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



# Destination Germany

A RESOURCE GUIDE FOR TRAVEL AGENTS

Lübeck, Stand-up paddling on the Mühlenteich © LTM/Jölf Malzahn

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trade-newsletter](http://www.germany.travel/trade-newsletter)



# FEEL GOOD



Hamburg

© Hamburg Marketing GmbH/Jörg Modrow

# Dear Friends of Germany,

Today, I am writing to you with fresh enthusiasm and positivity. Our tourism industry made a lot of progress in 2022, and I am excited for 2023. Our flight volume is almost back to where it was in 2019, our hotel rooms are filled, and the air in Germany is full of hope, gratitude and joy.



*Ricarda Lindner*

**Ricarda Lindner**

Regional Manager, The Americas  
German National Tourist Office

In an ever-changing world, the subject of sustainability has kept us occupied throughout the pandemic and beyond. How do we best present ourselves as a sustainable destination? The truth is, Destination Germany has been putting emphasis on this vital issue for over a decade, and we're not stopping. We have more than 1,300 certified sustainable establishments in Germany, some 186,000 miles of hiking paths, 47,000 miles of cycling routes, plus 130 nature reserves and national parks, along with 16 UNESCO Biosphere Reserves and three UNESCO Natural World Heritage Sites. Happily, our celebrated train system and public transportation infrastructure remain unmatched.

With our current campaign, FeelGood, we invite your clients to discover the green side of Germany, relax in one of our 350 spas and health resorts, and explore our mountains, lakes, forests and oceans. Our local ambassadors are eager to share their knowledge and take your clients on an adventure.

In Germany, we value our quality of life and go to great lengths to make the experience of being here as pleasurable as possible for both residents and visitors. Many of our cities are bikeable, there are parks and gardens where you can soak in the sun, and our event calendar is packed with cultural and entertaining events. Of course, you will find a cold beer or a nice glass of wine wherever you go.

We love our traditions but embrace modernism and forward-thinking. From the exciting start-up business scene in Berlin to the colorfully creative street art in Regensburg, Germany is a place that unites the young and the old, long-held customs and hot trends. We take pride in being an open-minded, diverse country that welcomes visitors from different backgrounds and all communities.

**THANK YOU FOR YOUR CONTINUOUS SUPPORT.**

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## COVID-19 INFORMATION

The German National Tourist Office provides continuously updated information on the Covid-19 situation in Germany on its website.

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

# The Resources of GNTO at Your Service

In order to help boost your revenue through Germany sales, the German National Tourist Office (GNTO) is happy to assist in a variety of ways.

Download this Resource Guide at:  
[www.germany.travel/resourceguide](http://www.germany.travel/resourceguide)

**Alexa Skill** The voice assistant provides valuable information and insider tips about the travel destination Germany. Find all the details in the Alexa Skill Store under "Germany Travel Tips" and "German Bread Culture."

**Educational Seminars** Contact your local GNTO office to arrange an educational seminar on Germany in your office.

**German Convention Bureau (GCB)** Find out more about conventions and trade fairs here. [www.germany.travel/GCB](http://www.germany.travel/GCB)

**Germany Map** Ask your local GNTO office for our map of Germany with helpful information.

**Global Trade Corner** Get an overview of incoming German companies and organizations and receive contact information for tourism suppliers. [www.germany.travel/trade-corner](http://www.germany.travel/trade-corner)

**Image Database** 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](http://dam.germany.travel)

**Sample Itineraries** Contact our GNTO sales team for up to 100 sample itineraries based on regions and special interests.

**Social Media** For all the latest social updates, follow [@GermanyTravelDestination](#) on Facebook and [@germanytourism](#) on Instagram and Twitter.

**Trade Area** Log on to our new trade site – a convenient resource dedicated to those selling Germany. [www.germany.travel/trade](http://www.germany.travel/trade)

**Trade Newsletter** Sign up for our exclusive newsletter to keep up to date on German events, themes and sales tools. [www.germany.travel/trade-newsletter](http://www.germany.travel/trade-newsletter)

**Trade Shows** Meet GNTO's sales representatives in person at many travel trade shows held throughout the year.

**Videos** Find a selection of inspiring videos about Germany here. [www.youtube.com/germany-tourism](http://www.youtube.com/germany-tourism)

**Webinars** The GNTO sales team regularly conducts educational webinars with German partners, U.S. travel experts, Virtuoso, Signature Travel and Travel Leaders.

## Trade Contacts

German National Tourist Office

East Coast Tel.: 212-661-7200  
[germanyInfo@germany.travel](mailto:germanyInfo@germany.travel)

West Coast Tel.: 310-649-7711  
[office-usa-lax@germany.travel](mailto:office-usa-lax@germany.travel)

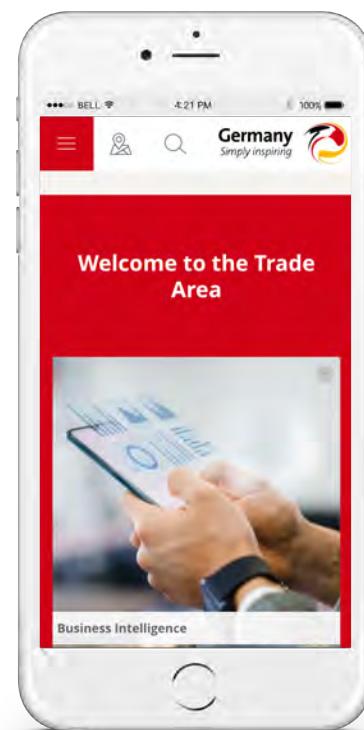
## New Trade Microsite on [www.germany.travel](http://www.germany.travel)

The trade area on our website has a new look. Under the section Global Trade Corner, you can find relevant information on our expert partners for German inbound tourism, their brands and products. You also can access the contact details of our partners and members of the Federal Association of German Incoming Companies with a detailed description of their fields of operations and specialization. These professionals can help you with your travel planning and make Germany easy to book and fun to sell.

In the section News & Services, 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 this Germany Resource Guide.

Under Business Intelligence, we offer you relevant analytics, studies and further key market research data.

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



# Useful Facts for Germany

**Covid-19 entry information** The latest Covid-19 restrictions on inbound travel can be found at [www.auswaertiges-amt.de](http://www.auswaertiges-amt.de).

**Electricity** The voltage is 230 volts and an adapter is required.

**Emergency Phone Numbers** 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. U.S. citizens with a valid U.S. passport 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](http://www.auswaertiges-amt.de)

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

**Mobile Phone Service** To use a U.S. smartphone, the device has to be unlocked from the provider. A rechargeable German SIM card with a German phone number and individual data plan can be purchased at mobile shops,

Listed information is subject to change.

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. U.S. travelers are able to benefit from tax-free shopping with a minimum purchase of 50.01 euro 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.

## What Travelers to Europe Need to Know About ETIAS

The roll-out of the **European Travel Information and Authorization System (ETIAS)** is expected to take place in May 2023. Visa-exempt non-EU nationals will require 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 €7 for adults 18 to 70 years of age and allow multiple visits within the three years. Travelers 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 borders and security and, in the vast majority of cases, issue a travel authorization within minutes.

Further information can be found here: [www.ec.europa.eu](http://www.ec.europa.eu)



### 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.

# Dresden – Exploring a landmark city and region in three unforgettable days

Whatever your travel clients expect from a trip to Germany, the Dresden Elbland region has it all. Whoever your clients are, they will have a great time.

## DAY 1 – GETTING IMMersed IN A METROPOLITAN MARVEL

A two-hour guided tour of Dresden in the morning takes visitors to a number of impressive monuments and revered institutions, such as the Gemäldegalerie Alte Meister (Old Masters Picture Gallery) and the Residenzschloss (Royal Palace), which stand at the heart of Dresden's long and proud history. The world's largest green diamond and a magnificent display of weapons and costumes can be found here, plus masterpieces such as Raphael's famous Sistine Madonna.

In the afternoon, guests board a historic paddle steamer taking them to Pillnitz Palace, the former royal summer residence, with its beautiful gardens. Nearby, music lovers will find the idyllic summer houses of Carl Maria von Weber and Richard Wagner. Many more cultural experiences are available throughout the year.



[www.visit-dresden.travel](http://www.visit-dresden.travel)

christoph.muench@marketing.dresden.de



## DAY 2 – THE PAST AND FUTURE ON VIVID DISPLAY

Among the attractions on today's schedule, old and new meet at Festung Xperience, a modern museum inside a former fortress complex. The venue provides state-of-the-art multimedia displays to give insights into 16<sup>th</sup>-century life. Moving on, the Deutsches Hygiene Museum has some 45,000 items on display, all telling the story of medicine, science, the human body and the human race. Next stop is Volkswagen's Gläserne Manufaktur (Transparent Factory), which provides a fascinating look at the future of electric vehicles.

In the afternoon, visitors take a leisurely stroll through Neustadt, making the rounds of charming cafés and boutiques, perhaps with a stop at the Museum of Military History, designed by Daniel Libeskind and considered the world's only anti-war-museum. As evening falls, the city's dazzling restaurants, pubs and bars beckon.

## DAY 3 – EXPLORING THE WONDERS OF DRESDEN EBLAND

On this day, travelers traverse a picturesque valley and cross a scenic lake to arrive at Moritzburg, where they proceed by a carriage through a magical forest dotted with ponds. The baroque Moritzburg Castle seems to float above the water; no wonder it served as the backdrop for Europe's most famous filmed version of Cinderella. The next stop is Meissen, a medieval city that, like Prague, is dominated by a castle and a Gothic cathedral, but things are much more leisurely here. The highlight is a visit to the Meissen porcelain factory, Europe's oldest such establishment, dating from 1710.

By evening's end, the group returns to the Dresden suburb of Radebeul. Among the options, the state winery Schloss Wackerbarth invites visitors on a guided tour complete with a tasting. Hoflößnitz is the oldest winery in Saxony and the first producer of organic wines in the region. Food lovers can crown the evening with dinner in the starred Atelier Sanssouci restaurant, within an 18<sup>th</sup>-century ballroom.

# Germany for Everyone, for All Reasons

## BARRIER-FREE TRAVEL

Germany offers a wealth of options for travelers 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](http://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](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.

## SUSTAINABLE TRAVEL

Germany is meeting the increasing demand for sustainability by all types of travelers. 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](http://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. Excellent roads and infrastructure for coach 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.



Seebach, Forest at Mummelsee  
© GNTB/Jens Wegener



# 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

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 Rüdesheim. All have English-speaking staff and offer preparation of VAT 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.christasmuseum.com](http://www.christasmuseum.com)  
[www.kaethe-wohlfahrt.com](http://www.kaethe-wohlfahrt.com)  
[tourguide@wohlfahrt.com](mailto:tourguide@wohlfahrt.com)



# Four Ways to Encounter the Best of German Culture



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

## TASTE: 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.

## FLAIR: ARTS & CRAFTS TO REMEMBER

The diverse cultural locations and experiences unique to Germany form the focus of the Flair category. Indeed, flair abounds throughout some 25,000 castles and palaces, in wonderful old towns, historic theaters and opera houses and in countless other venues of all kinds. Regionally, Germany presents a wide range of traditional art, music, dance and more, while the multifaceted allure of the nation's cities includes a dazzling array of architectural styles.

The city of Dresden exemplifies German culture at its best, with more than 50 museums, 35 theaters and a host of renowned choirs and orchestras. The annual Dresden Music Festival, held in early summer, is one of the most important and time-honored gatherings of its kind in Europe. Here, a reliably extraordinary program of early, modern and world music mixed with jazz and dance makes the event a highlight on the international festival calendar.

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.

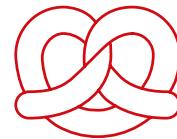
## GREEN: ENJOYING – AND RESPECTING – THE NATURAL WORLD

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

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  
**Europe Express and YMT Vacations**

*One of my most memorable experiences in Germany was at a work event. We were serenaded by men in lederhosen playing alpine horns on a lovely spring evening in a lush biergarten in the center of Munich. We then had a delicious and filling family-style dinner in the cozy beer cellar, including pretzels, sausages and sauerkraut, schweinshaxe, pfefferschnitzel and spätzle followed by Bavarian music lessons, singing and dancing! Afterward we joined the local crowd in the biergarten to watch a soccer match on big-screen TVs set up outside.*

# 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](http://www.bodensee.eu)  
stein@bodensee.eu



# 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 municipality of Breitnau as part of the Southern Black Forest Nature Park, the largest 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 animal 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 their own authentic Black Forest cakes. Other activities include visits to the landmark Black Forest Glass Manufactory and informative "Green Village of Breitnau and at Hofgut Sternen" hiking tours.

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

# Breuninger – A world of unique shopping experiences in Southwest Germany



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.

In the heart of Stuttgart, visitors to Breuninger experience high-end shopping on over six floors, with brands ranging from established luxury to exciting newcomers, as well as features such as shuttle service, a made-to-measure studio and specially curated shopping experiences. When it's time to take a break, customers can indulge in the finest handmade patisserie delicacies at the in-house 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 with classic Sansibar curry sausage, steak and fish dishes and an exquisite selection of wines.

The store in Freiburg, in Black Forest, affords customers an exclusive world of fashion, lifestyle and beauty brands, along with stunning views of the nearby landmark Freiburg Münster cathedral. Special services include private and personal fashion advice from Breuninger experts, along with designated beauty rooms that feature treatments and workshops. The Rooftop Bar, overlooking the cathedral, lets shoppers enjoy libations in a relaxing atmosphere.

In addition to providing visitors with a most memorable shopping experience, Breuninger creates exclusive packages with partners like the Mercedes-Benz Museum and local hotels. The icing on the cake for non-European customers results from a longstanding arrangement with tourism-services provider Global Blue that enables easy VAT refunds. Travelers visiting Bavaria in spring 2023 will find the newest Breuninger – lucky number 13 – in Munich.

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



# Experience Germany without Barriers



Vogtsburg, Vineyards of the Upper Black Forest  
© GNTB/Jens Wegener

History and fables, art and science, natural wonders and wonderful cities – Germany's multifaceted makeup offers a wide range of adventures for all those who love to travel. Over the past few years, a number of projects have made the country's many attractions more

accessible to everyone. Whether traveling for leisure or on business, visitors with disabilities or restricted mobility will find a wealth of things to see and do.

To help you and your clients plan the perfect trip, information on the accessibility of specific places within Germany is systematically assembled and presented in the "Tourism for All" database at [www.germany.travel](http://www.germany.travel). This resource includes about 1,500 certified barrier-free options, grouped by category, federal state and travel region. The database thus makes it possible to select, evaluate and book an itinerary in line with your clients' interests and unique needs. You can even select offerings based on type of disability: Filters for impaired mobility, hearing, sight, cognitive skills and more can be applied to customize for individual needs. The results provide detailed information on accessibility for museums, tourist sites, tourist offices and accom-

modations. A downloadable PDF for each venue, hotel, etc., includes images of all relevant areas as well as detailed descriptions of parking places, bathrooms and elevators. In addition, airports, train stations and many hotels throughout the country have upgraded their facilities for travelers with special needs.

Germany has an incredible array of tourist attractions, and the majority of sites are accessible to all. For example, on the East Frisian Island of Norderney, in the middle of the UNESCO World Heritage Wadden Sea, visitors with mobility challenges can rent specially designed balloon wheelchairs to enjoy the water or participate in a "mudflat walk." The local visitor center offers tours and lectures with audio assistance for the hearing impaired. Even the 144-foot-tall observation tower on the treetop path near Neuschönau, in the Bavarian Forest, can be reached by anyone in a wheelchair or stroller, thanks to a gently rising slope.



## NEED TRAVEL TIPS FOR GERMANY? ASK ALEXA SKILL

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.

# 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.**

## 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 specialities 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 markets 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 atmosphere. 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

Gorgeous 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)

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Wierschem, Eltz Castle  
 © Rheinland-Pfalz Tourismus GmbH/Dominik Ketz



Bremm, Moselschleife  
 © Rheinland-Pfalz Tourismus GmbH/Dominik Ketz



# The Green Scene in Germany

**FEEL  
GOOD**



Lüneburg, Lüneburger Heath  
© Lüneburger Heide 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

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

## WHERE 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 sustainably 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 and services presented here have been carefully researched and verified in collaboration with sustainability experts and tourism specialists.



**SILKE WOBKEN**

Senior Director Sales USA East  
Lufthansa Group

*For the Lufthansa Group, the ultimate goal is to become carbon-neutral by 2050 and cut net carbon emissions in half by 2030 as compared to 2019. To do this, we are continuously implementing a wide range of innovative measures, such as putting at least 190 brand new, more sustainable aircraft into service by 2030. Another initiative involves Sustainable Aviation Fuels (SAF), which are a true alternative to fossil fuels. The Lufthansa Group is investing millions of euros into SAF, and already today, our guests can use it to make their flight carbon-neutral. These are certainly exciting times!*

# 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 Wadden 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 CO<sub>2</sub> emissions and helps sustain the climate and biodiversity.

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 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 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.

## GO CARBON NEUTRAL WITH OUR CO<sub>2</sub> CALCULATOR

Every journey involves emissions. To keep the ecological footprint as small as possible, unavoidable CO<sub>2</sub> emissions can be offset. On our website, travel suppliers and clients can access our CO<sub>2</sub> 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)



# Where Healing and Wellness Come Naturally

For travelers seeking an escape from everyday life and in need of rejuvenation and relaxation, more than 350 award-winning spas and health resorts in Germany await. These temples of well being offer a wide range of feel-good experiences, whether in water, on a mountain or in the midst of green meadows and forests. Guests get to enjoy a cultural tradition as well as top-class medical and therapeutic treatments. Visit our website for a selection of certified spas and health resorts throughout the country.

Most of the towns, where these resorts can be found carry the title "Bad" with their name which refers to the German translation of "bath." They all feature a healing spring or therapies that are certified and recognized by the state.

## CRYSTALLINE CLIMATE

In the southern region of Allgäu, the clear water, pure mountain air and more than 540 miles of hiking trails in a dreamlike landscape make Bad Hindelang a perfect place to relax, especially for people suffering from allergies and other immune-system issues.

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

## 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

beautiful nature and surrounded by fresh clear waters, bubbling springs and meandering streams.

## SOOTHING SPRINGS

Baden-Baden, the famously picturesque town in the south of Germany, is home to stylish hotels, lush green spaces and myriad health offerings. Twelve thermal springs here have been dispensing impressive healing powers since the Roman era, their curative waters bubbling up from 1.2 miles below ground and packed with trace elements and minerals such as lithium and magnesium. Visitors who head to the health clinic, spa or wellness hotel will enjoy a rich palette of exclusively tailored treatments.

The former royal spa town of Bad Homburg, not far from the city of Frankfurt, celebrates the traditional spa while meeting the needs of modern travelers seeking a regenerating respite. Bad Homburg as well as Baden-Baden are part of the European Route of Historic Thermal Cities, an international network of sustainable tourist destinations, all rich in history, cultural heritage and healing thermal mineral waters.

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



**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.*



# 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 ambiance, 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 tour groups, including pre-sale rights beginning November 15, 2022.

[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)

# 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-Württemberg, 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 available 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, divided 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.

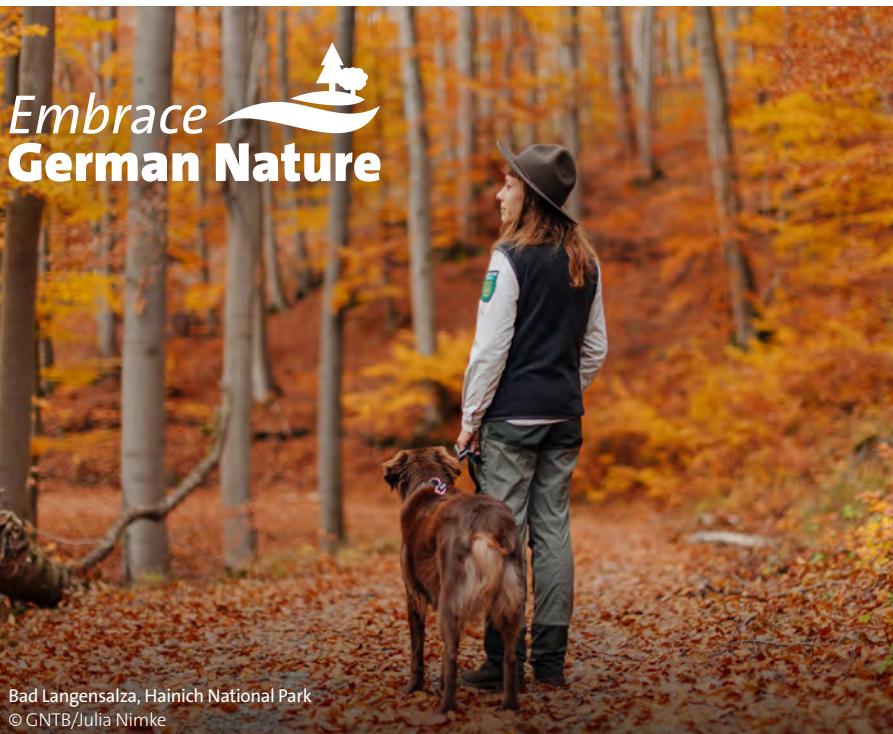


JENNIFER TOMBAUGH

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!*



Bad Langensalza, Hainich National Park  
© GNTB/Julia Nimke



Experience the  
sounds of nature  
in 8D

## 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](http://www.germany.travel/embrace-german-nature/8D-sound)

# Scenic Routes through Germany

Berchtesgaden National Park, Wimbachklamm  
© Getty Images/Moritz Wolf



## OVER 100 SAMPLE ITINERARIES

The GNTO has created more than 100 sample itineraries for you and your clients. Whether you are looking for 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 traveling 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](mailto:office-usa-lax@germany.travel)

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 Road.

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

## ADVERTORIAL

### Irro Charter – Your transport partner in Germany

For more than 50 years, Irro Charter's mission has been to take travel groups to the best places in Germany in a timely, comfortable way. Family run, the company provides both coach transport and modern mobility services. Every day, more than 190 Irro team members draw from a fleet of 140 vehicles, exerting award-winning effort to ensure clients can enjoy a pleasant trip and reach their destination relaxed and set for explorations.



Mercedes-Benz Minibus at the Schwerin Castle  
© Irro

Irro's MAN and Mercedes-Benz coaches offer the highest standards in safety and comfort, with a range of vehicles that starts from compact and flexible minibuses and extends up to large, 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. The advantage is that your clients will have their own coach and their own driver for the entire trip – promoting a familiarity that makes for warm travel experiences.

Since 2020, Irro has been tracking its carbon footprint to help reduce global carbon-dioxide emissions. If your clients wish, the company can assist in making the tour carbon neutral.

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

# 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 maritime 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)



# 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 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.

## 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 IS SO MUCH MORE

For example, it 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 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.

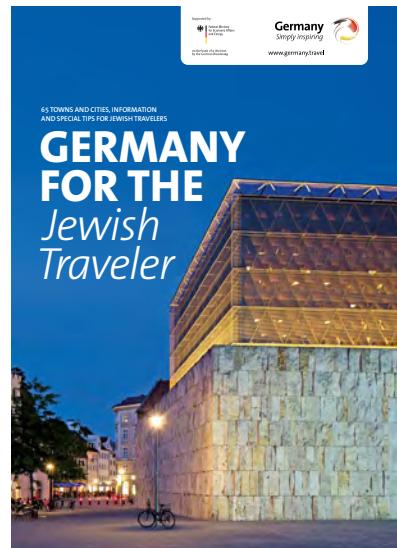
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[marketing@regensburg.de](mailto:marketing@regensburg.de)



Palace of Thurn & Taxis  
 © T&T Verwaltung

# 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 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)



# 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, treasures, unique concepts and internationally renowned collections that reveal extraordinary perspectives 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 important 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)



**TERRY DALE**

CEO & President  
**USTOA**

*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.*

# Franconia – Extraordinary vacations steeped in culture and sustainability

Half-timbered streets winding past magnificent baroque buildings, vast forests alongside fertile vineyards, relaxing pleasures and active sports: In Franconia, these seeming opposites somehow fit beautifully together. Indeed, diversity characterizes this travel destination in Northern Bavaria, between Frankfurt and Munich. Sixteen different vacation landscapes provide an abundant variety of delicious cuisine, beer and wine specialties, sights and a lively culture, all typically Franconian.

The treasures to be found here are world-class, as demonstrated by the destination's UNESCO World Heritage Sites: The Upper Germanic-Rhaetian Limes, the magnificent Würzburg Residence, the Old Town of Bamberg and the Margravial Opera House in Bayreuth all bear this distinguished designation. In the wake of Bamberg recently opening its World Heritage Center, Bayreuth is following suit: Its own new center will be located in the landmark Redoutenhaus, near the Margravial Opera House, beginning in 2022.

In the summer of 2021, the circle of Franconian World Heritage Sites was further expanded with

the addition of Bad Kissingen. This traditional spa town is part of the renowned Great Spa Towns of Europe, but Bad Kissingen shines above the rest thanks to its collection of stunning spa gardens, its place in history as a favorite of Imperial Chancellor Otto von Bismarck and its historical facilities for brine extraction. With Bad Kissingen as the newest member, five of the 10 Bavarian UNESCO World Heritage Sites are now located in Franconia.

Along Romantic Road and Castle Road, tourists can visit interesting cities and towns such as Rothenburg ob der Tauber and Nuremberg. Travelers also can cruise the Main River and the Main-Danube-Canal to Franconia.

Another character of the region is the extent and variety of its nature parks. Altogether, 10 parks make up more than half of the destination, which also is an indicator of the important role that sustainability plays in Franconian tourism, given that such parks actively strive to protect and maintain their landscapes while making them accessible to people. Sustainable vacations in Franconia begin upon arrival, when visitors are greeted by a network of train and

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)

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Culture and Romance in Franconian Switzerland  
© Frankentourismus/Thomas Glomm





# 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  
© GNTB/Francesco Carovillano



**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 19<sup>th</sup>-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.

The **Imperial Castle** in Cochem is a cut above the average historic medieval landmark – literally. Its high perch and majestic old walls overlook the scenic Mosel River Valley and invite history and culture buffs to enjoy an unforgettable afternoon. In addition to guided tours given in multiple languages, guests can come together for an authentic medieval meal on Friday and Saturday evenings. The so-called Knights' Feast is a joyful and delicious four-hour program complete with minstrels and maids.

Travel suppliers and visitors can choose from a wide range of accommodations in the castles and palaces of Germany. For a fabulous curated selection, visit our website.

# 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.

## 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.

## 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.



Berlin, Gendarmenmarkt  
© Getty Images/querbeet

## 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 delicious 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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## 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



Berlin, Brandenburg Gate  
© visitBerlin/Dagmar Schwelle

## SPECIAL OLYMPICS WORLD GAMES, BERLIN

June 17 – 25, 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, VARIOUS CITIES

November – December 2023

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 Kassel is particularly unique, closely designed around the famous fairy tales the Grimm brothers wrote and collected in this city.

Stuttgart, Palace Square  
© Stuttgart-Marketing GmbH/ Werner Dieterich



### Wonderwalls, Düsseldorf

September 30, 2022 – February 5, 2023

A colorful celebration of pop culture, this festival of street art and designer toys takes place during the NRW-Forum Düsseldorf. Here, an international contingent of artists and designers come together to present spectacular displays of more than 2,000 works of photography and graphic design, as well as graffiti, sculptures and designer toys.

### Luge World Championship, Oberhof

January 23 – 29, 2023

### Biathlon World Championship, Oberhof

February 8 – 19, 2023

Two world championships will be held in the German state of Thuringia's winter sports center in Oberhof, where elite athletes will gather in January to compete in luge racing and in February to engage in the biathlon, which combines cross-country skiing with rifle shooting.

### Berlinale 73<sup>rd</sup> International Film Festival, Berlin

February 16 – 26, 2023

One of the largest public film festivals in the world is the Berlinale, which attracts tens of thousands of visitors from all over the world, every year. Over the course of 10 days, a fabulous variety of screenings and ceremonies will take place, with some of the biggest and brightest stars of international cinema – and exciting new talents – in attendance.

### 834<sup>th</sup> Hamburg Port Birthday, Hamburg

May 5 – 7, 2023

Flotillas of fabulous ships, resounding fireworks, culinary delights and unforgettable sightseeing moments await visitors to the world's biggest port birthday party. All of the colorful action takes place from the historic warehouse complex known as Speicherstadt, a UNESCO World Heritage Site, to the St. Pauli Landing Piers.



### Leipzig Bach Festival, Leipzig

June 8 – 18, 2023

This annual celebration pays homage to Johann Sebastian Bach, and 2023 will mark 300 years since his debut as cantor at St. Thomas Church. In keeping with the theme "Bach – We Are Family," more than 50 choirs, societies and associations from six continents will travel to Leipzig to celebrate the composer in his principal place of work, continuing a tradition of the extensive Bach family, which in the 17<sup>th</sup> and 18<sup>th</sup> centuries met once a year to make music together.

### Rheingau Wine Festival, Wiesbaden

August 11 – 20, 2023

For 10 days, Wiesbaden's Schlossplatz and Dern'sche grounds will once again be transformed into a dream destination for lovers of wines from the storied Rheingau region. In addition to an array of wine and food stalls, there will be three stages on which music will be performed until evening. The festival attracts some 400,000 visitors every year.

### Oktoberfest, Munich

September 16 – October 3, 2023

The world's most famous beer festival first took place in 1810. Today, Oktoberfest is a huge celebration attracting six million visitors from all over the world, who enjoy two wonderful weeks filled with Bavarian music, food and beer.

### 176<sup>th</sup> Cannstatter Volksfest, Stuttgart

September 22 – October 8, 2023

Rich in tradition, the Cannstatter Volksfest is not only the biggest festival in Baden-Württemberg, it also has one of the biggest funfairs in the whole of Europe. Visitors can expect a full program of rides, delicious food and drink, entertainment and more.



# 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.

## SANSZOUCI 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.

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.

## THE ORANGERY AT SANSZOUCI 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.

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