

Germany  
princes and prin-

offers jousting

amazing

for Everyone,  
and Lichtenstein

as the location

Beauty.” A perfect

for All Reasons

BARRIER-FREE TRAVEL  
outing also can be had in any of the coun-

The nation’s

matched by a

Germany offers a wealth of options for travelers Germany is meeting the increasing  
demand for wide selection of accommodations that includes

with disabilities or restricted mobility, whe- sustainability by all types of travelers.  
Many ho- everything from vacation homes and family ho-

ther for vacations or business trips. Airports tels across the country are firmly  
committed to tels to farm stays, youth hostels and campsites.

and train stations, as well as many hotels and the environment, from energy-  
efficient build-

sightseeing locations, have been adapted for ings and ecologically compatible  
furnishings to TRAVEL FOR YOUNG PEOPLE

those with special needs. regional organic cuisine. Protecting the earth’s  
Germany offers simple, safe and affordable

[www.germany.travel/barrierfreetravel](http://www.germany.travel/barrierfreetravel) natural resources also is a key topic in the  
field of itineraries for young visitors, with many spe-

Bavaria are a delight for little

cesses, while Heidelberg Castle

games. Guttenberg Castle presents

demonstrations of falconry,

Castle clearly shows why it served

for the 1971 movie “Sleeping

family

try’s many zoos and theme parks.

extensive menu of activities is

business travel and events. Our microsite on sustainability offers special offers and student discounts. Excellent

**BUSINESS TRAVEL** Sustainable travel provides inspiring and interactive roads and infrastructure for coach and train

**AND CONVENTIONS** Content about Germany's infrastructure, green travel make getting around quick and easy.

High-quality service and professional partners in hotels and cities, meetings and more. The country's many youth hostels offer budget

are the hallmarks of Germany's success as a sustainable destination. [www.germany.travel/sustainability](http://www.germany.travel/sustainability) accommodations in city-center locations, as

business-travel destination. The country's outstanding infrastructure, competitive prices and access to entertainment, activities and well as

standing infrastructure, competitive prices and **TRAVEL WITH KIDS** outdoor pursuits. More fun can be experienced

state-of-the-art congress halls are ideal for hosting large groups. Germany is a true wonderland for children. Magically in a plethora of bars, restaurants, nightclubs and

ing the world's top conferences and conventions. Magical places such as Neuschwanstein Castle in Bavaria, attractions, including renowned music festivals.

[www.gcb.de](http://www.gcb.de)

## HERITAGE TRAVEL

More than 40 million Americans 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 American history at select sites.

[www.germany.travel/heritage](http://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. Colorful 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.

6 [www.germany.travel](http://www.germany.travel)

Seebach, Forest at Mummelsee

© GNTB/Jens Wegener

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#### ADVERTORIAL

Christmas Village © Käthe Wohlfahrt KG  
Village © Käthe Wohlfahrt KG

Christmas

Käthe Wohlfahrt

A German Christmas experience

for the entire year

The shops of Käthe Wohlfahrt, a family-run business for 58 years, 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 Romantic and Castle roads. 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 colorfully 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

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#### 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

well as Europe. Most are handmade and hand-German

painted. Winter and Christmas motifs are the all year

dominant theme for a majority of items both group vis-

classic and modern, but visitors will find plenty available for

ty of non-holiday themes as well, including a detailed

wide range of high-quality souvenirs and a large

details about their history in both

and English. The museum is open

and is well-suited for both FIT and

its. Guided tours in English are

groups by appointment. For more

information, visit:

selection of genuine Black Forest cuckoo clocks.

[www.christmasmuseum.com](http://www.christmasmuseum.com)

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 Spitalgasse at

[www.kaethe-wohlfahrt.com](http://www.kaethe-wohlfahrt.com)

[tourguide@wohlfahrt.com](mailto:tourguide@wohlfahrt.com)

Junction of Kobolzeller Steige and

nearby romantic Tauber Valley and are produced Carovillano

the Plönlein © GNTB/Francesco

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.

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Four Ways to Encounter the

Best of

German CultureTASTE: SOMETHING DELICIOUS IS COOKING

Regional delicacies always taste particularly good in their native country,

and every area in Germany has its own specialties, all as diverse as the

landscapes from which they come. A combination of traditional recipes,

uniquely local ingredients and creative chefs makes a culinary gourmet tour

through Germany a must.

In Leipzig, many people know the tasty vegetable dish Leipziger Allerlei, but

what about Leipziger Lerche? This delicious pastry with a long history is one

of Leipzig's sweetest secrets, an irresistible treat using fine shortcrust pastry,

almonds, nuts and a filling of strawberries or marzipan.

## REMEMBER

experiences unique to Germany form the  
flair abounds throughout some 25,000  
old towns, historic theaters and opera  
venues of all kinds. Regionally, Germany  
art, music, dance and more, while the  
cities includes a dazzling array of archi-

German culture at its best, with more than  
of renowned choirs and orchestras.  
held in early summer, is one of the most  
gatherings of its kind in Europe. Here, a reli-  
modern and world music mixed with

Essen, Zeche Zollverein  
the event a highlight on the international festival

© GNTB/Julia Nimke

## FLAIR: ARTS & CRAFTS TO

The diverse cultural locations and  
focus of the Flair category. Indeed,  
castles and palaces, in wonderful  
houses and in countless other  
presents a wide range of traditional  
multifaceted allure of the nation's  
tectural styles.

The city of Dresden exemplifies  
50 museums, 35 theaters and a host  
The annual Dresden Music Festival,  
important and time-honored  
ably extraordinary program of early,

jazz and dance makes

calendar.

By way of the global German.Local.Culture. marketing campaign, the Ger-



man National Tourist Office is putting a spotlight on authentic German traditions, customs, handicrafts and regional dishes. On the campaign's microsite, you can find travel information in four categories: Craft, Taste, Flair and Green.

#### CRAFT: ARTISANS AT WORK

Germany's longstanding reputation for quality manufacturing not only applies to machine production – it's been earned from centuries of fine craftsmanship marked by time-tested methods and an openness to new ideas. It is by directly visiting German factories, workshops and farms that visitors can discover firsthand how exceptional products and artworks of lasting value are created.

The Strandkorb (wicker beach chair) was developed 125 years ago in Rostock and achieved its first success on the white sandy beaches of Mecklenburg. The chairs are made of two robust wooden frames with wickerwork, extendable footrests, adjustable backrests, awnings and side tables, affording protection against wind, sand and sun. Today it is impossible to imagine North Sea and Baltic Sea beaches without these iconic chairs.

One of the biggest and best sea-going attractions to be found anywhere is Kieler Woche, or Kiel Week, held in the capital of Schleswig-Holstein. Celebrated for more than 100 years, this is a summer festival imbued with maritime magic. While up to 2,000 different events bring visitors from around the world, the highlight is the magnificent tall ships parade, where a variety of majestic vessels, including historic steamers and hundreds of sailing yachts, come together to create a virtual sea of colors. Kiel Week also features a series of regattas, concerts and more, all topped off by the famous closing fireworks show.

## GREEN: ENJOYING – AND RESPECTING – THE NATURAL WORLD

The Green category is a deep dive into Germany's pristine nature, as found in its two seas in the north, the Alps in the south and in countless forests, lakes and nature parks throughout. Visitors encounter extraordinarily diverse landscapes, a heritage protected and preserved for the future in 16 national parks and almost 9,000 specially designated areas. The country is constantly breaking new ground in sustainable-tourism offerings.

Münsterland has lushly verdant forests to offer, many dotted by moated castles and scenic bike paths. In the moor and wet meadow area called Zwillbrocker Venn, expert-guided tours explore an amazing flamingo breeding

8 [www.germany.travel](http://www.germany.travel)  
[www.germany.travel/german-local-culture](http://www.germany.travel/german-local-culture)

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ground and a gull habitat. In the Merfelder Bruch nature reserve near Dülmen, a home to wild horses

for centuries, lucky hikers can watch a peaceful herd grazing.

Voted Germany's most beautiful hiking trail in 2020, the Baden-Baden Panorama Trail features lovely

valleys, stunningly beautiful views and numerous cultural and culinary delights. The first of four trail

legs takes hikers from the Kurhaus in Baden-Baden to flowering gardens and the Hohenbaden Castle,

with its prime observation point. The 28-mile route also invites visitors to marvel at orchard meadows

and forest paths, rock towers, the Geroldsau waterfall and a jaw-dropping view over the Rhine Valley

to France, all ensuring a unique experience.

ALEXA,

PLAY “GERMAN BREAD CULTURE”!

Bread plays an important role in German life, with more than 3,000 kinds found on dining tables throughout the country. The culture of making and eating German bread was awarded the status of a UNESCO World Cultural Heritage in 2014. The German Bread Culture Alexa Skill offers a selection of 16 recipes for both savory and sweet varieties, as well as three exciting travel tips for each of the regions that gave birth to the breads.

PAULA MCKAY

President

Vacations

experiences

We were

lederhosen playing

evening in a

Munich. We

family-style

including pret-

schweinshaxe,

followed by Ba-

and dancing!

crowd in the

match on big-

Wörlitz,

Nimke9

Europe Express and YMT

One of my most memorable

in Germany was at a work event.

serenaded by men in

alpine horns on a lovely spring

lush biergarten in the center of

then had a delicious and filling

dinner in the cozy beer cellar,

zels, sausages and sauerkraut,

pfefferschnitzel and spätzle

varian music lessons, singing

Afterward we joined the local

biergarten to watch a soccer

screen TVs set up outside.

Oranienbaum-

© GNTB/Julia

Oranienbaum-Wörlitz, Wörlitz Castle

© GNTB/Julia Nimke

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## ADVERTORIAL

Lake Constance

–

The best of four European countries in one region

Lake Constance, lovingly called Bodensee by locals, lies within sight of the Alps and in the heart of Europe: Germany, Switzerland, Austria and the Principality of Liechtenstein meet here. Visitors have the unique chance to explore four different countries with their regional cultures and typical local specialties all in just one destination.

The Lake Constance region in Southern Germany follows romantic traditions such as lively Christmas markets and offers stunning landscapes dotted with castles and churches, lush gardens, fruit orchards and vineyards. The lake glimmers in all shades of blue against the dramatic backdrop of snow-capped Alpine peaks and is worth a visit all year round. Travelers can relish the panorama of a bird's-eye view from state-of-the-art zeppelins, take a stroll around Mainau, the island of flowers, and be amazed by historic towns like Constance, Lindau and Meersburg, as well as remarkable UNESCO World Heritage Sites. Visitors enjoy beloved regional products like freshly caught whitefish, fresh aromatic fruit and vegetables or a glass of local wine. More active pursuits include cycling along the shore and walking by the lakeside or hiking up in the mountains for spectacular views.

DISCOVER MORE OF THE LAKE CONSTANCE REGION IN OUR SALES

GUIDE 2022/23: [WWW.BODENSEE.EU/TRADE/SALES-GUIDE](http://WWW.BODENSEE.EU/TRADE/SALES-GUIDE)

www.bodensee.eu

stein@bodensee.eu

Meersburg

© IBT GmbH/Achim Mende

Hofgut Sternen

–

Stunning forest scenery and exquisite local cuisine Known for its idyllic and picturesque Black Forest landscape, the four-star

Hofgut Sternen resort and surrounding attractions lie within the munici-

pality of Breitnau as part of the Southern Black Forest Nature Park, the larg-

est such reserve in Germany. The residents here live in peaceful coexistence

with nature, producing their own energy and working with local farmers to

help preserve the area's unique countryside scenery and rich variety of ani-

mal and plant life. Similarly, there is a prevailing preference for sustainable

tourism, and travelers are encouraged to experience the natural bounty of a

land noted for traditional and fine German cuisine.

The culinary arts as practiced in Hofgut kitchens are certified with a seal

proclaiming "Naturpark-Wirt," or "landscape with knife and fork." Freshness,

seasonality and the use of local products are top priorities here. Popular

with tourists are hands-on cooking workshops, where participants can bake

Other activities include visits to the  
and informative “Green Village of  
tours.

their own authentic Black Forest cakes.  
landmark Black Forest Glass Manufactory  
Breitnau and at Hofgut Sternen” hiking

Hofgut Sternen, The Black Forest Village  
sternen.de

[www.hofgut-](http://www.hofgut-sternen.de)

© Hofgut Sternen  
sternen.de

[dalma.bracksmeier@hofgut-](mailto:dalma.bracksmeier@hofgut-sternen.de)

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## ADVERTORIAL

experience high-end shop-  
Breuninger –  
from established luxury to  
exciting newcomers, as well as features such as  
shuttle service, a made-to-  
A world of unique  
shopping experiences. When it's time  
to take a break, customers can indulge in the  
finest handmade patisserie  
shopping experiences  
confectionery or enjoy cocktails and café creations  
in Eduard's Bar. More substantial restaurant fare  
is found at Sansibar by  
Breuninger, which offers specialities from the Sylt  
chain of eateries, along

In the heart of Stuttgart, visitors to Breuninger  
ping on over six floors, with brands ranging  
measure studio and specially curated  
delicacies at the in-house

in Southwest Germany  
sausage, steak and fish dishes and an exquisite

with classic Sansibar curry

selection of wines.

customers an exclusive

The store in Freiburg, in Black Forest, affords

along with stunning views

world of fashion, lifestyle and beauty brands,

cathedral. Special services in-

of the nearby landmark Freiburg Münster

Breuninger experts, along

clude private and personal fashion advice from

treatments and workshops.

with designated beauty rooms that feature

shoppers enjoy libations in a

The Rooftop Bar, overlooking the cathedral, lets

relaxing atmosphere.

memorable shopping

In addition to providing visitors with a most

packages with partners like the

experience, Breuninger creates exclusive

icing on the cake for non-

Mercedes-Benz Museum and local hotels. The

arrangement with tour-

European customers results from a longstanding

easy VAT refunds. Travelers

ism-services provider Global Blue that enables

Breuninger – lucky num-

visiting Bavaria in spring 2023 will find the newest

ber 13 – in Munich.

[www.e-breuninger.de](http://www.e-breuninger.de)



tourismus@breuninger.de

calenciaca

3

Rooftop Bar at the departement store in Freiburg offers drinks with a view

© Breuninger

More than a department store, Breuninger is a place where cherished heritage meets the latest trends in the world of fashion and lifestyle. When Eduard Breuninger first opened his shop in Stuttgart in 1881, he could not have foreseen that he was laying the cornerstone for one of the most successful retail establishments in Europe, marked by a constant devotion to superior customer service. Inspired by a trip to the United States, Heinz Breuninger, grandson of the founder, installed escalators and elevators in the store, a first for Germany. He also added what instantly became one of the country's largest tailor shops. Innovative ideas, exclusive services and a wide range of gastronomic offerings have made Breuninger one of the leading multi-channel department stores, with 12 destinations in Germany today.

More than six floors of luxury shopping  
await visitors in Stuttgart

©

Breuninger

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Experience Germany

without Barriers

Vogtsburg, Vineyards of the Upper Black Forest

© GNTB/Jens Wegener

By simply saying, “Alexa, tell me Germany Travel Tips,” our Alexa Skill helps travelers and travel suppliers find the perfect vacation activities based on their personal interests. The helpful voice assistant provides a wealth of valuable information and insider tips about traveling in Germany.

sure or on business, visitors with disabilities or hotel, etc., includes images of all relevant areas

restricted mobility will find a wealth of things to as well as detailed descriptions of parking places,

see and do. bathrooms and elevators. In addition, airports,

train stations and many hotels throughout the

To help you and your clients plan the perfect country have upgraded their facilities for travelers

trip, information on the accessibility of specific with special needs.

places within Germany is systematically as-

sembled and presented in the “Tourism for All” Germany has an incredible array of tourist attrac-

database at [www.germany.travel](http://www.germany.travel). This resource tions, and the majority of sites are accessible to all.

includes about 1,500 certified barrier-free For example, on the East Frisian Island of Norder-

options, grouped by category, federal state ney, in the middle of the UNESCO World Heritage

and travel region. The database thus makes it Wadden Sea, visitors with mobility challenges can

possible to select, evaluate and book an itinerary rent specially designed balloon wheelchairs to en-

in line with your clients’ interests and unique joy the water or participate in a “mudflat walk.”

needs. You can even select offerings based on type The local visitor center offers tours and lectures

of disability: Filters for impaired mobility, hearing, with audio assistance for the hearing impaired.

sight, cognitive skills and more can be applied Even the 144-foot-tall observation tower on the

to customize for individual needs. The results treetop path near Neuschönau, in the Bavarian

provide detailed information on accessibility for Forest, can be reached by anyone in a wheelchair

museums, tourist sites, tourist offices and accom- or stroller, thanks to a gently rising slope.

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## ADVERTORIAL

Rhineland-Palatinate

–

Here's why this hidden gem is ripe for discovery

At the western edge of Germany, the region around the Rhine and Moselle rivers offers a surprising

variety of opportunities for unforgettable vacations. Besides the home of famed Ramstein Airbase, the

area has much to see, taste and enjoy. Here are four reasons why this romantic locale will be a delightful

discovery for travel suppliers and clients.

Wierschem, Eltz Castle

© Rheinland-Pfalz Tourismus GmbH/Dominik Ketz

### 1. COLORFUL CULTURE AND HISTORY

Majestic castles, important churches and atmospheric abbeys reflect the rich history of this region.

Tourists can follow in the footsteps of ancient Roman armies through Trier, Germany's oldest town and

a UNESCO World Heritage Site, and along the Moselle, where the Romans introduced wine-growing

to the area. Rhineland-Palatinate also is the home of hundreds of castles that let travelers experience

all the color and pageantry of the past – and perhaps even their own family ancestry and heritage.

## 2. CULINARY DELICACIES AND WORLD-FAMOUS WINES

Rhineland-Palatinate is Germany's number-one wine-producing region. Indeed, around 70 percent of

all German wine is produced here, in the localities of Ahr, Moselle, Middle Rhine, Nahe, Rheinhessen

and Palatinate. Visitors can enjoy a full range of flavorful white wines, such as Riesling, and red wines

like Pinot Noir, accompanied by world-famous specialties such as "Saumagen" (a delicious stuffed

sausage-like meat dish) from the Palatinate.

## 3. A FEAST OF UNFORGETTABLE FESTIVALS

In Rhineland-Palatinate, people love to celebrate, and tourists are encouraged to take part whatever

the occasion or holiday is. The wine festivals here are a hallmark of the region. The Christmas mar-

kets are world renown and among the most authentic to be found in Germany, where ages-old town

squares lined with half-timbered houses and hundreds of lights create a breathtaking Christmas at-

mosphere. In addition to many historical festivals, another must-do is a visit to the spectacular Rhine

in Flames show, which features the famous Loreley rock being lit up by dozens of fireworks along the

shores of the Rhine.

## 4. THE BEAUTY OF NATURE ON DRAMATIC DISPLAY

Georgous streams, mysterious volcanoes, endless vineyards – tourists can experience nature at its

best in Rhineland-Palatinate. Almost half of the region is covered by verdant woods. On 12 long-

distance trails and numerous short tours, visitors encounter castles, fortresses and palaces, sample

famous wines and enjoy mouth-watering cuisine. Bike tours along the scenic Rhine and Moselle rivers

lead participants through stunning landscapes, cultural attractions, castles and pretty wine villages.

[www.rlp-tourism.com](http://www.rlp-tourism.com)

[info@rlp-tourism.com](mailto:info@rlp-tourism.com)

[risch@rlp-tourismus.de](mailto:risch@rlp-tourismus.de)

Bremm, Moselschleife

© Rheinland-Pfalz Tourismus GmbH/Dominik Ketz

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.

## IN THE CITIES

Spending time in a German city can be exciting and enriching in equal measure, thanks to innovative transportation concepts, pioneering green architecture and beautiful parklands. Many localities have embarked on a broad sustainability drive into the future of soft tourism. Sustainable shopping is taking place at farmers markets and

in numerous small boutiques, where unusual products from regional sources can be found. Many designers in Germany also use local materials to produce stylish fashion, furniture and accessories. Restaurants in Germany increasingly are focused on seasonal and regional dishes, and vegetarian dishes abound on menus, accompanied by wines from German organic winemakers or beer from local microbreweries.

## ACROSS REGIONS

There are a number of ways regional travel suppliers address sustainability when it comes to a German vacation, beginning with public transportation networks that allow for a relaxed and stress-free journey. Locally, package deals and ride-share services help ensure environmentally

in GermanyWHERE GREEN TRAVEL

### MEMORIES ARE MADE

Within Eifel National Park, for example, the “Dark Sky Park” experience includes guided hikes and astronomy workshops to enable visitors to appreciate the majestic Milky Way in all its glory.

Those looking for an eco-friendly city experience can go on a guided green couture tour in Berlin, Frankfurt, Hamburg, Cologne and Munich. In these cutting-edge urban environments, guests visit trendy fair-fashion studios where sustain-



ably chic styles and materials take the spotlight.

On our website, you will find a selection of destinations and special offers that are especially targeted to an interest in sustainability. With the help of our interactive map, you 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

Lüneburg, Lüneburger Heath and services presented here have been carefully

© Lüneburger Heide GmbH/Dominik Ketz researched and verified in collaboration with

sustainability experts and tourism specialists.

friendly and cost-effective travel. Programs based on culture or more active pursuits often can be arranged with green practices in place. At many hotels and resorts, overnight guests can obtain special tourist cards for admittance to select attractions accessible via local public transport.

## ON THE ROAD

The transportation system in Germany 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 more relaxed East

SILKE WOBKEN

Senior Director Sales USA

manner. Many locations feature bike, e-bike and scooter rentals to make local traveling even greener.

Lufthansa Group

For the Lufthansa Group, the ultimate goal is

OVERNIGHT SENSATIONS  
and cut

to become carbon-neutral by 2050

Germany is home to myriad guest accommoda-  
half by 2030 as com-

net carbon emissions in

tions that are particularly committed to green  
are continuous-

pared to 2019. To do this, we

tourism. More than 3,000 certified hotels and  
of innovative

ly implementing a wide range

catering suppliers throughout the country have  
least 190 brand

measures, such as putting at

made sustainable management their guiding  
aircraft into service by

new, more sustainable

principle, while fair working conditions en-  
Sustainable

2030. Another initiative involves

sure professional and honest service. Whether  
are a true alterna-

Aviation Fuels (SAF), which

offering exceptional meals made from fresh  
Lufthansa Group is in-

tive to fossil fuels. The

and local ingredients to the use of renewable,  
SAF, and already

vesting millions of euros into

climate-friendly energy, the country's food and  
make their

today, our guests can use it to

hospitality industries go the extra mile to be  
certainly ex-

flight carbon-neutral. These are

ecologically responsible, which benefits hosts,  
guests and nature in equal measure.

citing times!

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## Making Tracks

to Enjoy and Help

## Save Nature

The sheer variety of nature in Germany is enormous, from the Alpine region in the south to the Wad-

den Sea in the north, and eco-friendly travel helps protect these natural wonders for future generations.

Thanks to an alliance of three major environmental associations and the national railway company

Deutsche Bahn, visitors can reach many important sites by public transport and, once there, easily get

around without a car, which cuts harmful CO2 emissions and helps sustain the climate and biodiversity.

GO CARBON NEUTRAL WITH

OUR CO2 CALCULATOR

Every journey involves emissions. To keep the ecological footprint as small as possible, unavoidable CO2 emissions can be offset.

On our website, travel suppliers and clients can access our CO2 calculator to determine the levels of such emissions, so they can neutralize them through smart eco-friendly

practices – and enjoy Germany with a clear conscience.

[www.germany.travel/feelgood](http://www.germany.travel/feelgood)

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. The capital city is easily accessed from all over Germany via ICE or IC connections. From Berlin, travelers can go by regional train or the Uckermark Shuttle

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 colorful cities of Mannheim, Kaiserslautern, Karlsruhe and the town of Neustadt an

der Weinstraße, after which 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 vine-covered vineyards. It is home to countless animal species, including lynxes, peregrine falcons and

eagle-owls. Overnight guests can ride the local buses and regional trains free of charge with the Palatinate Card.

Savvy travelers will appreciate being able to explore Germany's precious natural treasures by taking advantage of the country's conveniently extensive

and sustainable rail network.

## Where Healing and Wellness

For travelers seeking an escape from everyday life Come Naturally beautiful nature and surrounded by fresh clear

and in need of rejuvenation and relaxation, more meandering streams.

waters, bubbling springs and

than 350 award-winning spas and health resorts

in Germany await. These temples of well being

SOOTHING SPRINGS

offer a wide range of feel-good experiences, picturesque town in

Baden-Baden, the famously

whether in water, on a mountain or in the midst to stylish hotels,

the south of Germany, is home

of green meadows and forests. Guests get to enjoy health offerings.

lush green spaces and myriad

joy a cultural tradition as well as top-class medicinal and therapeutic treatments. Visit our website since the Roman

Twelve thermal springs here have

cal and therapeutic treatments. Visit our website since the Roman

ing impressive healing powers

for a selection of certified spas and health resorts bubbling up from

era, their curative waters

throughout the country. trace

1.2 miles below ground and packed with

elements and minerals such as lithium and mag-

Most of the towns, where these resorts can be health clinic,

nesium. Visitors who head to the

found carry the title "Bad" with their name which a rich palette of

spa or wellness hotel will enjoy

refers to the German translation of "bath." They all feature a healing spring or therapies that are

exclusively tailored treatments.

certified and recognized by the state. Homburg,

The former royal spa town of Bad

not far from the city of Frankfurt, celebrates the

## CRYSTALLINE CLIMATE

mod-

traditional spa while meeting the needs of

In the southern region of Allgäu, the clear wa-  
regenerating respite. Bad

ern travelers seeking a

ter, pure mountain air and more than 540 miles  
Baden are part of

Homburg as well as Baden-

of hiking trails in a dreamlike landscape make  
Thermal Cities,

the European Route of Historic

Bad Hindelang a perfect place to relax, especial-  
sustainable tourist

an international network of

ly for people suffering from allergies and other  
cultural heritage

destinations, all rich in history,

immune-system issues.

and healing thermal mineral waters.

[www.germany.travel/healthresorts](http://www.germany.travel/healthresorts)

In Bad Kreuznach, visitors will breathe easier by  
experiencing relief of the body's airways, bronchi-  
al passages and skin in Europe's largest outdoor  
inhalatorium, the Salinental Valley.

LAURENT TONNELIER

General Manager

Business North & South America

## Rail Europe

Traveling by train in Germany is a unique experience, be it for the thrill of high speed, the comfort, the scenery and last but not least because it is sustainable! I need to stay active when traveling, and Germany has a lot to offer, especially superb walking trails. My last trip was in the Black Forest. If you opt for it, don't miss the Black Forest train ride crossing the Ravenna Bridge in Southern Germany. The one on my bucket list: the iconic Rennsteig, an ancient 105-mile trail through the Thuringian Forest and Highlands, taking you along a ridge between Hörschel (near Eisenach) to Blankenstein on the Saale River, both accessible with train stations.

## HEALING HYDROTHERAPY

The hydrotherapy system of healing known as Kneipp was honored as an Intangible Cultural Heritage by UNESCO in 2015. Bad Wörishofen, the original home of this natural practice, is known for delivering first-class medical treatments and highly rated customer service within

its impressive infrastructure. With the support and guidance of more than 90 doctors, visitors can experience a complete menu of Kneipp-inspired health treatments aimed at prevention and rehabilitation for stress, fatigue, back pain and circulatory problems.

Bad Lauterberg in the Harz Mountains is a state-recognized Kneipp health resort and offers optimal conditions for a relaxing health-oriented vacation. The small town is set in the middle of

16 [www.germany.travel](http://www.germany.travel)  
Treading Pool

Rügen, Kneipp

© GNTB/Christoph Jorda

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#### ADVERTORIAL

Würzburg –

World heritage and  
world-class wine

Why is the Northern Bavarian city of Würzburg so popular? It can't be attributed solely to its scenic location alongside the Main River and the ease of getting there from Frankfurt Airport. Rather, it has everything to do with Würzburg's unique atmosphere and a fascinating mix of culture and ambience, of world heritage and wine festivals, of avant-garde and age-old traditions that make the city irresistible.



An absolute must-do for travel clients is a private three-hour guided tour of Würzburg's Old Town and the Residence Palace. In this amazing baroque edifice, visitors will walk up a spectacularly beautiful staircase to the largest ceiling fresco in the world. It is not surprising that the palace and the gardens were included in the UNESCO World Heritage List in 1982.

In addition, three of Germany's largest and most renowned wine estates are based in Würzburg, offering world-famous Franconian vintages and making the town a mandatory stop for every wine enthusiast. Tastings and cellar tours for groups can be booked in advance. Individual travelers usually opt for a self-guided wine-tasting tour using the Würzburg Wine Pass, which is for sale online and at the Tourist Office.

With award-winning museums, Michelin-starred restaurants and high-class music events, Würzburg is a destination of choice for art lovers and foodies alike.

Würzburg, Old Bridge and Marienberg Fortress

©CTW/Dietmar Denger

“Nachtmusik” in the Court Garden © Kathrin Koenig

MOZARTFEST WÜRZBURG:

## A FEAST FOR THE SENSES

“A beautiful, magnificent city!” Wolfgang Amadeus Mozart wrote these words to his wife when he visited Würzburg in 1790. It would be hard to contradict him, either then or now. For more than 100 years, the city has been celebrating this extraordinary musical genius. Since 1921, travelers from all over the world have enjoyed concerts in the majestic Imperial Hall of the Residence Palace – a UNESCO World Heritage Site – or found themselves surrounded by a beautiful night sky while listening to the composer’s “Nachtmusik“ in the Court Garden, all as part of the annual Mozartfest, for which the Residence Palace is the main venue.

But Mozart in Würzburg is more than just concerts performed in a baroque landmark hall for those already in love with classical music. The festival also offers unconventional musical formats that enable visitors to appreciate orchestral works for the first time or re-encounter their favorite pieces in new ways.

The next Mozartfest, which will take place from June 2 to July 2, 2023, will celebrate the composer’s name and legacy once again with about 80 events at 30 different locations. As always, the festival promises to be a beautiful symbiosis of music, inspiration and aesthetic experience.

Tickets (from €5 to €205) can be booked online on the Mozartfest website beginning in January 2023. Contact Mozartfest by email for special deals for

beginning November 15, 2022.

tour groups, including pre-sale rights

[www.mozartfest.de](http://www.mozartfest.de)

[info@mozartfest.de](mailto:info@mozartfest.de)

[www.wuerzburg.de/visitors](http://www.wuerzburg.de/visitors)

[www.wuerzburg.de/winepass](http://www.wuerzburg.de/winepass)

[service@wuerzburg.de](mailto:service@wuerzburg.de)

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### Embrace German Nature

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 in to enjoy all the life-affirming benefits.

Germany's forests cover about one-third of the country's total land area and serve as a filter to remove

harmful carbon dioxide from the air, as well as a place for recreation. In Southwest Baden-Württem-

berg, the Black Forest Biosphere Reserve features a mosaic of forests, meadows and pastures, forming

a unique natural landscape containing a rich variety of plant and animal species.

The North Sea and Baltic Sea coasts provide their own unique landscapes. Just off the mainland,

visitors to the East Frisian Island of Juist can enjoy all the sensory pleasures – including dramatic tidal

phases – of a beautiful 10-mile-long beach. The receding tide makes it possible to take a “mudflat hike”

on the seabed. The adjacent Wadden Sea itself is another important habitat for countless flora and

fauna. Seals can be spotted luxuriating on sandbanks, just one sign of the unity of sea and nature that

so characterizes Juist. Indeed, the island aims to become climate neutral by 2030.

Thanks to a wide range of environmentally friendly accommodations, attractions and activities avail-

able throughout Germany, there are myriad opportunities for today’s eco-conscious travel clients to

enjoy a sustainable vacation. Our website includes ways to encounter Germany’s great outdoors, divid-

ed into four categories: natural landscapes, hiking trails, cycling trails and spa/health resorts.

## AMBASSADORS OF NATURE

Visit our website, where our Ambassadors of Nature talk about their passion and how they protect

and sustain Germany’s precious nature and wildlife.

JENNIFER TOMBAUGH

President

Tauck

There's nothing quite like hiking in Germany, and I'm particularly fond of Baden-Württemberg, where my family often visited when I was a child. There is nothing like the beautiful vistas of the Black Forest, the search for mushrooms, berries or a secret hut, the smell of clean mountain air and the sound of cowbells and church bells through the meadows. Whether it is a climb to Hohenzollern Castle, an alpine descent from the Feldberg, an exploration through the woods near Traube Tonbach or a walk through the vineyards hugging the Kaiserstuhl, lacing up my boots in Germany always brings a sense of joy and excitement. Of course, it also makes the reward of Kaffee und Kuchen or a tall, cold Weißbier at the end all the better!

SOUNDS OF

TECHNOLOGY

get whisked away for a

to listen to the great

of leaves in the breeze,

bees, the murmur of

EXPERIENCE THE

NATURE IN 8D

Close your eyes and

few glorious moments

outdoors: the rustling

birdsong and buzzing

of waves breaking on

to our online Sounds

can become immersed

and even learn some of

a river and the crash

the seashore. Thanks

of Nature in 8D, you

in the natural world

its secrets.

Bad Langensalza, Hainich National Park  
[www.germany.travel/embrace-](http://www.germany.travel/embrace-)

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nature/8D-sound

german-

18 [www.germany.travel](http://www.germany.travel)  
[www.germany.travel/embrace-german-nature](http://www.germany.travel/embrace-german-nature)

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Scenic

OVER 100 SAMPLE

ITINERARIES

Routes  
created more than 100

The GNTO has

sample itineraries for you

and your clients.

Whether you are looking

for suggestions for

a German city to visit,

through  
UNESCO World Heri-

tage Sites, landmarks,

castles, wine and beer

tastings or any kind of

themed excursion,

Germany  
wonderful ideas to share.

we have many

recommendations

We also have developed

with children as

targeted to those traveling

to enjoy a more

well as for visitors seeking

journey. Simply reach

romantic time on their

and we will send

out with any questions,

your needs. Our

details that directly meet

easily create unique

goal is to enable you to

clients on their next trip

experiences for your

to Germany.

Berchtesgarden National Park, Wimbachklamm  
office-usa-lax@germany.travel

© Getty Images/Moritz Wolf

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 loca-

tions, 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 Road.

[www.germany.travel/scenic-routes](http://www.germany.travel/scenic-routes)

## ADVERTORIAL

Irro Charter – Charter's mission has been to take travel groups

comfortable way. Family run, the and modern mobility services.

Your transport members draw from a fleet of 140 vehicles, ensuring clients can enjoy a pleasant partner in Germany relaxed and set for explorations.

offer the highest standards in safety starts from compact and flexible luxurious long-distance coaches.

The company's chartered buses can be booked in different ways, whether your group wants to go directly from A to B, needs bus shuttle service or prefers to use the bus for a multi-day tour that includes various planned stops and breaks. Irro offers its services at any destination within Germany.

For more than 50 years, Irro

to the best places in Germany in a timely, company provides both coach transport

Every day, more than 190 Irro team hicles, exerting award-winning effort to trip and reach their destination

Irro's MAN and Mercedes-Benz coaches and comfort, with a range of vehicles that minibuses and extends up to large,

The company's chartered buses can be booked in different ways, whether your group wants to go directly from A to B, needs bus shuttle service or prefers to use the bus for a multi-day tour that includes various planned stops and breaks. Irro offers its services at any destination within Germany.



their own coach and their own familiarity that makes for warm trav-

The advantage is that your clients will have driver for the entire trip – promoting a el experiences.

Irro carbon footprint to help reduce global wish, the company can assist in

Since 2020, Irro has been tracking its carbon-dioxide emissions. If your clients making the tour carbon neutral.

Mercedes-Benz Minibus at the Schwerin Castle charter.com

[www.irro-](http://www.irro-charter.com)

© Irro

[info@irro-charter.com](mailto:info@irro-charter.com)

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National Park Jasmund

Rügen,

Nationalpark-Zentrum Königsstuhl

©

GmbH/ Peter Lehmann

Sassnitz

Idyllic Island

Getaways

in Germany

The German coast, divided among the North Sea and the Baltic Sea, offers tranquil islands of natural beauty, ideal family-friendly vacation spots with myriad opportunities to experience great food, drinks and life with a mar-

itime twist. Despite the enormous diversity of these havens, they all have one thing in common: They inspire happiness in all who visit them.

Rügen is Germany's largest island and one of the most popular destinations in the whole of Mecklenburg-Western Pomerania. Among its more than 550 square miles are all the ingredients for the perfect getaway: 37 miles of beautiful sandy beaches, untouched natural landscapes and luxurious seaside resorts. In addition, Rügen offers large and leafy national parks, its world-famous chalk cliffs and dreamy fishing villages.

Blessed with 2,200 hours of sunshine a year, endless natural beaches along 48 miles of coastline, picturesque inland lakes and wild cliffs, Fehmarn is imbued with romance, tailor-made for relaxing vacations. This Baltic Sea Island, which covers an area of some 115 square miles, enjoys a mild, stimulating climate. In addition to a wide range of wellness treatments, visitors can relax on the beach. Those who prefer more active pursuits can choose among water activities like sailing and surfing, or have fun on land via horseback riding, golfing and geocaching. The island's Wallnau nature reserve offers hiking among more than 100 species of birds.

The largest of the North Frisian Islands, Sylt is a premier vacation destination for gourmets, water-sports enthusiasts and wellness seekers. Visitors to the island, located in the Schleswig-Holstein Wadden Sea National Park, can explore 25 miles of sandy beach in the west, extensive mud flats in the east and vibrant health resorts, such as Westerland and Wenningstedt, with excellent wellness facilities. Sailors, golfers, foodies and night owls alike enjoy Sylt's many pleasures, and more than half of its land mass is an

officially protected area. The island can be reached directly by train and car via the Hindenburg Dam.

With its coastal climate and pristine natural landscape, Borkum is a popular choice among tourists. In the Lower Saxony Wadden Sea National Park, this largest of the seven East Frisian Islands is a beloved wellness escape thanks to the fresh sea air, which is low in pollen and high in iodine. Borkum's natural treasures include the Borkum Reef, with its seal banks, as well as stunningly scenic dune landscapes, inland pastures and freshwater ponds where native orchids bloom.

Easy to visit, the German islands offer a wide range of unique experiences, making wonderful options both for travel suppliers and tourists.

[www.germany.travel/islands](http://www.germany.travel/islands)

## Explore Germany's UNESCO World

### Heritage on Eight Different Routes

With its more than 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. To make arrivals and departures easy, all

routes start and finish close to an international airport. The caves of the Swabian Alb can be explored along the route designated as "Between Swabian Alb,

Lake Constance and the Alps," leading to the incredibly romantic monastic island of Reichenau in the middle of the crystal-clear waters of Lake Constance

and nine prehistoric pile dwellings.

On our website, you can discover the diverse selection of Germany's UNESCO World Heritage Sites.

[www.germany.travel/unesco](http://www.germany.travel/unesco)

20 [www.germany.travel](http://www.germany.travel)

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ADVERTORIAL

Regensburg, UNESCO World Heritage City on the Danube

© Fotolia/V.Thoermer

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 travelers 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

–

A multifaceted 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 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 travelers 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 SO MUCH MORE

For example, it is considered the best-preserved

medieval city in Germany. The top English archi-

tect, 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 be as 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.

[www.regensburg.us.com](http://www.regensburg.us.com)

[marketing@regensburg.de](mailto:marketing@regensburg.de)

## REGENSBURG IS JEWISH

Did you know that Oskar Schindler of Schindler's List lived in Regensburg after World War II? 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 & 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.

Palace of Thurn & Taxis

© T&T Verwaltung

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Handy Resource for

## Jewish Travelers

Germany is home to the third-largest Jewish community in Western Europe. An excursion to dis-

cover Jewish life, tradition, history and architecture in the country is no longer limited to museums

and memorial sites. Our Jewish Traveler 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](http://www.germany.travel/jewish-traveler)

GERMANY



## 65 TOWNS AND CITIES, INFORMATION AND SPECIAL TIPS FOR JEWISH TRAVELERS

FOR THE

Jewish

Traveler

Discover

German Roots

More than 40 million Americans claim German heritage – perhaps your travel client is one of them. Our relaunched 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](http://www.germany.travel/heritage)

Germany’s Museum

Scene: Unique

Treasures on Display

Germany is the culture capital of Europe and home to no less than 6,800 museums, many of which are

considered architectural landmarks. These institutions offer an unparalleled variety of themes, trea-

sures, unique concepts and internationally renowned collections that reveal extraordinary perspec-

tives on life and history.

To take just two examples:

The Pergamon Museum, located on Berlin's Museum Island since 1930, is one of the world's most import-

ant repositories of Asian and Near Eastern sculpture and art from over 6,000 years of human endeavor.

The House of History in Bonn is one of the most-visited museums in Germany. Every year, some

850,000 people come to marvel at the country's history from the post-war period to the present day.

You can find a more complete selection of Germany's world-famous museums on our website.

[www.germany.travel/museums](http://www.germany.travel/museums)

CEO & President

USTOATERRY DALE

Deutsches Auswandererhaus (the German

Emigration Center) in Bremerhaven is at the top of my bucket list. The museum highlights the history of German emigration with an added focus on Americans of German descent. As a New Yorker, I've always appreciated learning the life stories of immigrants, so it feels like an enlightening and meaningful way to explore Bremerhaven, along with the spectacular natural scenery of its port, of course.

22 [www.germany.travel](http://www.germany.travel)

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#### ADVERTORIAL

Franconia – Extraordinary vacations

steeped in culture and sustainability

Half-timbered streets winding past magnificent  
This traditional spa

baroque buildings, vast forests alongside fertile  
Great Spa Towns of

vineyards, relaxing pleasures and active sports:  
shines above the rest

In Franconia, these seeming opposites some-  
stunning spa gardens,

how fit beautifully together. Indeed, diversity  
Imperial Chan-

characterizes this travel destination in Northern  
historical facilities

the addition of Bad Kissingen.

town is part of the renowned

Europe, but Bad Kissingen

thanks to its collection of

its place in history as a favorite of

cellor Otto von Bismarck and its

Bavaria, between Frankfurt and Munich. Six-Kissingen as the

teen different vacation landscapes provide an Bavarian UNESCO

abundant variety of delicious cuisine, beer and located in Franconia.

wine specialties, sights and a lively culture, all typically Franconian.

for brine extraction. With Bad

newest member, five of the 10

World Heritage Sites are now

Along Romantic Road and Castle Road, tourists can visit interesting cities and towns such

The treasures to be found here are world-class, and Nuremberg.

as Rothenburg ob der Tauber

as demonstrated by the destination's UNESCO Main River and the

Travelers also can cruise the

World Heritage Sites: The Upper Germanic-Rhaetian Limes, the magnificent Würzburg Residence,

Main-Danube-Canal to

the Old Town of Bamberg and the Margravial is the extent

Another character of the region

Opera House in Bayreuth all bear this distinguished designation. In the wake of Bamberg of the destination, which also is an indicator

and variety of its nature

recently opening its World Heritage Center, of the importance that sustainability plays

10 parks make up more than half

Bayreuth is following suit: Its own new center will be located in the landmark Redoutenhaus, near

nation, which also is an indicator

in Franconian

ant role that sustainability plays

the Margravial Opera House, beginning in 2022. landscapes while

tourism, given that such parks

protect and maintain their

making them accessible to people. Sustainable

In the summer of 2021, the circle of Franconian upon arrival, when

World Heritage Sites was further expanded with network of train and

vacations in Franconia begin

visitors are greeted by a

other transport lines, many of them specifically serving leisure destinations or as starting points for hiking and cycling routes.

Franconia's emphasis on sustainability results in many local products of note, from tender asparagus to freshly caught fish, not to mention pasture-raised beef, locally brewed beer specialties and famous Franconian wine. All enrich the menus of area restaurateurs and hotel hosts who serve breakfasts to their overnight guests, part of a region-wide effort to combine eco-friendly practices and hospitality in the best way.

## SERVICES WE OFFER

### TO THE TRAVEL INDUSTRY:

- Development of travel packages  
and tour suggestions
- FAM trips
- Informational materials (print and online)

Picture library:

[www.medienservice.frankentourismus.com](http://www.medienservice.frankentourismus.com)

www.frankentourismus.com

joerg.hentschel@frankentourismus.de

Culture and Romance in Franconian Switzerland

© FrankenTourismus/Thomas Glomm

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Fasanerie Palace

Fulda,

© GNTB/Schloss

Fasanerie

A Land of Breathtaking

Castles and Palaces

In all regions of Germany, travelers can find historic castles, palaces and gardens that are perfect for romantic trips, memorable tours and magical moments. These range from UNESCO World Heritage Sites to hidden and unknown gems.

About four miles outside of the city center of Fulda, visitors can marvel at the most beautiful baroque landmark of Hesse, the Fasanerie Palace. The builder and his architects make skillful use of the location, as this ornate masterpiece is in perfect harmony with its terrain of gently rolling hills surrounded by beautiful forests. With their vintage buildings and extensive parkland, these historic grounds provide visitors with a vivid picture of how generations of the former ruling family lived here during the summer months, over hundreds of years.

Cochem, Imperial Castle

Hohenzollern Castle, located between Stuttgart and Lake Constance on the edge of the Swabian Alb, is the ancestral seat of the Prussian king and assorted princes. The castle is both a place steeped in history and a living residence, as it remains under private ownership of the Swabian Royal House of the Hohenzollern. In addition to an impressive art collection and the bejeweled Prussian royal crown, visitors can enjoy concerts, an open-air cinema, exhibitions and one of the best Christmas markets in Germany, making this beautiful castle an attractive cultural choice all year round.

As if it came right out of a fairy tale, Hämelschenburg Castle is a gem of Weser Renaissance style set in the Weserbergland region between Hameln and Bad Pyrmont. From April through October, visitors are invited to enjoy colorful insights into the life of the nobility during the Renaissance, Baroque and 19th-century periods, with many rooms featuring period furniture, paintings, porcelain, glassware and weaponry. A walk through the garden leads to a mill with a waterwheel, while an adjacent café invites guests to linger over a wonderful view of the magnificent south facade of the castle.

|                               |   |
|-------------------------------|---|
| average historic medieval     | The Imperial Castle in Cochem is a cut above the  |
| old walls overlook the scenic | landmark – literally. Its high perch and majestic |
| buffs to enjoy an unforget-   | Mosel River Valley and invite history and culture |

in multiple languages,  
medieval meal on Friday and  
is a joyful and delicious four-  
maids.

table afternoon. In addition to guided tours given  
guests can come together for an authentic  
Saturday evenings. The so-called Knights' Feast  
hour program complete with minstrels and

wide range of accommoda-  
a fabulous curated selection,

Travel suppliers and visitors can choose from a  
tions in the castles and palaces of Germany. For  
visit our website.

24 [www.germany.travel](http://www.germany.travel)  
[www.germany.travel/castles](http://www.germany.travel/castles)

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#### ADVERTORIAL

Berlin –

One city, 12 districts,

infinite possibilities

Berlin is always new and diverse. After the fall of the Berlin Wall, the German capital has developed into an open, vibrant metropolis. Among the city's many

highlights are the Brandenburg Gate, Museum Island, the Berlin TV Tower, a number of famous museums, three UNESCO World Heritage Sites, a lively

international art scene and trendy shopping districts. Within the last four years, a new cultural center has risen around the new Humboldt Forum.



© Getty Images/querbeet

Berlin, Gendarmenmarkt

## THE INTRIGUING PARTS OF A VARIED CITY

In today's Berlin, there are 12 fascinatingly different districts, whether Charlottenburg in the west, characterized by the upper middle classes of the Gründerzeit, or Marzahn in the east, with its typical socialist GDR architecture. Each has its own unique culture, atmosphere and local highlights. At the Kräuterhof in Reinickendorf, Klein-Venedig in Spandau or Pfaueninsel in Steglitz-Zehlendorf, tourists get to know the Berlin of Berliners and experience the city off the beaten track. The ever-surprising corners of the capital can be explored from a different perspective at any time of year.

## SPRING

There are more than 2,500 parks and gardens in Berlin. One of the most attractive areas is the Britzer Garten with its tulips on display. Equally worth seeing are the Gardens of the World in Marzahn, adorned with extraordinary garden art from Asia and Europe. One of the most popular outdoor activities are bike tours into the countryside. The Berlin Wall Cycle Path has become a must for visitors.

## FALL

In fall, stage season begins, and many opera houses and concert halls open their doors. In addition to well-known venues such as the Friedrichstadt-Palast, there is a lively cabaret scene in Berlin. This also is the time for deli-

cious and hearty dishes that warm mind and body, from classic currywurst and international street food to specialty restaurants and food festivals.

## WINTER

With the latest count of 180, there are more museums in the city than rainy days. These institutions display everything from ancient artifacts to modern art. For Advent, the Christmas markets, famous for mulled wine and the smell of freshly baked waffles, invite visitors to enjoy festively decorated stalls and warmly atmospheric programs.

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## SUMMER

Spree and Havel, Müggelsee and Wannsee: Berlin is full of lakes and rivers. The best way to get to know the city's lake landscape is on a boat trip. For the more adventurous, a discovery tour on a SUP (stand-up paddleboard) or a Canadier is a great option. The cultural highlights in summer seem inexhaustible, including street music, festive outdoor classical concerts and light festivals that take place all over the city.

## TIP: TOP 3 BERLIN CHRISTMAS MARKETS

- Christmas Market Schloss Charlottenburg
- Christmas Market Gendarmenmarkt in Berlin Mitte  
(in 2022 located on the Bebelplatz)
- Christmas Market Rotes Rathaus

Brandenburg Gate

Berlin,

visitBerlin/Dagmar Schwelle

©

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SPECIAL OLYMPICS WORLD

GAMES, BERLIN

June 17 – 25, 2023

Events

2023

The world's largest inclusive sporting event, the Special Olympics World Games will be held in Germany for the first time. Thousands of athletes from across the globe with multiple physical challenges are expected to compete in a variety of games, in an extraordinary display of human grit, spirit and ability.

CHRISTMAS MARKETS,

Düsseldorf, Rhine Promenade

VARIOUS CITIES

© GNTB/Francesco Carovillan

November – December 2023

More than 2,500 Christmas markets across  
Leipzig Bach Festival, Leipzig

Wonderwalls, Düsseldorf

Germany offer magical wonderlands marked  
2023

June 8 – 18, 2023

September 30, 2022 – February 5,

by giant Christmas trees and beautifully decorated  
festivals

This annual celebration pays homage to Johann

A colorful celebration of pop culture, this

val of street art and designer toys takes  
place

Sebastian Bach, and 2023 will mark 300 years

regional specialties. The Christmas market in during the NRW-Forum Düsseldorf.  
Here, an in- since his debut as cantor at St. Thomas Church.

Kassel is particularly unique, closely designed ternational contingent of artists and  
designers In keeping with the theme “Bach – We Are Fam-

around the famous fairy tales the Grimm come together to present spectacular  
displays ily,” more than 50 choirs, societies and associa-

brothers wrote and collected in this city. of more than 2,000 works of photography  
and tions from six continents will travel to Leipzig

graphic design, as well as graffiti, sculptures and to  
celebrate the composer in his principal place

designer toys. of work, continuing a  
tradition of the extensive

Bach family, which in the 17th  
and 18th centuries

Stuttgart, Palace Square Luge World Championship, Oberhof  
met once a year to make music together.

© Stuttgart-Marketing GmbH/ Werner Dieterich January 23 – 29, 2023

Biathlon World Championship, Oberhof Rheingau  
Wine Festival, Wiesbaden

February 8 – 19, 2023 August 11 – 20, 2023

Two world championships will be held in the For 10  
days, Wiesbaden’s Schlossplatz and

German state of Thuringia’s winter sports cen-  
Dern’sche grounds will once again be trans-

ter in Oberhof, where elite athletes will gather formed  
into a dream destination for lovers of

in January to compete in luge racing and in Feb- wines  
from the storied Rheingau region. In addi-

ruary to engage in the biathlon, which combines tion to  
an array of wine and food stalls, there will

cross-country skiing with rifle shooting. be three  
stages on which music will be performed

attracts some 400,000  
 until evening. The festival  
 Berlinale 73rd International Film Festival, Berlin visitors  
 every year.  
 February 16 – 26, 2023  
 One of the largest public film festivals in the  
 Oktoberfest, Munich  
 world is the Berlinale, which attracts tens of  
 September 16 – October 3, 2023  
 thousands of visitors from all over the world, ev- The  
 world's most famous beer festival first took  
 ery year. Over the course of 10 days, a fabulous place in  
 1810. Today, Oktoberfest is a huge cel-  
 variety of screenings and ceremonies will take  
 ebration attracting six million visitors from all  
 place, with some of the biggest and brightest over the  
 world, who enjoy two wonderful weeks  
 stars of international cinema – and exciting filled with  
 Bavarian music, food and beer.  
 new talents – in attendance.  
 176th Cannstatter Volksfest,  
 Stuttgart  
 834th Hamburg Port Birthday, Hamburg  
 September 22 – October 8, 2023  
 May 5 – 7, 2023 Rich in tradition, the  
 Cannstatter Volksfest is not  
 Flotillas of fabulous ships, resounding fireworks, only  
 the biggest festival in Baden-Württemberg,  
 culinary delights and unforgettable sightseeing it also  
 has one of the biggest funfairs in the  
 moments await visitors to the world's biggest whole of  
 Europe. Visitors can expect a full pro-

port birthday party. All of the colorful action gram of  
rides, delicious food and drink, entertain-  
takes place from the historic warehouse com- ment  
and more.  
plex known as Speicherstadt, a UNESCO World  
Heritage Site, to the St. Pauli Landing Piers.

26 [www.germany.travel](http://www.germany.travel)  
and might be restricted by Covid-19 regulations.

All dates are subject to change

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#### ADVERTORIAL

Potsdam, Sanssouci Palace

© SPSG/Leo Seidel

Potsdam –

Prussian palaces, royal gardens and classic art

The royal palaces and gardens of Potsdam (and elsewhere in the federal state of Brandenburg, as well as Berlin) comprise a welcoming showcase of beauty and history, a cultural landscape whose diversity and abundance compare favorably with the fanciest of French palaces found along the Loire River.

From the outside, the Picture Gallery seems understated: Its sleek facade reveals nothing of the monumental splendor of its interior. Upon entering, a visitor could be excused for being overwhelmed by the opulent marble floor, priceless sculptures, soaring vaulted ceilings and art by such masters as Rubens, van Dyck and Caravaggio.

## SANSSOUCI PALACE

Far removed from all worries: This is how Frederick the Great imagined his pleasure palace in Potsdam, and he furnished it with everything that would befit a king's comfort. Though he planned only a few rooms specifically for himself, these were all the more exquisite due to their richly turned-out furnishings and design. Five of the 12 rooms were for guests and were constantly occupied, as Frederick loved to receive visitors at his famed table gatherings on-site in the Marble Hall. Mere steps away from such splendid rooms is a magnificent terrace where the royal guests could look out over a baroque garden.

This summer residence, built atop age-old vineyard terraces, was the favorite palace of the brilliant and cultured king. It was here that Frederick lived from April to October, when he was not at war or traveling. Today, the historic Prussian ensemble of Sanssouci Palace and Park draw visitors who display the same avid appreciation as the man who built it.

## THE NEW CHAMBERS AND PICTURE GALLERY

In addition to his little palace, Frederick the Great had numerous additional architectural treasures built on the vast grounds of Sanssouci Park, among them another palace for guests called the New Chambers, as well as the Picture Gallery.

## THE ORANGERY AT SANSSOUCI PARK

Hundreds of palms, agaves, laurel and orange trees adorn the gardens at Sanssouci in the summertime. For the kings who stayed here, impressive arrays of Mediterranean plants enhanced the exclusive nature of this relaxing summer retreat. During the cold months, the delicate plants would be

brought to the orangeries built to preserve them until spring. This seasonal moving of plants has been a special occasion for more than 200 years and continues to this day, when more than 1,000 potted plants make the journey twice a year, constituting quite a green spectacle.

## THE NEW PALACE

Another gem in Sanssouci Park, the New Palace, is a prime example of royal splendor in contrast to the smaller palace atop the vineyard. Inside, visitors will find magnificent banquet halls, grand galleries, royally furnished apartments and a theater that is barely visible from the outside.