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City management

## Another digital stele installed at the tourist information office

# A total of nine steles with touch screens invite visitors to find their way around quickly

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As a supplement to the pedestrian guidance system in Bocholt's city centre, another touch screen with tourist information has now been installed at the tourist information office in

Nordstraße. This virtually extends the opening hours of the tourist information office and visitors and tourists can obtain information on leisure activities, current events, weather or cycle tours around Bocholt even after the actual opening hours. Moving images show what the districts (Old Town, New Town, Ravardi District, Kubaai and Aasee) have to offer when not in use. "We are pleased to expand the existing system in a meaningful way. The usage figures of the existing touch screens are good. Above all, the positive marketing effect shown by event notices and image videos on the city centre districts should not be underestimated," says Lisa Hebing from Stadtmarketing Bocholt.

The pedestrian guidance system consists of arrow signposts, static steles and digital steles and has been implemented in 2021 together by city marketing and the city administration. The steles locations are as follows: Tourist-Info (Nordstraße), Neustraße, Neutorplatz, Berliner Platz, St. Georg Platz, Podiumsbrücke, Aasee, Bahnhof, Ravardiviertel. The pedestrian guidance system is based on the district structure: Altstadt, Neustadt, Ravardiviertel (as well as kubaai and Aasee), which are identified by the colours on the signposts. The colours are intended to make visitors more aware of the different inner city districts. In this way, visitors are better guided and can independently orientate themselves and discover new things via the city map on the stelae or, in particular, via the touch option of the digital stelae. In addition, the route connection between the city centre and the Aasee through the kubaai area is to be made clear.