

FORTE CULTURA

CELEBRUJĄC DZIESIĘCIOLECIE

CELEBRATING A DECADE



Kostrzyn nad Odrą
25/26 November 2024

Interreg
Brandenburg – Polska



Kofinanciert von
der Europäischen Union
Współfinansowany przez
Unię Europejską

Fundusz Małych Projektów
Klein-Projekte-Fonds



Euroregion
PRO EUROPA VIADRINA





FORTE CULTURA
A DECADE STRONG



10 YEARS FORTE CULTURA Tools

European Cultural Route of Fortified Heritage

Jelena Kölble / Dirk Röder
FORTE CULTURA e.V.



Interreg



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der Europäischen Union
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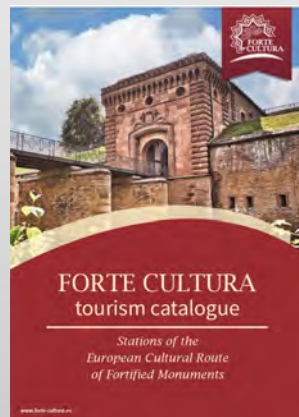
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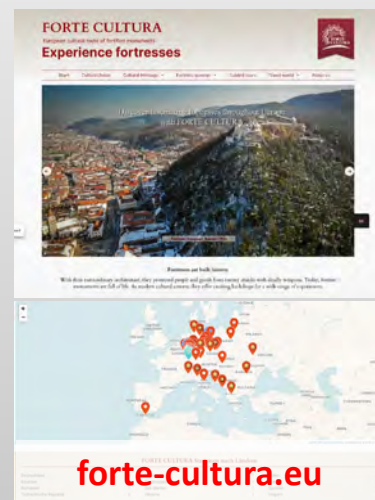


Euroregion
PRO EUROPA VIADRINA

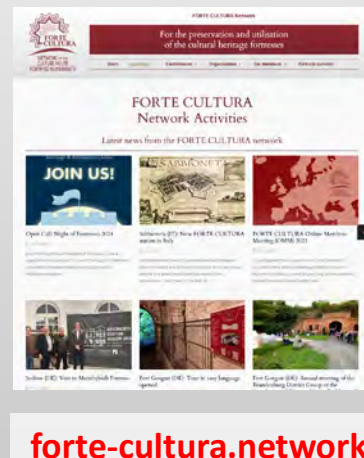
FORTE CULTURA tourism catalogue



FORTE CULTURA **tourism** website



FORTE CULTURA **network** website



Actionbound

Digital
treasure hunt

Travel sales platform



FORTE CULTURA Social Media

FORTE CULTURA Prints and Merchandises



FORTE CULTURA Guide Certification Program

<https://guide.forte-cultura.eu>

- **New instruments** (Guideline, ID-Card, etc.)
- **New certified guides** in La Línea, Wittenberg, Brussels and Upper Rhine Region
- **FORTE CULTURA Tourism and Guide Congress**
Sibenik 2023



New FORTE CULTURA Websites since 2024

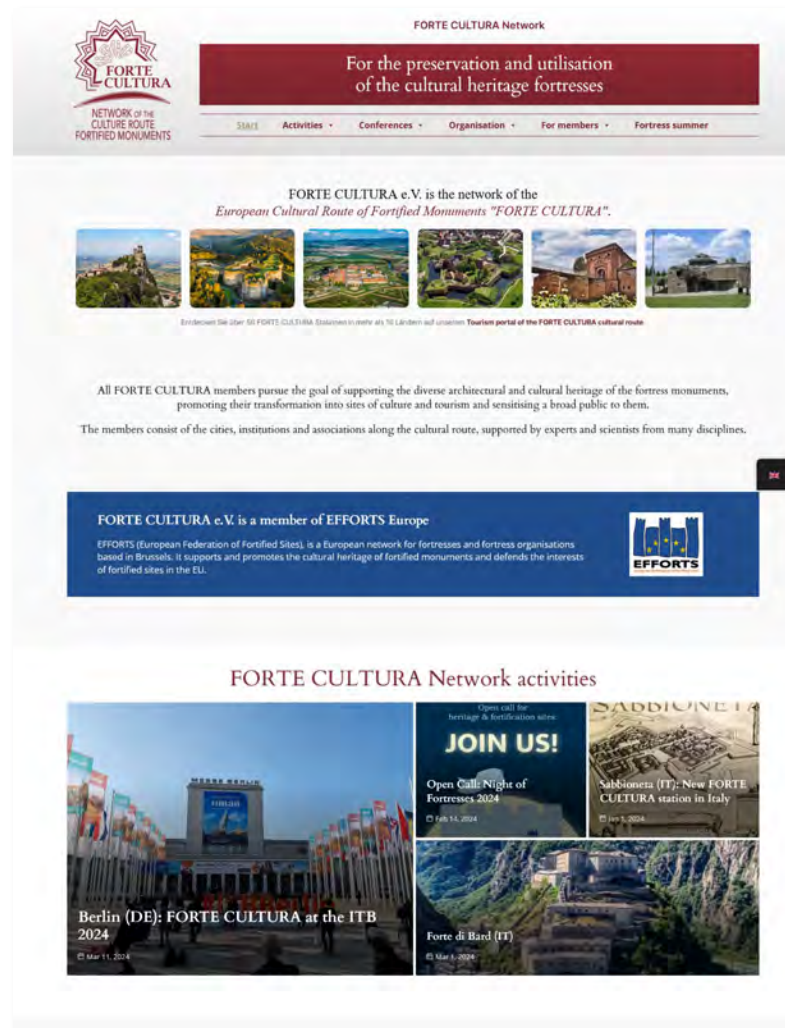
Fortress Tourism

www.forte-cultura.com (.eu)

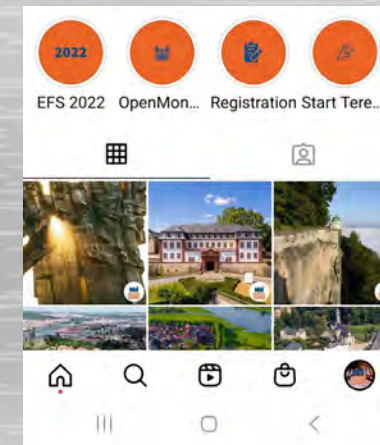
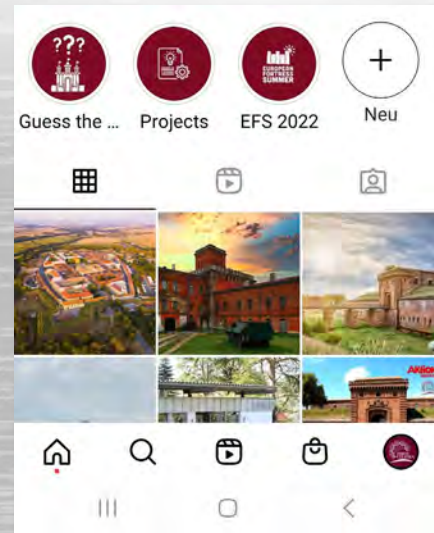
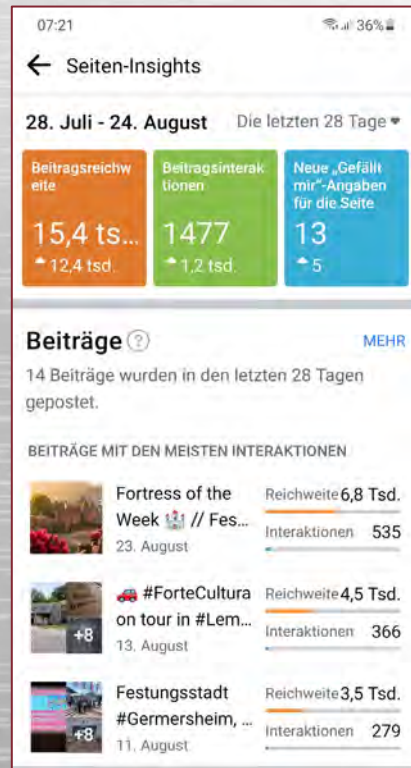


Fortress Network

www.forte-cultura.network



- Use it!
- Keep it updated!

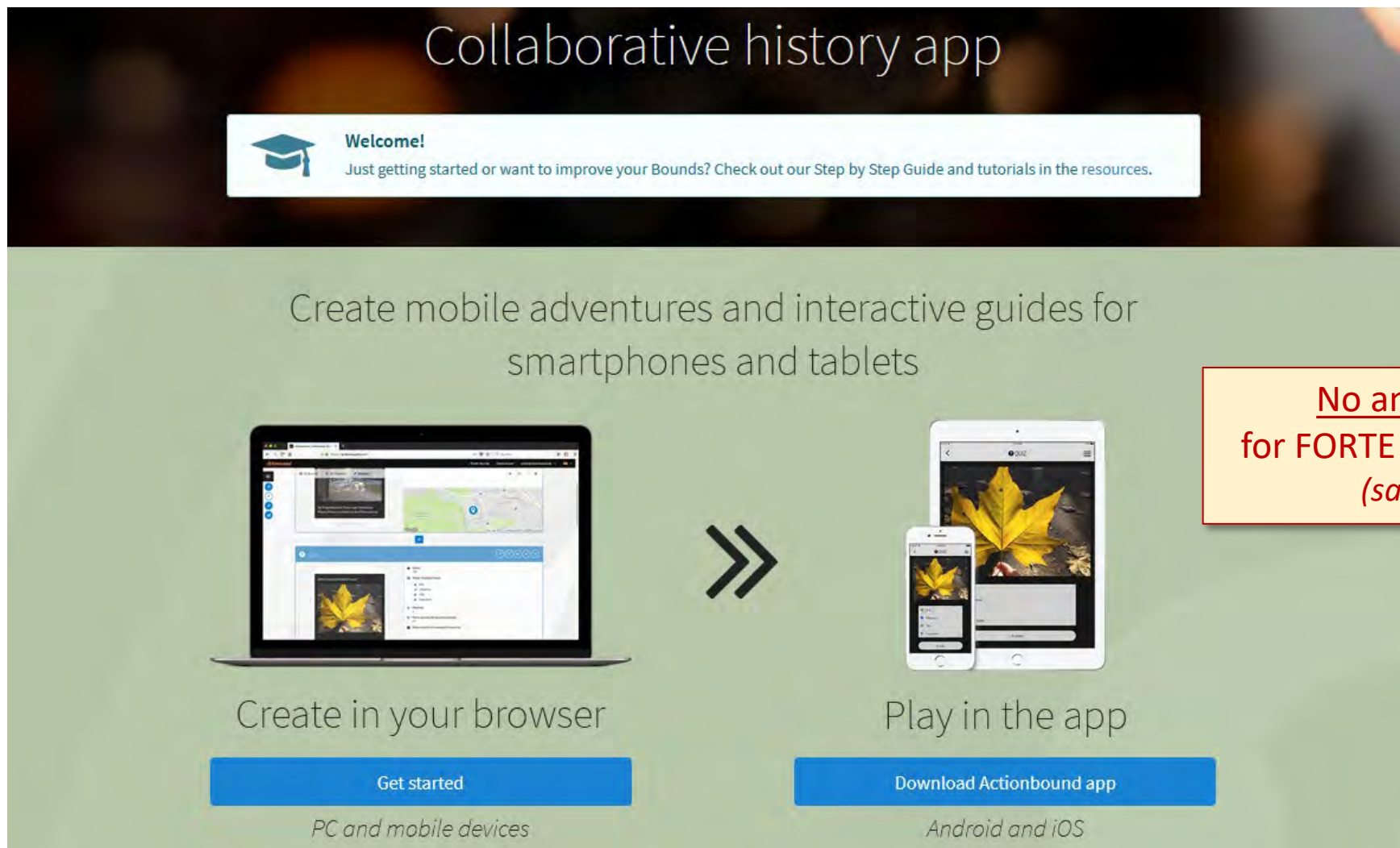




**European Fortress
Summer**

(New) Tools for FORTE CULTURA Stations

Actionbound App



Collaborative history app

Welcome!
Just getting started or want to improve your Bounds? Check out our Step by Step Guide and tutorials in the resources.

Create mobile adventures and interactive guides for smartphones and tablets

Create in your browser

Get started

PC and mobile devices

Play in the app

Download Actionbound app

Android and iOS

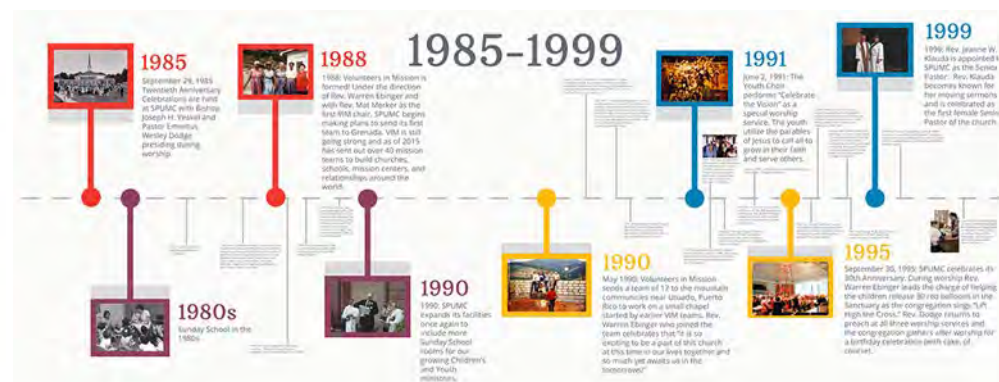
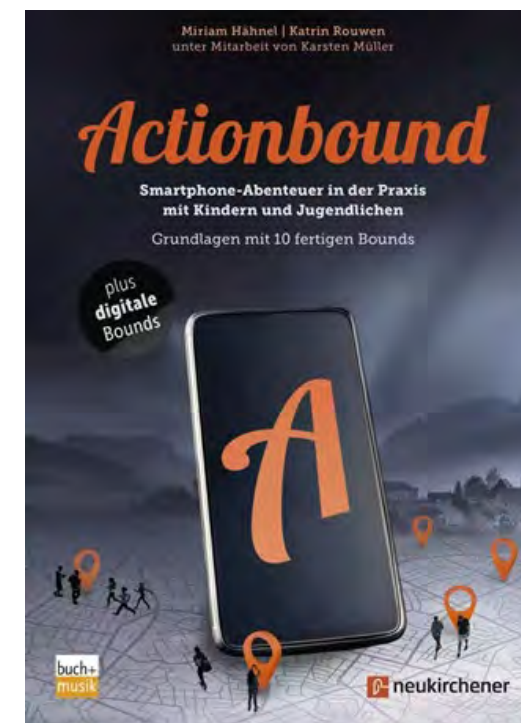
No annual license fee
for FORTE CULTURA members !
(saving €500 p.a.)

<https://en.actionbound.com>

FORTE CULTURA Cluster Upper Rhine

Priority projects 2024

- Creation of an educational kit
- Creation of a Timeline
(historical chronology versus site chronology)
- Actionbound**
(treasure hunt)
- Creation of a **cycle route from fortification to fortification**
(in collaboration with the "Cycling in the PAMINA area" working group)



(New) Tools for FORTE CULTURA Stations only

Travel Sales Platform

Martin Kaule Travel

Travel to extraordinary places

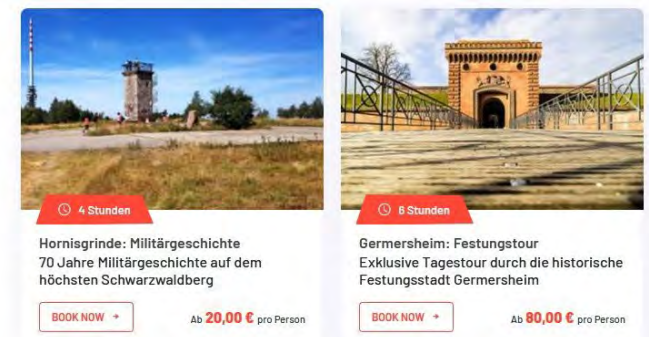
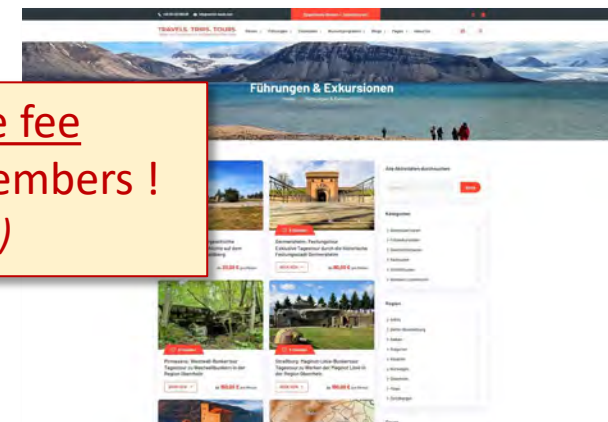
Advantages for tourists

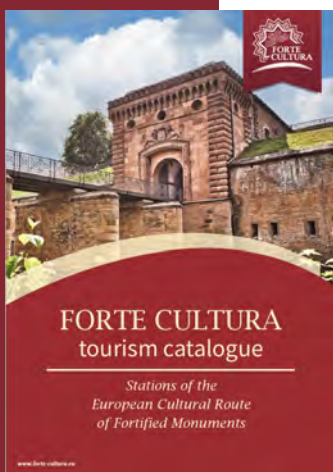
- Thematic travel modules for individual compilation
- Request your own travel program
- Linked with hotel bookings
- Everything from one source / one invoice

No monthly license fee
for FORTE CULTURA members !
(saving €348 p.a.)

Advantages for suppliers

- Individual modules (trips, excursions, guided tours, events) with fixed dates / guaranteed implementation dates can be stored.
- Programs bookable for groups: the system generates enquiries which only become binding bookings once they have been confirmed by the provider
- No liability according to the Package Travel Act (provided by MK Travel)
- High range of offers





Germany, Rhineland-Palatinate Fortress Region Upper Rhine

Fortress Town Germersheim

Rhine Fortress in Line of the Rhine Fortress Chain of the German Confederation

Already during Roman times and in the Middle Ages, the major trade routes touched Germersheim and left their mark on the town. By the 2nd century AD at the latest, there was a Roman camp on the high bank of the Rhine, in a forward position. As early as the reign of Emperor Konrad II (1024 - 1039), a castle is said to have been built in Germersheim, which was often the residence of German emperors and kings. In 1276, King Rudolf of Habsburg granted Germersheim town charter.

According to a resolution passed by the German Confederation in 1815, Germersheim was to be developed into a strong fortress and, together with Landau, protect the left bank of the Rhine against France. Work on building the fortress began in 1834 and lasted until 1861. The construction of the fortress was not only of great importance for the town, but still defines the townscape today.

With its cultural-historical and architectural sights, the many beautiful alleys, squares and charming corners, the multitude of cultural and tourist attractions, it makes you want to discover the city with its imposing fortress and the surrounding nature.

World of experience

Very well preserved fortress town from the 19th century, restored fortress architecture, thematic guided tours, barrier-free offers, cultural events, active offers (hiking, cycling, water hiking), nature experience Rhine (boat trips, hikes), museums, enjoyment and recreation, military history, regional history, German-French neighbourhood

Highlights of the fortress town

Weissenburg Gate	The town gate is one of the most beautiful buildings of the fortress complex and the landmark of the town of Germersheim. It was built in 1839 and today houses the tourism, culture and visitor centre, the permanent exhibition Fortress Stories, the fortress registry office and the haunted theatre.
Fronte Beckers	The once strongest section of the fortress is completely preserved over a length of 250 metres. The 2-legged moat defence, the main ramparts with traverses, the poterne installations as well as the underground infantry gallery and the mine system are outstanding. Today, the site is used for cultural purposes, with a sculpture park and a music school with a regular cultural programme.
Ludwig Gate	The northern city gate of the Germersheim fortress was completed in 1840. The life-size figures on the gate depict King Ludwig I, as the builder and Colonel Schmaus, the fortress architect. In the historic gatehouse, the town and fortress museum invites visitors to marvel, e.g. with the large model of the fortress.
Armoury	The monumental building with a front length of 73 metres, moat weir and Camot's wall once housed weapons and equipment. Today it houses the German Road Museum, a large model railway layout with currently around 700 metres of track and exhibition rooms of an art association.

Tours and information

A wide range of guided tours for individual travellers, families and groups.
Information and booking via the Tourist Information, e.g. guides with FORTE CULTURA certificate:

120 min	Classic city and fortress tour	4€ p.p. / 60€ Groups up to 25 persons / Children up to 14 years free
120 min	City walk with midwife Josefine	5€ p.p. / 70€ Groups up to 25 persons / Children up to 14 years free
90 min	Guided tour by lantern - night walk through the fortress town	5€ p.p. / 70€ Groups up to 25 persons / Children up to 14 years free
120 min	Guided tour „From gate to gate“	6€ p.p. / 95€ Groups up to 25 persons / Children up to 14 years free

Services for people with disabilities:

45 min	Small tour of the fortress	for blind and visually impaired people with audio guide and tactile stations, free of charge
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Tourist infrastructure:
Tourist information, hotels, gastronomy, event rooms, car parks, railway station, bus station, taxi, sanitary facilities, caravan and camping site, shopping and buying

Languages:
German, English, French

Tickets / special offers:
Euro Souvenir Note Germersheim (FORTE CULTURA Edition)
...

Information for tour operators:
City of Germersheim (approx. 20,000 inhabitants)
Segway provider, passenger boat tour Karlsruhe

Places of interest in the surrounding area:
Speyer, Heidelberg, Palatinate Forest, Rhine, West Wall, Black Forest, Queich, Queichthal cycle path (Germersheim to Hauenstein), various hiking trails (e.g. to Würth am Rhein), Southern Wine Route
France: Alsace, Vosges, Maginot Line.

FORTE CULTURA Tour recommendations around Germersheim

From the fortified town of Germersheim to the fortified castles and palaces in the natural paradise of the Palatinate Forest
Germersheim - Landeck Castle - Trifels Castle - Dahn Castle Massif - Hambach Castle - Hardenburg Castle and Fortress
Fortresses of the German Confederation 1815-1856
Luxembourg - Mainz - Landau - Rastatt - Ulm - Germersheim

Fortress-Events

Special bike fair	April
Whitsun market	Pentecost
Fortress Festival	June
Germersheim Summer of Culture	June/July
Street festival	September

Contact Tourist Info:
Tourismus-, Kultur- und Besucherzentrum
Weissenburger Tor
Paradeplatz 10
76726 Germersheim
Tel: +49 (0) 7274 960 301, -302, -303
Mail: fvos-firmies@gersheim.eu
Web: www.germersheim-erleben.eu

Opening hours Tourist Info:
Mo-Fr 10:00 - 17:00 Uhr
Sa 10:00 - 14:00 Uhr
Su 10:00 - 15:00 Uhr

Languages:
German, English, French

How to get here:
Car: A5 (22 km) / A65 (23 km)
Railway: Mannheim - Karlsruhe
Bruchrainbahn
Bus: diverse
Flight: Karlsruhe (FKB) 67 km
Stuttgart (STR) 115 km

Next FORTE CULTURA stations, e.g.:
Federal fortress Ulm (fortification system)
West Wall: camouflage bunker Kehi-Neumühl, Hornsgrinde
Maginot Line: Fort Schoenenbourg, Four-à-Chaux Lembach, Abri de Hatten

14 FORTE CULTURA Tourism catalogue

©FORTE CULTURA e.V. - Network of the European

- ✓ more than 100 pages
- ✓ 2 languages
- ✓ all information about FORTE CULTURA stations and regional clusters that a tour operator needs, incl. info about barrier-free offers
- ✓ FORTE CULTURA tour guides and partner
- ✓ digital database to update information annually

for FORTE CULTURA Stations only

Regional FORTE CULTURA Fortress Cluster

We strongly encourage you to implement these best practices in your region as well.

President's Speech



Fortified Heritage UPPER RHINE Region



Cultural Heritage ELBE Fortresses



(New) FORTE CULTURA Marketing Instruments

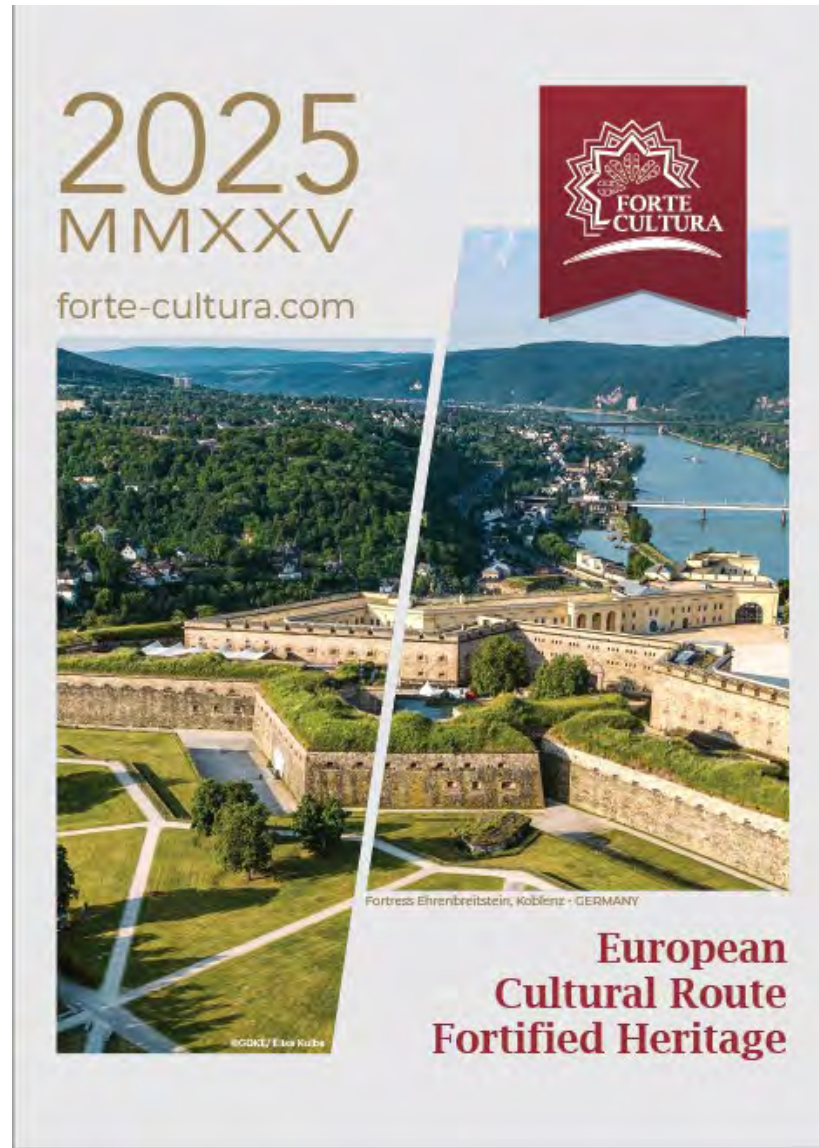
- FORTE CULTURA Flyer (FR / IT)
- FORTE CULTURA Station flyer Koblenz, Büdingen, Ingolstadt, Ulm (self-financed)
- Conference cases (EN)
- Roll Ups
- Wall calendar 2024, etc.



Tools for FORTE CULTURA Stations

FORTE CULTURA Calendar

Individual calendar of your fortress
or fortress region



Euro-banknote-souvenir “FORTE CULTURA edition”



- ✓ individual layout (main image)
- ✓ buy 5,000 / 10,000 pieces
(ca. €1 per piece)
- ✓ sell up to 5€ per piece
- ✓ marketing support by printing company

5% discount
for FORTE CULTURA members !
(saving up to €500)

for FORTE CULTURA Stations only

1. Member Documents
2. Network Activities
3. Fortress Marketing
4. Online Fortress Portrait
5. Guide Certification
6. Fortress Tourism
7. Fortress Regions
8. Event Calendar
9. Social Media
10. Network Development



FORTE CULTURA® – Marketing Program



<https://www.forte-cultura.eu/en/netzwerk-en/publications>

✓ for Cultural Route

✓ for Member (as individual route stations)

✓ for Network

- FORTE CULTURA® web portrait
- individual FORTE CULTURA® location flyer
- FORTE CULTURA® travel recommendations
- FORTE CULTURA® online event calendar
- FORTE CULTURA® guided tours
- Print and online materials, merchandises, videos etc.





Dziękuję.
Thank you.
Vielen Dank.

Jelena Kölble / Dirk Röder
FORTE CULTURA

social-media@forte-cultura.eu



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forte-cultura.com
forte-cultura.network

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