

Tourism Master Plan for the province Brandenburg Germany



Short project description

A consortium of experienced tourism companies including Kohl & Partner was assigned by the public administration of the German province of Brandenburg to prepare a Tourism Master Plan for the province.

Based on the Tourism Master Plan for the period 2011 – 15 a new and innovative approach should be applied to prepare the framework for the future development of tourism in the province.

The project is divided into four phases and will include the definition of strategic fields of actions, key projects as well as financial and operational effects.



About Brandenburg

Brandenburg, with its capital Potsdam, is one of the 16 provinces of Germany. Brandenburg surrounds, but does not include, the national capital of Berlin.

The main tourism attractions of Brandenburg are the World Cultural Heritage Potsdam (with the Sanssouci Palace), the palaces and manor houses of the Prussian heritage and the nature highlights (e.g. Spreewald Forest or 30.000 kilometres of waterways).

Currently Brandenburg has around 11,5 million annual overnights, with the majority of overnights generated by domestic tourists (more than 92 %).

