Industrial Heritage Tourism at the German Mining Museum

ERIH Conference 2013
Measuring the benefits of industrial heritage tourism

Stefan Niederhagemann
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Dortmund 1944

Bochum 1973
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Where do the visitors come from?

- 15% Niederlande, Weißrussland, Dänemark, Tschechien, Frankreich, Schweiz
- 44% (unknown postcode)
- 7% (unknown postcode)
- 7% (unknown postcode)
- 6% (unknown postcode)
- 5% (unknown postcode)
- 2% (unknown postcode)
- 3% (unknown postcode)
- 3% (unknown postcode)
- 2% (unknown postcode)
- 3% (unknown postcode)
- 0%

ascertainment:
- 1998-99: inquiry of postcodes
- 2002: interviews by students of the geographical institute of Ruhr-University Bochum
- 2003: interviews by own staff
- since 2002/03: interviews by own staff
- 2006: interviews during special exhibition „Das Schiff von Uluburun – Welthandel vor 3000 Jahren“
- 2011/12: interviews during special exhibition „Schätze der Anden – Chiles Kupfer für die Welt“
- 2013: interviews by Görgen & Köller

Picture: DBM/LICHTBLICK
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Who is visiting the museum?

- Individual visitors: 72%
- School classes: 14%
- Adult groups: 11%
- Internal visitors: 3%
How many visitors are coming?
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Bochum. Kulturhauptstadt 2010
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Map by Regionalverband Ruhr

Anchor Points
- These are major venues where you can pick up information.

Anchor Points with Visitor Centre
- Offer comprehensive information.

Significant Housing Settlements
- The Ruhrgebiet at Home.

The many housing settlements reveal a lot about the social history of the Ruhrgebiet and the development of present day urban architecture. Here you can get an authentic insight into the life of the region.

Industrial Panorama Points
- Offer an overview.

There are outstanding viewing points are a particular attraction for tourists. Here you can look down over typical industrial landscapes. Some of these panorama points have been embellished with huge sculptures and other landmark art installations.

Route industriedenkultur - Industrial Heritage Trail

Map by Regionalverband Ruhr.
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See you again in the German Mining Museum

Stefan Niederhagemann