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Destination Germany

A RESOURCE GUIDE FOR TRAVEL AGENTS

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Prehistoric Pile Dwellings,
Baden-Württemberg



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52 UNESCO WORLD
HERITAGE SITES

Historic.Modern.Germany.



Dear Friends of Germany,

Hamburg, Speicherstadt
© GNTB/Francesco Carovillano

I am delighted to share with you another edition of our popular Resource Guide to Germany. As many of you know, our beloved country stands out among destinations by virtue of its diversity of attractions and variety of offers. We are particularly proud of our glorious natural resources: our guests enjoy beautiful landscapes, serene lakes, majestic mountains, picturesque rivers and verdant forests in unique and sustainable ways.

We invite you and your clients to explore Germany's waterways by kayak or stand-up paddleboard, take an excursion or hike through our forests and lower mountain ranges, and keep active kids and adults alike entertained with donkey trekking, adventure parks, night walks, rafting and much more.

Why not combine nature and city travel? With over 50 UNESCO World Heritage Sites to explore, Germany ranks among the countries with the highest density of natural and cultural treasures. They date from the Ice Age, Medieval, Gothic and

Romantic eras to the ultra-modern art and design of the Bauhaus. Our visitors can enjoy amazing itineraries along eight UNESCO World Heritage routes, each of which starts and ends near an international airport, allowing for easy access to and from Canada. All the sites have one thing in common: they are of great importance for humanity due to their unique nature, and all are subject to special protection.

We are committed to providing unparalleled service to our guests and to make Germany accessible for all. We have offers in different categories, such as restricted mobility, visual and hearing impairments, food allergies and more. Thanks to a strong commitment from our policy-makers and hospitality suppliers, these offerings have expanded over recent years to enable truly everyone to enjoy our beautiful country.

Germany has many hidden gems and myriad activities to experience. Visitors will find colourful flea markets offering exclusive antiques (and

perfect souvenirs); fascinating art, architecture and history; automobile museums, ski resorts and health spas; cultural celebrations, music festivals and more!

Whether you come to Germany to trace the roots of your family tree, go on a natural adventure, visit friends or experience Europe's number one cultural destination, we welcome you with open arms and encourage you and your clients to stay a little longer this time.

THANK YOU FOR YOUR CONTINUING SUPPORT!



Anja Brokjans

Anja Brokjans
Director Canada
German National Tourist Office

At Your Service: Enjoy the Resources of GNTO

To boost your revenue via travel to and within Germany, the German National Tourist Office (GNTO) is ready to assist in a variety of ways.

Download this Resource Guide at:
www.germany.travel/resourceguide

Listen and learn: The innovative Alexa Skill voice assistant provides valuable information and insider advice about Germany. Find all the details in the Alexa Skill Store under "German Travel Secrets" and "German Bread Culture."

Let us come to you: Contact your local GNTO office to arrange a fact-filled presentation — on-site in your own office — on all that Germany has to offer.

Connect with the German Convention Bureau: Find out what you need to know about conventions and trade fairs held in Germany.
www.gcb.de

Map all of the possibilities: Ask your local GNTO office for our specially prepared map of Germany filled with helpful information.

Visit our Global Trade Corner: Get an overview of the many companies and organizations offering travel services within Germany, and receive contact information geared for tourism suppliers.
www.germany.travel/trade-corner

Access our images: Register for free access to our image database and take advantage of the wide selection of pictures and videos for your Germany sales promotion.
dam.germany.travel

Plot your itinerary: Contact our GNTO sales team to obtain up to 100 sample itineraries based on regions and special interests.

Connect with GNTO: For all the latest social updates, follow [@GermanyTravelDestination](https://www.facebook.com/GermanyTravelDestination) on Facebook and [@germanytourism](https://www.instagram.com/germanytourism) on Instagram and Twitter.

Enjoy targeted trade information: Log on to our new trade site — a convenient resource dedicated to those selling Germany.
www.germany.travel/trade

Subscribe for free: Sign up for our exclusive newsletter to keep up to date on German events, themes and sales tools.
www.germany.travel/trade-newsletter

See us at the show: Meet GNTO's sales representatives in person at many travel trade shows held throughout the year.

View the possibilities: Find a selection of inspiring videos about Germany here.
www.youtube.com/germany-tourism

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Visit Our Trade Microsite at www.germany.travel

Find all sorts of useful information here under three major headings.

Global Trade Corner: Discover the many brands and products offered by the Federal Association of German Incoming Companies, our expert partners for inbound German tourism. Here you'll find contact information, detailed descriptions of each company's fields of operations and specialization. These professionals will help you with your travel planning and make Germany easy to book and fun to sell.

News & Services: Here you can sign up for our market-specific trade newsletter and get access to the GNTB image database with over 6,000 free photos of Germany. You will also find the digital version of our Germany Resource Guide.

Business Intelligence: Find a host of relevant analytics, studies and key market research data.
www.germany.travel/trade

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www.germany.travel

Useful Facts for Germany

Electricity: Standard voltage is 230 volts, and an adapter is required. Emergency phone numbers are 110 for the police, 112 for fire and ambulance services.

Entry requirements and visa: To enter Germany, foreigners need a valid passport or passport replacement documents. Canadian do not need a visa for airport transit, leisure or business trips for stays for up to 90 days. On the planned date of departure from Germany, the passport should be valid for at least another three months. Citizens of certain countries require a visa; individual German diplomatic missions can provide more information.

www.auswaertiges-amt.de

ETIAS: The roll-out of the European Travel Information and Authorization System (ETIAS) is expected to take place in 2024. Visa-exempt non-EU nationals will be required to present a pre-clearance permit to enter the Schengen Area (including Germany). The permit will be valid for three years at a cost of EUR 7 for adults (18 to 70 years of age) and allow multiple visits within the three years.

https://travel-europe.europa.eu/etias_en

Language: The main language is German, but English is widely spoken throughout the country.

Listed information is subject to change.

Mobile phone service: To use a Canadian smartphone, the device has to be unlocked by the provider. A rechargeable German SIM card with a German phone number and individual data plan can be purchased at mobile shops, supermarkets and drugstores. Using international roaming services is another option.

Money and currency: The euro is the legal currency. A nationwide network of ATMs at various banks is available to withdraw cash 24/7. All major credit cards are accepted. The stated prices in shops and restaurants are asking prices, including taxes.

Opening hours: Most shops in Germany are usually open from Monday to Saturday, between 10 a.m. and 8 p.m. On Sundays and holidays all shops are closed. Special exceptions apply for gas stations, shops in tourist resorts, train stations and airports. Certain pharmacies also offer 24-hour service.

Tax-free shopping: VAT is 19 percent on most merchandise. Canadian travellers are able to benefit from tax-free shopping with a minimum purchase of EUR 50.01 in many stores throughout Germany. When leaving the EU, the VAT on purchased goods can be reclaimed for a small fee.

Time zone: Central European Time (CET) – six hours ahead of EST and nine hours ahead of PST.

Tipping: Restaurant bills include VAT and service charges. A 10 percent tip is common.

Berlin – The German Capital Offers Infinite Possibilities

With its 12 different colourful districts, Berlin is a free, sustainable, international and tolerant city. Here, history, architecture and art, ancient and modern meet in a vibrant atmosphere.

SO MUCH TO DO! ATTRACTIONS AND A NEW CULTURAL CENTER

Taking the metro U5 and getting off at the Museum Island station, visitors will immediately be fascinated by the beautiful ceiling decorated like a starry sky. From there, travellers can explore the new cultural center of the city, starting with the famous Museum Island, a complex of five museums, where Nefertiti's famous bust is located. Then after a short walk through the Lustgarten, visitors proceed to the Humboldt Forum, Berlin's new cosmopolitan center for art, culture and science. Between canals, long boulevards, history and monuments, the path leads to the New National Gallery. Desiring more? The German History Museum or the new Samurai Museum are also worth a visit.

Berlin has plenty of major attractions for visitors to discover, from classic sights such as the Brandenburg Gate or Alexanderplatz, where the Berlin TV Tower is located, to UNESCO World Heritage Sites, 180 museums, galleries, castles and memorials along the Berlin Wall. Additionally, there are two zoos, an aquarium, vantage points in the city with dramatic views, and for a breath of nature, the Botanical Garden and the Gardens of the World. For evening entertainment, travellers love the choice of the city's 150 theaters and three opera houses.

AN URBAN JUNGLE

Berlin is one of the world's greenest metropolises. Berliners and visitors alike are fond of relaxing in the 2,500 parks and gardens, which are welcome local retreats, or by taking a walk or a picnic in the central Tiergarten or at the former Tempelhof airport. And what could be better than chilling out in a beer garden under shady trees or along the Spree on the waterfront? Best of all, Berlin can be explored on foot or with a rented bicycle. Alternatively, visitors can discover the city from the waterside. In the German capital city, there are numerous opportunities for water sports, such as stand-up paddle boarding, kayaking, sailing, windsurfing and swimming. There are numerous rivers and lakes, such as Müggelsee or Wannsee, that are ideal for active water lovers.

CULINARY SPECIALTIES

Berlin's gastronomy is as diverse as the city itself. From traditional dishes such as Currywurst and Döner Kebab to international specialties and vegan fare, there is something for every taste. Markets with regional products, trendy cafés, starred and sustainable restaurants and street food are just a few examples.

TOP EVENTS 2024

- Exhibition "Caspar David Friedrich - The Rediscovery" at the Old National Gallery Berlin, **April 19 to August 4, 2024**, on the occasion of the 250th anniversary of his birth
- 35th Anniversary of the Fall of the Berlin Wall, **November 9, 2024**
- Christmas Markets from **November 25, 2024**

www.visitberlin.de
salespromotion@visitberlin.de

What Travellers to Europe Need to Know about **ETIAS**

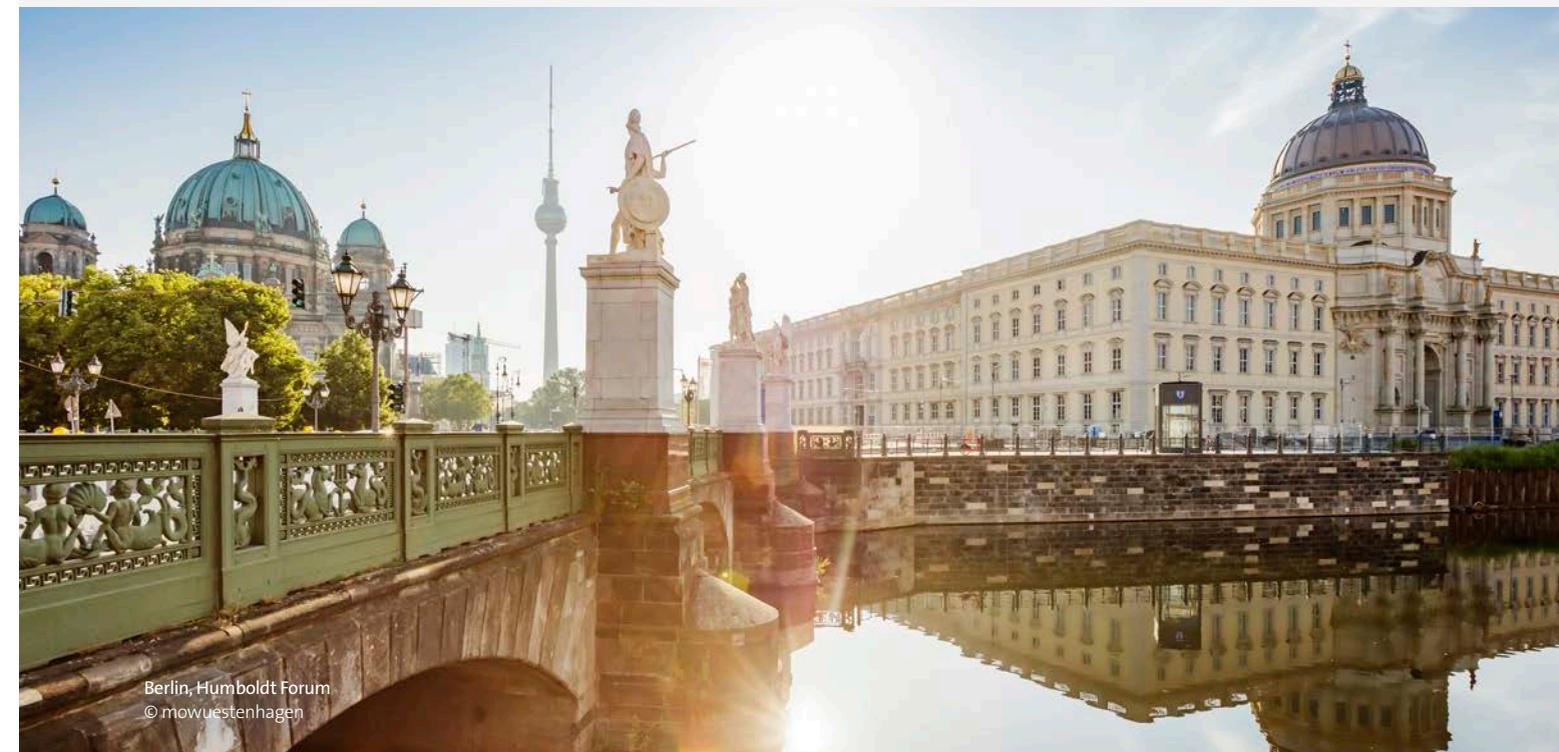
The roll-out of the **European Travel Information and Authorization System (ETIAS)** is expected to take effect in 2024. Visa-exempt non-EU nationals will be required to hold a pre-clearance permit to enter the Schengen Area (including Germany), plus Bulgaria, Croatia, Cyprus and Romania. The permit will be valid for three years at a cost of EUR 7 for adults (18 to 70 years of age) and allow multiple visits within the three years. Travellers will have to fill out an online application form prior to their trip. Once launched, the system will conduct checks against EU information systems for border security and, in the vast majority of cases, issue a travel authorization within minutes.

For further information: https://travel-europe.europa.eu/etias_en



ANY QUESTIONS? ASK THE DIGITAL ASSISTANT CHATBOT!

Our website has a Digital Assistant chatbot, where travel agents and visitors alike can find answers to their questions about Germany. This is a great way for suppliers to inquire about specific attractions and opportunities on behalf of their clients.



Germany for Everyone

BARRIER-FREE TRAVEL

Germany offers a wealth of options for travellers with disabilities or restricted mobility, whether for vacations or business trips. Airports and train stations, as well as many hotels and sightseeing locations, have been adapted for those with special needs.

www.germany.travel/barrierfreetravel

BUSINESS TRAVEL AND CONVENTIONS

High-quality service and professional partners are the hallmarks of Germany's success as a business-travel destination. The country's outstanding infrastructure, competitive prices and state-of-the-art congress halls are ideal for hosting the world's top conferences and conventions.

www.gcb.de

HERITAGE TRAVEL

More than 3 million Canadians have German roots, and they can learn about their heritage by visiting various historic locales, museums and memorials throughout the country. Even without a direct German lineage, visitors can learn fascinating details about the impact of German immigrants on Canadian history at select sites.

www.germany.travel/heritage

LGBTQ+ TRAVEL

The LGBTQ+ population in Germany is an important part of society and enjoys the benefits of some of Europe's most progressive laws. Colourful LGBTQ+ communities have sprung up in all major cities and many smaller ones, while numerous themed events take place throughout the year and peak with the annual pride events known as Christopher Street Parades.

MULTIGENERATIONAL TRAVEL

Germany is an ideal destination for family vacations. Children and adults of all ages will love the country's many attractions, including theme parks, water parks, castles, museums, national parks and a full roster of active pursuits that include cycling, swimming and walking.

SUSTAINABLE TRAVEL

Germany is meeting the increasing demand for sustainability by all types of travellers. Many hotels across the country are firmly committed to the environment, from energy-efficient buildings and ecologically compatible furnishings to

regional organic cuisine. Protecting the Earth's natural resources also is a key topic in the field of business travel and events. Our microsite on sustainable travel provides inspiring and interactive content about Germany's infrastructure, green hotels and cities, meetings and more.

www.germany.travel/sustainability

TRAVEL WITH KIDS

Germany is a true wonderland for children. Magical places such as Neuschwanstein Castle in Bavaria are a delight for little princes and princesses, while Heidelberg Castle offers jousting games. Guttenberg Castle presents amazing demonstrations of falconry, and Lichtenstein Castle clearly shows why it served as the location for the 1971 movie "Sleeping Beauty." A perfect family outing also can be had in any of the country's many zoos and theme parks.

The nation's extensive menu of activities is matched by a wide selection of accommodations that includes everything from vacation homes and family hotels to farm stays, youth hostels and campsites.

TRAVEL FOR YOUNG PEOPLE

Germany offers simple, safe and affordable itineraries for young visitors, with many special offers and student discounts available. Excellent roads and infrastructure for motorcoach and train travel make getting around quick and easy. The country's many youth hostels offer budget accommodations in city-center locations, as well as access to entertainment, activities and outdoor pursuits. More fun can be experienced in a plethora of bars, restaurants, nightclubs and attractions, including renowned music festivals.



Birkweiler
© GNTB/Jens Wegener

ADVERTORIAL

Potsdam – Inspiration for a Perfect Travel Experience

WELCOME TO POTSDAM – A CITY OF CAPTIVATING HISTORY AND BREATHTAKING BEAUTY.

To reach Potsdam from Berlin, take advantage of the convenient public transportation options. Hop on a regional train from Berlin Central Station to Potsdam Main Station, and enjoy a scenic journey that takes only around 30 minutes. Once in Potsdam, you can easily navigate the city by using the public transportation system, including trams and buses, or simply explore on foot to fully appreciate its beauty.

Begin your journey by stepping back in time as you explore the magnificent park and palace of Sanssouci. As you wander through this UNESCO World Heritage Site, you will be immersed in the splendor of Prussian royalty. Admire the meticulously manicured gardens, adorned with colourful flowers and grand fountains. Then take a leisurely stroll along the tree-lined pathways, and be sure to visit the palace itself, where Frederick the Great once resided. Its magnificent Rococo architecture and splendid interiors will transport you to an era of regal extravagance.

Enhance your exploration of the Sanssouci Park by utilizing the "Park Sanssouci" mobile app. It provides detailed information about the park's various attractions, historical anecdotes and interactive maps. With the app as your guide, you can uncover hidden pathways, learn about the park's flora and gain a deeper appreciation for the cultural significance of this extraordinary destination. So, remember to download the free app before your visit and unlock the secrets of Sanssouci at your fingertips.

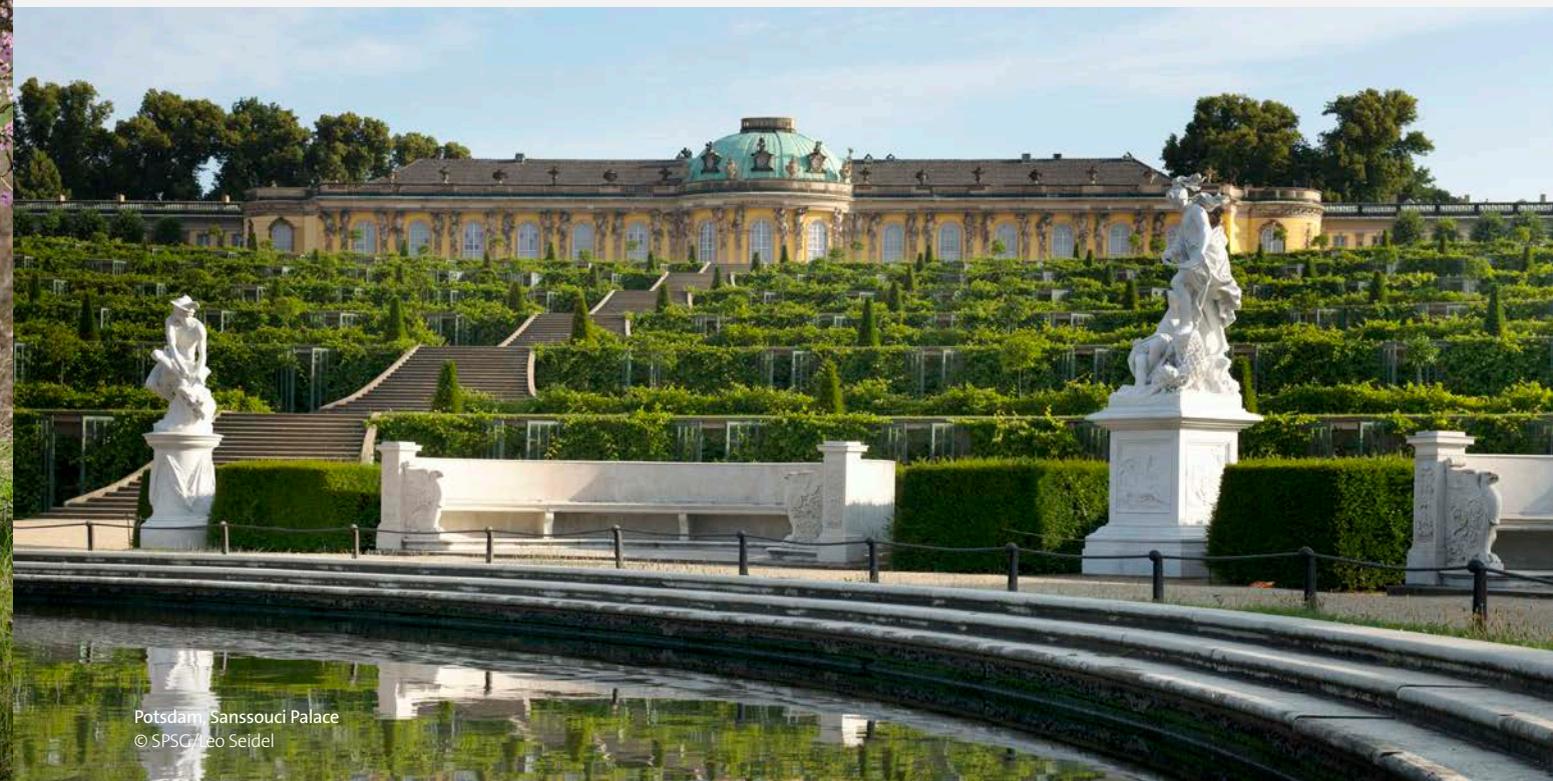
Afterward, continue your adventure by visiting the New Palace, also situated in Sanssouci Park. This grand edifice, built by Frederick the Great as well, showcases Baroque splendor and impresses with its opulent interiors. Marvel at the stunning Marble Hall, and stroll through the elegant apartments, which reflect the luxurious lifestyle of the 18th century.

Next, make your way to Cecilienhof Country House, a hidden gem nestled within the expansive grounds of the New Garden. This charming palace carries a significant historical legacy as the site of the Potsdam Conference in 1945, where world leaders gathered to shape the post-World War II world. Explore the rooms and relish the opportunity to stand where history was made. The gardens surrounding Cecilienhof offer a perfect spot for reflection and relaxation, allowing you to soak in the peaceful ambiance of this remarkable place.

For an idyllic picnic experience, discover the hidden spots nestled within the lush greenery of Sanssouci Park and New Garden, where tranquil meadows and shaded groves await, inviting you to indulge in a delightful outdoor feast.

Make the most of your day in Potsdam with the convenient "Sanssouci+" combination ticket for EUR 22 (reduced EUR 17), granting you access to not only the Palace of Sanssouci, New Palace and Cecilienhof, but also a multitude of other enchanting palaces throughout the city, ensuring an immersive and value-packed experience.

www.spsg.de/en
marketing@spsg.de



Potsdam, Sanssouci Palace
© SPSC/Leo Seidel

How Modern Germany Makes the Past Come Alive

With its over 50 UNESCO World Heritage Sites, Germany ranks among the countries with the highest density of natural and cultural treasures. Your clients can experience masterpieces of human creativity and spirituality along with exciting towns and cities and the most beautiful natural landscapes. Our eight suggested routes combine Germany's UNESCO World Heritage Sites with many other tourist attractions and can be easily explored by train. We invite you to discover our different themed routes and get great new itinerary ideas for your clients to enjoy the diversity of Destination Germany.

THE INDUSTRIAL CULTURE ROUTE

The theme of this package of activities is the beauty of innovative technologies, from the Middle Ages to Modern Times. The route takes your clients on day trips from Stuttgart, Essen, Hanover and Hamburg to seven UNESCO World Heritage Sites over eight days.

www.germany.travel/industrial-route

THE ACTIVE ROUTE

Travellers will hike through primeval landscapes, take boat trips across floodplains and moors, cycle through extensive artistic parklands – all within just 60 miles of Berlin. On active day trips from Berlin, Dessau and Cottbus, adventurers will experience eight UNESCO Natural and Cultural World Heritage Sites during an 11-day tour.

www.germany.travel/active-route

THE CULTURAL ROUTE

Let your clients experience idyllic old towns and pristine nature, have them walk in Goethe's footsteps from Classical to Romantic times, or let them enjoy the stirring music of Richard Wagner. With day trips from Frankfurt am Main, Nuremberg and Eisenach, visitors can discover 10 UNESCO World Heritage Sites in 12 days.

www.germany.travel/cultural-route

THE TIME-TRAVEL ROUTE

Time takes on new dimensions on this tour: in just 10 days, your clients will fast-forward through the history of Earth and humankind and discover the connection between past and present, including a brief glimpse into the future. Eight UNESCO World Heritage Sites are included among many outstanding stops on this journey through time.

www.germany.travel/timetravel-route

THE COASTAL ROUTE

The German coast is calling and promises Hanseatic cities, a journey back in time to the Viking Age and unspoiled nature. With day trips from Hamburg, Lübeck and Stralsund, travellers can experience eight UNESCO World Heritage Sites in nine days.

www.germany.travel/coastal-route

THE FAMILY ROUTE

Interactive museums, archaeological parks, varied activities and the history of the famous Lorelei make this tour a joy for the whole family. Day trips from Frankfurt am Main, Koblenz and Cologne take your clients through impressive river landscapes on the Rhine and Moselle to seven UNESCO World Heritage Sites in eight days.

www.germany.travel/family-route

THE FAITH ROUTE

The interplay of culture and religion is the theme here, following in the footsteps of Martin Luther and revealing testimonies on historical and modern Jewish life in Germany. Day trips from Mainz, Eisenach, Erfurt and Leipzig take travellers to seven UNESCO World Heritage Sites within 10 days.

www.germany.travel/faith-route

THE WELLNESS ROUTE

Traditional natural remedies, historical spa architecture and stunning churches and monasteries provide mental and physical relaxation on this 11-day tour. Along the way, your explorers will visit nine UNESCO World Heritage Sites.

www.germany.travel/wellness-route



Berlin, Bode Museum
© Getty Images/RICOWde

52 UNESCO WORLD HERITAGE SITES
Historic.Modern.Germany.



Kassel, Wilhelmshöhe Palace
© GNTB/Florian Trykowski



Download our UNESCO brochure brimming with bright insights and expert interviews: www.germany.travel/UNESCO-brochure

The Oldest Globe in the World

A MOST UNUSUAL DESIGNATED UNESCO WORLD HERITAGE

A globe crafted by German cartographer Martin Behaim between 1492 and 1494 is the oldest surviving representation of the Earth in spherical form and one of the highlights of the Germanisches Nationalmuseum in Nuremberg. The Executive Council of the World Cultural Organization in Paris has included this unique conception of the world in its international UNESCO register "Memory of the World." The Behaim Globe depicts Europe, Africa and Asia along with the Japanese archipelago; the continent of North America was not yet mapped, as Columbus had only just reached it at the time the Behaim Globe was created.

With some 1.4 million items in its collection, the Germanisches Nationalmuseum in Nuremberg is the largest repository of cultural artifacts in the German-speaking world. The museum's research and preservation efforts sustain one of the most significant records of the history of Central Europe.

The Black Forest — Alive with Adventure, Fun and Food

Pristine, relaxing, challenging... the Black Forest is a uniquely diverse locale. In the tri-border area of Germany, Switzerland and France, the Black Forest region is a land of adventure like nowhere else. Sunny vineyards and dense forests are kissed by rivers and gorges, valleys and sun-drenched peaks. Situated among them are 321 towns, cities and villages, each distinct and special. And thanks to its outstanding cuisine, the region is considered by many to be “Germany’s finest spot for connoisseurs.”

Challenges, fun, nature and culture are all packed into the 2.7 million-acre vacation playground. Consider that more than 14,000 miles of trails cross this area, Germany’s largest low-mountain range. Hundreds of miles of mountain bike trails, narrow paths and panoramic routes will thrill the most ambitious cyclists, while the barrier-free cycle paths allow the whole family to enjoy the tour.

Food lovers flock to the regional delicacies served in guest houses. More than 300 different eateries here are recommended year after year by gourmet guides. An impressive 40 Michelin stars shine over the region, with eight among three restaurants in Baiersbronn alone. In addition to these sumptuous delights, there is “Tannenzäpfle” and other beers, superb mineral water and the exquisite Baden wines to be found on the Baden Wine Route.

Museums, theaters and opera houses in Freiburg, Karlsruhe and Baden-Baden offer many attractions for a cultural itinerary. No less than 17 thermal baths, such as the “Solemar” in Bad Dürreim; numerous wellness hotels; and leisure pools, such as the Badeparadies Schwarzwald in Titisee, promise relaxation at its finest.

In the winter, the largest connected ski resort in the German mountains guarantees snow and perfect conditions for skiing, snowboarding, sleigh riding and snowshoeing. In total, the snowy environs of the Black Forest are host to more than 140 ski lifts, 150 miles of downhill slopes and more than 1,200 miles of cross-country ski tracks.

And for adventure seekers, there is the Black Forest Card offering free entry to more than 200 attractions in the Black Forest. Included is the award-winning “Europa-Park” theme park. Many places in Baiersbronn and Freudenstadt offer free entry with the “Black Forest Plus” card. In the Black Forest Highlands, vacationers receive free entry at more than 500 sites with the HochschwarzwaldCard (Red inclusive card).

Thanks to the KONUS guest card, vacationers can easily travel within the area. Travellers receive the KONUS guest card free of charge from their host in the 150 locations to use for free travel on buses and trains in the entire region.

www.blackforest-highlights.com
schanz@schwarzwald-tourismus.info



Baden-Württemberg, Baden Wine Route
© Schwarzwald Tourismus/Jigal Fichtner

Lake Constance — Discover a Classic European Destination

Lake Constance, Bodensee in German, is a unique, beautiful region in the south of Germany. It offers four distinct countries, traditions and cultures to explore in one destination. It is the heart of the region where Germany, Switzerland, Austria and the Principality of Lichtenstein merge together to form a splendid experience for travellers.

Lake Constance is a true all-year destination. The play of colours on the lake, the mountains within reach, a wealth of leisure activities and discovery tours to the individual countries all blend together to create a feeling that is simply addictive. Who can resist excellent wines, the best local products and specialties, magnificent castles, gardens, charming historical towns, world-class culture, as well as excellent hiking and cycling trails. Any time of year, you can really enjoy yourself here, in the heart of Europe.

The region also offers a wide range of water sports. Sail on Lake Constance and let the gentle wind carry you away or try stand-up paddling and experience the feeling of freedom on the water.

If you want to marvel at Lake Constance from above, take a unique Zeppelin tour and learn all about the flying airships and their origin in the Zeppelin Museum. Particularly enjoyable is the Zeppelin tour in fall, when the seascape glows in wine-red and orange hues.

During winter, it’s absolutely required to take a romantic trip to the Christmas markets around the lake. The traditional delicacies reach out to you as you stroll through the Christmas market. The beautiful lights create a spectacle that gives the villages and lake a wonderful romantic flair. Experience the scent of cinnamon, mulled wine and freshly baked biscuits, while admiring handmade crafts, original gift ideas and traditional handicrafts. For a change of perspective, enjoy the view of the lake on board a Christmas ship.

This wonderful package is an easy way for your clients to explore the Lake Constance region and its many sights:

The Holiday Pass of Lake Constance/the Bodensee Card^{PLUS}: free admission to any of 160 included attractions in four countries in the Lake Constance region, including castles, museums, cable cars, free travel on passenger ships (part of the days), culinary experiences and smooth express check-in at many sights. The Bodensee Card ^{PLUS} is available for 3 or 7 days. Special conditions for tour operators. Please contact us for further information.

Discover more of the Lake Constance region in our Sales Guide:
www.bodensee.eu/trade/sales-guide

www.bodensee.eu
stein@bodensee.eu



Baden-Württemberg, Lake Constance, Mainau Island
© IBT GmbH/Achim Mende

Why Germany Is a Natural Choice

Two seas with vast tidal flats and fine sandy beaches, clear lakes with thousands of rivers, imposing mountains – and dense forests – Germany is a true paradise for nature lovers. Three UNESCO Natural World Heritage Sites, 16 UNESCO Biosphere Reserves, 16 national parks and 106 nature preserves safeguard this unique treasure, while 186,000 miles of hiking trails and 47,000 miles of cycle paths allow the public to enjoy all the life-affirming benefits.

Here are three of Germany's many unique nature highlights, all of which will leave your clients astonished.

THE WADDEN SEA

This UNESCO World Heritage Site covers an area of 1,150,000 hectares and extends over three national parks in Schleswig-Holstein, Lower Saxony and Hamburg. While extensive dikes and blooming salt marshes characterize the site's mainland, white sandy beaches alternate with dunes on the many islands dotting the sea. On unique walks across the seabed led by experienced guides, so-called "mudflat hikers" can visit various small islands and experience the interaction of wind, water and waves — a unique spectacle of ebb and flow that takes place every six hours and can be experienced throughout the year.

THE GREEN BELT

An area of vegetation running along the former dividing line that separated the old



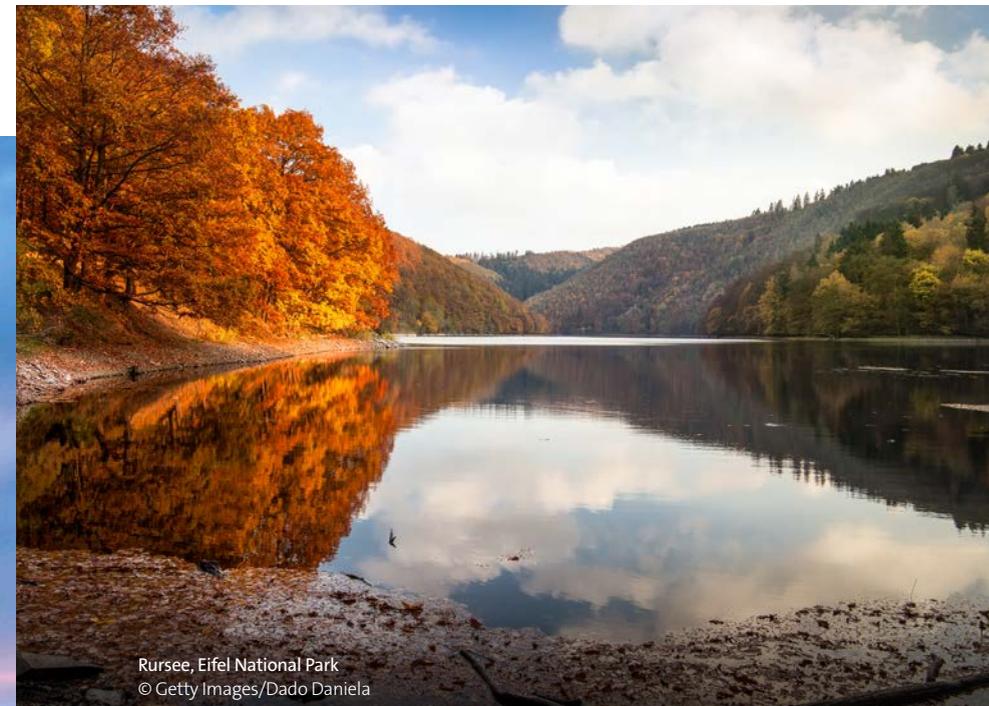
Federal Republic of Germany from the German Democratic Republic for over 40 years is known as the Green Belt. This winding area touches upon nine federal states, with the main part (457 miles) in Thuringia, followed by Saxony-Anhalt, Mecklenburg-Western Pomerania, Lower Saxony, Brandenburg and Saxony. Choosing among the many activities on offer here, visitors can book a ride in the co-pilot seat of a glider on the Wasserkuppe plateau for guaranteed amazing views. There also are opportunities to hike or cycle along the entire length of the Green Belt. One of the most popular routes along the former East-West divide is the 56-mile-long signposted Harz Border Trail. Here, hardly a mile goes by without encountering a preserved relic of the division, including the border tower near Rhoden right at the beginning of the trail.

HOHES VENN-EIFEL NATURE PARK

In North Rhine-Westphalia, near the border between Germany and Belgium, the Hohes

Venn-Eifel Nature Park enchants visitors with its picturesque castles, splendid palaces and beautifully blooming wild daffodils. The spectacular landscape, which surrounds Eifel National Park, features plenty of woodland, remarkable highland moors, dizzying mountain peaks, and scenic rivers and lakes. The best way to explore these stunning natural sites is on foot or by bike, with pretty pathways including a route following the former Vennbahn Railway Line and the nearby Eifelsteig Trail. Visitors are taken on a journey back in time as they explore Stone Age caves, Roman buildings, castles, palaces and abbeys. Spring is the perfect season for nature lovers, who can enjoy guided tours of the stunningly beautiful daffodil fields.

Thanks to a wide range of environmentally friendly accommodations, attractions and activities available throughout Germany, there are myriad opportunities for today's eco-conscious travel clients to enjoy a sustainable vacation.



ADVERTORIAL

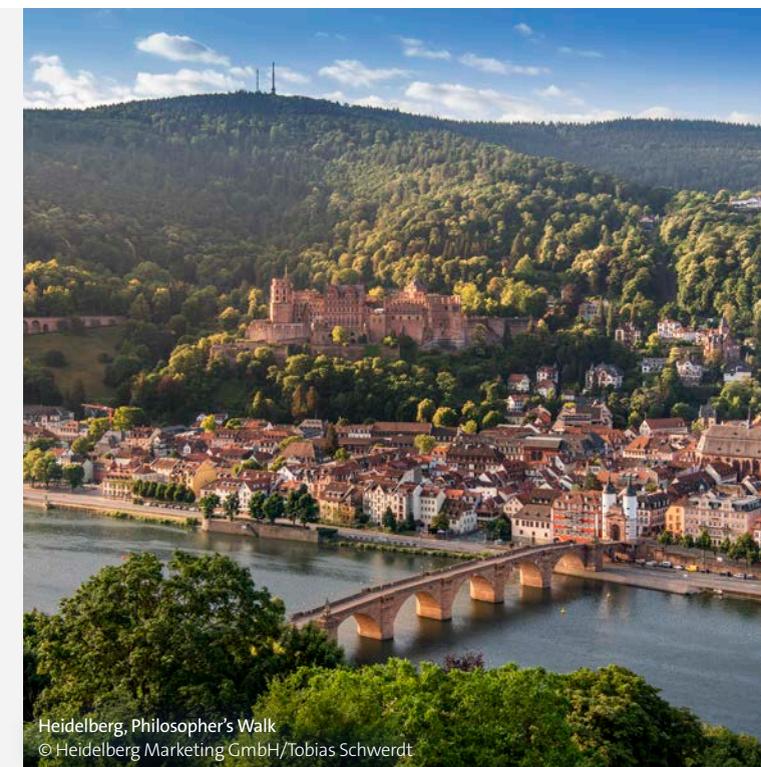
Heidelberg – Unforgettably Romantic

Who doesn't know Heidelberg's world-famous, enchanted castle ruins, set high above the Baroque roofs of the old town, framed by the wooded slopes of the Odenwald down to the sun-drenched Rhine?

Who wouldn't want to walk along the widely known Philosophenweg (Philosopher's Walk), one of the most beautiful altitude paths in Europe? Or on the historic Alte Brücke (Old Bridge) and admire the harmony of river, city and mountain? Or reflect on the opposite side of the valley for a sunset toast to an unforgettable day of travel?

And who wouldn't love to celebrate with the warm-hearted locals at joyous festivals such as the Castle Illuminations, the Wine Village or the Christmas Market? To attend these events and others where excitement and magic fill the old town?

Your guests will love this romantic Heidelberg feeling. We can offer you a variety of packages or individual services such as accommodations, professional guided tours, boat trips, a ride with the funicular railway or complete packages for individual guests and groups on various themes that include matching hotels. We will turn your client's stay into a unique and memorable experience. Are you ready for a perfect getaway?



www.heidelberg-marketing.com
reservation@heidelberg-marketing.de



EXPERIENCE THE SOUNDS OF NATURE IN 8D TECHNOLOGY

Close your eyes and get whisked away for a few glorious moments to listen to the great outdoors: the rustling of leaves in the breeze, birdsong and buzzing bees, the murmur of a river and the crash of waves breaking on the seashore. Thanks to our online Sounds of Nature in 8D, you can become immersed in the natural world and even learn some of its secrets.

www.germany.travel/embrace-german-nature-8d-sound

Scenic Routes through Germany

Mettlach-Orscholz, Saarschleife
© GNTB/Jens Wegener

A unique way to discover Germany, its natural scenery and picturesque towns is to travel along one of our many Scenic Routes. There are more than 150 such journeys to choose from, each covering a different topic depending on the region and special interest. For each route, we provide details on locations, respective highlights and distance lengths. You and your clients will find inspiration on excursions such as the Allgäu Cheese Route, the German Fairy Tale Route or the Castle Route.

www.germany.travel/scenic-routes

Handy Resource for Jewish Travelers

Germany is home to the third-largest Jewish community in western Europe. An excursion to discover Jewish life, tradition, history and architecture in the country is no longer limited to museums and memorial sites. Our Jewish Traveller e-brochure highlights the varied sites and attractions in 65 cities and towns and offers special travel tips and contact details. Download or print a pocket-friendly version here: www.germany.travel/jewish-traveler

Discover German Roots

More than 40 million Americans claim German heritage – perhaps your travel client is one of them. Our Heritage microsite can help you plan an unforgettable itinerary that includes places, museums and memorials that directly speak to visitors' family histories. It also offers details about interesting places and famous Americans with German roots and provides

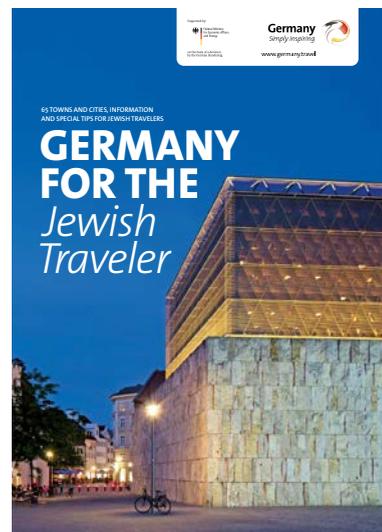
tools to conduct genealogical research. The microsite, which includes an interactive map with information about each location, can even help users discover authentic German recipes that they can enjoy at home.

www.germany.travel/heritage

OVER 100 SAMPLE ITINERARIES

The GNTO has created more than 100 sample itineraries for you and your clients. Whether you seek suggestions for a German city to visit, UNESCO World Heritage Sites, landmarks, castles, wine and beer tastings or any kind of themed excursion, we have many wonderful ideas to share. We also have developed recommendations targeted to those travelling with children as well as for visitors seeking to enjoy a more romantic time on their journey. Simply reach out with any questions, and we will send details that directly meet your needs. Our goal is to enable you to easily create unique experiences for your clients on their next trip to Germany.

office-usa-lax@germany.travel



ADVERTORIAL



Käthe Wohlfahrt – A German Christmas Experience for the Entire Year

The shops of Käthe Wohlfahrt, a family-run business since 1964, are popular with visitors from all over the world, and guests can experience the company's uniquely decorated Christmas shops all year round.

The World of Käthe Wohlfahrt is best experienced in the romantic town of Rothenburg ob der Tauber, between Würzburg and Nuremberg, at the intersection of the Romantic Route and the Castle Route. Easily reached from airports in Frankfurt/Main, Munich and Nuremberg or by train, the town is the very image of a medieval German village, filled with picturesque streets and squares, cozy restaurants and a city wall that visitors can walk upon.

Right next to the historic market square, the colourfully expansive Weihnachtsdorf, or Christmas Village, is a must-see. Your travel clients need not be Yuletide enthusiasts to enjoy a thrilling indoor "village stroll." As they walk along, they come upon delightful items such as a 19.7-foot-tall rotating Christmas tree, an 11.5-foot-tall nutcracker and a stunning array of tree ornaments, Christmas pyramids, candle arches, nutcrackers and much more, all in amazing abundance and variety.

IN STOCK: 20,000 ITEMS, MOSTLY HANDMADE

More than 80 percent of the products found in the Christmas Village come from Germany, mainly from Saxony, Thuringia and Bavaria, as

well as Europe. Most are handmade and hand-painted. Winter and Christmas motifs are the dominant theme for a majority of items both classic and modern, but visitors will find plenty of non-holiday themes as well, including a wide range of high-quality souvenirs and a large selection of genuine Black Forest cuckoo clocks.

Beautiful and heart-warming designs by the company's own artists and craftsmen are popular specialties. These unique "Käthe's Original" pieces are made in the company's studio in the nearby romantic Tauber Valley and are produced according to strict quality guidelines using high-quality materials.

CONVENIENT SHOPPING, EXQUISITE SERVICE

Other Käthe Wohlfahrt shops can be found in Berlin, Heidelberg, Oberammergau, Nuremberg, Bamberg and Rudesheim. All have English-speaking staff and offer preparation of VAT tax-refund papers for non-EU-customers. They also maintain a worldwide shipping service and multilingual after-sale customer service.

For groups participating in river cruises and more extensive Christmas market tours, specially trained English-speaking staff members are available to advise and support travel agents, tour guides and other suppliers in advance of a visit. Käthe Wohlfahrt observes travel-friendly operating hours, including most Sundays and holidays, and hours are extended during Advent season.

THE GERMAN CHRISTMAS MUSEUM

Most well-known Christmas decorations originate from Germany, and some of the oldest and most unusual can be found at the German Christmas Museum within the Christmas Village. A beautiful selection of vintage Christmas decorations is on display, along with details about their history in both German and English. The museum is open all year and is well-suited for both FIT and group visits. Guided tours in English are available for groups by appointment.

For more detailed information, visit:

www.christmasmuseum.com

www.kaethe-wohlfahrt.com

tourguide@wohlfahrt.com



Feel Good about Travel

Well-kept natural landscapes, regional and fresh cuisine, responsible hosts: these are the hallmarks of sustainable tourism, and all form an important part of the German travel experience.

GREEN & SERENE CITIES

Spending time in a German city can be exciting and enriching in equal measure. Innovative modes of transportation, pioneering green architecture and beautiful parklands make it possible. Many localities have already made a commitment to the future of soft tourism. For example, at farmers markets and in numerous small boutiques where travellers can find unique local products, sustainable shopping is a way of doing business. Many designers in Germany use local materials to produce stylish fashion, furniture and accessories. Restaurants here increasingly are focused on seasonal and regional dishes, while Earth-friendly vegetarian fare abounds on menus, accompanied by wines from German organic winemakers or beer from local microbreweries.

EASY EXCURSIONS

There are a great number of ways that regional travel suppliers address sustainability. But it begins with Germany's superb public transportation networks that allow for a relaxed and stress-free journey. Locally, package deals and ride-share services help ensure environmentally friendly and cost-effective travel. Cultural visits and adventurous attractions often can be arranged with green practices to suit travellers. At many hotels and resorts, guests can obtain special tourist passes for admittance to select attractions accessible via local public transportation.

TRANSPORTATION AT ITS BEST

Enviied around the world, the German transportation system is diverse and interconnected, stitching together big cities and rural towns across regions. This network promotes seamless, environmentally friendly and experience-oriented travel, all in a relaxed and efficient manner. Many locations feature bike, e-bike and scooter rentals to make local travel even greener.

OVERNIGHT SENSATIONS

Germany is home to myriad guest accommodations that are particularly committed to green tourism. More than 3,000 certified hotels and catering suppliers throughout the country have made sustainable management their guiding principle, while their dedication to fair working conditions ensure professional and honest service. Whether offering exceptional meals made from fresh and local ingredients to the use of renewable, climate-friendly energy, the country's food and hospitality industries go the extra mile to be ecologically responsible, which benefits hosts, guests and nature in equal measure.

EARTH-FRIENDLY FROM CITY TO COUNTRYSIDE

Say goodbye to summer in the Allgäu, at the traditional village festival called "Vihscheid." When the cows return from their summer retreat in the Alpine meadows, they are welcomed with a big folk festival, a truly memorable experience for travellers. Urban areas strive to be green as well. Travellers looking for an eco-friendly city experience can go on a "green couture" guided tour in Berlin, Frankfurt, Hamburg, Cologne and Munich. In these cutting-edge urban studios, guests visit trendy fashion shops where sustainably chic styles and materials grab the spotlight. On our website, you will find a selection of destinations and special offers that are especially targeted to sustainable practices. With the help of our interactive map, travellers can choose from certified accommodations ranging from eco-camping to star hotels to find just the right place to stay. We also provide information about the certificates that vouch for a hospitality provider's green efforts. Indeed, all of the tips, offers and services presented here have been carefully researched and verified in collaboration with sustainability experts and tourism specialists.



Mescherin, Canoeing on the Oder
© GNTB/Florian Trykowski

**SIMPLY
FEEL
GOOD**
Sustainable experiences
in Germany



Camping in the Bavarian Alps
© Getty Images/Henglein and Steets

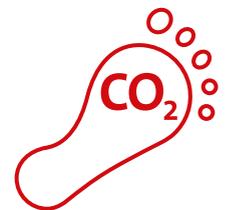
MAKING TRACKS WITHOUT LEAVING THEM

The sheer variety of nature in Germany is enormous, from the Alpine region in the south to the Wadden Sea in the north. Eco-friendly travel helps protect these natural wonders for today's travellers and for future generations. The innovative Destination Nature program is especially appealing to nature lovers. In 20 protected areas throughout the country, climate-friendly rail travel is linked with environmentally conscious local transportation options. The result? Travellers can experience nature in a very relaxing and environmentally friendly way. The program is supplemented by private railway companies, whose services range from scheduled itineraries to historic train journeys.

More than 300 lakes, moors, rivers and streams make up the beautiful landscape of Uckermark Lakes Nature Park in northeastern Brandenburg, not far from Berlin. And of course the capital city is easily accessed from all over Germany via ICE or IC high-speed train connections. From Berlin, travellers can easily travel by regional train or the UckermarkShuttle to the nature park in Templin and other attractions in Fürstenberg, Zehdenick and Prenzlau.

In southwest Germany, Deutsche Bahn's long-distance trains go to the colourful cities of Mannheim, Kaiserslautern, Karlsruhe and the town of Neustadt an der Weinstraße. Beyond that, the Rheinland-Pfalz-Takt rail and bus system offers comfortable access to the Pfälzer Wald, or

Palatinate Forest, a nature and hiking paradise adorned by romantic castles and vineyards. It is home to many interesting animal species, including lynxes, peregrine falcons and eagle-owls. Overnight guests can hop on the local buses and regional trains free of charge with the convenient Palatinate Card. Savvy travellers will appreciate the country's extensive and sustainable rail network that makes it easy to explore Germany's many precious natural treasures.



HOW BIG IS YOUR CARBON FOOTPRINT?

Every journey creates an environmental impact. However, unavoidable CO₂ emissions can be offset to keep the ecological footprint as small as possible. On our website, travel suppliers and clients can access our CO₂ calculator to determine the levels of such emissions. In that way, they can neutralize them through smart eco-friendly practices and enjoy Germany with a clear conscience, while feeling good about their travels.

www.germany.travel/feelgood

Experience Germany without Barriers

A rich history and timeless fables, enthralling art and fascinating science, spellbinding natural wonders and unforgettable cities – Germany’s multifaceted makeup offers a wide range of adventures for all those who love to travel – and that truly means “all.”



NEED TRAVEL TIPS FOR GERMANY? ASK ALEXA SKILL

Travellers and travel suppliers alike will enjoy speaking to Alexa Skill. By simply saying, “Alexa, open German Travel Secrets” our innovative program will provide a wealth of valuable details and insider information for finding the perfect vacation activities based on personal interests.

Over the past few years, airports, train stations and hotels throughout the country have upgraded their facilities for travellers with special needs, and a number of exciting initiatives have made Germany’s many attractions more accessible to everyone. Whether travelling for leisure or on business, visitors with disabilities or restricted mobility will find a warm welcome and a wealth of things to do.

To help you and your clients plan the perfect trip in Germany, go to the “Tourism for All” database at www.germany.travel to find the latest information on the accessibility of specific sites. This resource includes about 1,500 certified barrier-free options, grouped by category, state and region.

The database makes it possible to select, evaluate and book an itinerary in line with your clients’ interests and unique requirements. You can even select offerings based on type of

disability, including impairments in mobility, hearing, sight and cognitive skills to better customize your choices to meet individual challenges. The results provide detailed information on accessibility for museums, popular sites, tourist offices and accommodations. A downloadable PDF for each venue, hotel, etc., includes images of all key areas as well as detailed descriptions of parking places, bathrooms and elevators.

Among Germany’s incredible array of accessible tourist attractions is the Glyptothek in Munich, where blind and visually impaired visitors can reach out and touch ancient Greek and Roman sculptures using supplied cotton gloves.

In the unique moorland landscape of Aschau, Bavaria, the Moor Safari Nature Experience Trail offers a wheelchair-accessible, barrier-free circular hiking trail to give visitors new and unusual perspectives on the natural world.

www.germany.travel/accessibleoffers

ADVERTORIAL

Leipzig – Where Diversity Is Embraced

Leipzig is known around the world as a center of musical brilliance and a magnet to magnificent musicians and literary figures throughout history. The city of Bach and Mendelssohn was also home to Goethe and Schiller. It’s no coincidence that the Peaceful Revolution that reunited Germany originated in Leipzig, a city where diversity is embraced.

CITY OF MUSIC

Leipzig has a rich musical heritage that is still vivid and passionate. The city honours its musicians with festivals and museums that are unique to its classical music heritage. Bach, Mendelssohn, Wagner, as well as Clara and Robert Schumann are just some of the outstanding musical giants recognized here. In 2024, the Leipzig Ballet will host the festival “Leipzig Dances 24!” at the Leipzig Opera. In 2025, the festival of the Gewandhausorchester will be themed to Shostakovich. Smaller festivals held in fall season, like the Leipzig JazzDays or the Mendelssohn Festival, are in no way inferior to the larger events and an absolute must to attend.

To further enjoy live classical music, the famous Gewandhausorchester performs its Grand Concert on Thursdays and Fridays. The motets of the Thomanerchor (St. Thomas Boys Choir), founded in 1212, can be heard at St. Thomas Church every Friday and Saturday. Travellers can experience Bach up close and celebrate the 300th anniversary of his arrival in Leipzig until 2024.

www.leipzig.travel/cityofmusic
www.bach300.de

500 YEARS OF AUERBACH’S CELLAR

Auerbach’s Cellar in the Mädler Passage was founded in 1525 and is the most famous traditional restaurant in Leipzig. The restaurant got its name from its founder, the physician Stromer von Auerbach. In 1625, Faust’s barrel ride was painted on two panels in the cellar vault. These later inspired Goethe to write his poetry/plays about Faust and helped the restaurant to achieve world fame. As Easter 2025 marks the 500th anniversary of Auerbach’s Cellar, special events will commemorate the history of the house and people associated with it. These include the famous barrel cellar ceremony and a culinary city tour with Lotter, a historical former mayor of Leipzig. To celebrate the anniversary, a special wine will be pressed and an anniversary meal will enrich the menu.

www.auerbachs-keller-leipzig.de

THE BEAUTY OF INDUSTRIAL CULTURE

Leipzig’s western region is home to the city’s industrial heritage, where old factory buildings invite travellers to discover and enjoy new ways of looking at culture and art. The former cotton mill Spinnerei is the creative heart of the city and attracts many artists. Also, the gallery representing Neo Rauch, a co-founder of the New Leipzig School of Painting, is based there. The nearby Karl Heine Canal meanders through this quarter and offers the opportunity to explore the city from the water with a guided tour or by oneself in a canoe. The canal landscape in Leipzig extends into the New Lakeland. This local recreational area consists of former lignite mines that now encompass 20 lakes. These natural wonders contribute to the relaxed atmosphere in Leipzig.

www.leipzig.travel/sustainable

www.leipzig.travel
international-pr@ltm-leipzig.de



Leipzig, Thomanerchor and St. Thomas Church
© leipzig.travel/Philipp Kirschner



Leipzig, Buntgarnwerke
© leipzig.travel/Philipp Kirschner

A LEADING MICE DESTINATION

Leipzig is the ideal place to hold conferences and congresses of all kinds and sizes. A professional network of 50 local partners will be happy to support you to find the right venue and hotel for your trade event, and the perfect supporting program to round off your business trip. For more information on conventions in Leipzig, visit: www.do-it-at-leipzig.com

Great Escapes: German Retreats, Parks and Garden Getaways

With unique experiences and attractions, Germany offers countless ways to enjoy an unforgettable vacation. Here is just a sampling of what we call our “Gems of Germany.”

THE FINE ART OF RELAXATION

Walking around a busy metropolis all day can become exhausting at times, so what could be more relaxing than a trip to a green oasis that offers a perfect escape from the hustle and bustle for a few hours? Many German cities offer some wonderful retreats that even locals love to visit for a soul-replenishing time out.

Potsdam borders on Berlin and is beautifully situated on the Havel River. Here, visitors can take a long walk across the Glienicke Bridge toward Babelsberg Park, which is part of a UNESCO World Heritage Site. The courthouse garden under the bridge is a popular spot for couples to enjoy some time alone. In winter, adventurers can go sledding down the hill from a castle garden. The nearby Wannsee Düppel offers swimming in the summer.

Another great city escape is Leipzig's Clara Park, where the Sachsenbrücke crosses the picturesque Elster riverbed and is a meeting place for both young Leizpizgers and families alike. Artists and musicians flock there between May and October to play music. Also worth a trip is the Wackelturm in the riparian forest. It has a breathtaking view of Leipzig and features one of the largest lowland riparian forests in Central Europe.

FAIRYTALE LANDSCAPES

Hardly anywhere else in the world are visitors able to experience the charm of a Baroque palace and garden as vividly as in Schwetzingen. The park here, modeled on Versailles, is unparalleled in Europe. This striking summer residence of the princes of the Palatinate grew out of a small medieval moated castle from the 18th century and retains all of its original charm. A varied roster of events, exhibitions and guided tours convey a unique world shaped by generations of princes, artists and architects.

Over on the German-Polish border, Muskau Park is a tribute to landscape designer Hermann Fürst von Pückler-Muskau, who in 1815 created a garden that to this day remains unmatched anywhere in the world and is well worth a visit.



Bad Muskau, Muskau Palace
© GNTB/Loïc Lagarde

Dresden Elbland – Experience the Real Heart of Romance

CELEBRATING 250 YEARS OF CASPAR DAVID FRIEDRICH

No painter has translated the feeling of Romanticism as emotionally and powerfully as Caspar David Friedrich. And Dresden was his home and his inspiration. From here, he hiked and then created his most beautiful art. To honor its local art hero, Dresden Elbland celebrates the 250th birthday of the master in 2024 with a round of exhibitions that are designed to make his spirit of Romanticism come alive.

On the Brühlische Terrasse, travellers can admire a monument commemorating Friedrich, the most famous painter of German Romanticism.

Friedrich's famous works can be seen all year round in the Albertinum, which displays paintings and sculptures from the Romantic period through Impressionism and Expressionism to the present day. Here, the major Friedrich exhibition will be held from August 24, 2024 to January 5, 2025. In the same period, the Kupferstich-Kabinett in the Royal Palace displays 70 original drawings, which are the basis of his famous paintings, and an impressive sketchbook.

www.visit-dresden.travel/caspar-david-friedrich

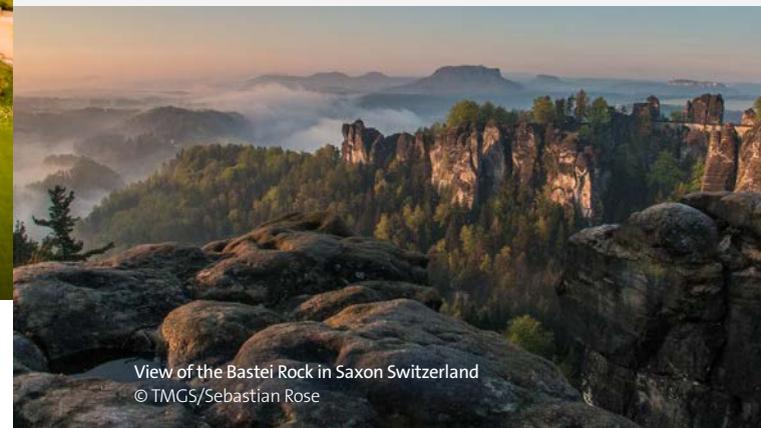
ROMANTIC EXCURSIONS: MAKING LIFETIME MEMORIES

Here's a travel tip: the most beautiful romantic sunsets can be experienced in the quiet of the Radebeul vineyards.

For lovers of beauty, head to Meissen, the picturesque medieval city that fired the imagination of Romantic painters. Many artifacts from the Romantic era can be seen on a visit to Europe's oldest porcelain factory, the MEISSEN World of Experience.

The Baroque Moritzburg hunting lodge, which seems to float in a lake, is pure romance. It's no wonder then, that it became the setting for the most famous European Cinderella film adaptation. The most romantic way to explore Moritzburg is to arrive by steam-powered narrow-gauge railroad and horse-drawn carriage.

Walk in the footsteps of the artists through the rocky landscape of Saxon Switzerland, which inspired not only Friedrich but also romantic lovers till today.



View of the Bastei Rock in Saxon Switzerland
© TMGS/Sebastian Rose



Dresden, Elbe River Banks
© DML-BY/Anja Upmeyer

ROMANTIC PLACES: EXPERIENCES TRAVELLERS WILL LOVE

Dresden's Baroque old town is an inviting place to stroll. Stop by the Neumarkt with the Frauenkirche (Church of Our Lady), then stop at one of the many terrace restaurants to watch the hustle and bustle of the city.

Even in the 19th century, the Brühlische Terrasse was a popular place to delight in the view of the Elbe, from Neustadt to the vineyards of the Elbland. And it's still a must-see today.

The best place to immerse oneself in the Romantic period is the Kügelgenhaus, the Museum of Romanticism in Dresden. The feeling and creativity of this entire period will unfold for visitors here.

The three Elbe castles — Albrechtsberg, Lingnerschloss and Eckberg — date from around 1850 and are embedded in nature parks. From each of them, travellers will have a wonderful view of the old town of Dresden and the Elbe valley below.

The Dresden districts of Weißer Hirsch, Loschwitz, Blasewitz and Striesen form the largest preserved and contiguous collection of private villas from the pre-1914 period in Europe. This veritable architectural catalogue is best explored on foot or by bike.

www.visit-dresden.travel
christoph.muench@marketing.dresden.de





Bremen, Bremen Art Gallery
© WFB Bremen/WFB Carina Tank

Exceptional Art and Design on Display

Germany is the culture capital of Europe and home to some 6,800 museums, many of which are considered architectural landmarks. These institutions offer an unparalleled variety of themes, treasures, unique concepts and internationally renowned collections that reveal extraordinary perspectives on life and history. Here are just a few stellar examples.

ARCHAEOLOGICAL MUSEUM TRIER

One of the most important cultural institutions in Germany, the Archaeological Museum in Trier, has a collection that showcases fascinating structures from prehistoric times, the Roman Empire, the Middle Ages, the Baroque period and everything in between.

BREMEN ART HALL

Just a stone's throw from Bremen's old town, the Bremen Art Hall holds an outstanding array of paintings, sculptures, drawings, prints and media art from the Renaissance on down to the present day – over 600 years of fabulous art history.

You can find a more complete selection of Germany's world-famous museums on our website: www.germany.travel/museums

GET INTO GEAR WITH CLASSIC AUTOMOBILES

Lovers of beautiful cars will find gorgeous examples of both the new and the old in Germany's celebrated automotive museums. What follows is just a sampling.

World-famous Audi vehicles dating back to the early 20th century can be found in the beautifully designed complex of buildings comprising the Audi Forum in Ingolstadt. In Munich, BMW World invites visitors to learn all about the past, present and future vision of this major maker of luxury vehicles, while the adjacent BMW Museum gives a more in-depth insight into the company's colourful 90-year history. The venue's 54,000 square feet of exhibit space includes 125 of the most notable cars, motorbikes and engines ever to rule the road.

The Mercedes-Benz Museum awaits car lovers in Stuttgart, yet another center of peerless German car engineering. Visitors will experience a journey through the entire history of the automobile, in which company founders Gottlieb Daimler and Carl Benz played a key role. Highlights include the Great Mercedes 770 of Kaiser Wilhelm II and Princess Diana's SL. In nearby Zuffenhausen, the Porsche Museum presents an array of vehicles including a new version of the Type 64, the very first Porsche.

An entire city dedicated to cars is Autostadt in Wolfsburg. Here, fans of the Volkswagen Group can wander through pavilions and special exhibits focusing on sustainability and other themes. Enthusiasts also can explore the onsite ZeitHaus Museum and glass Car Towers, or stroll through a beautiful park and lagoon landscape.

To learn more about Germany's great car museums, visit our website: www.germany.travel/car-museums



Stuttgart, Mercedes-Benz Museum
© GNTB/Francesco Carovillano



Celebrate a Master of German Romanticism

Casper David Friedrich, one of the most important German artists ever to wield a brush and a master of the Romantic period, gets a special spotlight in 2024 when the 250th anniversary of his birth will be celebrated in special exhibits to be staged throughout his native land. The painter's gorgeous depictions of nature were inspired by his walks through Germany, especially on the country's largest island of Rügen, but also in the Elbe Sandstone Mountains in Saxon Switzerland, with its lush forests and mystical valleys. Fortunately, tourists will have a number of opportunities to experience the stunning works of this master in 2024.

ADVERTORIAL

Rothenburg ob der Tauber – Experience the Magic of the Middle Ages

Located at the junction of Germany's most famous tourism routes, the Romantic and Castle Routes, Rothenburg is among the absolute "must see" destinations in southern Germany. The top highlights are the Käthe Wohlfahrt Christmas Store and Museum, the Nightwatchman's Patrol, the Meistertrunk reenactment of the "chugging" of a massive draught of wine (which saved the city from destruction during the 30 Years War), as well as the Medieval Crime and Justice Museum.

A variety of hands-on activities will allow visitors to learn about Rothenburg's diverse attractions in a unique and unforgettable way. How about creating a chocolate figurine in a local chocolate studio? Or taking a seminar on how to prepare perfect cocktails? And there are private gardens that are open for visitors as well as guided tours of enchanted places and seemingly forgotten attractions, now brought to life.

You can be sure your clients will have an outstanding culinary experience by directing them to Rothenburg's wine festival in the middle of August or its Reiterlesmarkt (Christmas Market), which is among the most authentic Christmas markets in the world, with a 500-year tradition.

In addition, Rothenburg offers a vast number of attractions worth visiting, while enticing visitors to stay several days.



Rothenburg ob der Tauber, Plönlein
© Rothenburg Tourismus Service/Andrejic



Jasmund National Park, Chalk Cliffs
© Lookphotos/Heinz Wohner

HAMBURG – Hamburger Kunsthalle

December 15, 2023 - April 1, 2024
www.hamburger-kunsthalle.de

BERLIN – Alte Nationalgalerie

April 19 - August 4, 2024
www.smb.museum

GREIFSWALD – Caspar David Friedrich Center

May - October 2024
www.caspar-david-friedrich-gesellschaft.de

DRESDEN – Albertinum

August 24, 2024 - January 5, 2025
www.visit-dresden.travel/caspar-david-friedrich

www.rothenburg.de
info@rothenburg.de

Dining in Germany: Eat to Your Heart's Content

From the traditional to the nouvelle, your Germany-bound clients will unfailingly enjoy delicious cuisine among delightful surroundings. The country is proud of its food for good reason. A number of its native delicacies, such as Lübecker Marzipan, have officially become protected brands. Many celebrated local specialties have been enjoyed seemingly forever, including Thuringian Sausage, a favorite for more than 600 years.

Germany is home to more than 330 Michelin-star restaurants, putting the nation in fourth place for countries with the most starred eateries. Only France, Japan and Italy have more of such lauded establishments. Gourmets from all over the world come to sample a copious variety of award-winning dishes catering to every preference.

A notable phenomenon in recent years is the growth in popularity of meat-free and vegan meals throughout Germany. These take the form of delicious bowls, burgers, burritos, pizza and pasta, and much more, all using increasingly sustainable ingredients and practices. Most cities

offer a broad array of vegetarian and vegan restaurants serving an equally wide variety of dishes.

With 13 wine-growing regions covering nearly a quarter of a million acres, Germany's wines are another standout among the nation's food and beverage offerings. The country's exquisite varietals are typically light and fruity, full of character, and often pair beautifully with several of Germany's famous cheeses. Beer connoisseurs will find some of the best brews in the world here, perhaps most famously in Bavaria. The German Purity Law of 1516 (the oldest food regulation still in existence) stipulates a strict brewing process still followed to this day and is a prime factor in quality. In all, visitors can choose from 500-plus high-caliber beers produced in 1,300 breweries throughout the country.

Interested foodies can explore German cuisine, from traditional meals to beverages, on our website, including a variety of downloadable recipes to bring the delicious magic of German cuisine home.



Brewery in Bamberg
© FrankenTourismus/Bamberg iKS / Andreas Hub



Regensburg, UNESCO World Heritage City on the Danube
© Fotolia/V. Thoenner

Regensburg – An Enchanting UNESCO World Heritage City

Regensburg has been a double UNESCO World Heritage Site since August 2021. Its first title, bestowed for the city's entire old town district back in 2006, was joined by a second title in 2021 as part of the Danube Limes (Western Segment) Frontier of the Roman Empire.

REGENSBURG IS A GEM ON THE DANUBE

The Danube is often the reason many people first visit Regensburg – by way of a river cruise. The city also can be accessed via a direct hourly train connection from Munich Airport.

REGENSBURG IS BAVARIAN

In 2019, the Bavarian State Government opened its Haus der Bayerischen Geschichte (Bavarian History Museum), which vividly recounts the last 200 years of the region's history. This story also includes locally brewed beer, which travellers can experience by participating in a beer tasting, brewery tour, brewing course or simply by visiting a leafy beer garden or at one of the traditional taverns. Other gustatory attractions include Bavarian sausages made at the world's oldest sausage kitchen, a mustard-tasting session at the Wurst & Bier store and even a sausage seminar. Incidentally, a Bavarian folk festival known as Dult is held twice a year, in May and late August/early September.

REGENSBURG IS JEWISH

Did you know that Oskar Schindler of *Schindler's List* lived in Regensburg after World War II? And travellers can view the actual building. Document Neupfarrplatz provides deeper insights into Jewish history, showcasing foundations of the eponymous medieval Jewish settlement that once stood here. An air-raid shelter was built in the heart of the complex during World War II.

REGENSBURG IS FESTIVE

The annual Schlossfestspiele festival in the courtyard at Thurn and Taxis Palace is well worth a visit. In December, that same courtyard hosts the Romantic Christmas Market, which ranks among the world's top 10 Christmas markets. The palace is open to the public all year round.

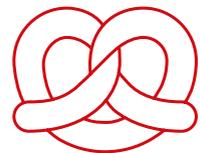
REGENSBURG IS A YOUNG, PROSPERING AND COSMOPOLITAN CITY

Some 32,000 of its 162,000 inhabitants are students, as evidenced by the many cafés and bars and the dynamic, vibrant atmosphere. Nothing is more fun than strolling down the narrow lanes of the old town and browsing the unique boutiques. The milliner's shop by the cathedral (Hutmacher am Dom) made Johnny Depp's hat for the *Alice in Wonderland* movie. During normal business hours, visitors can watch the master craft one of his hats. Sightseeing and city tours for solo travellers are always available and affordable, coupled with individual walks at one's own pace, such as the new Handwerksspaziergang (handcraft walk) or Lauschtour (audio tour).

REGENSBURG IS SO MUCH MORE

For example, Regensburg is considered the best-preserved medieval city in Germany. The top English architect, Sir Norman Foster, called Regensburg "one of the most beautiful cities in the world." Tower houses dating back to the former free imperial city add to the Italian vibe. The surrounding area has a lot to offer too, whether it's part of an excursion through the enchanting Danube Gorge to Weltenburg Abbey, or to the Walhalla with the Crystal Ship that has about one million Swarovski crystals installed. All of the above represents only a few of the 1,000 reasons to visit. Regensburg is a real hidden gem — and a delightful surprise — for everyone.

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ALEXA SKILL: GERMAN BROTZEIT (HINT: IT'S BREAD)

Playing an important role in the national culture, world-famous German bread is sold in more than 3,000 varieties and can be found on every dining table in the country. The culture of German bread has even been awarded the status of a UNESCO World Cultural Heritage.

The "German Brotzeit" Alexa skill offers 16 different recipes for savoury or sweet breads, as well as three exciting travel tips for each of the regions from which the breads hail.



Thuringian Bratwurst
© StockFood/Gräfe & Unzer Verlag

Romantic Christmas Market, Palace of Thurn and Taxis
© RTG



Events 2023/24



Sailing ships at the Kiel Week
© TASH/Heinrich Hecht

UEFA EURO 2024 WILL TAKE PLACE IN GERMANY

Among its many other attributes, Germany is a land of enthusiastic soccer fans, and the country is excited to host the 17th UEFA European Championship in 2024. From **June 14 to July 14**, teams from 25 European countries will compete in 10 stadiums around the country. The host cities are Berlin, Cologne, Dortmund, Düsseldorf, Frankfurt, Gelsenkirchen, Hamburg, Leipzig, Munich and Stuttgart. The opening match will take place in the Olympic Stadium in Munich, with the final to be played in the Olympic Stadium in Berlin.

250TH BIRTHDAY OF GERMAN PAINTER CASPAR DAVID FRIEDRICH, VARIOUS LOCATIONS

In 2024, Germany will celebrate the 250th birthday of one of its most famous Romantic painters. Various exhibitions and special events will take place in different locations throughout the country. For more information, turn to page 23.

CHRISTMAS MARKETS, VARIOUS LOCATIONS

From November to December, more than 2,500 Christmas markets across Germany offer magical wonderlands marked by giant Christmas trees and beautifully decorated booths that sell handcrafted gifts and regional specialties. The Christmas market in the Ravensschlucht in the Black Forest is particularly beautiful. Located under a 131-foot-high railroad bridge, the market is illuminated to create a uniquely romantic mood.

TOP 100
SIGHTS IN GERMANY

GERMANY'S TOP 100 SIGHTS

Explore Germany's Top 100 sights and attractions!

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Franconia – Culture, Nature and a Celebration of Life

Winding, half-timbered streets lead to magnificent Baroque buildings. Vast forests share the landscape with fertile vineyards. Relaxing pleasures abound and yet sporting activities are everywhere. In Franconia, these seeming opposites simply fit together. It is precisely this diversity that characterizes the destination, located in northern Bavaria between Frankfurt and Munich. Its vacation options provide plenty of variety, led by delicious cuisine, beer and wine specialties, memorable sights and a lively culture. Each blend together for an experience that is typically Franconian.

Franconia's cultural treasures are world-class: this is best demonstrated by its UNESCO World Heritage Sites. The Upper Germanic-Rhaetian Limes, the magnificent Würzburg Residence, the old town of Bamberg and the Margravian Opera House in Bayreuth all bear this great distinction. After Bamberg recently opened its World Heritage Center, Bayreuth is following suit. Its new World Heritage Center will invite visitors to the Redoutenhaus, near the Margravian Opera House. In the summer of 2021, the circle of Franconian World Heritage Sites was expanded with the addition of Bad Kissingen: the traditional spa town is part of the highly renowned "Great Spa Towns of Europe." This recognition is worthy, as Bad Kissingen is blessed with a collection of spa gardens, where none other than the Imperial Chancellor Otto von Bismarck was a regular guest. It also houses the historical facilities for brine extraction. Including Bad Kissingen as the newest member, five of the total of ten Bavarian UNESCO World Heritage Sites are located in Franconia.

Along the Romantic Road and the Castle Road, travellers can visit interesting cities and towns, such as Rothenburg ob der Tauber and Nuremberg. One can also follow the Main River and the Main-Danube-Canal by river cruises to discover the heart of Franconia.

Another character of Franconia is the diversity of its nature parks. Ten parks altogether make up more than half the area of the destination. Its parks are also an indicator of the great importance placed on sustainability in Franconian tourism. After all, one of the central tasks of a nature park is to actively protect, maintain and develop its landscapes and, at the same time, make them accessible to travellers. Sustainable vacations in Franconia start with the mode of arrival: a dense network of bus and train lines. Many of them were designed to serve leisure destinations or are starting points for hiking and cycling routes.

An important aspect of sustainability is its regional presence — and in Franconia you can taste it. This is represented by many different local and regional products — from tender asparagus to freshly caught fish, pasture-raised beef, locally brewed beer and the famous Franconian wine. They enrich the menus of Franconian restaurateurs and are shared by local hosts who serve regional breakfasts to their guests. In Franconia, there are many hosts who ensure that sustainability and hospitality are combined in the best possible way.

THESE ARE JUST SOME OF THE SERVICES WE OFFER TO THE TRAVEL INDUSTRY:

- Development of travel packages and tour suggestions
- FAM trips
- Informational materials (print and online)
- Trade Support: <https://medienservice.frankentourismus.com/trade-media>

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Franconia, Bamberg
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BERLIN Regional capital

Leipzig Towns/cities with a population of more than 100 000

Köln Part of the "Magic Cities" association

Augsburg Part of the "Historic Highlights" association

Europa-Park Theme park

NP National park

1

2

3

4

5

6

- World Heritage Site
- Airport
- Mountain Peak (in meters)
- State Boundary
- International Boundary
- Motorway
- Trunk Road
- Railway

