



INTERREG IVC

INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS



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Good Practice presentation

Black Forest Card

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CERTESS

EUROPEAN CULTURAL ROUTES
TRANSFERRING EXPERIENCES, SHARING SOLUTIONS

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Agenda

- Black Forest Card – Facts
- Black Forest Card – How It Works
 - Aims
 - Achievements
 - Financial Aspects
 - Innovative Aspects
- Recommendations and Transferability

Black Forest Card - facts

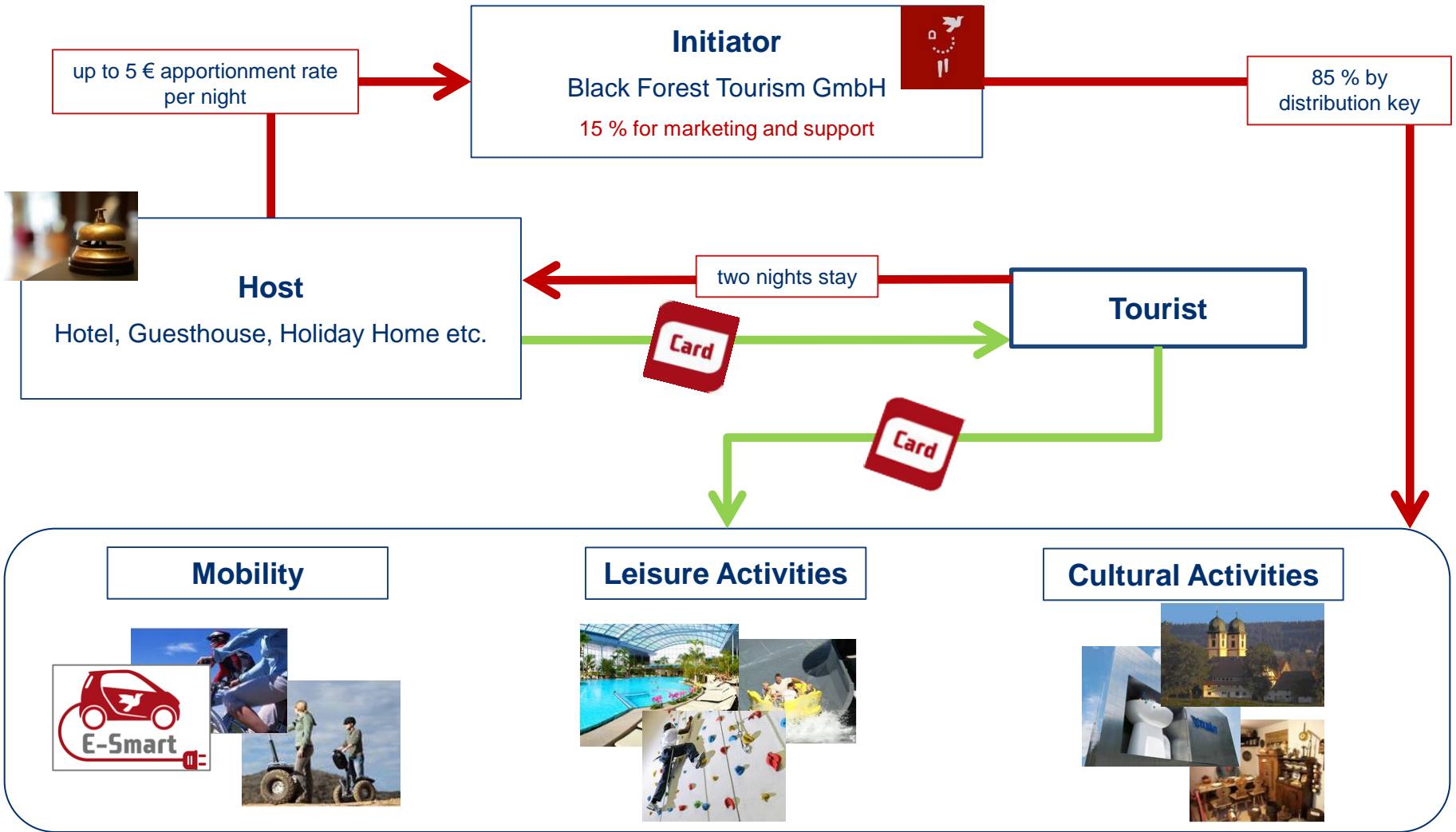


The Black Forest Card offers guests the opportunity to explore the uniqueness of a region together with its cultural assets and recreational value.

...by using an electronic guest card (RFID) that provides free entrance to cultural and leisure offers such as e.g. museums and sports institutions

all offers can be used during the whole stay (if the stay is two nights or longer).

Black Forest Card – How It Works



Aims

To build an **alliance** for a corporate presence and strengthen, based on a **wide network of local small, medium-sized and large tourism providers**.

To tie tourists to the region and establish the Black Forest region as an attractive and vivid tourist destination with rising guest numbers.

To integrate the Black Forest Card into the region's eco strategy and to establish sustainable mobility in the Black Forest region.

To win more and more local and regional institutions and enterprises over as part of the Black Forest Card.



Achievements



Positive development of the project (numbers of 2011):

- Black Forest Partner hosts report an increase of **7.9%** overnight stays
- **207.000** Black Forest Cards were handed out
- Black Forest Services Partner reported a number of **450.000** card uses → each guest uses the card **2.3 to 2.5 times** during his/her stay in the Black Forest region

The idea won **four** prizes:

- ERP system of the year 2011 (second prize winner)
- ERP innovation prize 2011 (first prize winner)
- Baden-Württemberg innovation prize (first prize winner)
- German Tourism prize 2012 (second prize winner)



Financial Aspects

Initial Financing

- The Black Forest Tourism GmbH invested about **500.000 €** in technics and introductory marketing in order to introduce the Black Forest Card.
- co-financed by the European Union's LEADER Funding (LEADER Southern Black Forest) and the Baden Wuerttemberg national funding.
- These investments **can be refunded** one step at a time in the course of the project

Apportionment System

- The apportionment is paid over to the Black Forest Tourism GmbH by the participating hosts per overnight stay (up to 5 euro per person and night)
- 15% of the proceeds remain within the Black Forest Tourism GmbH to finance the project's marketing
- 85% are distributes to all participating providers (approx. 60 participators) according to an appointed distribution key



Innovative Aspects

- The Black Forest Card shows the success of a **region-wide network** of the **whole spectrum of stakeholder**.
- It is an example of an implementation and successful working public-private-partnership...
 - ...with an exemplary **apportionment based finance system**.
- The Black Forest Card establish **a win-win-situation** for all participants...
 - ...and allows the integration of new and **innovative trends** and ideas (e.g. E-Mobility).



Recommendations and Transferability I

Transferable activities and features for establishment and management of a cultural route:

- development of a Public-Private-Partnership
- the financing solution (Apportionment System)
- the strategy of joint marketing and communication (promotion strategy)
- the building, maintenance, enlargement and management of the **network**
- the continuous further development of the concept in regard to innovation and ensure the success of the project



Recommendations and Transferability II

Challenges:

- **the project scope:** the coordination and quality management of the project with the large amount of partners and hosts but a relatively small scope of human resources.
- to **involve the region's key player**, option maker and critics of the Black Forest Card in the concept and project.
- to **ensure** the maintenance, establishment and **success** of the project



what can be done better:

- Better **participation** of the project partner in **decision-making** such as the amount of the apportionment rate, the distribution key or the integration of innovative trends.

Thank you for your attention

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