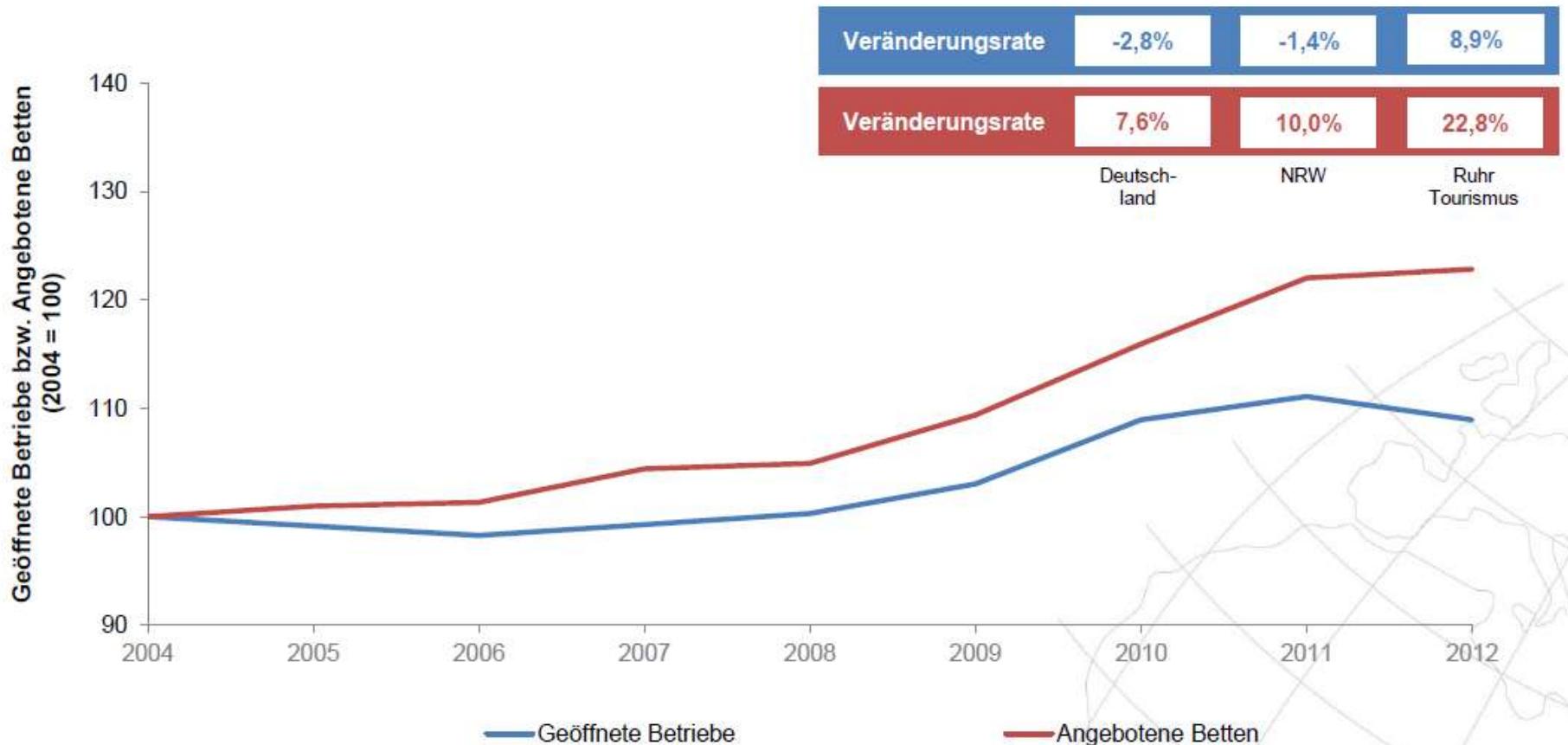
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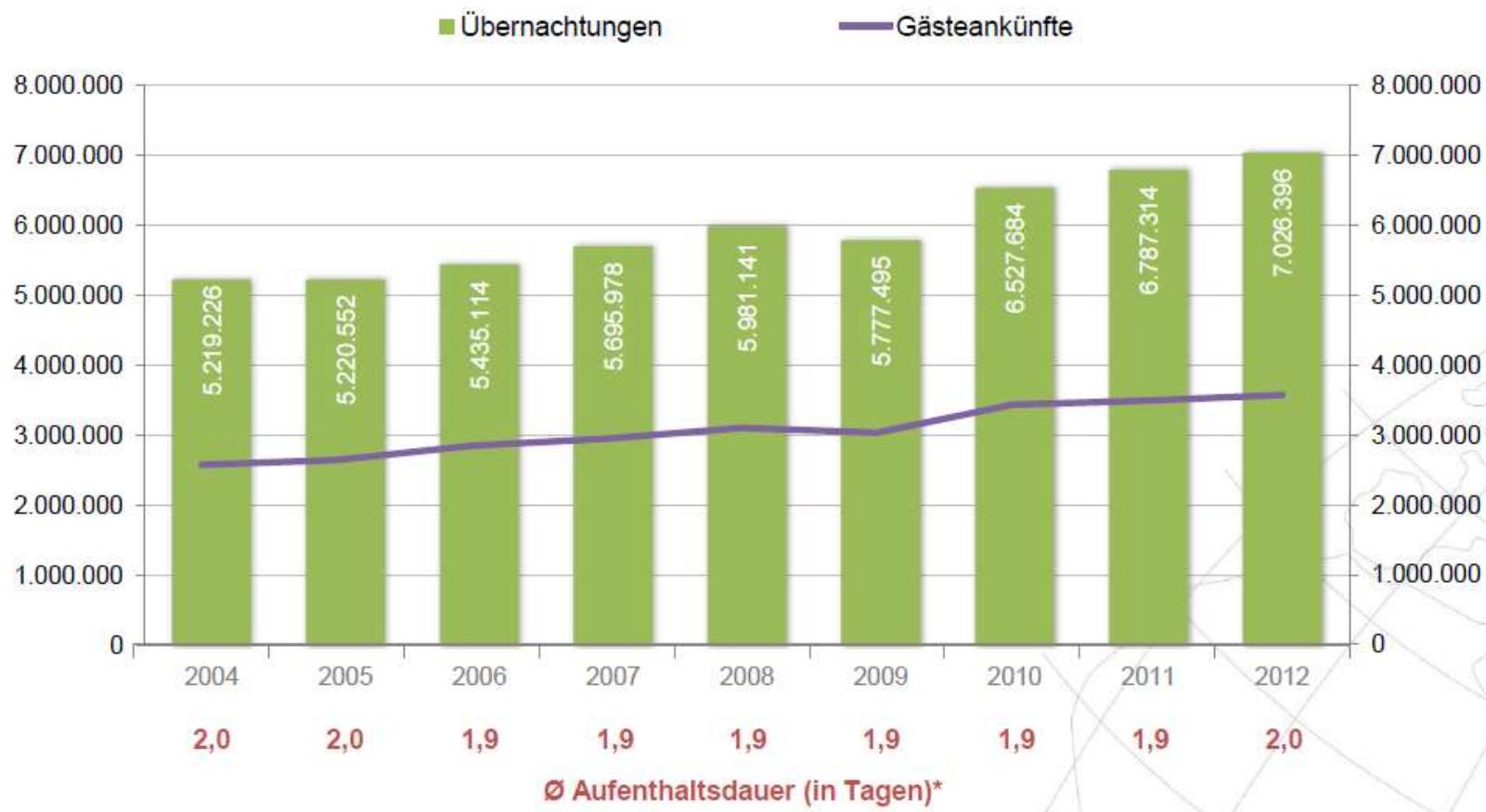
Ruhr Tourismus: Betriebe, Betten im Vergleich

> Entwicklung geöffneter Betriebe (31.12), angebotener Betten (ohne Campingplätze) (31.12.) in gewerblichen Betrieben (Index-Darstellung)



Ruhr Tourismus: Gästeankünfte, Übernachtungen, Aufenthaltsdauer

> Entwicklung Gästeankünfte, Übernachtungen und Aufenthaltsdauer in gewerblichen Betrieben



Quelle: Information und Technik Nordrhein-Westfalen

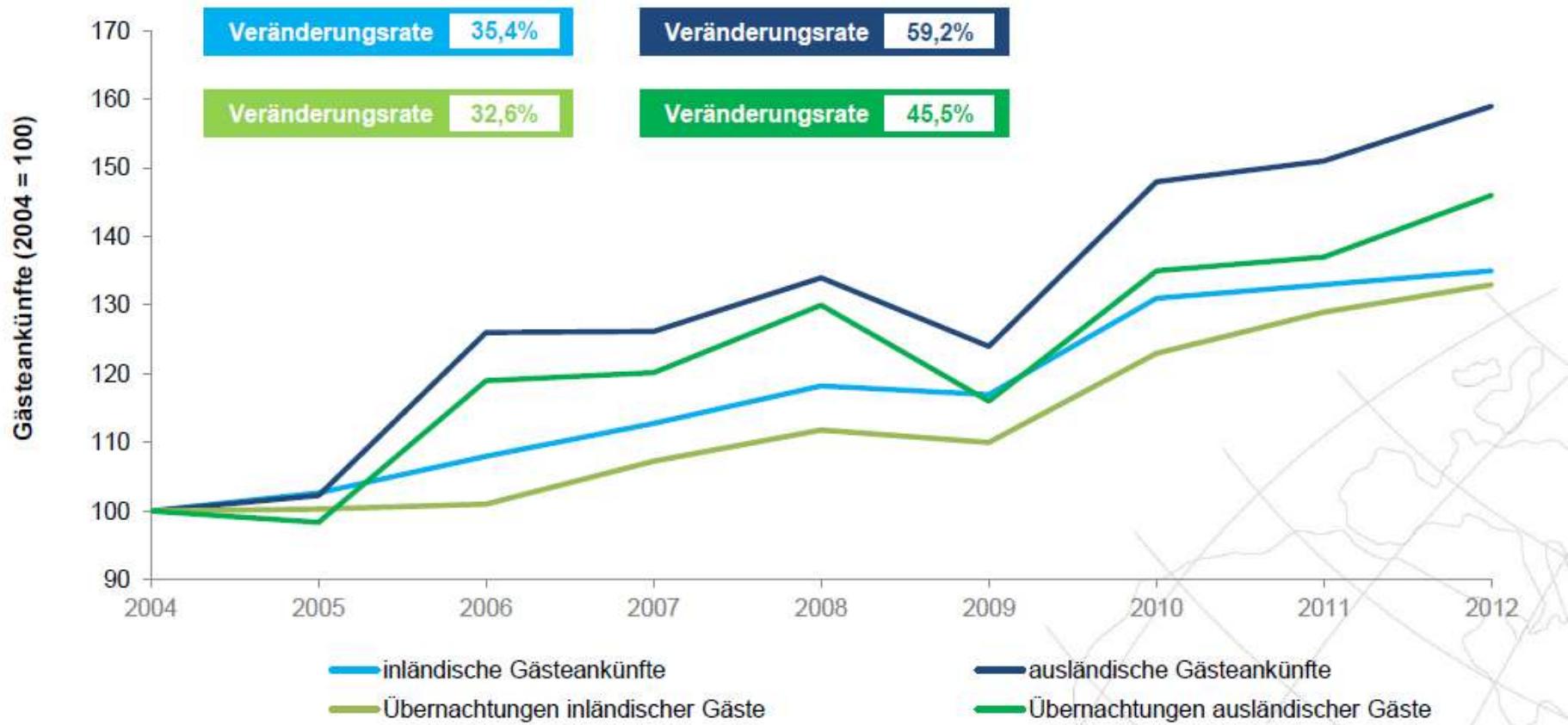
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Ruhr Tourismus: Gästeankünfte und Übernachtungen in- und ausländischer Gäste

> Entwicklung in- und ausländischer Gästeankünfte und Übernachtungen in gewerblichen Betrieben (Index-Darstellung)



FACTS

- 
- **ExtraSchicht 2013: 78,000 Tickets, 20% external visitors**
 - **Ruhrtriennale 2013: 90,000+ visitors, 49,000 tickets in core program > 40% external visitors**
 - **Zollvereinpark 2013: 51% external visitors**
 - **RuhrTopCard: 103.000 tickets, 70,000 or 14% of uses on industrial heritage, Gasometer on rank 5 with 25,000 RTC users**

ZOLLVEREIN

- 295 million investment
- 1,000 regional jobs in construction period
- 39 creative organisations
- 1,000 jobs on Zollverein
- 1.5 million visitors > 68 million Euro a year
- 1,450 jobs in gastronomy
- 12.5 million Euro taxes



SPEED OF LIGHT



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RUHR GAMES

Ruhr Games 2015
It's hip to be square

PROJEKT

**Wir inszenieren Sport im
industriekulturellen Umfeld...**

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CREATIVE SITES



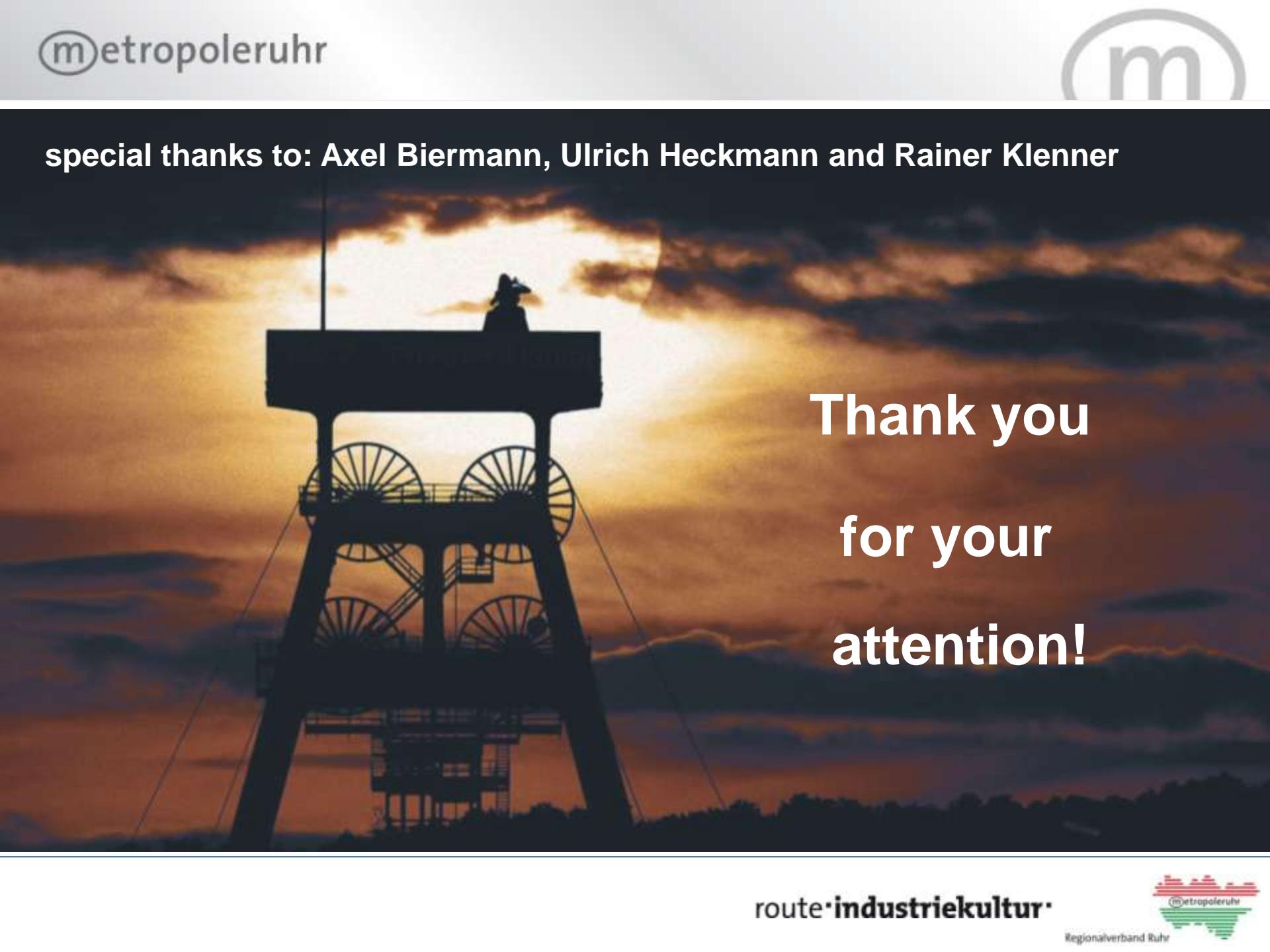
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- Application for regional Unesco world heritage title

special thanks to: Axel Biermann, Ulrich Heckmann and Rainer Klenner



Thank you
for your
attention!