



Supported by:



on the basis of a decision
by the German Bundestag

Germany
The travel destination



www.germany.travel

Destination Germany

A RESOURCE GUIDE FOR TRAVEL AGENTS

Stay longer

germany.travel/cultureland-germany

Cultureland Germany

SIGN UP for the
Germany Newsletter
[www.germany.travel/
trade-newsletter](http://www.germany.travel/trade-newsletter)





Dear Friends of Germany,

UNESCO World Heritage Schwerin Castle
© Anibal Trejo

Germany is Europe's number one cultural destination, and we have formed the endearing expression "Cultureland" when referring to the rich culture in Germany. In addition to the wide selection of museums ranging from historical treasures to modern art, Germany is also well known as the home of poets, philosophers and composers. To showcase the country's musical background, we invite our guests to enjoy the multitude of performances in our 80 opera houses spread across the country.

Let your clients be inspired by an impressive variety of architectural highlights: from huge cathedrals, such as the Cologne Cathedral, to state-of-the-art buildings, such as the Elbphilharmonie Concert Hall in Hamburg, there is a lot of unique architecture that characterizes every city and every village in Germany.

Many of our significant landmarks have achieved UNESCO World Heritage Site status. In 2024, Germany's rich historical and cultural landscape expanded with the addition of two new UNESCO World Heritage Sites: the Schwerin Residence Ensemble and the Moravian Church Settlement in Herrnhut. These latest inclusions bring Germany's total to 54, making it the country with the third-highest number of UNESCO World Heritage Sites in the world. Each of these sites offers visitors a captivating glimpse into Germany's storied past, spanning the last 7,000 years.

It is no secret that Germany boasts a wealth of wineries, wine shops, wine academies, as well as numerous wine tasting rooms featuring local vintages. Send your clients on a tasting expedition through the 13 German wine-growing regions

to experience many of the world's highest quality grape varieties such as Riesling, Pinot Noir or Pinot Blanc.

Sustainability is close to our hearts. We suggest integrating city breaks with nature vacations to benefit from the economic potential of rural regions and to spend more time "on site" rather than "in flight." With our campaign, "Stay Longer," we aim to inspire our guests to extend their stay in Germany and fully immerse themselves in all that the country has to offer. Longer stays contribute to reducing the carbon footprint per travel day and giving travelers the opportunity to make the most of their vacation time. Once in Germany, it is easy to get around by train, bike or even boat.

We are thrilled that the German city of Chemnitz has been named European Capital of Culture 2025. Under the motto "C the Unseen," guests are invited to experience the many hidden treasures and undiscovered places in Chemnitz and the surrounding region.

No matter what time of year you or your clients travel to Germany, there are festivals and exhibi-

tions awaiting you, as well as historic celebrations, like the 35th anniversary of the Fall of the Berlin Wall in November 2024. Discover new magical hotspots, innovative fashion and an abundance of fun!

Come visit us and we will save a seat for you at the table!

THANK YOU FOR YOUR CONTINUING SUPPORT!



Ricarda Lindner

Ricarda Lindner
Regional Manager The Americas
German National Tourist Office

<p>Published by:</p> <p>German National Tourist Board (GNTB) Beethovenstrasse 69 60325 Frankfurt am Main</p> <p>www.germany.travel</p>	<p>Supported by:</p>  <p>Federal Ministry for Economic Affairs and Climate Action</p> <p>on the basis of a decision by the German Bundestag</p>	
---	--	---

At Your Service: Enjoy the Resources of GNTO

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

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

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

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

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

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

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

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

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

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

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

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

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

Welcome to our webinars: Tune in to the educational webinars that the GNTO sales team regularly conducts 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

West Coast Tel.: 310-649-7711
office-usa-lax@germany.travel



Visit Our Trade Microsite at www.germany.travel

Find all sorts of useful information here:

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

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

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

Useful Facts for Germany

Electricity: Standard 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

ETIAS: The implementation of the European Travel Information and Authorization System (ETIAS) is anticipated to commence in the first half of 2025. Visa-exempt non-EU nationals will be required to present a pre-clearance permit to enter Germany and 29 other European countries. The permit will be valid for three years at a cost of EUR 7 for adults (18 to 70 years of age) and allow multiple visits.

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

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

Listed information is subject to change.

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

Money and currency: The euro (EUR) 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 prices including taxes.

Opening hours: Most stores open Monday to Friday around 9 a.m. and close between 6 p.m. and 8 p.m. On Saturdays, most shops close between 2 p.m. and 4 p.m., though some larger stores and shopping centers may stay open until 6 p.m. or 8 p.m. On Sundays and holidays, all shops are closed. Special exceptions apply for bakeries, 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 EUR 50.01 in many stores throughout Germany. When leaving the EU, the VAT on purchased goods can be reclaimed for a small fee.

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

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

The Black Forest – Adventure, Fun and Fabulous Food

Pristine, relaxing, challenging ... the Black Forest is a uniquely diverse locale. In the tri-border area of Germany, Switzerland and France, this colorful region is a land of adventure unlike anywhere else. Travel clients will enjoy sunny vineyards and dense forests kissed by rivers and gorges, valleys and sun-drenched peaks. Situated among them are 321 towns, cities and villages, each wonderfully distinct and special. And thanks to its outstanding cuisine, the region is considered by many to be Germany's finest spot for connoisseurs of fine food.

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

Food lovers flock to the regional delicacies served in guest houses. Gourmet guides recommend more than 300 eateries here year after year. An impressive 40 Michelin stars shine over the region, with eight bestowed upon three restaurants in Baiersbronn alone. In addition to these sumptuous delights, there is Tannenzäpfle and other beers, superb mineral water and the exquisite Baden wines found on the Baden Wine Route.

Museums, theaters and opera houses in Freiburg, Karlsruhe and Baden-Baden offer many attractions for a rich cultural itinerary. No less than 17 thermal baths, including the "Solemar" in Bad Dürrenheim, numerous wellness hotels and leisure pools, such as the "Badeparadies Schwarzwald Titisee," elevate relaxation to a fine art.

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

For adventure seekers, the Black Forest Card offers tourists free access to more than 200 attractions in the area, including the award-winning Europa-Park theme park, while the Black Forest Plus Card confers free entry to many exciting, popular sites in Baiersbronn and Freudenstadt. In the Black Forest Highlands, visitors receive complimentary access to more than 500 attractions with the HochschwarzwaldCard (Red Inclusive Card).

And here is one more terrific bonus for your clients: thanks to the KONUS guest card, vacationers can easily travel within the area at no cost. Travelers receive the KONUS card free of charge from their hosts in 150 designated locations to use on buses and trains throughout the entire region.

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



Blackforestline
© Schwarzwald Tourismus

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

The implementation of the **European Travel Information and Authorization System (ETIAS)** is anticipated to commence in the first half of 2025. Visa-exempt non-EU nationals will be required to hold a pre-clearance permit to enter 30 European countries. The permit will be valid for three years or until the passport expires, whichever comes first. The application fee is EUR 7 for adults (18 to 70 years of age) and allows multiple visits within the valid period. 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 border security and, in the vast majority of cases, issue a travel authorization within minutes.

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



ANY QUESTIONS? ASK OUR VIRTUAL ASSISTANT ANJA!

Our website has a virtual 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.



Lake Mummelsee
© Schwarzwald Tourismus/Klaus Hansen

The Best of Southwest Germany – A Superior 5-Star Hotel Collection

The extraordinary hotels designated as the Best of Southwest Germany represent a commitment to excellence and a gateway to the region's finest experiences. Each property within this grouping has been meticulously selected for its unique charm, strategic location and dedication to superior service. From luxurious urban retreats to serene countryside resorts, every member hotel promises a stay that is as unique as its extraordinary surroundings.

Your travel clients will especially enjoy the hospitality collection's commitment to superb cuisine. Among the standouts is the legendary **Traube Tonbach** in Baiersbronn, in the heart of the Black Forest. The resort is renowned for its exceptional culinary offerings served at several on-site Michelin-starred restaurants. Nearby, the **Hotel Bareiss** combines family-friendly amenities with five-star sophistication, not to mention outstanding dishes served in its namesake restaurant and a full roster of activities that includes cooking classes and wine-tasting sessions. Throughout the Best of Southwest Germany portfolio, a variety of special dining packages can make your clients' visit even more delicious.

There are myriad other appealing aspects to these member properties. For example, the **Relais & Châteaux Dollenberg** is perfectly situated in the middle of Black Forest National Park, featuring stunning natural vistas and unparalleled tranquility. Clients can enjoy exclusive guided hiking tours and spa packages. City enthusiasts will find a haven in Heidelberg, in the iconic **Europäischer Hof**, which blends historic charm with modern luxury as overseen by its fourth-generation owners. The hotel's "Heidelberg Special" includes private tours of the Heidelberg Castle and a gourmet-dining package.

In the spa town of Baden-Baden, the newly renovated **Brenners Park-Hotel & Spa** epitomizes luxury and includes a tempting Health & Wellness package with personalized spa treatments and access to a medical spa. For those exploring Lake Constance, the **Riva** is a contemporary lakeside retreat with tailored wellness treatments and sailing excursions on the lake.

Freiburg's **Colombi Hotel** stands as a testament to refined elegance in the heart of the city, providing a perfect base for exploring the surrounding terrain, including the noted wine region of Kaiserstuhl and world-famous Europa-Park. Meanwhile, the **Erbrprinz** in Ettlingen provides a regal experience with its classic architecture and luxurious amenities, ideal for travel clients seeking both relaxation and cultural immersion. Special packages include spa treatments and gourmet dining.

Rounding out this exceptional hospitality consortium, the **Wald & Schloss-hotel Friedrichsruhe** offers a royal escape in a historical castle setting combined with a top-notch wellness spa, a golf course and gourmet dining. Clients can enjoy the Golf & Gourmet package, including green fees and a fine-dining experience.

Whether your clients are honeymooners seeking unforgettable romantic experiences, families on an adventure or corporate travelers who value efficiency and comfort, the Best of Southwest Germany has a property that will exceed their expectations. Each hotel features a wide range of packages and special offers tailored to various interests and needs, making it easy for travel advisors to find the perfect fit.

www.tourism-bw.com/experience/best-of-hotels
i.gorr@tourismus-bw.de



Zweiflingen-Friedrichsruhe, Wald & Schlosshotel Friedrichsruhe
© TMBW/Black Forest Production GmbH



Lake Constance, Hotel Riva
© TMBW/Black Forest Production GmbH

Baden-Württemberg – The Timeless Beauty of Southwest Germany's "Fantastic Road"

Are your clients seeking a truly extraordinary adventure? They will find one with a journey along the fabled Fantastic Road, a mesmerizing experience filled with the rich heritage and eternal beauty of Baden-Württemberg in Southwest Germany. Spanning an impressive 250 miles, this scenic route is a tapestry of wonders ripe for exploration.

It all begins in the enchanting town of Weinheim, where history comes alive amidst a backdrop of picturesque landscapes. Travelers can get blissfully lost in the winding streets of the old town, adorned with charming half-timbered houses and vibrant flower gardens. A leisurely stroll through the Mediterranean plaza is redolent with the scent of almond blossoms, while the Tanners' Quarters nearby offers an immersion in sheer tranquility.

The wonders of nature abound in the unique Exotenwald forest arboretum, where solace and serene beauty await at the Hermannshof botanical gardens. Clients also will enjoy a climb to the ruins of Windeck and Wachenburg Castles, overlooking breathtaking panoramic views.

The odyssey continues in the legendary spa town of Baden-Baden, where sophistication meets relaxation in an unparalleled blend of Belle Époque elegance and modern luxury. Here, one's senses are refreshed in the rejuvenating embrace of hot springs and luxurious spa treatments, not to mention all the thrilling action of the on-site casino. With so much to experience, it is no wonder that Baden-Baden has been designated a UNESCO World Heritage Site and recognized as one of Europe's illustrious Great Spa Towns.

But there is more: Gengenbach is an endearing fairytale village with cobblestone streets lined with half-timbered houses, along with a bustling market square that exudes Old-World charm. Everywhere, the bewitching ambiance of the Black Forest allows the beauty of nature to captivate one's soul.

In Breisach, history and leisure intertwine seamlessly against the backdrop of the majestic Rhine. Here, the region's rich heritage is showcased at landmarks such as St. Stephansmünster Cathedral, and for fun, a roster of activities for your clients includes wine tastings, lively festivals and scenic cycling routes along the riverbanks.

Another must-visit is the ethereal beauty of Mainau Island, where vibrant floral displays, fluttering butterflies and cultural festivities create a paradise unlike any other. Then it is time to experience the lofty heights of Hohenzollern Castle and be transported back in time, while enjoying awe-inspiring vistas of the Swabian Mountains.

Clients will conclude their extraordinary itinerary along the Fantastic Road in the university town of Tübingen, which exudes all the vibrancy of youth along with an array of eclectic shops, quaint cafés and picturesque bike paths.



Gengenbach, Half-Timbered Houses
© TMBW/Black Forest Production GmbH

www.going-cuckoo.com
www.tourism-bw.com
n.dietl@tourismus-bw.de

STUTTGART AIRPORT

Ready to send your clients to Baden-Württemberg and all of its wonders? Seamlessly connect them on a direct flight with Delta Air Lines from Atlanta (ATL) to Stuttgart (STR) — an airport to airport experience taking under nine hours and scheduled four times per week.

Cultureland Germany

Welcome to Cultureland Germany – A Treasure Chest of Art and Culture

Kassel, Joseph Beuys Mural in the Public Art Gallery
© HA Hessen Tourismus/Roman Knie

Germany presents a diverse array of contemporary art across galleries, workshops, museums and academies, attracting emerging artists from around the world. Visitors can immerse themselves in the realm of street art, appreciate modern architecture and venture into unconventional exhibition spaces. Music enthusiasts have the opportunity to enjoy a rich tapestry of concerts, from modern to classical. Beyond Germany's celebrated cultural events, travelers are encouraged to explore historic cultural landscapes like its 13 wine-growing regions, where innovative young winemakers infuse fresh perspectives into traditional practices.

WHERE DESIGN IS A WAY OF LIFE

Aside from numerous architectural styles and design studios, Germany is home to an impressive range of educational, exciting and enjoyable design exhibitions and art installations. Visitors can embark on a picturesque journey through Germany's regions and explore some of the world's most innovative design concepts.

FROM CASTLES AND CATHEDRALS TO MODERN INNOVATIONS

Germany beckons with an impressive collection of architectural marvels, spanning centuries of history and innovation. Travelers can embark on a captivating journey through Germany's cities and regions, encountering medieval castles, Gothic cathedrals and groundbreaking modern structures. One of Germany's most iconic landmarks is the Cologne Cathedral, a towering masterpiece of Gothic architecture with intricate façades and soaring spires that has stood for centuries as a symbol of the city's grandeur and resilience. In Dessau, modern housing developments, experimental art and reformed schools were all influenced by Bauhaus, leading to radical innovations in architecture, art and design. As a result, Dessau boasts the largest collection of original Bauhaus structures in the world, with the most significant among them designated as UNESCO World Heritage Sites.

But the architectural delights of Germany extend far beyond these renowned landmarks. From the half-timbered houses of picturesque villages to the sleek skyscrapers of Frankfurt's financial district, each city and landscape offers its own unique blend of tradition and innovation.

EXPERIENCE CREATIVITY IN PUBLIC SPACES

Germany's vibrant art installations promise an unparalleled experience for travelers in search of culture, history and contemporary art. Bursting with diversity and creativity, these installations embody Germany's innovative spirit and artistic vitality. From public spaces to historic buildings and former industrial sites, they beckon visitors to immerse themselves in dialogue and reflection. Whether temporary exhibitions or permanent fixtures shaping cityscapes, each installation offers a unique insight into Germany's cultural landscape.

Special highlights include the impressive 55-foot-high "Walking Man" sculpture by Jonathan Borofsky on Leopold Street in Munich. For those seeking unconventional experiences, the "Tiger and Turtle – Magic Mountain" sculpture in Duisburg provides a thrilling opportunity to "ride" a roller coaster on foot.

PUBLIC ART ALL AROUND

From bustling urban centers to tranquil public spaces, Germany's public art is adorned with sculptures and murals created by both renowned global artists and talented locals. These captivating pieces not only tell tales and spark contemplation but also make culture accessible to everyone. The project "MURALU Street Art" in Ludwigshafen promotes urban art with large-scale murals. Artists from around the world create impressive works of street art that transform the cityscape.

Explore a selection of architectural highlights and public art here:
www.germany.travel/design

www.germany.travel/cultureland-germany

WORLD-RENOWNED ART MUSEUMS AND GALLERIES

Germany's art museums offer a wealth of masterpieces and cultural treasures for art lovers. Spanning from antiquities to modern art, these museums provide deep insights into Europe's cultural soul and creative heart. Among the world's best art collections are the Dresden State Art Collections, which date back to 1560. Highlights include the Royal Palace and the Zwinger, featuring the Old Masters Picture Gallery and an impressive porcelain collection.

German art galleries are blessed with a broad spectrum of fine art, ranging from classical to contemporary. Famous institutions such as the Neue Nationalgalerie in Berlin or the Pinakotheken in Munich, as well as many private galleries, promote and support up-and-coming artists and show their works.

Explore a selection of art and culture museums and galleries here:

www.germany.travel/art

A JOURNEY OF ENJOYMENT FOR WINE LOVERS

Germany's diverse wine landscape is an unforgettable experience for wine lovers. With picturesque scenery and awe-inspiring history, Germany's 13 wine-growing regions offer a unique perspective on cultural history and marvelous views of hillside vineyards. Each region produces an impressive selection of excellent wines. One of the country's best Riesling varieties thrives in Rheingau's mild climate. The Mosel region is world-famous for its steep slopes and outstanding grape varieties, including Müller-Thurgau, Elbling and Spätburgunder (Pinot Noir). If that was not enough of a treat, it features breathtaking vineyard views of the river bends.

Germany's wine experience goes beyond wine tastings, encompassing the breathtaking beauty of the German landscape. A journey through the wine-growing regions includes travel along romantic rivers, through historic cities and past impressive architectural monuments.

Explore Germany's 13 wine regions here:

www.germany.travel/wineregions

EXPERIENCE THE VIBRANT MUSIC SCENE

Germany pulsates with the rhythm of its dynamic music scene, captivating locals and visitors alike with an array of concerts and festivals. From the electrifying beats of legendary rock and pop performances to the enchanting ambiance of open-air events, the country offers a diverse range of musical experiences. For instance, since 1994, the jazz festival "Jazzopen" has attracted musicians and listeners from around the globe to Stuttgart. The Deichbrand Festival, set in a unique location by the North Sea, celebrates a variety of genres with top-notch live acts.

Explore a selection of festivals & concerts here:

www.germany.travel/music



EVENT FINDER

Discover the many events taking place in Germany. Click on a region of your choice on the map and explore a variety of cultural experiences and entertainment opportunities.
www.germany.travel/event-finder

Duisburg, Tiger & Turtle Sculpture
© GNTB/Yannick Pulver

Dresden Elbland – Art, Architecture and a Celebration of Dance

While Germany offers an array of vibrant cities, each with its own unique character and historical significance, Dresden stands out for its remarkable fusion of cultural richness and architectural beauty. Resplendent with Baroque and 19th century landmarks, the city allows clients a deeply immersive experience of Germany's past and present. Known as the "Florence of the Elbe," Dresden is not only a testament to artistic and architectural achievement but also a symbol of resilience and restoration, thanks to a meticulous post-World War II reconstruction that has preserved its historical grandeur and made it an essential site for understanding European art, history and architecture.

MUST-SEE ATTRACTIONS IN DRESDEN ELBLAND

Dresden and the surrounding Elbland region, a picturesque stretch along the Elbe River between Meissen and Pirna, are replete with attractions that cater to a variety of interests. In Dresden, the Zwinger Court, with its grand art museums and Baroque architecture, and the restored Frauenkirche Church, a symbol of peace and reconciliation, are essential stops for any visitor. Many other museums, like the Royal Palace, with its Green Vault, and the Albertinum host some of Europe's finest collections of treasures and art, making the city a true haven for lovers of culture.

The Elbland region is renowned for all things relating to wine, thanks to terraced vineyards and quaint wineries that offer tastings and tours. The town of Meissen, famous for its manufacture of porcelain, provides an insightful look into the delicate art of making fine ceramics. For clients interested in scenic and leisurely activities, a river cruise with the world's oldest and biggest paddle-steamer fleet goes from Dresden to Pillnitz Palace or further to Pirna, showcasing the serene beauty of the Elbe Valley's rolling hills and historic villages.

CELEBRATING DANCE HERITAGE IN 2025

Dresden will experience two remarkable anniversaries in 2025 — those of the Semper Opera Ballet (200 years old) and the Palucca University of Dance (100 years old). To celebrate, the city has declared 2025 a thematic year dedicated to dance. This initiative not only will highlight the city's rich tradition in the performing arts but also the historical connections that tie the almost 350-year-old Elbe Venetian Carnival to the influence of modern expressionist dance pioneers like Émile Jaques-Dalcroze and Mary Wigman.

Throughout the year, numerous events will showcase the evolution of dance from courtly ballet spectacles to contemporary performances by the Frankfurt Dresden Dance Company in Hellerau. This thematic focus will provide a unique opportunity for travel clients to explore the breadth of dance history and its impact on cultural and artistic expression.

By promoting Dresden and Elbland, travel advisors will offer a compelling narrative of culture, history and natural beauty, ensuring a rich and memorable experience for clients venturing into this enchanting part of Germany.

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



Dresden, Gallery Alte Meister
 © Michael R. Hennig



Dresden, Old Town
 © Tomy Heyduck (DML-BY)

MEISSEN – The Magic of “White Gold”

Amidst the beauty of the Dresden Elbland with their picturesque countryside, fine vineyards, Elbe Riverbank and the nearby historical city center of Meissen lies one of Germany's most famous cultural assets: the MEISSEN Porcelain Manufactory.

The great craft of porcelain production dates back to 1710, when Augustus the Strong, Elector of Saxony and King in Poland, established Europe's first such manufactory. Ever since, MEISSEN porcelain has been a byword for the highest standards in design. Secrets covering all aspects of how so-called White Gold is made have been passed down from generation to generation over the centuries. As has supreme craftsmanship – from raw material to finished product, from molding, modelling and decoration in both overglaze and underglaze colors, to firing techniques. At the House of MEISSEN, travel clients can dive deep into White Gold's captivating aura; its production offers an unrivaled stimulation of all the senses.

ENCOUNTERING THE UNEXPECTED

One of the most impressive experiences here is a guided tour through the facility's production process. Clients peek behind the scenes and observe the artisans who bring such extraordinary works of art to finely crafted life. The tour starts with the kaolin sourced from the company's own mine, used in the production of porcelain paste, and includes the creation of models and molds, a fascinating look at the historical mold archive, the kiln hall and the actual painting of the porcelain. This gives visitors not only a comprehensive insight into the production sequence, but an once-in-a-lifetime experience.

WHERE TRADITION MEETS MODERNITY

Built in 1916 in the style of a neoclassical banquet hall, the on-site Museum of the Meissen Porcelain Foundation is home to a vast collection amassed over the past 300 years. The varied items tell the complete history of the Manufactory. Special changing exhibitions additionally showcase porcelain masterpieces by contemporary artists.

Clients will also experience the modern side of MEISSEN in its flagship store. Besides fine art, figurines and tableware, the company's magnificent crafts extend to home decorations and jewelry, all of which can be shipped back to the U.S. at visitors' discretion. Your travel clients can own a special part of the Manufactory's legendary history.

EVERYONE IS AN ARTIST

Souvenirs become extra-special when clients create their own personal MEISSEN mug. After the unique piece has been glazed and fired, it can be sent directly to their home, making a perfect souvenir or gift.

THE BEST OF THE BEST

Luxury clients can look forward to a schedule wholly tailored to their own wishes in the House of MEISSEN, whether an exclusive tour of the production facilities, interesting conversations with product designers or visits either to the Manufactory's archives or the museum's reserve collection. In addition, they will enjoy a delicious customized three-course meal served on the finest porcelain at a special location such as the museum's clock cabinet or the impressive glass cupola. Rounding off the VIP treatment are a private chauffeur service, VIP parking, drinks on arrival and bespoke shopping advice.

www.erlebniswelt-meissen.com
tourism@meissen.com



Coffee2Go Mug
 © MEISSEN



Behind the Scenes Manufactory Tour, Elutriation Shop
 © MEISSEN

Experience Germany without Barriers

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

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

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

The database makes it possible to select, evaluate and book an itinerary in line with your clients’ interests and unique requirements. You can even select offerings based on type of disability, including impairments in mobility, hearing, sight and cognitive skills. The results provide detailed infor-

mation on accessibility for museums, popular sites, tourist offices and accommodations. A downloadable PDF for each venue, hotel, etc., includes images of all key areas as well as detailed descriptions of parking places, bathrooms and elevators.

Germany offers a remarkable array of accessible tourist attractions, exemplified by the Miniatur Wunderland in Hamburg, the world’s largest model railway exhibition. This attraction is an ideal example of inclusivity, featuring specially designed viewing platforms for wheelchair users. Additionally, tactile models and specially trained guides cater to the visually impaired, while visitors with hearing impairments can enjoy sign language tours led by an experienced guide, ensuring everyone can fully enjoy the miniature world.

Chiemsee-Schiffahrt provides barrier-free access to the islands of Herrenchiemsee and Frauenchiemsee in Bavaria. Wheelchair-accessible ships and special lifting devices ensure smooth boarding. Additionally, Herreninsel features accessible paths leading to King Ludwig II’s magnificent Herrenchiemsee Palace.

www.germany.travel/accessibleoffers

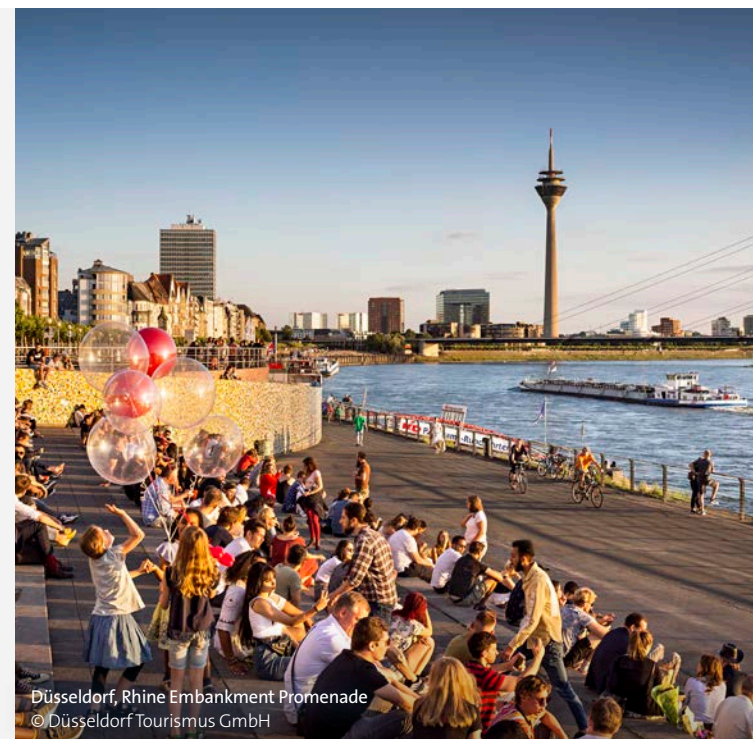
ADVERTORIAL

Düsseldorf – A Vibrant City Where Tradition Meets Modernity

Blending the urban energy of a bustling metropolis with the coziness of a compact village, Düsseldorf is even more distinctive thanks to its location on the Rhine. The heart of Düsseldorf is the Old Town, home of Altbier, a top fermented craft beer that can be sampled in four breweries. Architectural highlights such as K11, the largest green building in Europe, share the cityscape with many beautiful parks and gardens. The city is blessed with the Königsallee, located along a canal and lined with luxury-label flagship stores, creating one of the most renowned shopping streets of Germany.

Among other local attractions, the culinary arts can best be enjoyed at the Carlsplatz Food Market, while the colorful Little Tokyo neighborhood is home to the biggest Japanese community in Germany.

Düsseldorf is home to the prestigious Art Academy, one of the most renowned of its kind. It is no wonder that the city is the ideal destination for art enthusiasts. Indeed, art can be found throughout the city, in its six excellent museums, with a focus on modern and contemporary art and throughout its very streets, all bearing witness to a thriving creative scene. A popular two-hour city tour touches upon all the important sights of the city and is an ideal way for your clients to efficiently see as much as possible in a short time.



Düsseldorf, Rhine Embankment Promenade
© Düsseldorf Tourismus GmbH

For a complete and up-to-date list of offerings, visit our partner website.

www.visitduesseldorf.de
welcome@visitduesseldorf.de



ADVERTORIAL

North Rhine-Westphalia – World Heritage Sites, Landmarks of Industry and Beer Culture

In the west of Germany – and the heart of Europe – North Rhine-Westphalia (NRW) serves up a wide variety of experiences for travel clients. Over 1,000 museums and 130 theaters make the state one of the most densely cultural regions on the Continent, alongside Paris and London. Among the most important attractions are six UNESCO World Heritage Sites: Cologne Cathedral; Aachen Cathedral; Zeche Zollverein in Essen; Augustusburg and Falkenlust Palaces in Brühl; Corvey Castle in Höxter and the Lower Germanic Limes. The latter is a 137-mile-long stretch that runs through the state and bears traces of Roman rule and architecture.

A UNIQUE BEER CULTURE

NRW also is known for its wide variety of beers and a reverence for traditions found nowhere else. Freshly brewed Kölsch, for example, is available only in Cologne. The dark Altbier has always been brewed and enjoyed at the “longest bar in the world” in the Old Town section of Düsseldorf, the state capital, as well as on the Lower Rhine. Past experience has proven that travel groups really love visiting NRW for beer tours and brewery tastings.

A CELEBRATION OF INDUSTRY

When it comes to industrial heritage, no other part of Germany has such a wealth and variety of related landmarks than NRW. Themed routes lead directly across the state to collieries, gasometers, coking plants, blast furnaces and production sites. The Zollverein World Heritage Site in Essen, for example, offers the culture of industry at its finest through a number of outlets, including art shows, concerts, festivals and museums. In Wuppertal, a scenic suspension railway presents a unique opportunity to see the city from above. This technical marvel, which floats above the Wupper River, is an everyday means of transportation.

DELIGHTS TO STIR THE SENSES

“Why is it so beautiful on the Rhine?” asks a well-known German folk song. One major reason is that the Rhineland lifestyle in this region, home to the most beautiful river in Germany, appeals not only to the heart, but also to the nose — specifically the sense of smell. In Cologne, travelers can explore the history of the city’s world-famous scented water in the House of 4711, a preeminent fragrance brand, and produce their own eau de cologne in hands-on seminars. Visitors can also taste exquisite samples of chocolate artwork and create their own at the Cologne Chocolate Museum. There, the scent alone is so delicious, it is sure to make your clients’ mouths water.

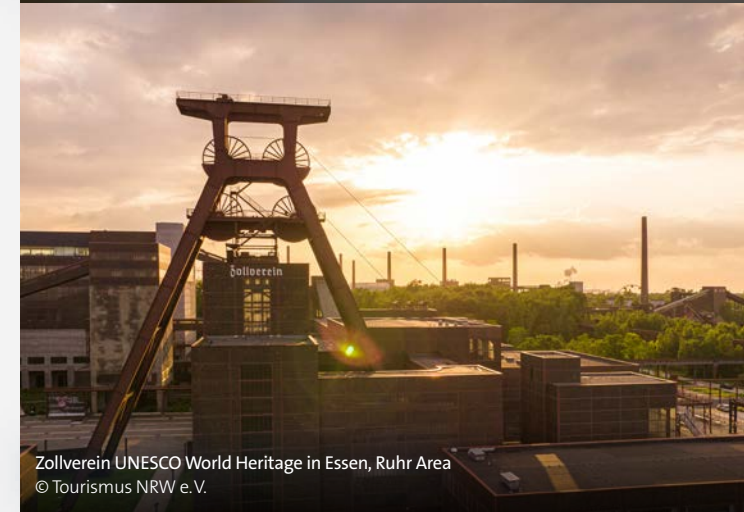
WHERE BEETHOVEN AND NATURE MAKE BEAUTIFUL MUSIC

In Bonn, the immortal name of Ludwig van Beethoven rises above all others. Here, the composer’s timeless melodies fill the air and enrich the city’s cultural landscape. In the Beethoven House, the composer’s birthplace, visitors can immerse themselves in displays that give vivid insights into his life and work. Meanwhile, the sound of the Rhine and the rustling of leafy trees is the natural music of the Siebengebirge. Just outside of Bonn, Drachenburg Castle will show your clients breathtaking views of the region’s river and landscape.

www.nrw-tourism.com/salesguide
bauer@nrw-tourismus.de



Chocolate Museum in Cologne
© Tourismus NRW e.V./Ralph Sondermann



Zollverein UNESCO World Heritage in Essen, Ruhr Area
© Tourismus NRW e.V.



Drachenburg Castle in Königswinter on the Rhine
© Tourismus NRW e.V./Johannes Höhn

Themed Routes through Germany's UNESCO World Heritage Sites

Rügen, Jasmund National Park
© TMV/Felix Gänsicke

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

THE WELLNESS ROUTE

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

www.germany.travel/wellness-route

THE TIME-TRAVEL ROUTE

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

www.germany.travel/timetravel-route

UNESCO BROCHURE

Download our UNESCO World Heritage Sites brochure brimming with informative insights and expert interviews: www.germany.travel/unesco-brochure

THE INDUSTRIAL CULTURE ROUTE

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

www.germany.travel/industrial-route

THE ACTIVE ROUTE

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

www.germany.travel/active-route

THE CULTURAL ROUTE

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

www.germany.travel/cultural-route

THE COASTAL ROUTE

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

www.germany.travel/coastal-route

THE FAMILY ROUTE

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

www.germany.travel/family-route

THE FAITH ROUTE

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

www.germany.travel/faith-route

www.germany.travel/unesco



Weimar, Villa Haare
© GNTB/Felix Meyer

UNESCO Interactive 3D Puzzles

Use our Augmented Reality filter to experience the UNESCO World Heritage Sites of Classical Weimar, Bamberg's Old Town and Bergpark Wilhelmshöhe as interactive 3D puzzles.

www.germany.travel/puzzle



Erfurt – A Charming Medieval Capital

Erfurt, the state capital of Thuringia, is characterized by its medieval city center, one of the best preserved in Germany. It is a charming blend of wealthy patrician townhouses and lovingly reconstructed half-timbered buildings overlooked by the towering spires of St. Mary's Cathedral and St. Severus Church. The Merchants' Bridge is the only one of its kind; with a length of 393 feet and incorporating 32 houses, it is the longest inhabited bridge in Europe. Right next to Cathedral Hill, Petersberg Citadel, the only extensively preserved Baroque city fortress in Central Europe, invites your travel clients to explore its intricate maze of underground passageways.

The city has always attracted great minds, especially those who significantly influenced the spirit of their age, including Martin Luther, Johann Wolfgang von Goethe, Friedrich von Schiller, Johann Sebastian Bach and Napoleon Bonaparte. Buildings relating to these figures, such as the Augustinian Monastery and the Imperial Hall, have been reconstructed and now give visitors a faithful and realistic image of the past.

ERFURT'S JEWISH-MEDIEVAL UNESCO WORLD HERITAGE

Erfurt's history is inextricably linked with that of its Jewish community. The unique Jewish-Medieval Heritage of Erfurt was awarded UNESCO World Heritage status in September 2023. The designation encompasses the Old Synagogue, one of the oldest, largest and best-preserved medieval synagogues in Europe; the Medieval Mikveh (ritual bath), which dates back to the 12th century; and a secular Jewish building from the 12th and 13th century known as the Stone House. They all bear witness to the early blossoming of Central European Jewish culture, and to its abrupt end following a wave of pogroms in the middle of the 14th century. The Old Synagogue is home to a museum that highlights the history of Erfurt's Jewish community in the Middle Ages. The standout exhibit here is the Erfurt Treasure, including an exquisitely crafted Jewish wedding ring.

The best way for clients to get to know the city is via a guided tour on foot, by tram or by carriage. The Erfurt Tourist Office also offers guided tours in the footsteps of famous figures, along with excursions through Thuringia and some of the area's great gardens, including the "egapark" horticultural exhibition.

Events on tap for 2025 include the open-air Cathedral Steps Festival (La Bohème), the 700th Anniversary of the Merchants' Bridge and the 175th traditional Christmas Market.

Nowadays, Erfurt is a modern and welcoming state capital. Good access by road and train, sufficient lodging possibilities and the hospitality of the people will make a stay in Erfurt both comfortable and pleasant. A number of restaurants, cafés and beer gardens offer the famous Thüringer Bratwurst and beer as well as the Thüringer Klöße (dumplings) and delicious traditional pastries.

www.erfurt-tourismus.de
pr@erfurt-tourismus.de



Erfurt, Merchants' Bridge
© Thüringer Tourismus GmbH/Martin Kirchner



Erfurt, Old Synagogue
© Stadtverwaltung Erfurt/Marcel Krummrich

Lutherland – Birthplace of the German Reformation

In the heart of Germany, the states of Saxony-Anhalt and Thuringia combine to form Lutherland, an area rich with historical associations, especially those related to the German Reformation as sparked by the priest and theologian Martin Luther.

There are 11 monumental UNESCO World Heritage Sites here, including Wartburg Castle and the historical Bauhaus properties in Dessau and Weimar. Visitors also will find a broad variety of picture-book villages, princely palaces and gardens, landmark homes of romantic poets, imposing churches and ancient beech forests. Food and drink are justly celebrated and enjoyed in Lutherland as well, as served in myriad restaurants, beer gardens, cozy countryside inns and a wine region named after the rivers Saale and Unstrut.

The Luther sites in Eisleben and Wittenberg will prove of special interest to travel clients. The reformer was born in Eisleben in 1483 and died there 63 years later. The rooms of the two Luther-related houses in town are equipped with period furniture that allows one to step virtually back into the past.

Visitors can walk the cobblestone streets of Eisleben's ancient Latin Quarter, enjoy the silence of the historic university church, where young Luther

attended services, and marvel at the magnificent "Roses and Parrots" window in the Augustinian monastery church, where flowers like the ones on display once served as a model for the Luther family's coat of arms.

Wittenberg is the site of St. Mary's Church, where Luther often preached but, more importantly, the town is where the German Reformation began. According to legend, Luther hammered his famous 95 theses on the door of All Saints' Church on October 31, 1517, to protest the Catholic church's policy of selling salvation to the faithful in the form of "indulgences." To stand onsite is to feel the direct pull of the momentous events of more than 500 years ago.

At Wartburg Castle in Eisenach, about three hours southwest from Wittenberg, Luther spent several months in disguise to hide from his enemies. While laying low here he began his translation of the Bible, an act that made the development of a unified German language possible. The Luther House in Eisenach offers an absorbing interactive exhibit to commemorate it.

www.luther-land.com
a.morche-ruthmann@thueringen-entdecken.de



Eisenach, Wartburg Castle
© Wartburg-Stiftung/Florian Trykowski



**SIMPLY
FEEL
GOOD**

**Sustainable experiences
in Germany**

Lake Chiemsee
© GNTB/Günter Standl

Feel Good about Travel

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

EARTH-FRIENDLY FROM CITY TO COUNTRYSIDE

Germany's cities and regions offer much more than just landmarks. Your travelers should take their time and stay longer to truly immerse themselves in the local life, feel the vibrant energy of different landscapes, explore authentic markets and relax in nature.

On our website, you will find a selection of destinations and special offers that are especially targeted to sustainable practices. With the help of our interactive map, travelers 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.

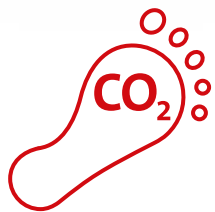
TRANSPORTATION AT ITS BEST

Germany's diverse landscapes and regions can be discovered quickly, comfortably, affordably and sustainably with the interconnected transportation system, stitching together big cities and rural towns across the country. For those who wish to explore more actively, many locations offer bike, e-bike and scooter rentals, as well as designated routes for travel on foot, by bicycle or by canoe, allowing travelers to stay close to nature with zero carbon emissions.

COMFORTABLE JOURNEY BY TRAIN

Deutsche Bahn's long-distance trains operate exclusively on 100% green electricity, offering eco-friendly travel across Germany and beyond. Direct connections from 150 European cities provide fast, comfortable access to Germany. Within the country, Deutsche Bahn ensures swift travel between major cities and holiday destinations. For instance, the ICE high-speed train whisks passengers from Munich to Berlin in under four hours and from Hamburg to Berlin in less than two. Smaller towns and picturesque regions are also easily accessible via Germany's extensive network of trains and buses.

Travelers staying at accommodations participating in the "Destination Nature Program" receive a complimentary spa or guest card, doubling as a public transport ticket.



HOW BIG IS YOUR CARBON FOOTPRINT?

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

www.germany.travel/co2-calculator

Interrail German Rail Pass

The Interrail German Rail Pass offers unlimited travel on Germany's trains and additional coverage on several routes in Austria, Belgium and Italy.

www.germany.travel/feelgood

Chemnitz – C the Unseen

EUROPEAN CAPITAL OF CULTURE 2025

Making hidden treasures visible and bringing little-known wonders to light — under the motto "C the Unseen" — Chemnitz, the third-largest city in Saxony, alongside 38 partner municipalities, will shine as the European Capital of Culture 2025. This coveted title, awarded annually by the European Union since 1985, celebrates the cultural richness among its members and promotes awareness and active engagement. Chemnitz, a city famous for its blend of entrepreneurship and creativity, offers a rich architectural history from industrial cathedrals and Art Nouveau districts to Bauhaus and East German modernism. The city's green spaces, like the vast Stadtpark, which is larger than New York's Central Park, as well as its five renowned museums, further highlight its charm and appeal.

The Purple Path art and sculpture trail connects Chemnitz with the 38 partner municipalities in the region. Easily accessible by public transport, the trail highlights the region's cultural, industrial and mining history. Along the way, numerous sculptures and installations by international and local artists are waiting to be discovered.

www.germany.travel/en/chemnitz2025



**Chemnitz
European Capital
of Culture** 2025

Chemnitz, Stadthalle
© Lookphotos/Günther Bayerl

ADVERTORIAL

Heidelberg – A Top Green Destination and Much More

Justly famous for its spectacular castle ruins, Heidelberg also has a surprisingly long tradition of environmental conservation, ideal for clients seeking both a city trip as well as activities in nature.

Just how green is this Southwest German destination? Fully 70 percent of the city is officially designated as green space, with numerous cycling and hiking trails, all helping to earn Heidelberg the UN's coveted Global Green City Award.

Climate-conscious travel clients have a wide choice of nature experiences in Heidelberg and its surroundings. They can take a boat trip on one of the various excursion boats or the world's largest solar catamaran through the picturesque Neckar Valley. A trip on the historic funicular provides a fantastic view over Heidelberg on route to lofty Königstuhl Mountain.

There is much more for nature lovers. The 50-mile-long Bergstraße (Mountain Road) runs alongside a verdant forest, and the historic Burgenstraße (Castle Road) winds past numerous turreted landmarks. The varied Neckarsteig hiking trail was once traversed by Mark Twain, while the Philosopher's Path yields panoramic river, city and mountain views.



Heidelberg, Funicular Railway
© Heidelberg Marketing GmbH

Your guests will love this close to nature, romantic Heidelberg feeling. We can offer you a variety of packages or individual services such as accommodations, professional guided tours, boat trips, rides on the funicular railway, themed excursions and complete packages for both your individual clients and groups.

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

Fall of the Berlin Wall

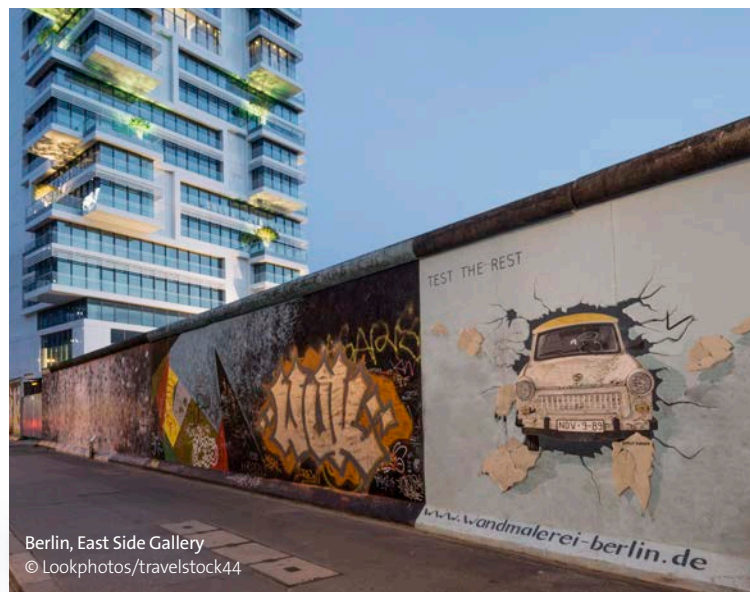
35TH ANNIVERSARY OF THE FALL OF THE BERLIN WALL

The Fall of the Berlin Wall on November 9, 1989 marked an unparalleled moment in history, a jubilant day that resonated with joy and hope for people across the globe. From 1961 to 1989, the Berlin Wall stood as a harsh symbol of division, separating families, friends and entire communities.

One of the most enduring remnants of this historical divide is the East Side Gallery, a preserved section of the wall adorned with poignant artwork, including the iconic "Fraternal Kiss." Beyond its artistic tribute, key sites like Potsdamer Platz, Checkpoint Charlie and the Brandenburg Gate represent tangible links to the Wall's history.

For the 35th anniversary of this momentous event, Berlin prepared a series of commemorative activities, inviting visitors to participate in open-air events, exhibitions, guided tours and interactive activities. Official ceremonies will highlight this milestone year on November 9, 2024. Historical and new posters, signs and banners will be installed along the former course of the Wall. They show what people fought for back then and what they are still demonstrating for today: Freedom — the foundation of an open and diverse society.

www.germany.travel/fall-of-the-wall



Berlin, East Side Gallery
© Lookphotos/travelstock44

The Peaceful Revolution

35 YEARS SINCE THE PEACEFUL REVOLUTION IN LEIPZIG

Leipzig played a pivotal role with the Peaceful Revolution that led to the Fall of the Berlin Wall and the reunification of Germany. On October 9, 1989, over 70,000 citizens gathered for a peaceful demonstration, which became a crucial turning point in ending the oppressive regime of East Germany. This event, sparked by regular peace prayers at St. Nicholas Church, demonstrated the power of non-violent protest and paved the way for German unity.

On October 9, 2024, Leipzig will commemorate the 35th anniversary of this historic revolution with an expanded Festival of Lights. The festival will feature around 20 light installations by international artists along the historic Monday Demonstration route. Special events include the Peace Prayer and the Speech on Democracy. Visitors will also be able to place candles on a podium to form an illuminated "89," reflecting the symbolic role candles played during the original demonstrations.



Leipzig, Nikolai Church
© Leipzig Tourismus und Marketing GmbH/Philipp Kirschner

German Christmas Markets

From November to December, more than 2,500 Christmas markets across Germany offer magical events marked by giant Christmas trees and beautifully decorated booths that sell handcrafted gifts and regional specialties. Among these, the Dresden Striezelmarkt, regularly voted as the favorite Christmas market in German-speaking countries, stands out as the oldest Christmas market in Germany, celebrating its 590th year in 2024. Equally

enchanting is the Rothenburg ob der Tauber Reiterlesmarkt, located in that perfectly preserved medieval town. Known for its fairy-tale ambiance, traditional performances and the mystical figure of the Rothenburg Reiterle, this market offers a uniquely wonderful experience.

www.germany.travel/en/christmas

Leipzig – Legendary Culture and a Modern Revolution

Long honored as a center of the creative arts, Leipzig has been home to outstanding figures in music and literature throughout history, from Bach and Mendelssohn to Goethe and Schiller. In our own time, the Peaceful Revolution that resulted in a reunited Germany began here. A city this special deserves special consideration by you and your travel clients.

CITY OF MUSIC

Leipzig has a rich musical heritage, one that continues to resonate, grow and thrive. The city celebrates its legendary musicians with unique festivals and in numerous museums. Bach, Mendelssohn, Wagner, and both Clara and Robert Schumann, are just a few outstanding examples of those so honored. The annual Mendelssohn Festival in early November is one highlight. Another is the program of concerts offered by the Gewandhausorchester, the oldest civic symphony orchestra in the world, which will be themed after Shostakovich, from May 15 to June 1, 2025.

The Gewandhausorchester also invites music lovers to its regular Grand Concert on Thursdays and Fridays. Meanwhile, in a tradition running for more than 800 years, the sacred choral compositions put on by the St. Thomas Boys' Choir can still be heard at St. Thomas Church each Friday and Saturday. Then there is Bachfest, the next iteration of which runs June 12 to June 22, 2025. Themed to "Transformation," the festival will feature various concerts and performances by star musicians who will partner with young artists to create bold new interpretations of Bach's work.

www.leipzig.travel/cityofmusic

A CELEBRATION OF FREEDOM

When the first prayers for peace were held in Leipzig's St. Nicholas Church in 1982, nobody imagined that this modest effort would be the harbinger of a revolution. But by October 9, 1989, when some 70,000 people congregated in the city's streets to denounce the old Soviet-style system of the German Democratic Republic (GDR) and demand reform, the reunification of East and West Germany was finally in view.

Now, every October 9, Leipzig commemorates the historic breaking down of walls with a festive program including exhibitions, readings, a peace prayer in St. Nicholas Church (where it all began) and the Festival of Lights, a stunning display of high-tech illumination.

Visitors can learn more about the Peaceful Revolution in the Memorial Museum in the Runde Ecke (Round Corner) and by perusing the files secretly kept on East German citizens in the Federal Office for Stasi Documents. The city's Forum of Contemporary History is dedicated to exploring the division, dictatorship, resistance and overall life in the former GDR.

www.leipzig.travel/peacefulrevolution



Leipzig's Green Skyline
© leipzig.travel/Philipp Kirschner

WHERE WORK BECAME PLAY

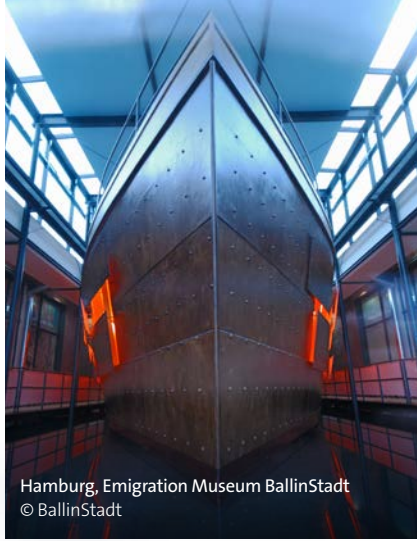
The western sector of Leipzig is home to an impressive industrial heritage, where old factory buildings invite visitors to immerse themselves in new forms of culture and art. The former cotton mill known as the Spinnerei is the creative heart of the city and home to the gallery of Neo Rauch, co-founder of the New Leipzig School of Painting. Nearby, the Karl Heine Canal meanders through this quarter, offering an opportunity to explore the city on a floating guided tour or alone in a canoe. Other canals extend into New Lakeland, a center for water sports, while some 20 lakes, created from former open-cast lignite mines, add to the city's allure for those seeking fun on the water.

www.leipzig.travel/industrial-culture

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

LEIPZIG AS A MICE DESTINATION

The city offers ideal conditions and options for unique event concepts and green meetings at Leipziger Messe, certified to Green Globe standards. A network of some 50 partners in Leipzig work together to create successful business events of all types. For more information: www.do-it-at-leipzig.com

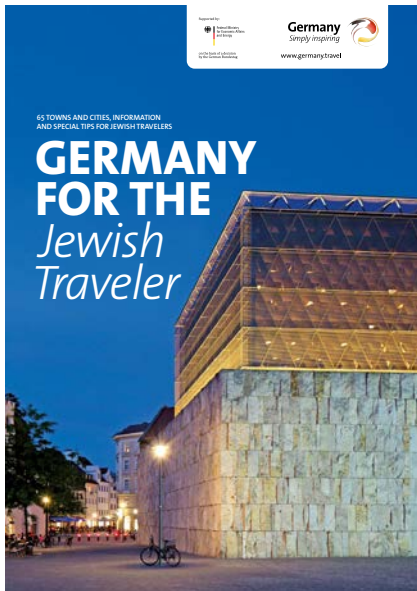


Hamburg, Emigration Museum BallinStadt
© BallinStadt

Discover German Roots

More than 40 million Americans claim German heritage – perhaps your client is one of them. Our Heritage microsite can help you plan an unforgettable itinerary that includes places, museums and memorials that directly speak to visitors’ family histories. It also offers details about interesting places and famous Americans with German roots and provides tools to conduct genealogical research. The microsite, which includes an interactive map with information about each location, can even help users discover authentic German recipes that they can enjoy at home.

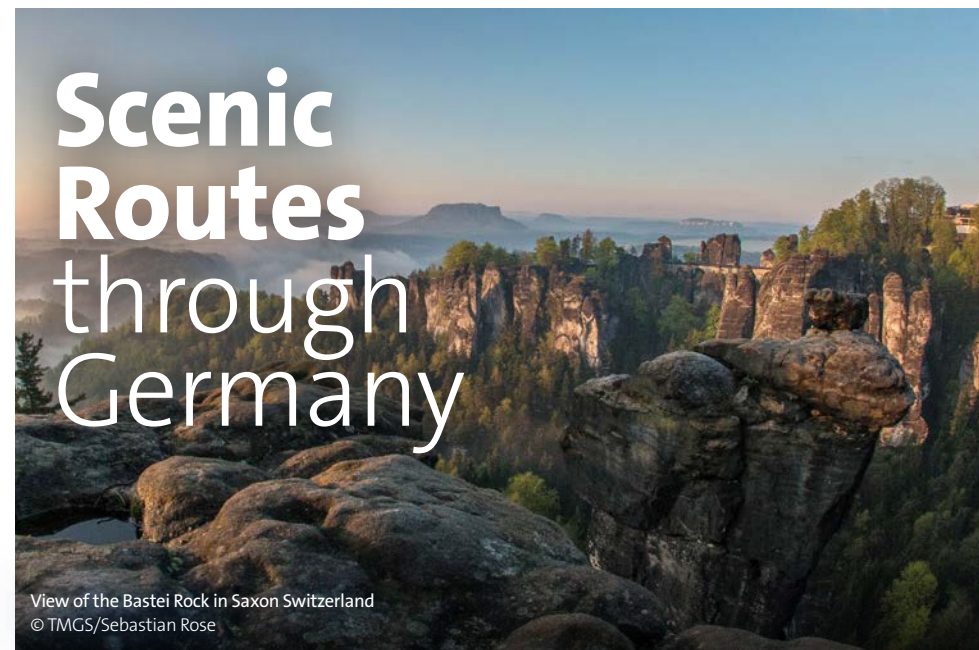
www.germany.travel/heritage



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 our Jewish Traveler e-brochure here: www.germany.travel/jewish-traveler



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

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 distances. You and your clients will find inspiration on excursions such as the Allgäu Cheese Route, the German Fairy Tale Route or the Castle Route.

www.germany.travel/scenic-routes

OVER 100 SAMPLE ITINERARIES

The GNTO has created more than 100 sample itineraries for you and your clients. Whether you seek suggestions for a German city, UNESCO World Heritage Sites, landmarks, countless castles, delicious wine and beer tastings or any kind of themed excursion, we have many wonderful ideas to share. We can also provide you with recommendations for family travel 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

Prussian Palaces – A Jewel in Brandenburg’s Crown

The year 2024 marks the 35th anniversary of the Fall of the Berlin Wall. The iconic Glienicke Bridge (Bridge of Spies), which had separated Potsdam, an East German city, from West Berlin and the rest of West Germany for decades, has since become a symbol of reunification. Today’s Potsdam is a radiant city, an inspiring isle with a momentous past and a peaceful present. It is studded with beautiful architectural landmarks and surrounded by the tranquillity of nature and the Havel River.

Potsdam, the capital of the federal state of Brandenburg, seamlessly blends history, culture and a respect for its environment. Just a short journey from Berlin, the city is a must-go for your travel clients.

THE SPLENDOR OF PRUSSIAN PALACES

One of Potsdam’s most enchanting features is its collection of Prussian palaces, which stand as testaments to the city’s royal heritage. Meticulously preserved and grand in design, these opulent structures offer a glimpse into the privileged lives of Prussian royalty. Key among them is Sanssouci Palace, often referred to as the German Versailles. This stunning Rococo masterpiece was the summer residence of Frederick the Great. Its sprawling gardens and ornate rooms remain endlessly fascinating.

Another highlight is the grandly Baroque New Palace, which showcases the wealth and power of the Prussian monarchy.

A CREATIVE HUB AND NATURAL HAVEN

Potsdam is Germany’s first UNESCO Creative City of Film, a nod to its long cinematic history. Babelsberg Studio, for example, began producing movies here in 1912 and is the oldest large-scale facility of its kind in the world, where classics such as the silent 1927 masterpiece Metropolis were filmed. The studio continues to be a busy hub for national and international productions.

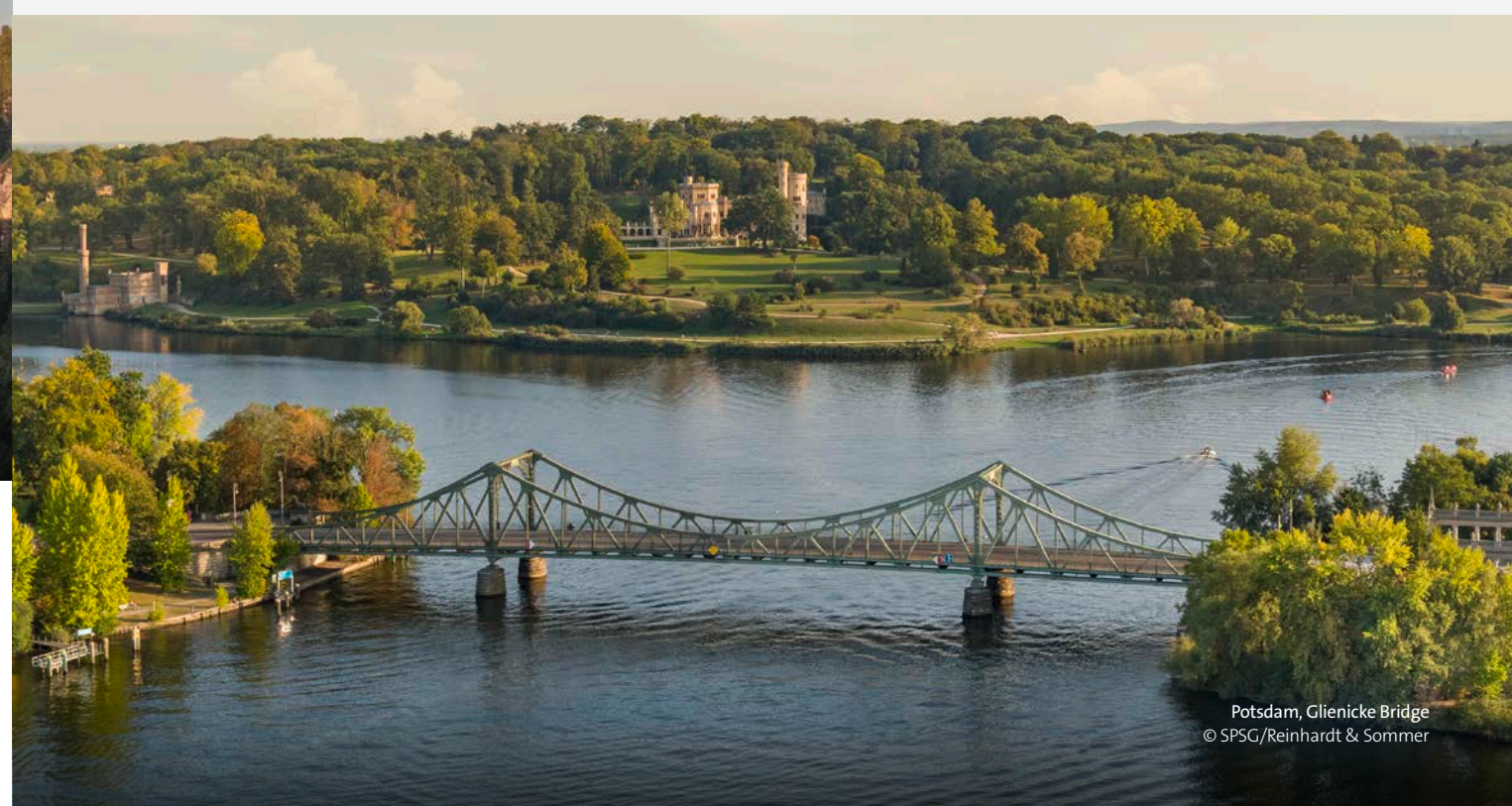
Surrounded by picturesque lakes and the serene Havel River, the city also is a favorite with nature lovers. A series of lush grounds such as Sanssouci Park and the New Garden provides excellent spots for leisurely strolls or picnics.

EXPLORING BRANDENBURG

Surrounding Berlin, the state of Brandenburg has more than 3,000 lakes, making it ideal for clients seeking a vacation on a houseboat or eager to ply the waters in a canoe. In addition, a well-developed network of cycling paths invites active holidays for those who enjoy the outdoors and scenic landscapes.

Travel agents can confidently recommend the broader Brandenburg region as a versatile destination, with Potsdam at its heart offering a unique blend of royal history, cultural vibrancy and natural beauty.

www.spsg.de
marketing@spsg.de
www.potsdam-tourism.com



Potsdam, Glienicke Bridge
© SPSC/Reinhardt & Sommer

Bavaria – An Unmatched Tapestry of Beauty and History

It is no wonder American travelers are choosing Bavaria as their top destination in Germany. This region offers an unmatched blend of history, culture and natural beauty, making it a premier spot for travel clients. Bavaria is vast and varied, filled with surprises and unforgettable experiences at every turn.

ALPINE ADVENTURES AND SCENIC BEAUTY

From the charming shores of Lindau on Lake Constance to the picturesque beauty of Garmisch-Partenkirchen in the heart of the Alps, Bavaria's Alpine region offers nature in all of its splendor. During summer, the mountains beckon with lush meadows, crystal-clear streams and breathtaking views, best experienced on a self-drive along the German Alpine Road. In winter, the area transforms into a snow-covered paradise perfect for cozy hut stays.

A must for clients is the Bavarian Forest National Park in the east, which invites lingering and exploration of its natural wonders. Bavaria's beauty is complemented by serene lakes and rivers, like the world-famous Danube. River cruises here offer a unique way to explore charming landscapes, monuments and towns, from the medieval city of Regensburg to the romantic environs of Passau.

HISTORIC AND CULTURAL TREASURES

Bavaria is studded with 10 UNESCO World Heritage Sites, including the Margravian Opera House in Bayreuth, a Baroque masterpiece. In Munich, clients can enjoy a dynamic cultural scene with visits to the Arts District and the impressive BMW Museum. Iconic landmarks such as Neuschwanstein Castle near the Baroque town of Füssen and Herrenchiemsee Palace transport visitors to the fairy-tale era of King Ludwig II.

Historical cities like Nuremberg offer medieval architecture and significant World War II sites, captivating history buffs and cultural enthusiasts alike. Travelers step into a bygone age in towns like Rothenburg ob der Tauber, where winding Old Town lanes invite exploration. These destinations provide a profound glimpse into the region's past, combining architectural marvels, cultural heritage and scenic beauty to create an unforgettable journey through time.

DELICIOUS FOOD AND TIME-HONORED FUN

No visit to Bavaria is complete without savoring its culinary delights and festive traditions. The food scene is a feast for the senses, featuring hearty dishes like schnitzel, pretzels and the globally acclaimed Bavarian beer. For wine enthusiasts, exploring the Franconian wine country is a must-do. Nestled in picturesque vineyard landscapes, visitors can tour historic wine villages, visit family-owned wineries and enjoy tastings of local varietals that perfectly complement the local cuisine.

Bavaria also is renowned for its year-round celebrations, from vibrant beer and wine festivals to traditional cultural events. December holds a special charm with its Christmas markets, creating a magical holiday atmosphere, as clients indulge in treats like gingerbread and mulled wine while exploring decorated stalls. From bustling markets to charming stalls, these colorful Christmas markets offer a captivating holiday experience that will make your clients' visit truly memorable.

www.traveltrade.bayern
traveltrade@bayern.info



Munich
© München Tourismus/Redline

Regensburg – Seven Reasons to Send Clients to This Enchanting City

1. REGENSBURG IS A DOUBLE UNESCO WORLD HERITAGE SITE

Regensburg has been recognized with not one, but two UNESCO World Heritage titles. The first title was bestowed in 2006 for the city's entire Old Town district with more than 1,000 monuments. It was joined by a second title in 2021 as part of the official Danube Limes (Western Segment) Frontier of the Roman Empire.

2. REGENSBURG IS A GEM ON THE DANUBE

A river cruise on the storied Danube often is the means by which many travelers first encounter the city. It can also be accessed via a direct hourly train connection from Munich Airport.

3. REGENSBURG IS BOLDLY BAVARIAN

In 2019, the Bavarian State Government opened its Haus der Bayerischen Geschichte (Bavarian History Museum), which vividly recounts some 200 years of the region's colorful past. This story also includes locally brewed beer, which travel clients can experience by participating in a beer tasting, brewery tour, brewing course or simply by visiting a leafy beer garden or one of the traditional taverns. Other gustatory attractions include Bavarian sausages made at the world's oldest sausage kitchen as well as a mustard-, sausage- and/or beer-tasting session at the restaurant Weissbräuhaus. Consider sending your clients in May or late August/early September to experience a special local treat: a Bavarian folk festival known as Dult, held twice a year.

4. REGENSBURG IS JEWISH

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

5. REGENSBURG IS FESTIVE

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

6. REGENSBURG IS A YOUNG, PROSPERING AND COSMOPOLITAN CITY

Some 32,000 of its 174,000 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. Your clients can visit the milliner's shop by the cathedral (Hutmacher am Dom), where Johnny Depp's hat for Alice in Wonderland was made. Sightseeing and city tours for solo travel clients are always available and affordable, coupled with individual walks at one's own pace, such as the new Handwerksspaziergang (handcraft walk) or the museum walk in the new and world's only Dachshund Museum.

7. REGENSBURG IS SO MUCH MORE

The city is considered the best-preserved medieval municipality in Germany. Top English architect Sir Norman Foster called it "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 is part of an excursion through the awe-inspiring Danube Gorge to Weltenburg Abbey, or to the Walhalla via the Crystal Ship, which is covered with some one million Swarovski crystals. All of the above represent only a few of the 1,000 reasons to send travel clients here. Regensburg is a real hidden gem—and a delightful surprise—for your clients, and everyone.

www.regensburg.us.com
marketing@regensburg.de



Regensburg, UNESCO World Heritage City at the Danube
© Fotolia/Val Thoerner

Events 2025

Berlinale 75th International Film Festival, Berlin February 13–23, 2025

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. This colorful program of screenings and ceremonies features some of the biggest and brightest stars – and exciting new talents – of international cinema.

Cologne Carnival, Cologne February 27–March 5, 2025

Held from Fat Thursday (Weiberfastnacht) to Ash Wednesday (Aschermittwoch) this annual celebration features colorful parades, lively street performances and traditional music. The highlight of the week is the grand procession on Rose Monday, March 3, showcasing elaborately decorated floats.

Kieler Woche, Kiel June 21–29, 2025

The Kieler Woche (Kiel Week) in Northern Germany is considered the world's largest sailing event. Every year in June, Kiel welcomes sailboats from around the globe to participate in colorful activities free to the public. A fantastic array of motor yachts, dinghies and steamboats ply the waters of a scenic inner fjord.

Rhine-Ruhr 2025 FISU World University Games, North Rhine-Westphalia July 16–27, 2025

North Rhine-Westphalia will host Rhine-Ruhr 2025, the world's largest multisport event for university athletes. Five cities will welcome over 10,000 athletes and officials from 150+ nations for sporting excellence, cultural exchange and academic engagement. The opening ceremony at Düsseldorf's Merkur Spiel-Arena will ignite the Olympic spirit.

Oktoberfest, Munich September 20–October 5, 2025

The world's most famous beer festival first took place in 1810. Oktoberfest is a huge celebration, filled with Bavarian music, food and beer, which attracted over seven million visitors in 2023.

TOP 100
SIGHTS IN GERMANY

GERMANY'S TOP 100 SIGHTS

Explore Germany's Top 100 sights and attractions!

www.germany.travel/top-100

ADVERTORIAL

Rothenburg ob der Tauber – The Middle Ages Come Alive

Massive stone walls studded with 42 towers, half-timbered houses with red-tiled roofs, cobblestone streets and flower-filled window boxes: these are among the picturesque sites your travel clients will encounter in Rothenburg ob der Tauber, located in the southern German state of Bavaria on the famous Romantic Road.

To walk through one of the town's ancient gates is to enter a tale right out of the Middle Ages. Highlights include the Käthe Wohlfahrt Christmas Store and Museum, the Nightwatchman's Tour (indeed, a nighttime excursion led by a convincingly period guide) and the Medieval Crime and Justice Museum.

A variety of hands-on activities allows visitors to learn about Rothenburg's diverse attractions up close and personal. These include creating chocolate figurines in a local chocolate studio and learning how to prepare the favored pastries known locally as "snowballs."

The middle of August heralds the city's famous wine festival, while December is ripe for clients to enjoy the Reiterlesmarkt, or Christmas Market, among the most authentic such attractions in the world. Rothenburg offers many more reasons to visit, making this wondrous walled city worthy of a longer stay for your clients.

www.rothenburg.de
info@rothenburg.de

Rothenburg ob der Tauber, The Old Forge
© Rothenburg Tourismus Service/P. Frischmuth

ADVERTORIAL

Käthe Wohlfahrt – Where It Is Christmas All Year

Since 1964, the family-run company of Käthe Wohlfahrt has been famous for its uniquely decorated, year-round Christmas specialty stores.

The World of Käthe Wohlfahrt is best experienced in the romantic town of Rothenburg ob der Tauber, between Würzburg and Nuremberg, at the intersection of the Romantic Road and the Castle Road. Right next to the historic market square, this impressive Weihnachtsdorf (Christmas Village) is fun even for non-Yuletide enthusiasts. On a typical "village" stroll, travel clients make delightful finds 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. Whether classic or modern, the range of items found here extends from Christmas motifs and winter scenes to year-round non-holiday themes, and also includes high-quality souvenirs along with a large selection of genuine Black Forest cuckoo clocks.

20,000 REASONS TO VISIT

Käthe Wohlfahrt stocks more than 20,000 items made of wood, glass, pewter and other materials. More than 80 percent of the products come from Germany, mainly from long-established manufacturers in Saxony, Thuringia and Bavaria, as well as from small European companies. In keeping with tradition, most items are handmade and hand painted. Unique "Käthes Original" items are characterized by beautiful and heart-warming designs that come from the studio of the company's own artists and craftsmen.

THE GERMAN CHRISTMAS MUSEUM

Most well-known Christmas decorations originate from Germany, and some of the oldest can be found at the German Christmas Museum in Rothenburg. This permanent collection comprises outstanding exhibits along with details about their history in both German and English. It is located on the floor above the Christmas Village and can be visited independently or in combination with the store. It is open all year and well suited for FIT and group visits. Guided tours in English are available for groups by appointment. Specially trained English-speaking staff members are available to advise and support travel advisors and tour guides in advance of a visit.

TWO SPECIAL EVENTS IN 2024/2025

Käthe Wohlfahrt is celebrating its 60th anniversary in 2024. To mark the occasion, special promotions are being held in Käthe Wohlfahrt stores throughout the year. A host of special anniversary souvenirs and gifts, many in limited editions, is on sale, along with craft demonstrations and more.

A special highlight has been announced for all upcoming Advent weekends (Friday through Sunday): famed calligrapher Gosbert Stark will be onsite in the Christmas Village in Rothenburg ob der Tauber to chat with visitors and personalize products with greetings, messages or names.

Another milestone will be celebrated by the German Christmas Museum in 2025, marking 25 years since its doors first opened to visitors. Since then, the impressive presentation of historical Christmas decorations has been a favorite with young and old alike. During the anniversary year, a host of new exhibits will be unveiled as part of the permanent collection.

CONVENIENT SHOPPING, ATTENTIVE SERVICE

Smaller Käthe Wohlfahrt stores can be found in Berlin, Heidelberg, Oberammergau, Nuremberg, Bamberg and Rudesheim. To best serve your clients, all have English-speaking staff and offer preparation of VAT Tax-refund papers for non-EU customers. Also available is a worldwide shipping service and multilingual after-sale-customer service. Käthe Wohlfahrt observes travel-friendly operating hours, including most Sundays and holidays, and hours are extended during Advent season.

www.kaethe-wohlfahrt.com
www.christmasmuseum.com
tourguide@wohlfahrt.com



Rothenburg ob der Tauber, Christmas Village
© Käthe Wohlfahrt KG

Supported by:



Federal Ministry for Economic Affairs and Climate Action

Germany
The travel destination



on the basis of a decision by the German Bundestag

www.germany.travel

BERLIN Regional capital

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

Köln Part of the "Magic Cities" association

Augsburg Part of the "Historic Highlights" association

Europa-Park Theme park

NP National park



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

