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The Route of the Romanesque

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10th of March 2020, Corse Region (FR): Interregional Event of Exchange of Experiences I (IEE 1)
“Models of Management observing efficiency, sustainability & demographic fragility”

“The Route of the Romanesque” in Saxony-Anhalt

The "Romanesque Road", which was created in 1993, is one of the 10 most popular tourist routes in Germany with 1.6 million visitors per year.

The "Romanesque Road" runs through Saxony-Anhalt on the more than 1,000 km long circular route in the form of an “8” with the state capital Magdeburg as the route intersection, connecting 88 selected buildings from the Romanesque era.

Lined up like a string of pearls, monasteries and cathedrals, treasure chambers, village churches, castles and palaces present themselves as contemporary witnesses to a groundbreaking epoch of German and European history in the Middle Ages.

Between 950 and 1250, the region of present-day Saxony-Anhalt developed into a political and cultural centre of Europe under Ottonian rule. More than in almost any other federal state, the legacy of this heyday has been preserved in Saxony-Anhalt in such splendour and diversity.

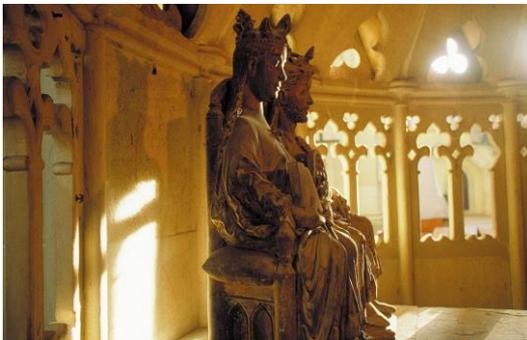


“The Route of the Romanesque” in Saxony-Anhalt

*... THE MIDDLE AGES COME ALIVE IN
SAXONY-ANHALT ...*

- * 1,000 kilometres
- * 88 historical monuments
- * 73 locations

Shortly before its 25th anniversary in 2018, the “The Route of the Romanesque” was extended by another ten Romanesque buildings. (1 northern route, 9 southern route)



“The Route of the Romanesque” in Saxony-Anhalt

... THE MIDDLE AGES COME ALIVE IN SAXONY-ANHALT ...

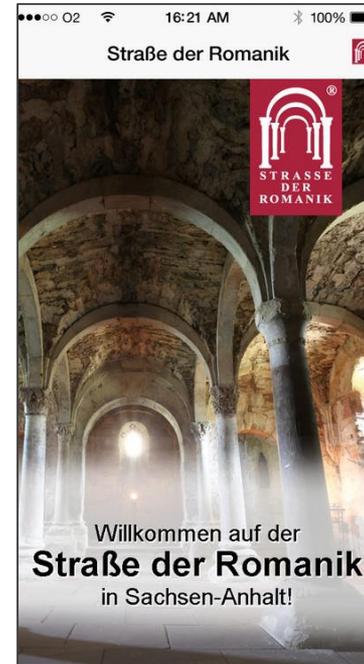
- * “The Route of the Romanesque” is coordinated by the tourism association Saxony-Anhalt
- * one major brand name in tourism marketing
- * marketing in close collaboration with Investment and Marketing Corporation Saxony-Anhalt



“The Route of the Romanesque” in Saxony-Anhalt

... THE MIDDLE AGES COME ALIVE IN SAXONY-ANHALT ...

- * **free WIFI:** equipping monuments of architectural culture in rural areas with WIFI and providing specific tourist information as soon as you access the WIFI
- * **Romanesque App:** As a mobile travel guide, the app allows to explore the "Romanesque Road" for travel planning. The contents are available offline after the app has been launched for the first time. The app offers information on the history and architecture of the buildings, festival highlights, as well as suggestions for hiking tours along the "Romanesque Road".



International Association “TRANSROMANICA“

Since 2007, the “Route of the Romanesque“ has been part of the European Cultural Route TRANSROMANICA.

TRANSROMANICA combines Romanesque heritage across eight countries. With this, Saxony-Anhalt is connected to the Romanesque heritage in Spain, France, Portugal, Italy, Austria, Serbia and Romania.

transnational network

12 member regions

8 countries in Europe

preserving and promoting the Romanesque heritage

enhancing tourism, touristic marketing

supporting sustainable regional development



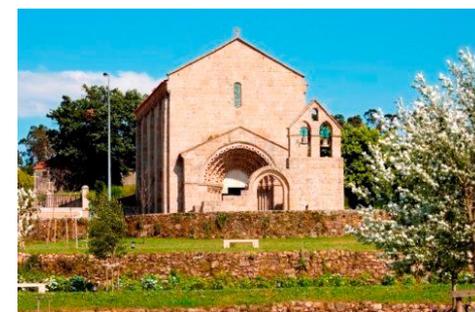
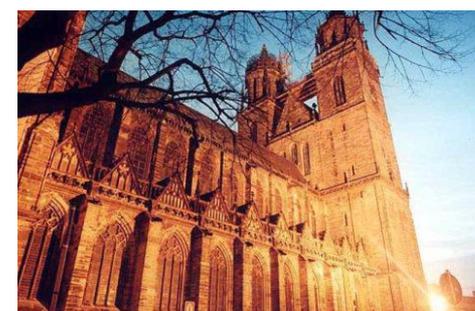
International Association “TRANSROMANICA“

IMPACTOUR stands for
Managing Tourism Impact on Cultural
Destinations!

TRANSROMANICA is an official project
partner of the IMPACTOUR project that is
funded through the EU Horizon 2020
Research and Innovation Programme.

The project started in January 2020 and is
led by the NOVA University of Lisbon
(Universidade NOVA de Lisboa).

The main ambition of the IMPACTOUR
project is to create an innovative and easy-
to-use methodology and tool to measure
and assess the impact of Cultural Tourism
(CT) on European economic and social
development and to improve Europe’s
policies and practices on CT,
strengthening its role as a sustainable
driving force in the growth and economic
development of European regions.





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Thank you!

Pictures / graphs / further information:

<https://www.strassederromanik.de/>

<http://www.tourismusverband-sachsen-anhalt.de/>

<http://www.sachsen-anhalt-tourismus.de/>

<https://www.transromanica.com/>

Questions welcome



Project smedia