

## Two out of ten: Saxony-Anhalt on the long list for the German Tourism Award

**A breath of fresh air for the German tourism industry: among the 73 innovative projects nominated for the German Tourism Award 2023, two from Saxony-Anhalt have reached the top ten, which went on to make a public online pitch. This gives us the opportunity to present these special projects in our press kit.**

For its annual German Tourism Award, the German Tourism Association (DTV) looks for innovative, sustainable products and projects in the field of tourism, from experiences and services through to transport solutions and marketing campaigns. This year, two projects from Saxony-Anhalt are among the top ten that presented their solutions in a public online pitch.

### **The Brocken Gang – a communication and product strategy for the Harz region that is aimed at children**

The Harz Tourism Association is focusing on addressing and inspiring children as influencers directly, which is a new and innovative approach in German tourism. Children are seen not only as users of the experiences and infrastructure, but also as primary consumers of the informative marketing material.

At the heart of this communication strategy is the Brocken Gang and its four members Luke, Hanna, Henry and Emma, who the young target group can identify with. The four friends act as a team of reporters for Paul, who runs a radio station in the Harz region, researching and reporting on their experiences and their findings on their own website in a way that will appeal to children. Primarily with the help of podcasts, audio recordings and videos, children are transported into five different worlds which represent the natural, historical, mystical, action-packed and technical aspects of the Harz region.

In cooperation with the actor Heinz Hönig, a number of audio dramas on the subject of the Harz legends have also been produced, which add an imaginative touch to the website. As a complement to the virtual offering, there is also a print magazine about the Brocken Gang that highlights the special features of the Harz region using interactive campaigns. The Brocken Gang is also increasingly becoming an authentic Harz experience in the region itself. For example, children and adults who enjoy hiking can set off through the Harz with the special Brocken Gang booklet and collect stamps from the Harzer Wandernadel checkpoints with the aim of earning the exclusive Brocken Gang badge. [www.brockenbande.de](http://www.brockenbande.de)

## **The innovation platform: Developing innovative ideas in tourism**

The Saxony-Anhalt Tourism Association (LTV) has taken a new approach to encouraging innovation in tourism. The digital platform for tourism businesses in Saxony-Anhalt has been created with the aim of promoting the development of innovative offerings and experiences. It helps companies to find modern, creative solutions that will overcome current and future challenges, such as crises of all kinds and changing visitor requirements.

In 2021, the tourism association began training innovation coaches for this purpose who can provide local support for businesses which are attempting to innovate. In innovation workshops, problems are solved and ideas for new or existing products are developed and tested. The creation of the innovation platform is a completely new approach to supporting innovation in the tourism industry. It is easy to use and can be accessed from any location. The platform was designed at the end of 2021 by the tourism association and the service provider Teejit. After a trial period, it was made publicly available to the industry. It is funded by the Saxony-Anhalt Ministry of Economic Affairs and is free of charge for users.

It functions as a kind of digital innovation coach and offers more than 30 creative methods that can be accessed with the help of a method finder and used by teams to develop projects, products and ideas online. There are also guidelines for running creative workshops, with instructions for moderators and explanations of methods. In addition, an innovation blog shares information about the latest trends in tourism. [Startseite - Innovationsplattform Sachsen-Anhalt \(innovation-tourismus.de\)](https://www.innovation-tourismus.de)

## **Official award ceremony on November 23**

The five finalists for the German Tourism Award 2023 will be announced in October. The award will be presented on November 23, 2023, as part of German Tourism Day in Bielefeld.

[www.deutschertourismuspreis.de](https://www.deutschertourismuspreis.de)

# PRESS-INFORMATION



SACHSEN-ANHALT  
Investment and Marketing  
Corporation



**Altmark**

Stolze Städte. Weites Land.

## The Altmark: An inspiring experience both indoors and out

In the Altmark, fall and winter are seasons of abundance. The avenues of old fruit trees are laden with fruit and the forests are the ideal place to forage for mushrooms. At regional festivals, plums, apples and pears are judged and then eaten or stored ready for the winter. All over the region, communities hold harvest festivals, which are often accompanied by cultural events in picturesque settings. Then comes a whole series of winter and Christmas markets.

As the weather gets cooler, walkers can enjoy an impressive natural spectacle. The "Wandernester" Altmark hiking trails, which are tried-and-tested, well-signed routes, help visitors who are not familiar with the region to find their way easily. Anyone who is interested in history as well as picturesque landscapes should try visiting the many castles and manor houses in the Altmark, such as the hunting lodge at Letzlingen and the castles in Kunrau and Tangerhütte.

### Relax in comfort after a busy day

When nature takes a rest, we should do the same. In the many spa hotels with indoor pools, visitors can relax after taking a strenuous walk through the Altmark countryside, attending a cultural event or visiting a historic town. These are some of the particularly popular spas.

The ASTRAEA eco retreat hotel also offers luxurious tipis, yurts and yoga rooms, a spa area and a restaurant serving organic food. After a busy day enjoying the culture and countryside of the region, the ArtHotel Kiebitzberg in Havelberg is the perfect place to rest and relax. The spa has its own sauna with a hotel sauna landscape. The hotel also hosts concerts, poetry readings, cabarets and a variety of different exhibitions.

Guests at the Schlosshotel Tangermünde sleep in cozy rooms and enjoy healthy meals, a friendly atmosphere and, of course, a spa, swimming pool and sauna landscape. Strength comes from rest or, better still, from a combination of exercise, treatment and rest. At the Haus am See, a spa and sports hotel in Arendsee, guests have the chance to exercise in a natural setting, for example by taking walks in the woods. After this, they can rest in one of the hotel's many relaxation areas.

### Enjoying plums, pears and pumpkins

The trees are laden with fruit and nature is clothed in a beautiful display of fall colors. Harvest time in the Altmark brings pleasures for all the senses. Visitors can learn all about plums at the Plummusfest in Goldbeck on September 15, which includes a competition among local people to make the best plum purée. From "Clapps Liebling" and "Williams" to "Köstliche von



Charneux", the Altmärkischer Birnentag, held at the Welle country estate on September 24, is all about pears. There is the chance to try freshly baked pear cake and freshly picked pear varieties and to walk in the footsteps of the family of Otto von Bismarck, former chancellor of Germany.

Another event not to be missed is the 34th Tangermünder Burgfest, which takes place from September 8 to 10, and includes a medieval market in the old town and on the banks of the River Elbe. Musicians, clowns, performers and groups of artists ensure that everyone enjoys themselves in the hustle and bustle of the festival. In addition, music groups and bands of different sizes from across the region have the chance to perform on stage. The largest farmers' market in the Altmark, the Steinfelder Bauernmarkt, is traditionally held on the last weekend in September and brings more than 130 traders and craftspeople to the town of Bismark. Alongside historic and modern farm machinery, the young growers' competition is not to be missed. Visitors also have the chance to try traditional Altmark dishes. At the Seehausen pumpkin market on October 7, 2023, there will be some huge pumpkins on display. The grower of the heaviest pumpkin will win the competition. Other attractions include face painting for children, a carousel and live music.

### **Looking forward to Christmas in the Altmark**

Visitors to Bismarck's Christmas world at Döbbelin castle, with its inviting café, can experience Christmas all year round, but the Christmas markets in the Altmark are only open during the season itself. The advent market in Kladen, which starts on the first Sunday in Advent, is sure to be very busy with around 90 fairground rides and stalls. Lovers of Christmas should also visit the Christmas market in Gardelegen on December 8, 2023.

The Seehausen baked apple market on December 9, 2023, in Postplatz and Klosterschulplatz, will fill the town with the delicious smell of baked apples, apple punch and waffles. In Stendal, the traditional Christmas market in the central market square offers Christmas-themed stalls and a huge Christmas pyramid made of wood. It takes place from December 14 to 17, 2023.

Visitors to the historic Christmas market at Diesdorf open-air museum can experience Christmas just as it was a century ago, with stalls run by 60 regional craftspeople, traditional crafts, activities for children and a visit from Santa and his pony. The market takes place on December 16 and 17, 2023. The Biedermeier Christmarkt, which will be held around the church in the town of Werben on December 16 and 17, 2023, takes visitors back to the period from 1815 to 1848 and is definitely not to be missed.

### **Contact:**

Altmark Regional Marketing and Tourism Association,  
Jessica Richter  
Tel.: + 49 39322 726011  
Email: [marketing@altmark.de](mailto:marketing@altmark.de)

## Once the most important town in Anhalt, Zerbst honors its most famous daughter with a tourist route

Some world heritage locations have not yet been recognized by UNESCO. The Anhalt-Dessau-Wittenberg World Heritage Region is proud of its four UNESCO sites, which lie within a radius of only 35 kilometers, but it also has many other locations of cultural interest that are well worth visiting.

These include the family home of the Empress of Russia, Catherine the Great, which is the town of Zerbst in Anhalt. It lies between the River Elbe and Fläming Heath, around 20 kilometers from the Bauhaus city of Dessau-Roßlau, and can look back over an eventful 1000-year history. Zerbst was once the biggest and most important town in Anhalt. The imposing medieval city walls with their gates and towers, the former monasteries and the churches and other historic buildings still bear witness to this. Since 1445, a stone statue of Roland, an early symbol of justice, has been watching over the market square. The legendary golden "Butterjungfer" or butter maid has stood faithfully by his side for centuries.

### A world-famous princess from Zerbst

A princess from Zerbst became Empress Catherine II of Russia and ruled the country for more than three decades. She has gone down in history as one of Europe's most powerful female rulers. Zerbst pays homage to its most famous daughter with a five-meter-high monument, a collection entitled "Catherine II" that is the only one of its kind in Germany and a tourist route based on her story. The "Catherine the Great" route, which has ten different locations in Zerbst, the German home of the former Russian Empress, is a unique experience.

It takes visitors to authentic historic locations with links to the life of the princess from Zerbst and her family. It also highlights the connections between the history of the town and the royal house of Anhalt-Zerbst, which the renowned Russian Empress Catherine II (1729–1796) was a member of. In 1744 she left Zerbst and set out on her bridal tour to Russia, where she later became regent of the huge Russian empire. She was both a flamboyant personality and a powerful and successful ruler. The guided tours of the route describe her life, her role as Empress and her personality. Visitors have the opportunity to see unique sights, such as the larger-than-lifesize bronze monument, the baroque royal riding arena and the court and collegiate church of St. Bartholomew.

### Honoring the Empress with a specially composed serenade

In the 18th century, Johann Friedrich Fasch was the master of music at the court in Zerbst and composed a serenade on the occasion of the marriage of Princess Catherine to the future Tzar Peter III of Russia. He also produced

---

Investment and Marketing  
Corporation Saxony-Anhalt mbH  
Am Alten Theater 6  
39104 Magdeburg

Press:  
Frauke Flenker-Manthey  
Phone: +49 391 568 99 71  
flenker-manthey@img-sachsen-anhalt.de

Sabine Kraus  
Phone: +49 391 568 99 20  
sabine.kraus@img-sachsen-anhalt.de



numerous compositions that contributed to the flowering of music in the baroque era. Every two years, the International Fasch Festival is held in memory of the world-famous composer from Zerbst. In the 16th century, Martin Luther and Philipp Melanchthon also spent time in the town on several occasions. The Luther Path also passes through Zerbst and interesting sites with links to the Reformation can be visited here.

### **Following the themed tours on foot or by bike**

The beautiful fall weather in the World Heritage Region is ideal for discovering the many cycle routes and themed tours by bike and on foot. "Truly active" visitors can discover the history and culture of the region on their walks. You can find out more about the routes at [www.anhalt-dessau-wittenberg.de](http://www.anhalt-dessau-wittenberg.de) and from the Zerbst Tourist Information Center, which also offers guided tours.

On the subject of cycling, a new brochure will soon be published about the Fläming Cycle Path which begins in Zerbst in Anhalt and passes through the Fläming nature reserve. Information about the brochure can be found on the above-mentioned website of the tourism association of the World Heritage Region.

### **Contact:**

#### **Zerbst Tourist Information Center**

Markt 11  
39261 Zerbst/Anhalt  
Tel. +49 3923 760178  
[touristinformation@stadt-zerbst.de](mailto:touristinformation@stadt-zerbst.de)  
[www.stadt-zerbst.de](http://www.stadt-zerbst.de)





# PRESS-INFORMATION

## Discovering the heart of the Börde district on the Elder Tree Cycle Path

The Elder Tree Cycle Path is a network of cycle routes in the Hohe Börde district which covers a total distance of 100 kilometers. It is ideal for families and anyone new to cycling. It links together the most interesting tourist attractions in Hohe Börde and offers a variety of routes ranging from 6 to 60 kilometers in length. Alongside the elder bushes, there are also avenues of fruit trees, spacious parks, beautiful scenery and small rural villages to discover. A total of 19 stamp boxes can be found in 17 villages along the route, where cyclists and walkers can collect stamps on their loyalty cards. The Elder Tree Cycle Path is particularly popular in the fall because of a “truly special” occasion.

October 14 is the day of the annual Sweet Tour. This is the ideal opportunity to explore the Elder Tree Cycle Path, which runs along the sugar and sugar beet route. Here visitors have the chance to find out all about sugar production and, in addition, many visitor attractions are open. The ideal place to start the tour is at the Tourist Information Center on Breiter Weg in Magdeburg. There you can buy souvenirs, together with honey and chocolate in the shape of Magdeburg hemispheres, which make the perfect accompaniment to the Sweet Tour. Visitors who mention that they are on the Sweet Tour will receive a ten percent discount on these products. From there, you make your way to Magdeburg central station and travel on the regional RB40 train to Niederndodeleben, which is the starting point for the Elder Tree Cycle Path. This is also the home of the Elder Tree Center, which carries out research and produces a range of foods and drinks with elderflowers and elderberries, including syrup, jelly and sparkling wine.

### Where cycle paths and waterways cross

The next stage of the route leads to Ochtmersleben and the Holli Holler Hohe Börde e.V rural women's group. One specialty of the local group is its home-made sugar beet syrup which visitors have the chance to try. In addition to the syrup, the group cooks hearty dishes in its wood-fired oven and also serves coffee and traditional cakes. The route then continues to Bebertal, where a stop at Veltheimsburg Castle is recommended. The castle is set in a beautiful park with a tower and also has rooms where visitors can spend the night. Anyone on the Sweet Tour who is feeling hungry can take a break at the VierZeitHof café and enjoy freshly cooked potato pancakes with sugar, apple sauce or elderflower syrup. A flea market is also held nearby.

The Elder Tree Cycle Path has links with other national cycle routes. Experienced cyclists can make their way from Bebertal on the Aller-Elbe Cycle Path to the interesting waterway junction in Magdeburg. However, the next stage of the Elder Tree Cycle Path and the Sweet Tour takes visitors to Hundisburg Castle in Haldensleben. The beautiful castle gardens and park are perfect for a short break. The historic brickworks in Hundisburg is also well worth a visit. On the “Sweet Tour Day”, visitors can take part in guided tours and also ride on an old narrow-gauge railway. The last stop of the

---

Investment and Marketing  
Corporation Saxony-Anhalt mbH  
Am Alten Theater 6  
39104 Magdeburg

Press:  
Frauke Flenker-Manthey  
Phone: +49 391 568 99 71  
flenker-manthey@img-sachsen-anhalt.de

Sabine Kraus  
Phone: +49 391 568 99 20  
sabine.kraus@img-sachsen-anhalt.de

Sweet Tour on the Elder Tree Cycle Path is Groß Santerleben. There guests can visit the Börde Pilze mushroom farm.

The final stage of the Elder Tree Cycle Path leads back to Niederndodeleben via Hermsdorf and Hohenwarsleben. Anyone who is interested in the Sweet Tour but does not want to cycle on the Elder Tree Cycle Path can make their way to Klein Wanzleben, the oldest sugar processing site in Germany. The town is home to a number of interesting visitor attractions. One of these is the Sugar Museum in Wanzleben town hall, which has a wealth of information about the sugar industry and a special exhibition from the Börde-Museum Burg Ummendorf, a regional history museum.

### **Crops characterize the entire region**

The KWS SAAT plant breeding center is also well worth a visit. Different crop varieties and their cultivation processes can be seen in the company's trial fields. KWS is one of the world's leading plant breeding organizations. Guided tours of the site can be booked in advance. The Zuckerdom, a church in the village of Klein Wanzleben, is another interesting stop on the sugar route. The Schwarzer Adler hotel in Osterweddingen makes an ideal lunch venue. On Sweet Tour day, it will be serving Flammkuchen, the German version of pizza, from its wood-fired oven between 11.30 and 14.00.

The town of Egeln is also involved in the Sweet Tour day. There guests can visit the Wasserburg, a castle where a one-hour guided tour at 2.00 pm will introduce visitors to the era of the sugar barons. The historic narrow-gauge railway in Magdeburgerforth is also well worth a visit. In the 19th century, the museum station, which is no longer in operation, was used to transport sugar beet. On October 14, visitors can take a trip in two historic carriages pulled by an old diesel locomotive. At the end of the day, cyclists can enjoy home-made cakes and coffee at the Barbycfé in Loburg.

### ***Further information:***

Magdeburg Tourism Association  
Elbe-Börde-Heide e. V.  
Domplatz 1b,  
39104 Magdeburg  
Tel.: +49 391 738790  
Email: [info@elbe-boerde-heide.de](mailto:info@elbe-boerde-heide.de)  
[www.urlaubsregion-mittellelbe.de](http://www.urlaubsregion-mittellelbe.de)



# PRESS-INFORMATION



SACHSEN-ANHALT  
Investment and Marketing  
Corporation

Dessau  
Roßlau  
Stadtmarketing

## A stroll through Georgium park, part of the UNESCO World Heritage site

**Georgium Castle and park, together with the neighboring Beckerbruch water meadows, are part of the Garden Kingdom of Dessau-Wörlitz UNESCO World Heritage site. Many people believe that this park in the heart of the city of Dessau is the most beautiful in the whole Garden Kingdom. You can discover the special charm of the Georgium park simply by taking a stroll through it.**

The castle and garden were created by Johann Georg von Anhalt-Dessau, the younger brother of Prince Franz. Hans-Jürge, as he called himself, accompanied his older brother on some of his journeys through Europe. The impressions he brought back with him from his travels were reproduced in this idyllic setting with the help of the architect Friedrich Wilhelm von Erdmannsdorff.

### The mausoleum park becomes a stage

The walk begins at the Sphingenportal (sphinx gate), the historic main gate of the park. On the other side of the park is the mausoleum, which was built in the late 19th century as the final resting place of the dukes of Anhalt. Today the surrounding mausoleum park is home to Dessau Zoo. In the summer, open-air performances are held here by the Anhalt Theater Dessau and there is also an open-air movie theater.

With the mausoleum behind you, you walk past the sphinxes and, following the avenue, head toward Georgium Castle. The statue of Flora on the left is typical of the many sculptures and small architectural features that you will encounter on your way through the Georgium park. Georgium Castle houses the Anhalt Art Gallery, which has an extensive collection of paintings, drawings and prints with a focus on old German and Flemish painters, including works by the two Cranachs, Dürer, van Dyck and Rubens.

### Carefully designed vistas and impressive panoramas

As you pass the ruin of the former kitchen building, a path forks off to the left and leads past an orchard. This is where Prince Franz' idea of combining function with form comes to fruition. Shortly afterward, there is a clear view of the statue of Diana on the left and the Ionic Temple on the right. These vistas are a characteristic design feature of the Garden Kingdom and can be found in many locations in the Georgium park. If you make your way to the Ionic Temple, you will find further vistas of the Seven Columns, the castle and the Vertiefter Sitz, which cannot be seen from here.

The Fremdenhaus, where the prince's guests stayed, was created by von Erdmannsdorff as an educational experiment, with each facade having a different architectural style. As you continue on the path, you pass through the Roter and the Weißer Bogen (the red arch and the white arch) and come

---

Investment and Marketing  
Corporation Saxony-Anhalt mbH  
Am Alten Theater 6  
39104 Magdeburg

Press:  
Frauke Flenker-Manthey  
Phone: +49 391 568 99 71  
flenker-manthey@img-sachsen-anhalt.de

Sabine Kraus  
Phone: +49 391 568 99 20  
sabine.kraus@img-sachsen-anhalt.de

to the Fürstenplatz, where there is a statue of Prince Franz dressed as a Roman senator.

Here the landscaped park becomes the “landscaped wilderness” of the Beckerbruch water meadows. You then walk past the Vasenhaus and the Viereckteich (a square pond which was created in the 20th century) and reach Wallwitz Lake. This has formed from a branch of the nearby River Elbe. There are several places to stop and rest around the idyllic lake. As you follow the path along the shore, you will see the top of a tower in the distance. This is part of Wallwitzburg Castle, which was restored with the help of many dedicated volunteers. If you climb up to the castle, you will be rewarded with a panoramic view of the River Elbe.

### **A detour along the banks of the River Elbe**

Wallwitz Lake also has its own secret: on one of its two islands is a statue of Hermaphroditus. The island can only be reached in freezing weather when the ice on the lake is thick enough.

If you would like to walk further along the banks of the River Elbe, you can take a detour of around one-and-a-half kilometers to the Kornhaus. This restaurant in the Bauhaus style was designed in 1929/1930 by Carl Fieger. It offers excellent meals and a breathtaking view of the river.

Anyone who would like to walk this route can easily travel to Dessau by train. Georgium park is only a few minutes on foot from the central station. The paths can be combined to create a circular walk. If you finish your walk at the Kornhaus, you can return to the central station on the Bauhaus bus route. If you want to spend more time in Dessau, you can include a tour of the Bauhaus buildings. After all, Dessau-Roßlau has two World Heritage sites to offer!

### ***Further information:***

Franziska Staudte  
Tourism Marketing // Head of Tourist Information  
Tel.: +49 340 882920 - 24  
f.staudte@smg-dessau-rosslau.de  
visitdessau.com

## The Rappbode dam – an interesting destination in the Harz region

Every year, the Rappbode dam attracts large numbers of visitors, including hikers, thrill seekers and admirers of German engineering. Located in the northern part of the Harz region, not far from the towns of Blankenburg, Thale and Elbingerode and in the midst of a nature reserve surrounded by beautiful scenery, the dam is also a popular destination in the fall.

### For lovers of hiking

Hikers can reach the Rappbode dam from a variety of different directions. There are shorter circular routes leading to the dam wall and to other accompanying dams and starting in Hasselfelde, Trautenstein and Neuwerk that take from two to three hours. Both the northern and southern routes of the well-known Harzer-Hexen-Stieg (Harz Witches' Trail), which has the "Qualitätsweg Wanderbares Deutschland" seal of approval and is recognized as one of the "Top Trails of Germany," lead past the Rappbode dam system. Hikers on this route have the option of taking a detour from Neuwerk to the dam wall. They can combine their walk with a visit to the TITAN RT suspension bridge and continue on the other bank of the river without the need for diversions.

Collectors of hiking stamps for the Harz Walking Badge will find plenty of stamp checkpoints around the reservoir and on other nearby dams. There is a special checkpoint on the TITAN RT suspension bridge and six further checkpoints, including at the Rotestein viewpoint and the Wendefurth dam, where the impressive dam and reservoir system can be seen from a variety of different perspectives.

### For thrill seekers

Anyone looking for adventure will certainly find it at Harzdrenalin. This company offers a contrasting program of highly addictive outdoor events. Visitors can walk across the TITAN RT, one of the longest suspension bridges in the world. The structure, with its elaborate system of cables, spans a distance of 483 meters from one side of the valley to the other at a height of 100 meters. At dusk, the bridge is illuminated with subtle lighting which allows visitors to cross safely after the sun has set. Even in foggy weather, the bridge crossing does not disappoint, because the other end of the bridge and the highest dam wall in Germany disappear completely in the mist.

Directly below the TITAN RT is an outstanding experience for visitors. The GigaSwing is the most spectacular pendulum jump in Europe. The bravest visitors to the Harz can plunge into the depths of the valley either alone or in pairs. People walking across the TITAN RT can watch the adrenalin junkies on the Megazipline as they fly past. Europe's longest double zip wire covers



a distance of 1000 meters across the 120-meter-deep valley. Next to the zip wire is the Solitair viewing tower, which offers two experiences guaranteed to give visitors an adrenalin buzz. Wall running involves descending the outer wall of the tower from a height of almost 40 meters, while the Ultrashot catapults particularly brave visitors 38 meters into the air and gives them a feeling of weightlessness.

### **For engineering fans**

The Rappbode dam has the highest wall and is the largest drinking water dam in Germany, with an eight-kilometer-long reservoir. All of this makes it very interesting for lovers of engineering who visit the region. It lies at the heart of the Bodewerk, a multifunctional system consisting of six dams. In addition to the Rappbode dam, the upstream Rappbode and Hassel dams, the Kalte Bode flood control reservoir and the Königshütte and Wendefurth dams also form part of the network. Engineers first had the idea of building a dam here at the end of the 19th century. The huge project became a reality in the 1940s and 1950s. For several decades, it has provided a secure supply of drinking water in central Germany and protected the communities below it from flooding.

[www.en.harzinfo.de/](http://www.en.harzinfo.de/)

### ***Your contact:***

Harzer Tourismusverband e. V.

Christin Wohlgemuth

Tel. +49 5321 3404 17

Email: [c.wohlgemuth@harzinfo.de](mailto:c.wohlgemuth@harzinfo.de)



## A trip to the zoo in the fall

**The days are getting shorter and the nights cooler. The trees in the city of Magdeburg are clothed in the fall colors of gold, red and orange. The leaves are at their most beautiful and flutter in the gentle breeze that blows through the city streets. This is the perfect time of year to visit Magdeburg Zoo and experience the fall in all its splendor.**

As you enter the zoo, you sense the special atmosphere of the fall. The scent of the falling leaves blends with the cheerful twittering and chirping of the birds in Vogelgesang Park. This is a historic location dating back to the 14th century, which was established as a bird song park (this is the meaning of its German name) by a nearby monastery. Despite all the upheavals in its history, the park has retained its unique charm. It has extensive lawns and picturesque gardens, including the rose garden, the sunken garden and the rhododendron valley. Inside the zoo, visitors can step into the world of the animals against the backdrop of beautiful fall colors, accompanied by the gentle rustling of the leaves underfoot.

### Fascinating information about wildlife and conservation

Magdeburg Zoo is home to many interesting species. Graceful giraffes stroll around their enclosure, while rhinos stand peacefully and observe the goings on with watchful eyes. Magnificent elephants meander past, enjoying the warmth of the sun on their backs. Their appearance is just as impressive as the gentle way that they interact with one another. The power of the tigers and lions fascinates visitors to the zoo and their lithe movements give a hint of their wild nature. These fascinating predators highlight the beauty and the equilibrium of nature.

But the zoo is not only a place where the animals can be admired. It is also an educational establishment. Particularly during the fall vacation period, children have the opportunity to learn about wildlife and the environment. Entry to the zoo is free all year round for children up to the age of 15. The special events on offer give younger visitors the opportunity to experience the animals at first hand and to learn more about the diversity of life on our planet. The vacation program includes a wide variety of interactive workshops, interesting guided tours and fascinating encounters with animals. Young explorers can not only find out about the animals but also begin to understand the importance of preserving diversity and natural habitats.

### Glowing colors for perfect photos

Guests can expect a special experience in the AFRICAMBO Lodge, the pleasant restaurant at the heart of the zoo. Here they can relax after an exciting day and enjoy the view of the enclosures that are home to the gelada baboons and Nubian ibex. The restaurant's extensive buffet has delicious dishes to suit every taste. While you are eating, you can watch the animals and enjoy the fall atmosphere to the full.

---

Investment and Marketing  
Corporation Saxony-Anhalt mbH  
Am Alten Theater 6  
39104 Magdeburg

Press:  
Frauke Flenker-Manthey  
Phone: +49 391 568 99 71  
flenker-manthey@img-sachsen-anhalt.de

Sabine Kraus  
Phone: +49 391 568 99 20  
sabine.kraus@img-sachsen-anhalt.de



The high point of a visit to the zoo is probably the moment when the sun starts to set below the horizon and the sky is bathed in a warm glow. As dusk falls, the zoo becomes a magical and romantic place and the animals slowly start to settle down for the night. The fall is a particularly good time of year to go on a photo safari at Magdeburg zoo and capture some unique moments with your camera against the background of the colorful fall foliage.

### ***Further information:***

Magdeburg Tourist Information Center  
Breiter Weg 22 – 39104 Magdeburg  
Tel.: +49 391 63601 402  
Email: [info@visitmagdeburg.de](mailto:info@visitmagdeburg.de)  
[www.visitmagdeburg.de/en](http://www.visitmagdeburg.de/en)



# PRESS-INFORMATION

## River cycle paths that pass water, vineyards and ancient ruins

The river cycle paths in Saale-Unstrut offer panoramic riverbank views, very few hills and rural peace and quiet. The cultural events in the region between Leipzig and Jena are many and varied. The routes follow the Rivers Saale, Unstrut and Weiße Elster on paths that in many places are little used and well constructed. Cyclists can take a break to visit cathedrals, castles and museums. In the fall, biking excursions can be combined with organ concerts, vineyard visits and music festivals.

### Cathedrals, castles and countryside: a two-day tour on the Saale Cycle Path

The most popular river cycle path in the Saale-Unstrut region is the Saale Cycle Path, which covers a distance of more than 400 kilometers from the Fichtel Mountains in Bavaria to the Middle Elbe Biosphere Reserve. A two-day, 90-kilometer tour from Naumburg to Wettin is an ideal introduction to the path. It combines the cultural high points of the Saale-Unstrut region with the varied landscapes of the Unteres Saaletal nature reserve.

The first part of the tour, which is 40 kilometers in length, begins in Naumburg. A visit to Naumburg Cathedral, a UNESCO World Heritage site, is a must because of its cultural importance. You can then set off along the banks of the River Saale in the direction of Merseburg. It is worth taking a detour to Goseck Castle which can be seen from a long way off towering over the riverbank. The former royal residence of Weißenfels is the perfect place to take a longer break. This will give you time to visit the baroque castle of Neu-Augustusburg and the Heinrich Schütz house. The destination on the first day is the town of Merseburg. The current special exhibition in the 1000-year-old imperial cathedral in the town allows visitors to follow in the footsteps of Otto the Great.

The second day of the tour offers the opportunity to experience the breathtaking countryside of the region. At the start of the day, the Saale Cycle Path passes through beautiful water meadows. After passing the city of Halle, cyclists soon find themselves in the Unteres Saaletal nature reserve, which has wonderful scenery, such as the Brachwitz Alps, the Saale breakthrough at Rothenburg and the beautiful woods by the riverside. Here too, the traces of the Middle Ages are unmistakable. Wettin Castle, which is now home to a high school, towers over the town of Wettin. A little further along the cycle path is the town of Könnern, which has a rail station.

Some of the events on offer include the Merseburg Organ Festival from September 9 to 17, when the famous Ladegast organ can be heard at lunchtime and evening concerts in Merseburg Imperial Cathedral. The town of Weißenfels is hosting events that make up part of the Heinrich Schütz Music Festival from October 6 to 15.

### Monasteries, Sky Disc and wine: a one-day tour on the Unstrut Cycle Path

The shorter Unstrut Cycle Path also has interesting cultural events and beautiful scenery to offer. It covers a distance of around 190 kilometers from



the source of the River Unstrut in Eichsfeld in Thuringia to its confluence with the Saale in Naumburg. Along the route, an app highlights 22 interesting features of the landscape and the history of the region.

A one-day, 36-kilometer tour follows the Unstrut from Memleben to Freyburg. Before you set off, a visit to the Monastery and Imperial Palace Museum in Memleben is well worthwhile. The exhibition "The Emperor's Heart" remains at the museum until the end of October. It provides interesting information about the latest archaeological research and brings medieval churches back to life with the help of augmented reality. The Unstrut Cycle Path continues along red sandstone rocks to Nebra where the Arche Nebra visitor center offers unusual insights into the fascinating world of the Sky Disc. After this, the path passes romantic vineyards and small vineyard houses until it reaches the wine-growing town of Freyburg. This is the ideal place to take a break and visit the newly opened Rotkäppchen World of Experience or the imposing Neuenburg Castle above the town.

Some of the events on offer include the traditional Vintners' Festival in Freyburg from September 8 to 10 and special themed guided tours at Neuenburg Castle on September 23 and October 27 and 28.

### **The river landscape of the year: a one-day tour on the Elster Cycle Path**

Cyclists can discover the river landscape of 2023 on the 240-kilometer-long Elster Cycle Path. It runs from the source of the Weiße Elster in the Czech town of Aš to its confluence with the Saale in Halle. The river passes through several different natural habitats that are home to rare animal species.

The 23-kilometer section of the route from Bad Köstritz to Zeitz offers a variety of different experiences. From the birthplace of the composer Heinrich Schütz, where the house that he grew up in is now a museum, the path runs along the gently flowing River Weiße Elster. A detour to Haynsburg is highly recommended for a chance to see the wonderful views of the Elster valley. Shortly before Zeitz, the Weiße Elster becomes a whitewater river. Cyclists may have the chance to watch canoeists from the town training on the slalom course. In the center of Zeitz, the attractions include Moritzburg Castle with its baby carriage museum, the Castle Park and the Cathedral of St. Peter and St. Paul. The composer Heinrich Schütz had a major influence on the music played in the cathedral and his works can still be heard in concerts there today. A musical path in the Castle Park provides a harmonious introduction to the composer's time in Zeitz.

One of the events on offer is the Heinrich Schütz Music Festival with concerts of his work in Bad Köstritz and Zeitz from October 6 to 15.

#### **High resolution press images of Saale-Unstrut**

<http://www.press-area.com/saale-unstrut/start.html>

**Username: presse | password: ert678**

#### **Contact:**

Saale-Unstrut-Tourismus e.V.  
Topfmarkt 6, 06618 Naumburg  
Tel.: +49 3445233790  
[www.saale-unstrut-tourismus.de](http://www.saale-unstrut-tourismus.de)