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European Union  
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# The Route of the Romanesque

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

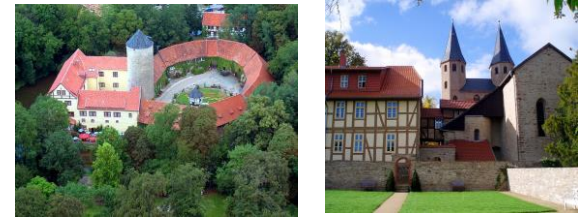
## “The Route of the Romanesque” in Saxony-Anhalt

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.

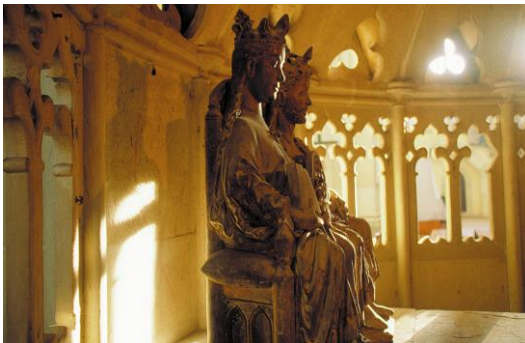


# “The Route of the Romanesque” in Saxony-Anhalt

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

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

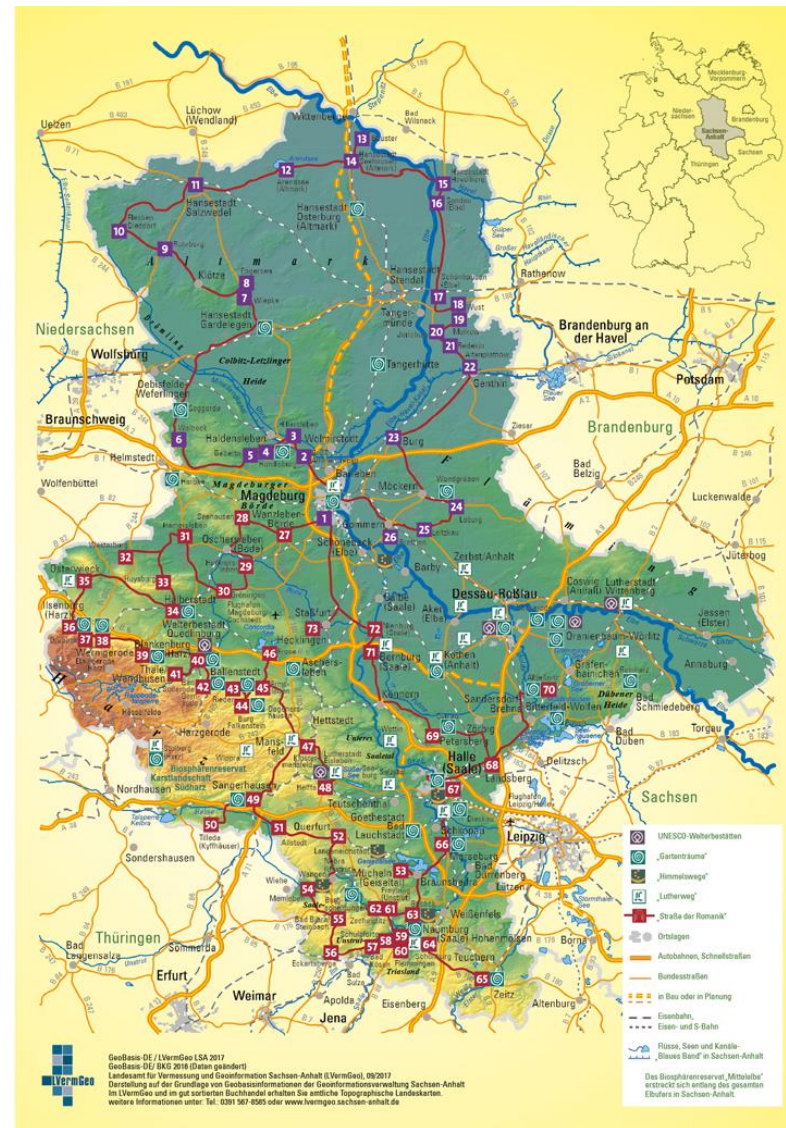
Shortly before its 25<sup>th</sup> anniversary in 2018, the “The Route of the Romanesque” was extended by another ten Romanesque buildings. (1 northern route, 9 southern route)



# “The Route of the Romanesque” in Saxony-Anhalt

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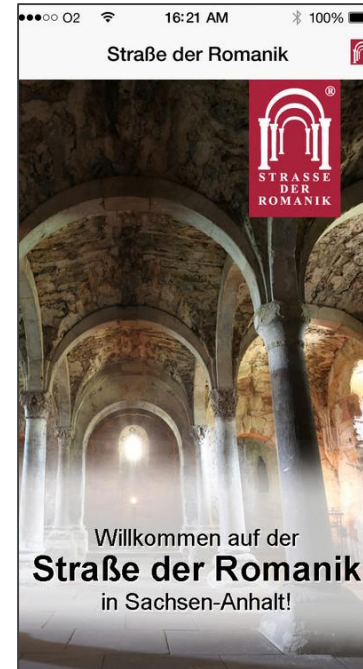
- \* “The Route of the Romanesque” is coordinated by the tourism association Saxony-Anhalt
- \* one major brand name in tourism marketing
- \* marketing in close collaboration with Investment and Marketing Corporation Saxony-Anhalt



# “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



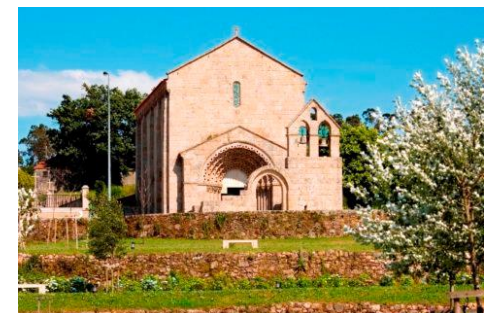
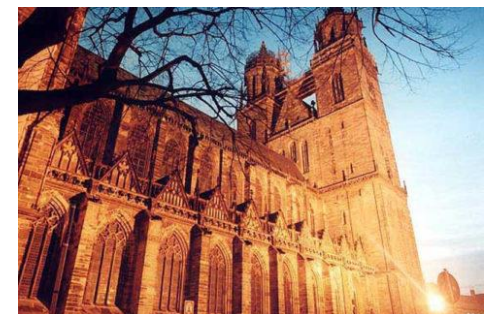
# International Association “TRANSROMANICA“

**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*