



„COVID19 consequences“ recommendation for network members

- *Positions for consequences of CORONA pandemic and possible requirements of “C19-SAFE-Tourism” in fortified monuments*
- *Recommendations for fortified monuments to ensure the best „C19-safe“ visit requirements*

FORTE CULTURA e.V. – Network of the Cultural Route Fortified Monuments

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1 EFFECTS OF COVID-19 ON TOURISM

The following recommendations are based on guidelines by German authorities (effective 05.05.2020) in connection with the Corona pandemic.

The realization of recommendations and measures only reduces the contagion risk. There is **no guarantee** for a non-contagious visit in fortified monuments.

What are the requirements for tourism, especially fortification tourism with and after C19? How will “travel with new normality” develop?

1.1 Basic valuation of market trend in tourism

In the “2nd Recovery-Check”, the competence center of federal tourism developed three scenarios regarding the market trend and sales volume compared to 2019. All scenarios were divided into 4 stages (lockdown, ease, revival, normalization). *Domestic* and *international tourism* was researched.

<https://corona-navigator.de/wissen/themen-analysen/recovery-check-2-binnentourismus-erholt-sich-deutlich-frueher-als-der-internationale-tourismus/>

The **realistic scenario** predicts the following market trend:

Phase	Domestic tourism	International tourism
I Lockdown <i>Sales compared to reference period of previous year</i>	until 31.05.2020 10%	until 30.09.2020 2%
II ease <i>Sales compared to reference period of previous year</i>	01.06. - 31.08.2020 50%	01.10.2020 - 31.03.2021 30%
III revival <i>Sales compared to reference period of previous year</i>	01.09.2020 - 31.03.2021 70%	01.04.2021 - 31.12.2021 50%
IV normalization <i>Sales compared to reference period of previous year</i>	01.04.2021 - 30.06.2021 85%	01.01.2022 - 31.03.2023 75%

Of particular note is, how long-term pessimistic the predictions are for *international tourism*.

It should also be noted that operators must prepare more on regional target groups. Depending of the border opening status and control mechanisms border regions are to be seen as regional.

1.2 Needs and behavior of tourists, especially risk groups

Public institutions of daily need now have clear rules under which they can open. The “daily needs” of costumers in connection with hygiene rules overweighs the fear of contagion.

Cultural institutions do not offer “daily essential needs”. Guests will therefore wisely evaluate, which risk they will take for entertainment. Taken and not-taken safety and hygiene measures by the operators will influence this decision.

Listed below some thesis.

Which (new) needs has the until now most active age group 50 to 70?

- Highest hygiene standards
- No acceptance for health risks

- Age-appropriate transport and logistic infrastructure
- Few barriers on arrival, stay and passing
- High information and experience value

Who will start to travel first? – target group orientation

Target groups with alleged lowest risk and highest ignorance

- By age: young people under 30,
- By social status: couples, singles, young families
- By tourism segment: nature tourists, active tourists, culture interested tourists

Which effects will C19 have on types of transport / travel logistic?

Thesis: The closer and the longer travelers have to spend in transport or area, the more the travel offer and location will be avoided

- **Preferred kind of travel:**
Individual travel with own transport: car, motor bike, caravan, boat, bike, hiking, leisure plane
- Bus travel: very slowed down, domestic tours, regional locations
- Train travel: limited, shorter routes
- Plane travel: very slowed down, increasing prices
- Boat travel: very slowed down
- Public transport: most public transportation (train, bus) will be avoided on a long-term basis

How will source and target regions change?

All forms of travel with strong risk potential (means of transport) or high barriers (long-term controls on borders, etc.) will temporarily avoided.

Locations with high occupancy and little possibilities to decentralization will be avoided.

At the same time, the focus on national locations, niches, and regional locations will intensify.

Short trips and weekend trips to less occupied locations will have a stronger demand.

Source and target areas will move closer together, which is a new chance for inner regional tourism.

Travel decisions will probably be made by individual consumable experience value (attraction), the barrier-free, individual accessibility and especially by risk-free visits. These are new focusses of the current marketing.

Which effects will C19 have on kinds of tourism?

LOSER:

all kinds of tourism, which brings many people together during arrival or departure or at the touristic point and therefore increases contagion, for example:

- Mass tourism
- Event tourism
- Resort tourism with many people together
- Group travels (students, seniors, etc.)
- Long-distance travels

SMALL LOSS:

- Nature tourism, water tourism
- Active tourism, Sport tourism

- Wellness, cuisine

WINNER:

- **Individual tourism** in any kind to less frequented, decentral destinations with little contagion risk
- **Digital tourism, virtual tourism**

How does purchase power of target groups change?

As long as pandemic waves are expected, the willingness to travel will be limited in all target groups, especially risk groups, and only slowly improve. At the same time, the income loss will limit the purchase power in many economic sectors. Potential guests will evaluate more thoroughly how to spend and finance their leisure time and holidays. Short trips to domestic market will therefore increase.

Especially providers of large events in tourism destinations will have big losses.

How does the willingness to invest of tourism industry change?

The whole tourism industry with the up- and downstream fields is strongly affected economically and has to expect further reductions and standstills. Federal funding will reduce insolvencies and high unemployment rates, but it will not be able to stop it. Higher costs for higher personnel costs and mandatory hygiene measures in relation to decreasing occupancy rates / efficiency, will result in unavoidable **price increases** in all fields.

Subsequently it seems logical for tourism companies to invest their capital in consolidation and delay new investments and expansion projects.

2 PRINCIPLES OF C19-SAFE-TOURISM

2.1 „C19-safe“ residence requirements (gain trust)

- Follow rules by authorities
- Provide and prove constant hygiene chains
- Inform target groups about taken measures
- Responsible handling of health of staff and guests stand above economic evaluations

2.2 The special offer (motivation)

- Know and evaluate the changes in the market, self-definition
- Identify changed target groups and source locations and individually address them
- Adapt local offers directly to need of visitors and provide them on a longer term (smarter, more individual, smaller, etc.)
- Direct understandable and specialized offers to specific target groups
- Offer additional value and new incentives

3 CONCLUSION OF FORTIFICATION MARKETING

The corona reactive marketing has already begun in the tourism industry and catches the customers willing to travel. Who does not show with a clear message now, will stay undiscovered and increases the loss.

Fortified monuments usually offer very good conditions for “C19-Safe-Tourism”. The facilities are large, often decentral, with a high experience value for many target groups and implicate *massive protection* as a building.

The international fortification network and culture route **strengthen** this **image** and the **visibility** of single fortresses.

For international fortress tourism, FORTE CULTURA® forms **trust** and **acceptance** with the single visitors regarding **experience quality** and **feelings of safety**. This trust can further be strengthened by a joint **C19 measure catalogue with inspection label**.

The travel and experience offer of the European Culture Route FORTE CULTURA® is mostly aimed at **individual tourism**.

Regional FORTE CULTURA® Fortress clusters as at the Upper Rhine, in Hesse or at the Elbe service directly the increasing demand for leisure and experience offers in the domestic market. Local offers, like guided tours with FORTE CULTURA® certified guides support this offer.

<https://www.forte-cultura.eu/en/reiseangebote-en/guided-tours>

4 ACTION FIELDS AND MEASURES IN FORTIFIED MONUMENTS

4.1 Close cooperation with the public hand: connection of public and private measures

It is important to create a **constant chain of intense hygiene measures for tourists**, both in the public area (responsibility of transport carriers, the municipality and public carriers) and within touristic facilities (private carriers), which have to fit seamlessly together.

In case of infection / emergency a reliable chain of action of local and regional health system must exist. The unavoidable setbacks by new infections cannot again leads to a total standstill but have to be solved in smaller areas.

4.2 Internal measures

- Staff instructions (hygiene rules, self-hygiene, to instruct visitors)
- Possible health certificates and regular tests
- Organizing hygiene infrastructure and supplies (disinfectant, dispenser, masks, paper towels, etc.)
- Developing a hygiene and disinfectant plan: toilets, door handles, etc. following strict hygiene rules in regular intervals – provide proof
- Developing visitor scenarios and identify maximum location capacity regarding time, room, and staff

4.3 Local infrastructure

4.3.1 Visitor logistic in object, visitor leading system

- Distance marker
- Leading routes (optical, digital via app or audio system), produce audio guided tours
- Define spacious lounge areas
- Integrate disinfectant stations into visiting process
- Contactless entrance (e-Ticket)
- Contactless payment
- Take-Away cafeteria and Picknick islands
- Smallest group tours in shorter intervals
- Separated entrance and exit, if possible

4.3.2 Visitor logistic at object

Comprehensive information about arrival and entrance modalities

- Public transport
- Parking capacities
- Bike stands, boat docks, etc.
- Modalities and possible waiting time at entrance
- Visiting hours, controlled entrance times (maybe fever test at entrance)

4.3.3 Investment

Necessary investments should include the aspects of PREVENTION and response capacity in all stages of infection in the future. Furthermore, it should include sustainability, innovation, ecology, INDIVIDUALITY, DIGITALIZATION, etc.

4.4 Information/communication

4.4.1 At location

Information material about the conditions: short, clear, practical, at the right location (flyer, tables, sign, monitors, audio announcements, etc.)

4.4.2 Extern/ Online

Information about taken measures, especially conditions and handling at location.

- Website, App, social media
- Newsletter
- Tourist-Info, authorities
- Press and radio
- Networks

4.5 Ticketing and sales

- Adapt ticket prices to changed cost structures, offer quality and additional value, security costs
- Possible contactless entrance by applications like online ticketing, for example via website to download and print, via apps as *Eventbrite*, *Billettero*, *Eventim*, *Eventim.Light*, etc.
- Controlled entrance times, visiting hours
- Define cancellation rules
- Offer contactless payment (card reading device, smartphone/ NFC), check for regional partnerships

4.6 Experience offer, additional value

- Adaption of guided tour offers: shortened, limited number of people, shorter intervals, with masks, etc.
- individual audio guide tours (for example audio system, smartphone, audio file, app, etc.)
- disposable headphones with audio guide
- face mask together with ticket
- entrance ticket enables access to additional online offers like online concert, theater, readings, etc. (possible small income for artists)
- fortress as leisure location for quarantine stressed people and families, independent of cultural offer (sport parkours, adventure playground, stress relief with an axe in the woods, children corner to go berserk, etc.)
- combination tickets, regional partnerships

The ongoing event ban prevents planned events until further notice. It is to be proofed how alternative “C-19-safe-event formats” could fill the occurring appointment gaps, for example online events and live streams, torch and light chains to visualize a fortress ground plan, open air choreographies, sport and game activities with the respective distance, etc.

The extended orientation towards digital offers for culture consumption could maybe be counterproductive as it might decrease the motivation against a real visit. This needs sound judgment and creativity.

5 FIELDS OF ACTION AND MEASURES OF THE NETWORK OFFICE

5.1 general measures

5.1.1 Information/ communication/ network

- Exchange and cooperation with partner, networks and institutions on European level
- consultation and help for network members and partner
- collect opinions, identify deficits, offer solutions, advertise support, attract attention

5.1.2 Marketing

- Review and adapt website content (fortification portrait, event calendar, travel recommendations, guided tours) and C19-reactive additions
- Stronger focus on regionalized, targeted marketing with fortress regions
- Introduction of inspection label for „C-19-SAFE-Tourism“ in fortresses (measure catalogue)
- Review needs for implementation of possible web tools (e-ticket, social media, webinars, etc.)
- Review and adapt the FORTE CULTURA® event calendar, complete with C19 information (*urgent legwork necessary*)

5.1.3 Other fields of action

- Continuation and completion of application for certification as culture route by the European Council (deadline 31.07.2020)
- Continuation and completion of cooperation agreements with the Reformation Route, the Liberation Route Europe and the EFFORTS Europe Network
- Development of new travel formats with tourism partners (for example Travel Mission Leipzig)

5.2 Coordinated C19 measure catalogue for fortified monuments

- Draft and coordination with network members (until end of May)
- Development of instruments for the individual use in fortress marketing (label / inspection label, flyer, web banner, etc.)

5.3 Adaption of marketing measures with the example of the “Culture Summer Elbe Fortresses 2020”

As the ongoing event ban prevents the realization of planned events in 2020 until further notice, the following adaptations are planned (subject to agreement with participating network members).

The marketing targeting cultural events is moved to the season 2021.

The already started marketing instruments are adapted to the following goals:

Flyer and inlays Elbe fortresses

- Event inlays should be removed in 2020, unless there are events following the C19 requirements (**urgent legwork needed**)
- The goal of a significantly stronger visibility of Elbe fortresses along the Elbe Cycle Route and Elbe Hiking Route against boat tours and boat tourism, to attract active and tour tourists stays
- Elbe fortresses highlight their exorbitant architecture and history in the flyer
- Highlight fortresses as a large spaced PLACE OF EXPERIENCE for several target groups with individual and low-risk visit
- Highlight C19 measure (with inspection label or as inlay)
- **Production procedure Flyer:**

Finalizing and detailed agreement until 15th June 2020.

Print and shipment until the end of July 2020 at the latest (regarding the new initial situation and the changed behavior of target groups, planned numbers and use is to be reconsidered)

Besides the image flyer Elbe fortresses further online information by fortress partners are essential.

5.4 International fortress conference and yearly members’ meeting Terezín (CZ)

The event was originally planned for 13th/14th May 2020. Members were informed on 18th March by network newsletter of the new date on **22nd/23rd September 2020**.

The funding of this event is mostly based on a cross-border funding project of the Euroregion Elbe/Labe. Project partners are fortress Königstein gGmbH, city of Terezín and the European Fortress Tourism and Fortress Marketing Network.

- Until further notice the date on 22nd/23rd September 2020 is fix
- Possibilities to separate the yearly members’ meeting as an online conference at another (earlier) date is considered
- Program content of the international fortress conference are adapted to current topics (C19 and tourism). Possibilities for further online offers are considered.

6 FUNDING

6.1 Federal Government Germany

source: Website state ministry for culture and media Germany

6.1.1 Emergency program „restart“ for museums

Due to the corona pandemic museum all over Germany are closed. Requirements for their opening are appropriate safety measures for visitors and staff and a good visitor leading. Smaller and medium facilities are supported by the program “Restart”.

Investments in renovation and equipment are funded, for example the installation of safety appliances or the improvement of visitor leading. Also, the introduction or adaption of digital information formats can be funded. 10.000 to 50.000 € per cultural institution are planned for those measures. Details can be taken from funding principles

Eligible to apply are museum, exhibition halls and memorial sites as well as event locations for concerts and theatre shows, sociocultural centres and cultural houses.

Time frame: 5th May to 15th October 2020

Funding principles: https://www.soziokultur.de/wp-content/uploads/2020/04/Neustart.Kultur_F%C3%B6rdergrunds%C3%A4tze_ver%C3%B6ffentlicht.pdf

application: <https://antrag.soziokultur.de/neustart/>

6.1.2 Cancellation fees

Fees for engagements cancelled due to the Corona crises. Rules for cultural institutions and projects funded by the state. These can now pay cancellation fees of up to 60 percent of the actual fee.

<https://www.bundesregierung.de/breg-de/bundesregierung/staatsministerin-fuer-kultur-und-medien/aktuelles/bund-ermoeglicht-ausfallhonorare-in-der-corona-krise-gruetters-alle-moeglichkeiten-ausschoepfen--1749266>

6.1.3 Program for free orchestras and ensembles

Applicants can now get up to 200.000 Euros from the emergency aid program. One focus of the program is the funding of presentation and information formats, which are developed in reaction to the special conditions of the pandemic.

<https://www.bundesregierung.de/breg-de/bundesregierung/staatsministerin-fuer-kultur-und-medien/aktuelles/bund-startet-soforthilfeprogramm-fuer-freie-orchester-und-ensembles-gruetters-vielfalt-unserer-einzigartigen-musiklandschaft-sichern--1749236>

6.2 Private funding – Crowdfunding

Despite extensive emergency aids and funding programs the income loss and the mid- to long-term consequences of the Corona pandemic will hardly be possible to compensate. Moreover, some cultural institutions and associations will fall through the funding cracks.

An interesting possibility of project funding is by private investors via crowd funding. With the help of a little creativity, new offers and investments can be funded. Further information: <https://www.crowdfunding.de/>

Example of a **Corona benefit stream** of the renovation association Ravelin 2 in Magdeburg via Facebook: <https://www.facebook.com/pg/Ravelin2MD/events/>

7 FURTHER INFORMATION , LIST OF LINKS

<https://www.bundesregierung.de/breg-de/bundesregierung/staatsministerin-fuer-kultur-und-medien/programm-neustart-1749592>

<https://www.soziokultur.de/pressemitteilung-zum-investitionsprogramm-neustart-sofortprogramm-fuer-corona-bedingte-investitionen-in-kultureinrichtungen/>

<https://www.museumbund.de/infoplakate-zu-hygiene-und-abstandsregeln-in-museen-zum-download/>

<https://www.museumbund.de/internationaler-museumstag-2020-digital/>

www.stuttgarter-zeitung.de/inhalt.museen-oeffnen-wieder-einbahnwege-und-walkie-talkie-absprachen.05395e08-32ef-4741-9c36-33a951374733.html

www.museumbund.de/museen-bereiten-sich-auf-schrittweise-wiederoeffnung-vor/

www.museumbund.de/museen-koennen-verantwortungsvolle-massnahmen-zur-eindaemmung-von-covid-19-umsetzen/

<https://corona-navigator.de/wissen/themen-analysen/stimmungsbarometer-tourismus-taeglich-aktuell/>

Please contact us for opinions, hints and suggestions:

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