



Bundesministerium für
Verkehr, Bau und
Stadtentwicklung



“Improving infrastructure and marketing for water-based tourism in Germany“

PIANC Annual General Assembly
in Berlin on 18 May 2011



Bundesministerium für
Verkehr, Bau und
Stadtentwicklung



Improving infrastructure and marketing for water-based tourism in Germany

Initiative by the German Bundestag of 22 January 2009

- Improving infrastructure + marketing,
- Organisation, reviewing resources

Participation of users and associations

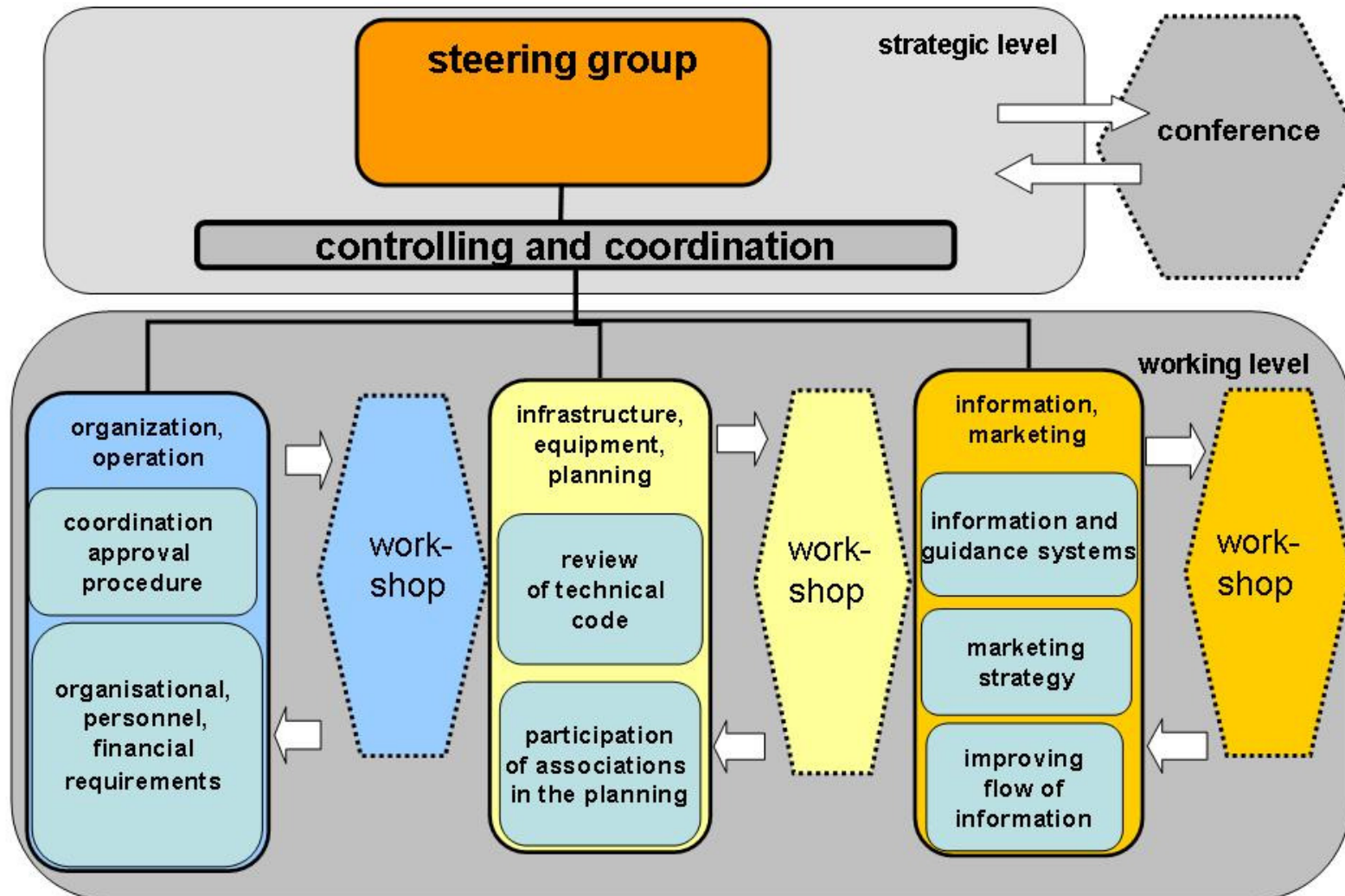
- Expectations, ideas

Transparent course of action

Opportunity to improve conditions for water-based tourism in Germany



**German Bundestag
initiative**





Directive for the design of water sports facilities along inland waterways

objective: standardization, recognition

- part 1 national infrastructure (draft standard)
 - installations to overcome changes in elevation
 - berths and landing stages
- Part 2 private infrastructure (planned)
 - fuelling stations
 - disposal stations
 - supply stations
 - sanitary facilities

thematic area 1

**infrastructure,
equipment,
planning**

**implementation of
Bundestag initiative**



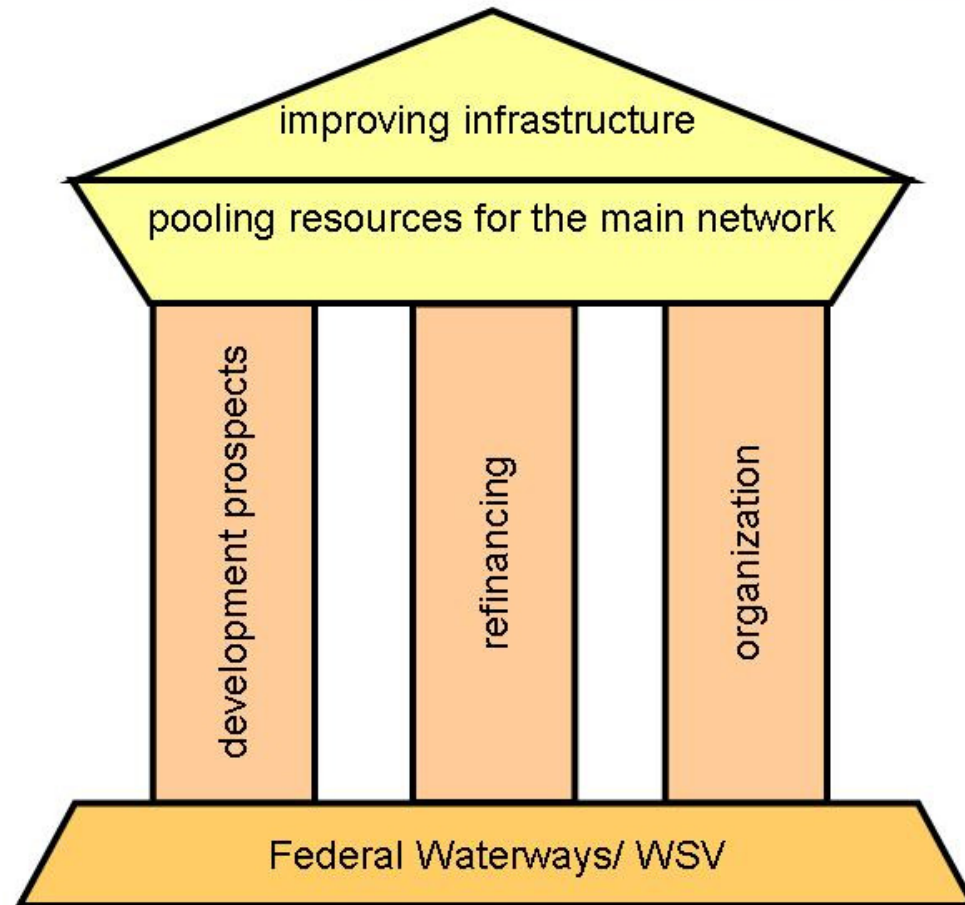
Information and guidance systems, marketing strategy, Internet portal of the Waterways and Shipping Administration (WSV)

- Internet-based user portal for maritime and shoreside tourism products incl. information provided by the Waterways and Shipping Administration (navigability, operating hours of locks, etc.)
- guidance systems “Yellow Wave” and classification system “Blue Star”

thematic area 2

**information,
marketing**

**implementation of
Bundestag initiative**



feasibility study

thematic area 3

**organization,
operation**



analysis of the current state: investments

- determination based on cost modules total investment volume: around € 910 million
- construction of new and reactivation of existing waterways, interlinking: around € 660 million
- optimization (ship lifting installations): € 253 million

allocation according to existing competences:

- WSV: € 138 million
- third parties (federal states, municipalities, others) € 115 million



development potential



target concept: investments

- pooling resources to waterways and pilotage districts with a lot of tourism (mostly new federal states)
- focus on relevant uses (canoe, motorboats, passenger ships)
- small, but comprehensive investments rather than isolated large-scale projects



development potential



analysis of the current state

- no equal treatment, transparency, equivalence regarding user charges on inland waterways
- only marginal refinancing of operational and maintenance costs of sample pilotage areas, around € 64 million per year
- only little potential with regard to real estate
- only possibility: “user financing”



refinancing



Bundesministerium für
Verkehr, Bau und
Stadtentwicklung



target concept

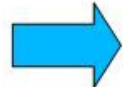
criteria for refinancing models

- inquiry and monitoring efforts (incl. introduction)
- acceptance
- user registration

assessment basis

- full refinancing of investment, proportional refinancing of maintenance

vignette solution



€ 40-120 per year and vessel
(depending on length)

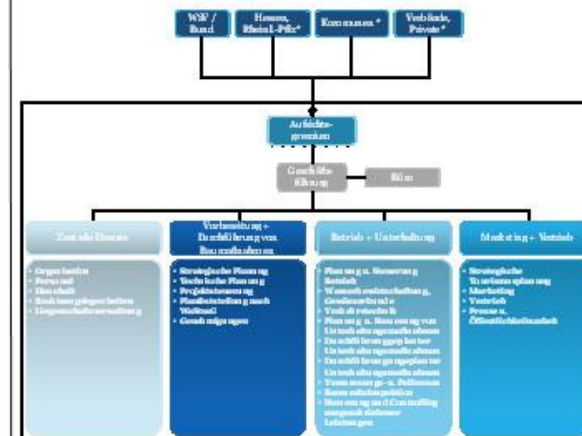


refinancing



analysis of the current state: weak points

- lacking focus on water-based tourism/
concentration on commercial shipping
- bottlenecks in human and financial resources
- interfaces with federal states and municipalities



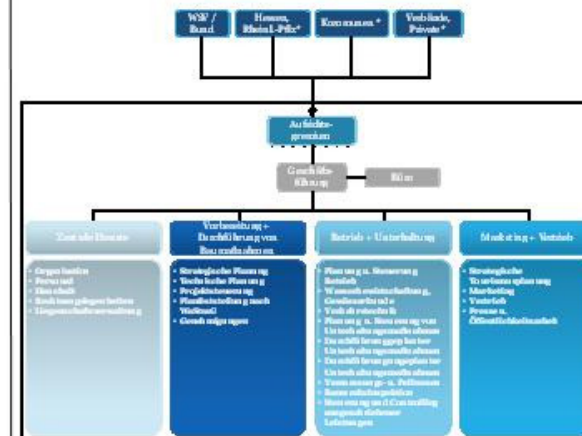
organisation



target concept

- pro-actively take on tasks
- predictable resources
- involvement of federal states and municipalities
- improve infrastructure
- neutrality of resources

=> alternative form of enterprise (legal form)



organization



Next steps

- analysis of the consultancy study, positioning of the Federal Ministry on the individual elements (competent Directorate-General and Minister and State Secretaries)
- concluding conference
- report to the German Bundestag
- discussion in the political sphere



outlook



Bundesministerium für
Verkehr, Bau und
Stadtentwicklung



Thank you for your attention!