INDUSTRIAL HERITAGE IN SAXONY
WITNESSES TO A GOLDEN ERA

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Content

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About us
Saxony Tourism

Founded: January 1, 2000
Location: Dresden
Goal: Promotion of Saxony as a destination outside of Saxony on the German market and on international markets
Brand Content: History and culture
Shareholders: Saxon Tourism Association
6 regional tourist boards
marketing organisations of Dresden, Leipzig and Chemnitz
3 chambers of commerce
Saxon Hotel and Catering Association

THEMES
- culture
- cities
- wellness
- family holidays
- active holidays
Historical background
Saxony

- Mining started the 12th century
- Most important industrial region in Germany until 1945; also richest and most densely populated region of Germany
- Large variety of small and medium-sized companies; many world-market leaders
- Leipzig: oldest and most important trade fair place in the world
- Chemnitz: cradle of German engineering, „Saxon Manchester“, highest industrial output
- Dresden: second highest industrial output
Relevance of the project
- Completely irrelevant according to market research
- Growing awareness in Saxony
- UNESCO application of the Ore Mountains
- Part of the coalition agreement
- Support from all large parties
- Saxony election on August 31, 2014
- Funding for 2014 only
Development of the project
- List of relevant objects
- Questionnaire
- Site inspections
- Pictures
- Text
- Proof reading
Saxon Route of Industrial Heritage
Brochures

- "INDUSTRIEKULTUR IN SACHSEN"
- German and English editions
- 15,000 plus 5,000 copies
Internet
- Press trip
- Advertising and advertorials
- Online marketing
- Events
- Free distribution

SAXONY. STATE OF THE ARTS.
Connection with ERIH

Anchor Points in Saxony
Zwickau  August Horch Museum
Hoyerswerda  Knappenrode Energy Factory
Chemnitz  Saxon Museum of Industry

Meeting on November 28, 2014
Museum of Industry, Chemnitz
Park of Mining Technology, Grosspösna
August Horch Museum, Zwickau
Braunsdorf Historical Demonstration Weaving Mill
Schminke House, Löbau
Framus Museum, Markneukirchen
Glashütte Watchmaking Industry

SAXONY. STATE OF THE ARTS.
Saxon Steamboat Company
Yenidze „Cigaret Mosque“, Dresden
Zittau Mountains Railroad

SAXONY. STATE OF THE ARTS.
Spinnerei, Leipzig

SAXONY. STATE OF THE ARTS.
Thank you for listening!