

International Tourist Guide Day (ITGD)
A great success in Germany since 1999
One Topic Germany-wide

In Germany the ITGD is the day when the public is invited to get to know the work of well-trained guides who have organized themselves under the umbrella of the Association of Tourist Guides in Germany (BVG D) .

Since 1999, the BVGD board of directors has coordinated the ITGD. The events adhere to a common theme, which is fixed by the general assembly of the BVGD.

- 1999 Weimar / The Weimar Republic / Discovering Goethe in our town
- 2000 Changing Times / Times for Change / Times for Traveling /
10 / 100 / 1000 / 2000
- 2001 Adopted Country Germany
- 2002 Manners and Customs
- 2003 Water
- 2004 Education
- 2005 Oasis of Silence
- 2006 The World as Our Guests A Time to Make Friends TM
- 2007 History and Stories of Women
- 2008 Building Bridges
- 2009 Time Goes By

Every year about 60 BVGD-member organisations participate in the program up to now, they have welcomed more than 150.000 guests on their tours.

The guided tours are publicised by means of a uniform poster and a booklet listing all tours. The offers receive extensive coverage in newspapers, radio, and TV channels.

Every BVGD-member organisation goes to great effort to contribute to the success of this joint program. Often, public institutions and educational establishments open their doors free of charge. Thus the ITGD reaches two goals:

- On the one hand, guides serving without a fee help visitors experience their city, their region, or their country
- on the other hand, the ITGD is a good instrument for attracting the attention of tourism organizers and decision-makers in local politics to the work of guides associated with the BVGD and to interest them in cooperating.

In this manner, the ITGD has successfully created public awareness for its work.

Since 2008, the ITGD in Germany has been opened with a central ceremony in one of the participating cities. On February 21, 2010, this ceremony will be held in the Ruhr, the former coal-mining region, together which the city of Essen, will be the European Capital of Culture in 2010.

The topic of the German ITGD in 2010 will be Real Work is Being Done. Many guides of the BVGD will participate in this year's ITGD and will offer various interesting tours according to the motto: Get to Know Germany for Free.

Read more information on the ITGD and the Germany-wide program on the BVGD website www.bvgd.org

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