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

PIANC Annual General Assembly

in Berlin on 18 May 2011
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”
improving infrastructure
pooling resources for the main network
development prospects
refinancing
organization
Federal Waterways/ WSV
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
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)
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
Thank you for your attention!