

4. PRESENTING BEST PRACTICES

4.1 BEST PRACTICES IN ACCESSIBILITY

— 4.1.1 Accessibility for all

4.1.1.1 Low-income accessibility; Bordeaux; Karlsruhe

Holidays for low-income families; Bordeaux: In partnership with the association 'Vacances et Familles', the Bordeaux Tourist Office provides support to help low-income families enjoy a holiday, including accommodation support and on-site entertainment, as well as assistance before, during and after their stay.

Find out more at: <https://congres.bordeaux-tourisme.com/sites/bcb/files/inline-files/Présentation%20stratégie%20durable%20OTCBM.pdf>

Inclusion and access for everybody to cultural attractions; Karlsruhe: The city offers wide access and creates incentives for people from all social and economic backgrounds to partake in its tourism and cultural offerings. Targeted people marketing serves to support the development of differentiated offers such as vacation packages, events or cultural highlights for people of all ages. Especially in the cultural sector, Karlsruhe strives to provide inclusive offerings so that, for instance, financially less well-off citizens can visit museums free of charge every Friday afternoon. The Oberwald Zoo also offers a free insight into the biodiversity of numerous wild animals in their natural habitat. The Grötzingen indoor swimming pool is another recreational opportunity offered for free in daily operation. Large events like DAS FEST are subsidized to encourage and ensure cultural participation for all citizens and guests and many museums offer alternative tours for people with walking or visual disabilities. Due to Karlsruhe's location close to France and Switzerland, many exhibitions are multilingual and deliberately aim to address an international audience.