

COLOGNE LAUNCHED A „PINK WELCOMECARD“ FOR GAY TOURISTS



Cologne, the German city in the well-known industrial area by the river Ruhr, came with a specialty focused on homosexual tourists. As the first and so far the only city in Germany, Cologne started issuing a “Pink WelcomeCard”.

According to the German Tourist Board, this offer complements the standard Cologne WelcomeCard and introduces its users to exclusive gay-friendly attractions. It comprises all the services and bonuses of the usual card, e.g. free bus and tram, 20% discount for all round and scheduled Rhine cruises, reduced admission fees in museums and discounts for opera and theater. To all this, the tourist with the Pink WelcomeCard will also get discounts in gay bars, clubs, saunas and shops.

On its website, www.koelntourismus.de, the city of Cologne also presents an offer of gay friendly hotels with reservation possibilities, list of specialized gay and lesbian shops or men-only, women-only and mixed clubs, restaurants and cafes.

And what do you have to do to get all this? First you need to get a standard Köln WelcomeCard (the prices are €9 for 24 hours, €14 for 48 hours and €19 for 72 hours). And second, you have to buy the so-called “pink corner” - a pink stick with a rainbow logo, placed in the upper right corner. This pink corner costs additional €5.

Date: 2008-08-19

Article link:

<http://www.tourism-review.com/cologne-launched-a-pink-welcomecard-for-gay-tourists-news1037>