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The official Press Newsletter of the German National Tourist Board

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## **Press News: Germany Preview 2010 - Special Festivals and Anniversaries Take Front Row**

Welcome to our December Press Newsletter "Preview 2010 - Special Festivals Take Front Row in Germany." For daily updates on deals, events and fun information please follow us at > [www.twitter.com/germanytourism](http://www.twitter.com/germanytourism). Should you no longer wish to receive our newsletter, please scroll down to unsubscribe. Thank you.

### **Feature: Anniversaries Highlight Germany's Cultural Breadth and Depth**

Germany is looking forward to an exciting 2010. Many important cultural highlights will ring in two century-old anniversaries, including Oktoberfest, Meissen porcelain and Schumann while a new kid on the block is the Ruhr area which will become the European Capital of Culture in 2010. The town of Oberammergau will put on the renowned Passion Play for the 41st time from May to October and the Gay Games will brighten Cologne's landscape in August. The Romantic Road, Germany's most traveled vacation road celebrates its 60th anniversary and last but not least, train lovers will delight in the 175th anniversary of the first German train trip from Nuremberg to Fuerth in Bavaria.

The Ruhr metropolitan area is a lively and multifaceted metropolitan area in the making. It is also opening up new ground as a tourist destination as a genuine newcomer on the European stage. As a result of its recent transformation from an industrial power house to an art&culture hotspot, the area was voted 'Europe's Cultural Capital in 2010'. The Ruhr metropolitan area is immensely proud of its huge range of different attractions in all areas of life. The Gasometer (gas tank) in Oberhausen or the museum in the Zollverein coal mine in Essen offer visitors the possibility to learn how industrial landmarks have been transformed into showplaces for art and culture. Starting in January, several celebrations featuring exhibitions in former plants and mines, events like light illuminations, concerts in old mine shaft and workshops will highlight the transformation of the Ruhr area.

> [www.ruhr2010.com](http://www.ruhr2010.com)

The Passion Play in Oberammergau will be performed for the 41st year, starting from May 15 until October 3. Every 10 years (since 1634) this

### **Special Deals**

#### **The German Romantic Road - Six Days for \$705**

Step back in time with a 6-day visit to the picturesque countryside of the celebrated Romantic Road with Avanti Destinations. Explore Germany's most popular "Holiday Road" from Wuerzburg to Fuessen and you will see fairy tale castles, medieval towns with half-timbered houses, Baroque palaces and ancient fortifications. The package starts at \$705 per person for a total of 5 nights in Rothenburg, Fuessen and Munich, six days compact manual car rental, Romantic Road Map, daily continental breakfast (airfare is excluded). Book your favorite departure date in 2010 now online.

> [www.avantidestinations.com](http://www.avantidestinations.com)

#### **Discover Car Country Germany with Picasso Tours**

spectacular religious event takes place in the small Bavarian village of Oberammergau in Germany. Over 2,000 villagers will perform in the 2010 Play, telling the story of the life and death of Christ. All participants must either be born in Oberammergau or have lived there for at least 20 years and the play itself lasts five hours and more than 500,000 visitors from all over the world - over 100,000 from the US alone are expected.

➤ [www.oberammergau-passion.com](http://www.oberammergau-passion.com)

Since 1710, the first European porcelain manufacturer has produced the world-famous Meissen porcelain (invented by Johann Friedrich Boettger on behalf of August the Strong, King of Saxony) in its traditional form. Table sets, figurines and accessories are still designed, processed and artistically decorated by hand. In 2010 (April 18 - October 1) the Meissen porcelain manufacturer will celebrate 300 years of its existence. Therefore visitors can enjoy several exhibitions in Meissen and Dresden with limited editions of the world famous porcelain, along with celebratory events.

➤ <http://friedrich.meissen.com>

Without any connection to Johann Friedrich Boettger in Meissen, porcelain was also successfully produced for the first time in Thuringia in 1760. Then as now, Thuringian porcelain was much sought after by collectors all over the world. Altogether 16 museums have joined to celebrate this 250th anniversary. From April to October 2010, they will be exhibiting their major collections of Thuringian porcelain. ➤ [www.thuringen-tourismus.de](http://www.thuringen-tourismus.de)

In 2010 the musical world will celebrate the 200th anniversary of the birth of the great composer Robert Schumann. He was one of the most famous and important of the 19th century composers. Several events showcasing Schumann's work in original places and settings will take place in Saxony. Other cities such as Duesseldorf, Bonn, Heidelberg and Frankfurt will host also various concerts throughout the year. Highlights include the one-week Schumann Festival in Leipzig in September, the anniversary concert in the Leipziger Gewandhaus on June 3 and 4, and several concerts at the Dresdner Philharmonie and the Staatskapelle Dresden. ➤ [www.sachsen-tour.de](http://www.sachsen-tour.de)

The world's most famous beer festival in Munich will celebrate its 200th anniversary in 2010. In October 1810 the festival took place for the first time to celebrate the marriage of Crown Prince Ludwig (later to become King Ludwig I) and Princess Therese of Saxony. This 16-day festival is held each year in Munich (September 18 - October 3, 2010) and is the world's largest fair, with some six million people attending every year.

➤ [www.muenchen.de](http://www.muenchen.de)

The Romantic Road, Germany's most visited scenic route, celebrates its 60th anniversary. More than 1.3 million travel each year this 300 mile long road through Bavaria. The Romantic Road connects great attraction from medieval Rothenburg to the fairytale castle of Neuschwanstein. Rothenburg is also hosting the official launch of the 60-year anniversary celebrations on May 7 and 8, 2010, and special events and offers will attract travelers to experience the Romantic Road throughout the year.

➤ [www.romanticroad.com](http://www.romanticroad.com)

Celebrate 175 years of German Railway and experience unforgettable railway nostalgia with theme trains from all historical periods in one of Europe's most beautiful sceneries. Center of the festivities are the cities of Nuremberg and Fuerth in Bavaria's north, which the first railway connected on its maiden voyage. During the "Blue Night" (May 15, 2010), artists will stage spectacular projections and actions to kick off the Railway Year: The past will be brought to life again with major locomotive and vehicle parades planned by German Rail and a comprehensive jubilee exhibition in the Deutsche Bahn Museum will focus on 175 years of railway history. ➤ [www.nuernberg.de](http://www.nuernberg.de)

From July 31 to August 7, the Gay Games VIII Cologne 2010 will attract some 12,000 participants from more than 70 countries. The motto is 'Be

Take a fascinating peek into the German automotive industry at Volkswagen Autostadt Wolfsburg, BMW World and Mercedes-Benz World then experience high-speed transit aboard Germany's famed ICE "InterCity Express" train. This eight day package tour starts at \$1645 per person including seven nights hotel accommodation, a welcome drink in Frankfurt, welcome dinner in Goslar, daily breakfast buffets, and farewell lunch in Heidelberg, transportation by motor coach, professional guide, excursions and city tours. Book your favorite travel dates in 2010 now online.

➤ [www.picassotours.com](http://www.picassotours.com)

### **Fly Air Berlin to Germany for \$594 Roundtrip**

Germany's second largest airline incorporated new destinations in its spring/summer schedule 2010. Fly nonstop from San Francisco to Duesseldorf for \$805 (roundtrip incl taxes). In addition Air Berlin will continue to offer service from New York-\$594, Los Angeles-\$805, Miami-\$607 and Fort Myers-\$633 to Duesseldorf.

➤ [www.airberlin.com](http://www.airberlin.com)

### **SegwayTour - Experience Munich on Wheels**

Whether it is the Koenigsplatz, the Chinese Tower or the Feldherrenhalle - discover Munich and its historic sites in a complete new way - on the Segway. Forget about exhausting foot marches and experience Munich's most beautiful sights hassle-free with the help of a professional tour guide. Tours are provided in English and German. Book your preferred date online for \$110 per day. ➤ [www.seg-tour-munich.de](http://www.seg-tour-munich.de)

### **February/March Events**

#### **Carnival**

Feb 15

Carnival is celebrated with greater dedication in parts of Germany than in any other European country. It is a time of elaborate parades, masks, balls, the election of Carnival

part of it!' And the invitation is open to everyone - regardless of your gender, sexual orientation, religion, nationality, ethnic heritage, political convictions, athletic skills, age or physical condition.

➤ [www.gaygamescologne.com](http://www.gaygamescologne.com)

With 2010 at the door and promising to be a great year, there are also some events for 2011 that will focus the attention on Germany. The Car Country Germany already prepares for the 125th anniversary of the automobile, which will be celebrated with exhibitions and events all over the Germany. More information will follow soon.

Also in 2011 Germany will host once again the FIFA World Cup, this time in women's soccer. The matches will take place in nine German cities from June 26th - July 17th. Germany expects thousands of enthusiastic fans and tickets are already for sale. ➤ [www.fifa.com](http://www.fifa.com)

### **Feature: Cultural Gem in the Middle of Germany - UNESCO World Heritage City Weimar**

The city of Weimar in the German state of Thuringia, about two hours southwest of Berlin, is a cultural gem and one of the places in this world with the highest density of UNESCO World Heritage Sites. Home to cultural giants from Goethe to Bach and the founding place of the Bauhaus movement, it boasts in total 13 UNESCO World Heritage buildings as well as several palaces and great gardens.

Celebrating the 90th anniversary of the Bauhaus movement this year, 34 exceptional pieces and art works from the beginning of the Bauhaus are right now on display at the Museum of Modern Arts in New York through January 25. A signature piece of the Bauhaus Movement - the red, yellow and blue wooden cradle by Peter Kehler - will be back at the Bauhaus museum in Weimar in December. The other 33 pieces of the exhibit from Weimar, which date back to the early days of the Bauhaus, will remain in New York until the end of the highly acclaimed MoMa show.

➤ [www.moma.org](http://www.moma.org)

Weimar is home to original sites from the first few years of the Bauhaus: the buildings of what is now Bauhaus University, including the Gropius room, which are inscribed on the UNESCO World Heritage list, along with Georg Mueche's Haus am Horn, the first house that illustrated the key Bauhaus concepts. The permanent exhibition at the Bauhaus museum provides an overview of early Bauhaus work in Weimar. ➤ [www.weimar.de](http://www.weimar.de)

Beyond Bauhaus and modernism there is much more to explore in Weimar. In fact, the city is the home of German classicism, as well as being the place where the German National Assembly passed the constitution of the Weimar Republic. Franz Liszt was the musical director in Weimar for ten years, Henry van de Velde enjoyed a highly productive period here, Bach wrote three quarters of his organ works and Luther had trusted allies in the town during the Reformation. Weimar's importance in world history can be gauged by its entries on the UNESCO World Heritage list. ➤ [www.weimar.de](http://www.weimar.de)

However, Weimar is not a museum, but a cosmopolitan town that gives a courteous, friendly welcome to all its guests. The listed old quarter with its outstanding restaurants, cafés and pretty little shops is a must on the itinerary of any visit to Weimar, as are the parks and palaces and the houses of Goethe and Schiller and the library of Anna Amalia. The Weimar Card gives tourists access to all these sights for one and a half day for only \$15. ➤ [www.weimar.de](http://www.weimar.de)

In 2010 Weimar will celebrate several festivals, highlights are: The Thuringian Bach Festival (March and April), Yiddish Summer Festival (July and August) and the Weimar Arts Festival (August 20 - September 12).

➤ [www.weimar.de](http://www.weimar.de)

king and queen and official madness. Towns famous for their Carnival celebrations include Aachen, Cologne, Duesseldorf, Mainz, Munich and Muenster.

➤ [www.cometogermany.com](http://www.cometogermany.com)

### **60th Berlin - International Film Festival Berlin**

Feb 11 - 21

Berlin is a cosmopolitan, exciting capital, a city of culture with international appeal. In the middle of it all: the Berlinale Filmfestival. More than 19,000 film professionals from 136 countries, including about 4,000 journalists, are accredited for the Berlin International Film Festival every year. With more than 270,000 tickets sold, the Berlinale is not only a film industry meeting. It also enjoys by far the largest audience of any film festival in the world. For two weeks, art, glamour, parties and business meet at the Berlinale.

➤ [www.berlinale.de](http://www.berlinale.de)

### **ITB Berlin**

Mar 10 - 14

As the world's leading travel industry platform, the ITB Berlin Convention is the ideal platform for dialogue with the tourism industry. Decision-makers of the global tourism industry enjoy networking opportunities among professionals to discuss the latest industry trends, as well as pressing issues and market topics among leading experts. High-ranking speakers from tourism and industry have already announced their participation in the ITB Berlin Convention 2010. ➤ [www.itb-berlin.de](http://www.itb-berlin.de)

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**Next Issue**

In 2010, be on the outlook for our annual theme: Creative Germany

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