



**visits4u Case Studies:**  
**Tivoli Gardens**  
**Copenhagen, Denmark**

## Tivoli Gardens Copenhagen, Denmark

Title: Heritage tourism becoming inclusive.



### Becoming inclusive:

Tivoli Gardens is a famous amusement park in Copenhagen, Denmark. The park opened on 15<sup>th</sup> August, 1843 and is the second oldest amusement park in the world, after the Dyrehavsbakken park in the municipality of Gentofte, in the neighbourhood of the Klampenborg district, also in Denmark. Tivoli is currently the most visited theme park in Scandinavia and the third most visited in Europe.

From the very start, Tivoli included a variety of attractions: buildings in the exotic style of an imaginary Orient: a theatre, band stands, restaurants and cafés, flower gardens, and mechanical amusement rides such as a merry-go-round and a primitive scenic railway. After dark, coloured lamps illuminated the gardens. On certain evenings, specially designed fireworks could be seen reflected in Tivoli's lake.

In 1844 he introduced the Tivoli honorary guard, the Tivoli Boys Guard. From their humble beginnings the guard grew into a popular and beloved cultural

icon as well as a comprehensive musical education for children. Today the guard welcomes both boys and girls into its ranks.

During Nazi occupation of Denmark in World War Two, large parts of Tivoli were burned down, due to sabotage. After closing on June 24, a group of Nazi sympathizers snuck into the gardens at night time and placed fire bombs in the Concert Hall, the Glass Hall Theatre and the Arena Theatre in addition to several other facilities. The damage was extensive, and meant that Tivoli had to close operations down for two weeks before re-opening for the public. The Arena Theatre was destroyed during the second world war. The original site became home for the new dance hall, Dansetten in 1948, which was a popular venue until 1967.

Tivoli is always evolving without abandoning its original charm or traditions. As Georg Carstensen said in 1844, "Tivoli will never, so to speak, be finished," a sentiment echoed just over a century later when Walt Disney said of his own Tivoli-inspired theme park, "Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world." In Norwegian and Swedish, the word tivoli has become synonymous with any amusement park.

## **Becoming inclusive:**

### **1. Description**

There are toilet facilities for the disabled by Pantomimeteatret (the Pantomime Theatre), in the Family Amenity Centre (near the playground) and by the Glyptotek entrance. In addition to these, you can find toilets for the disabled in a number of the restaurants in the Gardens and in Glassalen (the Glass Hall Theatre) and Koncertsalen (the Concert Hall).

You can find public disabled parking spaces around Tivoli by the Main Entrance and in Tietgensgade (the Glyptotek entrance). By the Main Entrance to Tivoli there are three disabled parking spaces (two are 6 x 2m and one is 8 x 2m). The distance from the parking spaces to the entrance is about 30 metres.

All entrances to Tivoli can be used by wheelchair users and visitors with limited mobility. There is access to Tivoli without steps from the Central

Station entrance (Bernstorffsgade) and the Main Entrance (Vesterbrogade). At the Central Station entrance and the Glyptotek entrance it is possible to hire luggage lockers. Guests who use electric wheelchairs can now recharge the batteries during a visit to the Gardens. There are charging points by the lockers near Pantomimeteatret (the Pantomime Theatre), and near the Nurses' Station near the Glyptotek entrance.

They endeavour to set up ramps where there is no direct access to restaurants and halls. When booking tickets for Koncertsalen (the Concert Hall) and Glassalen (the Glass Hall Theatre), wheelchair users are asked for practical reasons to state that they will be bringing wheelchairs to the event. Visitors with functional impairments are welcome to go on the rides with their own helper if they need assistance.

Wheelchairs can be borrowed free of charge. To book one, the person need to call +45 33 15 10 01. Everybody can collect the wheelchair from the Service Centre at the Main Entrance. The person must pay a deposit of DKK 100 and hand over proof of ID, e.g. a driving licence or health insurance card. Naturally, blind and partially sighted people are allowed to take their guide dogs or service dogs with them into Tivoli and it is not necessary to contact Tivoli before your visit.

It is possible to bring a sign language interpreter for performances at the Tivoli Concert Hall and Glass Hall, but it is obligatory to reserve an extra seat for the interpreter adjacent to yourself in the hall.

The interpreter can buy a ticket via the Tivoli Box Office and should not pay for theater ticket if he/she does not use a seat. Admission to Tivoli is obligatory for the interpreter, unless he/she partakes in the assistant scheme.

## **2. Description of steps taken, changes and progress**

The greatest progress in relation to the inclusion in Tivoli was when the amusement park has decided to continue the scheme whereby disabled visitors are allowed to bring their own companions, which was introduced in 2005. They intention with the assistant scheme is to provide equal opportunities in the Tivoli experience. This means that it is possible for

guests with a disability to receive compensation for the extra expenses involved because of their disability, but neither more or less.

The way the scheme works is that guests with a disability, pay for admission and access to the rides on an equal basis with other Tivoli guests. A companion to a disabled person may subsequently be given a free Multi-ride ticket at the entrances on showing a companion card of the Danish Association of the Blind. Companion cards and children's companion cards are administered by the Disabled Peoples Organisations Denmark User services (Dansk Handicaporganisationers Brugerservice). Assistants to disabled people who hold companion cards need not pay for admission to Tivoli when they are accompanying a person with a functional impairment.

The special "Show consideration" cards are available from Tivoli Service Centre that allow a child or adult with a hidden disability, e.g. autism, to be taken to the front of the queue for rides (including their helper or companion).

Assistants for disabled guests in the Tivoli Concert Hall and the Glass Hall Theatre are to pay for the ticket on equal basis as other guests. Exceptions are sign language interpreters, who interpret for the hearing impaired; these can be assigned appropriate places where interpretation can be performed in an appropriate manner.

### 3. Main stakeholders

In 2005 Tivoli joined the Accessibility Label Scheme. That means you can find most of the information on accessibility in Tivoli on [www.godadgang.dk](http://www.godadgang.dk)

Public transport in Copenhagen is very suitable for wheelchairs, and both metro- and train stations have elevators and/or access for wheelchairs. When built, the underground/metro was designed to be accessible for everyone; every metro station is equipped with a lift or accessible ramps. If you travel by train, you have to wait at the front carriage and signal the train driver as the train arrives, then he will assist you onto the train by a ramp. Most busses in Copenhagen have a collapsible slope by the door in the middle of the bus. You get access to the slope by pressing the button on the right side of the door. As you push the button, you signal the driver, who then unfold the slope. Contrary to the train, the chauffeur on the bus cannot assist with entry or exit.

One of the main stakeholders of the Park that has also been involved in the process of becoming accessible of the park is the Hotel. It is a fully adapted hotel to any kind of disability and their website counts with very detailed information about the characteristics of their rooms and facilities. They Tivoli offer handicap friendly rooms: nine handicap friendly rooms, all equipped with a double bed and furnished in a way that gives you an extra-large turning surface. Just like the rest of the hotel, the handicap friendly rooms have a modern décor, containing everything you need for a perfect weekend or vacation stay.

Tivoli Hotel has also got a number of rooms classed as allergy friendly. These rooms have wooden floors instead of carpets, unlike the other rooms in the hotel. All allergy friendly rooms also have duvets filled with hollow fibre and bolsters in cotton/polyester. The pillows have a microbead filling and cotton/cambric bolsters. The rooms are cleaned using cleaning agents from the Oasis Pro range, a green range of products. The cleaning agents may contain perfume/colour. The bedding and towels are washed externally by Berendsen Textil, a company which uses only allergy friendly detergents. All allergy friendly rooms are equipped with an air conditioning system.

The car park Q-Park Vesterport has been involved as well. They guarantee that all people with any kind of impairments or disabilities have accessible car park slots adapted to their needs.

## Results and Impact

Tivoli Gardens use questionnaires and surveys to gather information about visitors satisfaction, from where they issue annual reports (<http://bit.ly/2y7WmKt>). Visitor satisfaction is measured using the responses to a survey in which the 'Satisfaction with your visit' category shows the percentage of visitors who answered 'satisfactory' or 'very satisfactory' to the question: 'What is your overall evaluation of your visit to Tivoli?' shows the proportion of visitors who answered 'Would definitely recommend' and 'Would probably recommend' Tivoli to others. The surveys are carried out by an external company. Based on the number of respondents to the survey, statistical uncertainty for the responses is about +/- 3%.

In 2016 Tivoli succeeded in maintaining high standards for both satisfaction and recommendations across all seasons. Another measurement, the Net Promoter Score (NPS), defines visitors as 'promoters'. i.e. visitors who can be expected to talk positively about Tivoli - or 'detractors', who may talk negatively about Tivoli. Between these two extremes is a 'passive' (neutral) group of visitors who are not expected to say anything either for or against Tivoli. Promoters are visitors who rate our service as 9 or 10 on a scale of 0 - 10. For Tivoli employees, the '10/10 experience' has become a day-to-day yardstick for the standard of service.

### Lessons learnt

The end of 2016 was the end of Tivoli's strategy 2014 - 2016. The strategy period ended well. For example, staff satisfaction surveys show that more than 84% of Tivoli's staff are satisfied. That creates a unique basis for offering visitors to Tivoli the best service, which we succeeded in doing. On the above basis, Tivoli is reporting a profit before tax of DKK 93.3 million for 2016 compared to DKK 64.1 million for 2015, which is the best performance in Tivoli's 173-year history. Final attendance figures for 2016 totalled 4.6 million, which is more or less at the 2015 level of 4.7 million. The slightly lower attendance figures were due to the Gardens being open for fewer days; hence in 2016, Tivoli was open for 246 days compared to 254 days in 2015.

All these figures show that key factors in the success of the process of becoming accessible, are, on the one hand, placing the costumers and visitors in a central position (i.e. taking them into account when taking important decisions) and working on the impact of such decisions on the parks economic improvement and gains increase.

### Further information

- Tivoli Gardens Park website: [www.tivoligardens.com](http://www.tivoligardens.com)
- Ngo working for disabled people in Denmark: [www.handicap.dk](http://www.handicap.dk)
- Tivoli Hotel: [www.tivolihotel.com](http://www.tivolihotel.com)
- Accessibility Label Scheme. That means you can find most of the information on accessibility in Tivoli on [www.godadgang.dk](http://www.godadgang.dk)



visits4u is co-funded by the  
COSME Programme of the European Union