

International Tourist Guide Day (ITGD)
One Topic Germany-wide
A great success in Germany since 1999 with more than 200.000 guests

In Germany 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 German National Tourist Guide Association (BVGd). 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
- 2010 Real Work is Being Done
- 2011 The Color Blue
- 2012 Open the Door
- 2013 Men and Markets
- 2014 Fire and Flames

The topic of the German ITGD in 2015 is “Stones”. Many BVGD-member organisations offer various interesting tours according to the motto: Get to Know Germany for Free.

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, 2015, this ceremony will be held in Lübeck.

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

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