



# PRESS-INFORMATION

## Six great tips for an outdoor vacation: Traveling with a tent or motor home through Saxony-Anhalt

Freedom, fresh air and keeping on the move: Camping and camper vans have never been as popular with travelers as they are now. This should not be a surprise, because taking your accommodation with you is the perfect way to spend time relaxing in cities and in the countryside. Saxony-Anhalt offers a huge range of unusual sites for lovers of camping. It is not just “truly stunning” here, there is also plenty to discover. We have six tips to offer and an invitation to take part in adventures.

“Does the sound of children laughing bother you? Please tell us and we’ll get your bill ready so that you can leave straight away.” That is “Paragraph 1” of the rules at the [Campingplatz Bertingen](#) camp site and how Jonathan Müller likes to greet his guests. Together with his brother Sebastian, he is the second generation of the family to run the camp site north of Magdeburg. Their parents set it up almost 30 years ago. What was once an arable field has now become a site full of discoveries to be made. Visitors and guests from all over Germany love the special concept developed by Jonathan and Sebastian’s parents.

Because of their interest in the lives of native Americans, they set up traditional tipis on the site where groups of children could spend the night. Some of the original tipis are still there, but many other features have been added since then. “We want families in particular to spend time relaxing away from the pressures of everyday life,” explains Jonathan. This is why he and his brother put the emphasis on space and a sense of community. “We don’t have pitches, but instead large areas where up to six families can put their motorhomes, tents and caravans in a circle.” In the center of each of these areas is a campfire where visitors can get together in the evenings.

During the day the children can play together on the camp site and have adventures in the woods. In the summer vacation, the chief of the tribe regularly invites children to take part in different activities. They can try archery, search for a hoard of gold treasure, throw axes and play in the bouncy castle. All of these activities are included in the price for camp site visitors. There is a swimming pond, the big “Silver Lake,” and, of course, the site would not be complete without the “Rocky Mountains.” This is a small chain of hills that lead to the maze in the summer months.

### Relaxed camping in the heart of the city

Campers like to stop and spend the night wherever takes their fancy and that might be right in the center of a town. This is why more and more municipalities have set up facilities for camper vans in the heart of their cities. The three large cities in the region offer idyllic locations for motorhomes.



One of these is the regional capital Magdeburg, which has a parking area in the marina with power hook-ups, showers and toilets. The site is on the edge of the city park and has views of the Winterhafen port area. The city center is just a short walk away. Another site at Petriförder offers wonderful views of the River Elbe. Here campers can spend a maximum of three consecutive days. There is no power supply or waste disposal available. Both locations in the capital of Saxony-Anhalt are outside the environmental zone and so they can be accessed without a green or yellow low-emission sticker.

In Dessau, the camp site is in a historic location at the heart of the Garden Kingdom of Dessau-Wörlitz on the “Hugo Junkers” airfield. The eight pitches have wifi, water, power, toilets and showers available and are open all year round. They are the perfect starting point for a tour of the surrounding Wörlitz Park. The city of Halle on the River Saale is in the process of setting up a new offering for lovers of the great outdoors. The “[Camping in Halle](#)” project is an online platform where private landowners can offer their field, front garden or farmyard as a pitch for tents or motorhomes. The aim is to establish a kind of “couchsurfing project for campers” away from the large camp sites that ties into the latest microtrend for providing individual, private accommodation. The number of locations on offer is growing and the platform has its own website. Campers can now stay at the ice rink or at a riding stables, for example.

### **Camping near the River Saale and a UNESCO World Heritage site**

Not far from Naumburg, just upstream from where the River Unstrut flows into the Saale, is one of the many idyllic camp sites in the Saale-Unstrut area. This is the [Blütengrund](#), which is the ideal place to begin discovering the local area. Visitors can pitch their tents or park their motorhomes right by the river. In the shade of the old trees, there is plenty of space for caravans, a large area for camping and a choice of locations for groups. At the Blütengrund, there are no individual pitches and guests can also stay in bungalows. From here, they can explore the famous wine region along the River Unstrut, try sparkling wine in Freyburg and sample the local produce at one of the many wineries. In the heart of nearby Naumburg is the town’s famous cathedral, a UNESCO World Heritage site, which is surrounded by old narrow alleyways. The town also has a historic tram system. Visitors who prefer to spend their time out in the countryside can hire a canoe not far from the camp site and paddle their way along the Saale and the Unstrut, which are perfect for this kind of slow travel. The area is also ideal for cyclists.

### **A foray into the Altmark**

The Altmark region in the north of Saxony-Anhalt, with its beautiful countryside and long history, is the perfect place to relax. Camping fans are sure to find a site that suits their tastes here. One of the twelve sites in the region is located on the Elbe Cycle Route, near the village of Bittkau in the south-east of the Stendal district. The idyllic [Family-Camp Kellerwiehl](#) site is set beside a small lake. The 20-hectare site lies in the heart of the countryside and has space for 120 tents, motorhomes and caravans. Anyone who prefers four walls can stay in one of the log cabins, in a vacation apartment or also in an individual room.



The special highlight of the site are the Pippowagen – small wooden huts in the style of horse-drawn carriages that can be booked for single nights, which makes them very popular with cyclists. Children can swim in the lake, enjoy the small playground and try out the zip wire. Because the Elbe Cycle Route is so close to the site, it is well worth visitors bringing their bikes with them. The Hanseatic town of Tangermünde, Jerichow abbey and the town of Tangerhütte with its historic park are all ideal destinations for a day trip by bike. The site is open from the beginning of April until the end of October and the restaurant serves breakfast, lunch and dinner every day. Fresh bread rolls are also available to buy for breakfast.

### **Caravanning in the shadow of steel giants**

Visitors can stand on the fine sand of the beach and look out over the lake, against the backdrop of huge steel excavators. This unique setting can be found on the [Ferropolis peninsula](#) near the town of Gräfenhainichen. The site is now also open to camping fans, who can spend the night under the excavators on the peninsula in Lake Gremmin between Dessau and Lutherstadt Wittenberg. Outside the festival season, motorhomes, caravans and tents are welcome in this unusual location.

The lake and the peninsula are what is left of decades of coal mining in the region. After the mines were shut down and returned to nature, the area was transformed into an impressive open-air museum, with huge coal excavators and information about the mining industry. Ferropolis is also a site for concerts, festivals and other large events. One tip for visitors: In July, “Anderscamper” stages the large “Vanlife Festival” here – a meeting place for motorhome, caravan and outdoor enthusiasts.

### **Camping in the Harz mountains**

Here you have the national park, the Brocken mountain and the narrow gauge railway on your doorstep. The [Domäne Stiege](#) camp site is the ideal starting point for discovering the Harz region. The site is in a secluded setting surrounded by beautiful countryside between Hasselfelde and Stiege. The farm dates back hundreds of years and lies in the midst of beech woods and spruce forests. Iron ore was smelted here more than 700 years ago and in the 17th century the farm belonged to Stiege castle. The house was home to forest workers and later became a youth hostel.

The site has 60 parking spaces for caravans and motorhomes, 70 pitches for tents and 60 beds in a guest house. There is plenty of room for whole families plus their pets to stay while exploring the Harz. The site is particularly popular with motorcyclists, walkers and mountain bikers because of the different combinations of accommodation options. Trail riders and their horses are also welcome here. The riders can relax after their ride in the guest house, while their horses graze in the paddock or doze in one of the stables. The site also has a playground, table tennis tables and a playroom for children. Food is available from the on-site restaurant.

**Author: Björn Menzel**



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## “Truly active” on picturesque cycle paths

**Saxony-Anhalt is turning from a cyclists’ insider tip to a hugely popular destination for cycling vacations. Alongside some well-known national and international routes, such as the Euroroute R1 Cycle Path and the Elbe Cycle Path, there are also shorter circular routes that give visitors the opportunity to discover the culture and romance of the region.**

Saxony-Anhalt is the perfect place for a cycling vacation, for example in the wide-open spaces of the Altmark and the mountains of the Harz region and on the paths that follow the Rivers Saale and Elbe. The region lies right at the heart of Germany and some of the best-known international cycle routes pass through it, including the Euroroute R1/D3 Cycle Path, which is 3500 kilometers in length, connects the French channel coast with St. Petersburg and crosses nine European countries. In Saxony-Anhalt, it passes important historical locations and picturesque towns, including the Bauhaus in Dessau and the Garden Kingdom of Dessau-Wörlitz, both of which are UNESCO World Heritage sites. Some sections of the Europaroute run in tandem with idyllic routes such as the Harz Circular Path, the Saale Cycle Path, the Luther Path and the Coal | Steam | Light | Lakes adventure route. The Elbe Cycle Path has been recognized on several occasions as one of the most popular cycle routes in Germany. It runs from the Czech Republic to the North Sea coast and its longest section is in Saxony-Anhalt.

There are also many smaller cycle paths just waiting to be discovered. For example, the Altmark Circular Tour takes visitors through the romantic home of the white storks and past old Hanseatic towns with impressive Brick Gothic architecture. The Havel Cycle Route begins at the source of the River Havel in Mecklenburg-Vorpommern and winds its way through Brandenburg and Berlin before reaching Saxony-Anhalt, where it crosses the Elbe Cycle Path and the Altmark Circular Tour. The Fürst Franz Garden Kingdom Tour is a particularly interesting route that reveals the full magnificence of 18th century architecture and garden design. The 72-kilometer-long route makes its way through a number of parks and gardens until it reaches the Middle Elbe Biosphere Reserve, which is a UNESCO World Heritage Site. In Dessau-Roßlau, it connects with the Elbe Cycle Path, the Euroroute R1/D3 Cycle Path and the Muldentäl Cycle Path.

Many visitors from Germany and other European countries are impressed by the combination of a wide range of cultural highlights and a well-developed network of cycle paths. For this reason, IMG has brought together all the popular routes in its brochure “[Radtouren in Sachsen-Anhalt. Erfülle deine Sehnsucht.](#)” (Cycle tours in Saxony-Anhalt. Fulfill your dreams). All the stakeholders are working closely with the regional associations to improve the quality of the cycle paths and the tourist attractions even further.

### **Your contact:**

Martin Fricke, IMG  
Tel.: +49 3891 56899 83,  
[martin.fricke@img-sachsen-anhalt.de](mailto:martin.fricke@img-sachsen-anhalt.de)



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## The Middle Elbe – where time stands still

**The Middle Elbe Biosphere Reserve is the perfect place for anyone looking for peace and quiet. But only a few people know that the origins of this conservation area, which now forms part of the UNESCO Elbe River Landscape Biosphere Reserve, date back to 1979. Lutz Reichhoff is one of the few who can tell the whole story.**

It is totally quiet. The River Elbe flows in silence in the direction of Magdeburg and Hamburg where it will disappear into the salty North Sea. Here this proud, beautiful river has already passed through Lutherstadt Wittenberg and Dessau-Roßlau, home to the Bauhaus, and there are only a few bends and loops ahead before it is joined by the River Saale.

Lutz Reichhoff enjoys the moment. At his feet, small eddies and ripples form geometric patterns on the surface of the water which disappear almost immediately. Beams of sunlight are trying to add the finishing touches to the beauty of this moment and they are succeeding, because the Elbe has already created a new image. If you take in everything around you and close your eyes, you could almost imagine that you are standing in front of a painting by J.M.W. Turner. The famous English painter of magnificent landscapes never visited this area, but this impressive view of the river, the blue sky dotted with clouds and the water meadows bathed in light would have been his masterpiece.

### The Steckby-Lödderitzer Forest – a nearby garden kingdom

“A treasure that needs protection and the support of some smart people!” says Lutz Reichhoff when the Steckby-Lödderitzer Forest is mentioned. This is where the river and its water meadows began the journey to becoming a UNESCO biosphere reserve. Upstream from river kilometer 275, the Elbe is set in what at first glance simply looks like natural countryside. But Lutz Reichhoff has a more accurate description of it: “A landscape that may look as if it has developed purely by chance has often been deliberately shaped by the actions of people. For example, the oak trees that characterize this area today are not a natural phenomenon. They have been specifically planted and require constant management.”

Over the centuries, the Elbe landscape has developed in this way and it probably provided inspiration for the inventor of the Garden Kingdom of Dessau-Wörlitz. Prince Leopold III Friedrich Franz of Anhalt-Dessau was primarily interested in the interaction between the beauty of nature and the benefits for his subjects. Over the years, the Garden Kingdom, which covers an area of around 140 square kilometers, has come to combine the best of landscape art and the use of land for agriculture, livestock rearing and horticulture. Beautiful and useful, right up to the present day.

### Polluted water

This was not always the case, as Lutz Reichhoff explains. He is standing with Andrea Winger from the team that manages the Middle Elbe Biosphere Reserve and looking across to the southern bank of the river. Where

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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



dragonflies and butterflies now flutter over the water and cattle graze peacefully on the banks, in the 1970s and 1980s the Elbe was a polluted river. The toxic substances that flowed into the Elbe from the River Mulde, which passed through the Bitterfeld region, were particularly problematic. From today's perspective, this makes the efforts of state bodies in the former German Democratic Republic to protect parts of the Elbe landscape all the more amazing.

### **Nature conservation in the GDR**

Once again, Lutz Reichhoff explains the circumstances: "This is what I call a typical GDR conflict, full of contrasts and contradictions. The legislation in the GDR required the state to provide protection for natural landscapes. One percent of the country was to be incorporated into a national nature conservation program. And dedicated people in municipal and state authorities also worked on nature conservation projects, for example in Station Steckby and also in the Cultural Association of the GDR." Another equally important development for the GDR came in 1973 when it joined the United Nations together with the Federal Republic. For the government of the GDR, this was the start of the process of improving its reputation via a wide variety of channels. With the combination of expertise and chance that was typical of the GDR, the government came up with the idea of putting forward some of its nature reserves for consideration by UNESCO. If the response was positive, the reserves would have UNESCO protection and would be included in the biosphere program. And that is exactly what happened.

Following its application in 1979, the GDR government received the documentation for the UNESCO Steckby-Lödderitzer Forest biosphere reserve in January 1980. This made it the first German nature reserve to appear on the UNESCO list, long before there were any biosphere reserves in the Federal Republic. But what did that actually mean in practice for the 3,500-hectare area along the banks of the Elbe between Dessau and Barby? Even Lutz Reichhoff could only shrug his shoulders at the time. He began gathering information and worked with other people to carry out scientific research into the water meadows and genetic diversity and to take measures to support and expand the biosphere reserve.

### **A story in three signs**

The final highpoint for Reichhoff, who in his role as landscape architect and conservationist has successfully run his company LPR since 1990, was the inclusion of the GDR national parks in the German Unification Treaty. "The Middle Elbe Biosphere Reserve would not exist today without the establishment of the Steckby-Lödderitzer Forest reserve in 1979," he says. Together with Andrea Winger, he looks over at an inconspicuous but historic wooden post in the middle of the Elbe water meadows. On the post are three signs: one reads "Steckby-Lödderitzer Forest Nature Reserve" in the typical GDR design, underneath is information provided by the region of Saxony-Anhalt about the Middle Elbe Biosphere Reserve and the third sign has details of the Elbe Cycle Route that connects all of these areas. The whole story – told by three signs.

**Author: Matthias Ulrich**

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**Altmark**

Stolze Städte. Weites Land.

## The Altmark: family-friendly natural paradise

**With cycling, hiking, horse riding and taking a Kneipp cure on offer from Arendsee Lake to the hills around Zichtau, the Altmark is the ideal place for active families. Here they can enjoy long walks, bike and horse rides and boat trips – in fact anything that’s fun and good for the soul.**

Sunshine, bathing beaches and crystal-clear water – the Arendsee Lake has always been a popular destination for families who love water sports. The largest lake in Saxony-Anhalt is the ideal setting for stand-up paddle boarding, canoeing, sailing courses and a trip in a pedalo. The highlight of a family day out is an excursion on the Queen Arendsee paddle steamer. At the end of the day, the captain Heiko Seifert takes his guests on a trip around the lake at twilight.

Anyone who enjoys walking up hill and down dale should head for the area around the Stakenberg near Zichtau in Altmark’s Switzerland. At the top of the Stakenberg, there is even a summit book. After admiring the 1000-year-old oak tree, visitors can feed the red and fallow deer, cool their feet in the Kneipp water treading pool and, if the weather is fine, make a detour to the outdoor swimming pool in Gut Zichtau with its sandy beach.

Families who enjoy cycling can head off on the Havel Cycle Route, which runs through the heart of the UNESCO Elbe River Landscape Biosphere Reserve. On their way to the magnificent Hanseatic town of Havelberg, they will pass beautiful green water meadows and picturesque fishing villages. The Milde-Biese-Aland Cycle Path runs from the source of the River Milde in Letzlingen, with its splendid hunting lodge, to the Elbe Cycle Path near Beuster. Visitors to Beuster should make a beeline for the Blue Light Museum. The low-lying Drömling district, also known as the “land of 1000 ditches,” is ideal for cycling and the best place to see white storks. It is also worth mentioning that e-bikers can charge their bikes at the network of charging points throughout the Altmark.

The region is also a paradise for horse lovers. There is a comprehensive network of horse-riding routes for day and trail rides, in particular around the Arendsee Lake and in the Tanger river valley. The Reiterhof Albrecht riding stables in Buch offers unforgettable rides for children and adults and visitors are also welcome to bring their own horse. The two-hour outing offered by Einfachlosmachen in Aulosen is ideal for families. Together with a cuddly pony, they can head off on a tour of discovery around Stresower lake. Children can also enjoy the chance to cuddle, groom and walk with a donkey in Drömling.

### **Contact:**

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

[www.invest-in-saxony-anhalt.com](http://www.invest-in-saxony-anhalt.com)

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](mailto:flenker-manthey@img-sachsen-anhalt.de)

Sabine Kraus  
Phone: +49 391 568 99 20  
[sabine.kraus@img-sachsen-anhalt.de](mailto:sabine.kraus@img-sachsen-anhalt.de)

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## Best by bike: The UNESCO World Heritage tour in Anhalt-Dessau-Wittenberg

Cycling is the perfect way to discover the natural and cultural treasures of the World Heritage region. A dense network of cycle routes covering a distance of around 700 kilometers connects the tourist attractions of this area, with the four UNESCO World Heritage sites as particular highlights. Visitors can set off to explore the region on national cycle paths, such as the Elbe Cycle Path, the Euroroute R1 Cycle Path and the Berlin-Leipzig Cycle Path, and on local themed routes, for example the Bauhaus tour or the Fürst Franz garden tour.

Cycling is a marvelous way to find out about the UNESCO World Heritage Sites of the Anhalt-Dessau-Wittenberg region, as well as other visitor attractions. In Luther's Wittenberg, visitors can experience world history at first hand at the original locations where the Reformation began. In Dessau, they can learn how the Bauhaus revolutionized art and architecture all over the world and laid the foundations for modernism. By contrast, the gardens and palaces in the Garden Kingdom of Dessau-Wörlitz, with their precious art collections, have remained unchanged for over 200 years. More information about the UNESCO World Heritage tour can be found at [www.anhalt-dessau-wittenberg.de/unesco-welterbetour](http://www.anhalt-dessau-wittenberg.de/unesco-welterbetour)

### Special event: World Heritage Cycle Day in Schlaitz 2023

This year, World Heritage Cycle Day will be held on 23 September. On this regional cycling action day, cyclists will be heading for the town of Schlaitz on Muldestau Lake. Cycling fans can take part in a variety of circular tours from the surrounding towns, all of which lead to the Schachtbaude Pannenkoek restaurant in Schlaitz. In addition to enjoying musical entertainment and delicious food, guests can visit the stands of a variety of regional exhibitors and tourism information organizations. Visitors will also have the chance to join an excursion to the Haus am See in Schlaitz, try sailing with the Schlaitz sailing club and take part in competitions run by the tourism association.

### Truly family-friendly: The Coal | Steam | Light | Lakes adventure route

There is certain to be something of interest for everyone in the family on this route, which takes in a spectacular camp site, a swimming paradise and exciting museums with interactive exhibits. The Coal | Steam | Light | Lakes adventure route covers a distance of 160 kilometers. It not only brings to life the history of coal mining in the region, but also pays homage to the transformation of the mining district into a green landscape of lakes and trees. The route runs from Wittenberg to Neuseenland near Leipzig. The highlights of the route, which include the Industry and Film Museum Wolfen, the Hugo Junkers Technology Museum in Dessau and Ferropolis, the city of iron, with its open-air museum and unique opportunities to camp under huge mining excavators, can be visited in stages by bike. Families are certain to enjoy the Goitzsche lake district with its bathing beaches at Mühlbeck,



Pegelturm and Niemecker See. There is an extensive network of cycle routes and footpaths around the Great Goitzsche Lake and bikes are available to hire here. [www.kohle-dampf-licht-seen.de](http://www.kohle-dampf-licht-seen.de)

### **Family outing to Bernburg (Saale)**

Bernburg lies directly on the River Saale and is easy to reach via the Saale Cycle Path. After a stroll through the attractive old town, visitors can sample the many activities available on the river. Bernburg castle with its Eulenspiegel Tower is definitely not to be missed. In the Türmerstube, which is open to visitors, the folk hero Till Eulenspiegel watched for the arrival of the count's enemies. Young train drivers will enjoy a ride on the Krumbholz-Liese park railway through the Krumbholz recreation area. The brightly colored trains also stop at the zoo, set in the beautiful landscape of the Unteres Saaletal nature reserve, and then travel on to the Paradies fairy tale garden, which brings to life eleven of the fairy tales of the Brothers Grimm. A canoeing tour through the lower Harz region and the Saaleaue district is a huge amount of fun, but a more relaxing outing is a trip along the Lower Saale on board the pleasure boat the MS Saalefee.

Our tip for families who want to save money is to buy a three-day family WelterbeCard (World Heritage card) which offers free entry or other discounts in more than 125 visitor attractions in the worlds of art, culture, nature and leisure. For more information, visit [www.welterbecard.de](http://www.welterbecard.de)

### **Contact:**

#### **Elke Witt (CEO)**

Tel.: +49 3491 402610

[elke.witt@anhalt-dessau-wittenberg.de](mailto:elke.witt@anhalt-dessau-wittenberg.de)

#### **Anika Kinnemann (World Heritage Card project management)**

Tel.: +49 340 204 2442

[anika.kinnemann@anhalt-dessau-wittenberg.de](mailto:anika.kinnemann@anhalt-dessau-wittenberg.de)



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## Sweet and salty: On the “white gold” trails in the Middle Elbe region

**The Middle Elbe is a perfect vacation destination with its many historic sites and, in particular, its beautiful countryside, which offers something for visitors of any age to enjoy. It also has two “truly special” themed routes relating to the economic history of the region. As well as discovering the flora and fauna of the region, families can also find out about the traditions of the “white gold.”**

Cycling is the ideal way of exploring the countryside along the banks of the River Elbe. For visitors cycling alone, with their family or in a larger group, the Elbe Cycle Route opens up new adventures in the Middle Elbe region with the chance to enjoy the countryside, the cultural events in the towns and the quaint villages. Another option is the Aller Cycle Route, which runs through the Börde region and provides the ideal opportunity for discovering new places by bike. The region's towns and villages, such as Magdeburg, Schönebeck, Haldensleben and Burg, with their many interesting sights are the perfect places for a peaceful, relaxing stroll.

### Following historic trade routes

The Middle Elbe region has two truly special themed routes. The “Sweet Tour” takes visitors on the sugar and sugar beet route through the Magdeburg Börde region. For more than 180 years, sugar beet, which is known as the “white gold of the Börde,” has been grown here. Walkers can trace the history of sugar, find out about sugar beet processing and try regional dishes and local produce. More than 20 different organizations offering experiences in the region have come together to create the route. They range from hotels and museums to a company providing guided climbs of a potash spoil heap.

By contrast, the “Salt Tour” follows historic trading and salt routes where another valuable substance, also known as “white gold,” was once transported over long distances. The towns on the tour include Staßfurt, Bernburg, Schönebeck and Magdeburg. The route then continues to Zielitz and returns to the Staßfurt mining district via Egel. The tour takes visitors to saltwater springs, to Germany's first salt spa and to the cradle of global potash mining, with a visit to one of the largest potash plants and a chance to climb the highest hill between Magdeburg and the Baltic – the spoil heap known as Kalimanjaro (after “Kali,” the German word for potash).

### Truly family-friendly: Experiences in the countryside, in parks and in a museum

The beautiful countryside in the Middle Elbe region makes it the ideal destination for a family holiday. One interesting place to visit is the Drömling biosphere reserve, an area of wetland with woods, meadows and small rivers and streams, which is a haven for many different species. Another highlight is the Colbitz lime forest, the largest of its kind in central Europe. Visitors can

---

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



explore the forest on their own or as part of a guided tour. The tour guides have interesting stories to tell and can provide visitors with information about the woodland.

Other places along the River Elbe in this area also have plenty of things for children to enjoy. They can play in the many parks in the region while the rest of the family relaxes in the peaceful parkland setting. The Elbauen Park in Magdeburg, for example, has a summer toboggan run, a climbing park with a zipline and a butterfly house.

For visitors who have never seen an ostrich close up, Straußenland Nedlitz offers the chance to do this. This ostrich farm is owned by the Holldorf family and offers guided tours where guests can learn all about ostriches and even have the opportunity to stroke and feed the impressive birds. The farm shop also sells many ostrich-related products.

Returning to the “white gold:” In Schönebeck and Bad Salzelmen, the healing power of natural salt has been in use since 1802. Here the state-approved spa offers brine baths. Guided tours are available for school classes and kindergarten groups in collaboration with the Salzland museum. There is also a treasure hunt for different age groups in the spa gardens, plus the option of celebrating children’s birthdays with a tour of discovery.

### ***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-mitttelbe.de](http://www.urlaubsregion-mitttelbe.de)



# PRESS-INFORMATION

## Harz

## Twenty years of the Harzer-Hexen-Stieg: The best-known hiking route in the region

The network of hiking trails in the Harz region covers thousands of kilometers. Probably the best-known route is the Harzer-Hexen-Stieg (Harz Witches' Trail), which links the towns of Osterode in the south-west and Thale in the north-east. Including all its various options, the trail is 150 kilometers in length. For 20 years, it has been the flagship route in the region and, as one of the "Top Trails of Germany," it is well known throughout the country. The route shows visitors all the facets of the Harz landscape, combining natural history, geology, history and culture to create an exciting outdoor experience.

The medieval villages and mining towns that the path passes through bear witness to the thousand-year history of mining in the area. It runs across the Clausthal plateau with its impressive landscape of ponds and ditches. Since 2010, this has formed part of the Upper Harz mining water management system, which is a UNESCO World Cultural Heritage site. The changes taking place in the forests of the Harz region will be obvious to walkers on the Harzer-Hexen-Stieg. Hikers will notice the impact of climate change and the bark beetle at the very latest when they reach the edge of the national park. It is well worth visiting the exhibitions in the national park visitor centers along the route, which provide detailed information about the development and replanting of the forest. As the trail heads up toward the summit of the Brocken Mountain, it follows the former East and West German border. The puffing of the steam trains on the Harz narrow gauge railway can be heard here as they make their way up. At the top of the Brocken, there are amazing panoramic views when the weather is clear. The Brockenhaus center gives visitors an interesting insight into the mountain's history.

The descent on the historic Glashüttenweg trail passes steep cliffs before reaching the River Bode. In the Rübeland district, the Baumanns Cave and the Hermanns Cave invite visitors into an underground world of adventure with unusual cave dwellers and fascinating stalactites and stalagmites. For anyone with a head for heights, it is well worth taking a detour before reaching the last stage of the trail to visit the Rappbode dam, which has the highest dam wall in Germany, and the TITAN RT, one of the longest pedestrian suspension bridges in the world. The Bodetal nature reserve marks the start of the most breathtaking part of the wild and romantic ravine which is shrouded in legend. Here it has almost vertical granite walls that rise up to a height of 250 meters. At the end of the route in Thale, after the final twists and turns in the valley, the rocky plateaus of the Hexentanzplatz and the Roßtrappe are the ideal places for a final look into the ravine from above.

### Artistic outdoor installations and multimedia guide

On the tenth anniversary of the Harzer-Hexen-Stieg, a total of eleven outdoor installations were set up along the route. These artistic works highlight

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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



interesting features alongside the route that are often not immediately obvious. For example, you can rest on a tree stump next to a Harz Kiepenfrau (a statue of one of the women who transported goods and mail in the region) and find out about the importance of ants and aphids for the forest or look at the interesting geological outcrops from a high bank.

In the multimedia guide to the Harzer-Hexen-Stieg, Paul and Anni reveal other secrets of the Harz mountain world. The pair accompany hikers from Osterode to Thale and in 27 locations answer questions such as: Where do all the strange names in the Harz region come from? Why was the work of the men who removed the water from the mines so hard? What special flora and fauna are there in the Harz region? The multimedia guide has audio recordings, text and short videos relating to the trail that are entertaining and informative. It can be downloaded in German and English free of charge before or during your hike from [harzinfo.de](http://harzinfo.de).

### Future events in the anniversary year

The 20th anniversary of the Harzer-Hexen-Stieg will be marked with a variety of events in 2023. After the start of this year's season of the Harz Walking Badge in Altenau, the town of Osterode is celebrating 20 years of the Harzer-Hexen-Stieg on June 3. The Harz Kiepenfrau with her small donkeys will invite hikers to follow the route from Lerbach to the Eselsplatz in Osterode. There children can take a test for a broomstick riding license and, in the afternoon, the Wolfshäger Hexenbrut performing arts group will be up to their usual tricks. On July 8, the official anniversary event will be staged by the Harzer Tourismusverband (Harz Tourism Association) at the Harzköhlerei Stemberghaus charcoal burning site. After the official part of the event, hiking groups are expected to arrive at around midday from Altenbrak and Hasselfelde. A program of activities on the stage will provide entertainment until the early afternoon. The traditional Brocken hike on the Day of German Unity on October 3 will also celebrate the anniversary of the walking route.

In 2023, the Harzer-Hexen-Stieg will once again be inspected for the "Qualitätsweg Wanderbares Deutschland" seal of approval. Trained quality assessors appointed by the Harzklub, the Harz national park and the Harzer Tourismusverband will inspect individual sections of the 150-kilometer-long Harzer-Hexen-Stieg. The assessors check whether the route complies with the 23 quality criteria of the Deutscher Wanderverband (German Hikers Association) before deciding whether to award the "Qualitätsweg Wanderbares Deutschland" seal of approval for another three years.

### Information about the events on [www.harzer-hexen-stieg.de](http://www.harzer-hexen-stieg.de)

#### **Your contact:**

Harzer Tourismusverband e. V.  
Christin Wohlgemuth  
Tel. +49 5321 3404 17  
Email: [c.wohlgemuth@harzinfo.de](mailto:c.wohlgemuth@harzinfo.de)



# PRESS-INFORMATION

## **Lots of excitement and clever experiments: Magdeburg is “truly family-friendly”**

**The regional capital Magdeburg is a green paradise for families. Where else can you find such picturesque parks and imaginative play areas? A city packed with exciting attractions and interesting destinations is the perfect place for children and their parents or grandparents to explore.**

The banks of the River Elbe in Magdeburg are lined with spacious, beautifully landscaped parks. The Rotehorn park, located on its own island in the Elbe, acts as the green lungs of the city. Everyone comes here in the summer. The network of paths and the large meadows shaded by magnificent trees make it the ideal location for sport and relaxation.

The largest park in Magdeburg, the Elbauen Park, is in the north-east of the city. Alongside beautiful flower gardens, it also has plenty of thrilling attractions for the whole family. In the cleverest tower in the world, explorers both young and old can take part in a variety of different experiments. Sport and adventure lovers will also find plenty to entertain them in the Elbauen Park. The climbing park is a good starting point and, with three different levels, it offers challenges to suit everyone. If that does not give you enough of an adrenalin buzz, you can soar over the park at a height of 43 meters on the ElbauenZip zipline.

Smaller visitors will enjoy discovering the park on the brand new Elbi-EXPRESS train. Interesting facts and funny songs make the tour of the beautiful Elbauen Park by train perfect for children and adults. Anyone who still has any energy left can try the new Klettervulkan, a climbing tower that is more than five meters high and has an exciting slide that brings you down to earth at high speed.

### **A visit to the zoo and a journey into the Middle Ages**

There are also lots of animal experiences to be had in Magdeburg. More than 200 different species from all over the world live in the city's zoo. Here there are also plenty of play areas where children can let off steam and a minigolf course. In March 2023, a pair of snow leopards, Dawa and Dalai, joined the zoo. As a breeding pair, they will help to increase population numbers in future.

Anyone who would like to travel back into the Middle Ages should try a visit to the Ottonianum Cathedral Museum. It gives visitors fascinating insights into the 1200-year history of the city. The interactive exhibition has been specially designed for children and brings the history of the cathedral and of Magdeburg to life with games and quizzes. The Ottonianum also offers interesting exhibits for adults, including medieval sculptures, paintings and manuscripts from the time when Otto the Great declared Magdeburg to be his favorite palace.



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In the afternoon, Sabine's Family-Café is the ideal place for parents and children to enjoy some delicious home-made cake and coffee in a relaxed atmosphere. As well as tasty treats, the café also has a well-equipped play area for children and regular workshops where parents can discuss parenting issues.

### ***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)

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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](mailto:flenker-manthey@img-sachsen-anhalt.de)

Sabine Kraus  
Phone: +49 391 568 99 20  
[sabine.kraus@img-sachsen-anhalt.de](mailto:sabine.kraus@img-sachsen-anhalt.de)

# PRESS-INFORMATION



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Saale-Unstrut

## The reopening of the Nebra Ark: Reach for the stars on the Sky Disc

**The impressive Nebra Ark rises up from the Unstrut valley like a golden sun barque. The visitor center transports guests into the mysterious world of the Sky Disc, the most important archaeological find in Saxony-Anhalt: 3600 years old and part of the UNESCO Memory of the World program. Following a full program of modernization, the visitor center will reopen its doors on June 21.**

The story of the discovery of the Nebra Sky Disc begins like a detective novel. In the summer of 1999, grave robbers on Mittelberg Hill near Wangen in Nebra made a spectacular find. Together with other valuable items from the grave, they discovered a mysterious disc. After an odyssey lasting several years, the disc finally found its way into the rightful ownership of the state. The artefact caused a sensation throughout the world, because it is the oldest known representation of the cosmos and contains the astronomical knowledge of several generations. The original Sky Disc is now housed in the State Museum of Prehistory in Halle, but a visit to Nebra where it was found is still well worthwhile, because this is where its story is told.

“Experience the Sky Disc” is the motto of the Nebra Ark visitor center and the design of the 60-meter-long building is a reference to the sun barque that appears on the Sky Disc. Inside the building, a huge panoramic window looks towards the site of the find, which is around three kilometers away. The extraordinary permanent exhibition gives an insight into the far-reaching trading relationships of people in the Bronze Age, together with their amazing craft skills and fascinating astronomical knowledge. The building has been modernized over the last nine months to improve the content and the technology and to ensure that it is fully accessible for everyone.

### Visit the Sky Disc and see the stars more clearly!

The centerpieces of the permanent exhibition are the planetarium, which has a show highlighting the astronomical significance of the archaeological find of the century, and a ceiling-height Sky Disc installation that visitors can walk into. This new interactive exhibit enables guests to immerse themselves in the world of the Sky Disc, because here it can literally be “grasped”. But that’s not all. By investigating the Sky Disc from all sides and from different angles and standing inside it, visitors can get really close to it. For example, they can make their way step by step into the Sky Disc and see it from a variety of perspectives through different openings. Peepholes give them a view of the outside world from inside the disc. This not only opens up new views of the Sky Disc and the exhibition room, but also enables the visitors to become part of it.

The digital planetarium in the visitor center also offers guests spectacular experiences. A new show about the Sky Disc which is based on the latest research, live streams of important astronomical events from other planetariums, the use of the film repertoire of other organizations and the undistorted reproduction of external content, such as PowerPoint presentations and video clips, are just some of the options that await future guests.

[www.invest-in-saxony-anhalt.com](http://www.invest-in-saxony-anhalt.com)

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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



## **Explanations from the house ghost and an experience for everyone**

Much-loved exhibits that were popular with visitors in the past have been retained, but their content and, most importantly, their technology have been updated. For example, the “house ghost,” who has guided guests through the permanent exhibition right from the start, remains in the display cases, but his appearance and sound quality have been improved.

One important aspect of the modernization process was to ensure that all the offerings were fully accessible. The descriptions of the objects are not only based on the latest research results, but are also presented on backlit text displays to make them easier to read for people with visual impairments. A tactile guidance system, more sophisticated internal signage with better contrasts, a reception desk for wheelchair users and many other new features have helped to create a venue where older and younger people, families, children, adults and people with and without disabilities can enjoy the exhibits together, which makes the center an experience for all.

## **What the future holds: The outer space center presents new learning opportunities**

Other new features will be introduced in the period up to the fall of 2023 in the area outside the Nebra Ark. The parking lot below the visitor center is home to a new service building with large information boards and bicycle-friendly facilities such as charging stations for e-bikes and luggage lockers.

The outer space learning and experience center will attract a lot of attention and inspire a spirit of adventure and discovery among visitors. The fully accessible UFO will in the future be used as a covered meeting place, an external classroom for school projects, a play area and a venue for events of all kinds.

## **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)

# PRESS-INFORMATION



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Saale-Unstrut

## The fascination of sparkling wine: The new Rotkäppchen World of Experience

**Rotkäppchen is the most successful brand of German sparkling wine. Since 1856, the wine has been produced in the heart of Saale-Unstrut, Germany's northernmost wine growing region, in the town of Freyburg. The new Rotkäppchen World of Experience allows visitors to discover or, more accurately, to experience everything involved in the process of making sparkling wine and to find out how alcohol-free sparkling wine is produced. Rotkäppchen is giving away some of its secrets...**

The new Rotkäppchen World of Experience on the River Unstrut in Freyburg opened in May. The "World of Experience" really lives up to its name, with many interactive exhibits that let visitors get directly involved. Simply looking, listening and reading information boards are things of the past. The new exhibition on two floors actively encourages visitors to take part. Alongside insights into the story of the winery and the major and minor events in the company's history, the focus is on the production of sparkling wine.

Alongside the exhibition is a new building: the sparkling wine pavilion where guests can discover, taste and enjoy all the Rotkäppchen wines in a peaceful atmosphere. The bar is the perfect place to relax and forget the passing of time during the wine tasting. The shop sells the entire range of Rotkäppchen wines and more than 60 related items.

The interactive exhibition in the historic cellars covers an area of 1400 square meters on two floors. Here visitors can discover and experience everything about Rotkäppchen from more than 50 exhibits – starting with the founding of the company, the historic milestones and interesting facts and continuing on to the production of Rotkäppchen sparkling wine and the largest wooden cuvée barrel in Germany.

### Riddling without shaking

There are a lot of factors to take into account when making sparkling wine, because the end product has to appeal to many people. In the new World of Experience, one whole floor is devoted to the fascinating process of producing sparkling wine. Three different manufacturing methods are explained with visitors being given the opportunity to get involved themselves and try out their wine making skills.

Many people will be familiar with the traditional process involving riddling racks and may already have seen them in use. The art of the traditional method lies in turning the bottles in the riddling racks in the correct way so that the yeast from the second fermentation forms a deposit and the wine is not cloudy. The bottles must be turned through at least 90 degrees every day. A cellar master has to carry out this so-called riddling process at high speed. In the Rotkäppchen World of Experience, every visitor can now riddle bottles themselves and find out in the riddling game whether they are faster than a cellar master.

The transversage method is also explained to the guests with the help of historic machines and photos that give insights into the past production process. The current manufacturing method of the popular Rotkäppchen

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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



wines, including Bottle Fermentation Riesling, Chardonnay and Pinot Noir, is also described in detail. Before visitors move into the modern production area, they meet a historic cellar master who finally hands them over to today's production workers. In the form of avatars, videos and interactive features, the employees explain the entire process of making sparkling wine, starting with the selection of the base wine and moving on to the secondary fermentation in vats through to putting the wine in the bottles with red caps.

### **What does an oenologist do?**

An oenologist is needed to ensure that Rotkäppchen sparkling wine tastes just as millions of wine lovers expect it to. The oenologist is responsible for choosing the base wine that will produce the perfect result. Every sparkling wine contains aromas that determine how it tastes. These include citrus, grapefruit, rose and even roasted hazelnut. The oenologist controls the production of the base wine, which is the starting point for the sparkling wine, checks the taste and ensures that the required aromas are present. In the Rotkäppchen World of Experience, visitors are given the chance to find out whether they have the skills needed to become an oenologist. A test reveals who may have missed out on a career opportunity as an aroma specialist.

### **With and without – but still sparkling**

It's no longer a secret that alcohol-free sparkling wine tastes good. But how many people know how the alcohol is removed? Dealcoholization will be unfamiliar to a lot of people because this specific process is unique to the German sparkling wine market. Rotkäppchen reveals the secret and answers the question of how the alcohol can be taken out without losing the taste.

The Rotkäppchen winery in Freyburg is already one of the most popular visitor attractions in Saale-Unstrut. By investing in the World of Experience, Rotkäppchen has made a clear commitment to the company's original location, its history and the Saale-Unstrut region. The historic winery in Freyburg will remain popular with all lovers of sparkling wine and of the Rotkäppchen brand. The Rotkäppchen World of Experience reflects the company's emphasis on enjoying the moment. [www.rotkaeppchen.de](http://www.rotkaeppchen.de)

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**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)



# PRESS-INFORMATION

## Landhof Neulingen – a place of peace and inspiration

In the rural paradise of Landhof Neulingen, you can relax, learn new skills and put them to good use, meet interesting people, cook together and enjoy good food. The 150-year-old farm with its well-maintained houses, commercial buildings and mature trees, which is located in Neulingen, part of the spa town of Arendsee in the Altmark district of Saxony-Anhalt, is the perfect place to spend time. Behind the four-sided farmyard is a park-style organic garden covering an area of 6000 square metres with a pond and old fruit trees. The produce from the garden feeds the guests staying at the property, the conference participants and the visitors to the garden. Lawns for playing games, peaceful corners with garden furniture and hammocks, plus a firepit with a barbecue, add the finishing touches to the attractive facilities for guests.

The garden has been developed according to the principles of the European "Nature in the Garden" movement, without the use of peat, pesticides or chemical fertilisers. The "gARTenakademie Sachsen-Anhalt e.V." association, a licence holder and member of the movement, has recognised the garden at Landhof Neulingen as an environmentally valuable garden for people to visit. The objective of the association, which is based in the Hanseatic town of Gardelegen in the Altmark district, is to develop gardens and parks as places of cultural and artistic significance where people can meet and to maintain them as locations where monuments, landscapes, natural habitats and the environment can be protected and preserved for future generations. For this purpose, it offers theoretical and practical training in the care of garden monuments, garden art and horticulture.

Visitors to the garden of Landhof Neulingen will find inspiration for their own garden designs. New raised beds have been built and the herb garden with the herb workshop "Kräuter & Konsorten" will be another addition to the site from next spring onwards. Areas of the garden adapted to climate change with drought-resistant perennials, grasses and shrubs are also being planned. The co-owner of Landhof Neulingen, the landscape architect Christa Ringkamp, who is well known throughout Europe for her commitment to gardening, is pleased about the successful development of her garden: "Managing Landhof Neulingen during the fourth phase of my life allows me to make use of all my experience from past years and enables others to benefit from it."

The varied programme offered by Landhof Neulingen includes interesting cultural events and activities on the subject of gardening, health and garden therapy. There are also international environmental youth exchange programmes, opportunities for school students and young adults to find out about different gardening-related professions and for families and older people to try gardening for themselves, and to collaborate with people with disabilities. Individuals, families and groups can stay in small residential units, cook together, use the garden and enjoy the sense of peace and



security. Guests are also offered pesticide-free seasonal fruit and vegetables from the garden.

In the garden café, the Landhof team serves coffee and delicious cheesecake. Scrumptious traybakes are cooked in the wood-fired oven for special occasions – just like the ones that grandma used to make. The garden is a pleasant place to relax, with around 20 tables spread out across its sunnier spots. Cookery courses, music evenings and seminars are held in the former cattle barn, which is also available for family parties. The large barn is used for exhibitions, theatrical performances and markets.

Landhof Neulingen is one of the locations for the "Get creative in the country" project, a joint initiative of the Investment and Marketing Corporation Saxony-Anhalt (IMG) and the Altmark Regional Marketing and Tourism Association. The aim of the project is exploit the opportunities and highlight the potential offered by digitalisation in rural areas. Using the Altmark as a pilot region, the "Get creative in the country" portal gives an overview of existing creative locations, provides information and brings together interested parties. Creative, forward-looking projects relating to living and working, which are intended to find new purposes for underpopulated areas of the Altmark and bring them back to life, demonstrate how rural life could function in future.

The "Altmarke" market store has been set up at Landhof Neulingen on the basis of a feasibility study of village community shops, which was funded by the regional government of Saxony-Anhalt. More than 30 producers and direct sellers from the Altmark and from the area between Magdeburg and Zeitz offer their products for sale here, including honey, mustard, sausages, juices, wine, brandy, gin, chocolates, hemp products, jams, chutneys, paintings, felt products, guides on environmental garden management, teas, creams and soaps. The following special services are also available:

- Podiatry with breakfast once a month
- Donation of bed linen and table linen to the "Lebenshilfe Osterburg" charity
- Small clothing repairs
- Help with ordering on the Internet
- Sending parcels

The library and treasure chamber at Landhof Neulingen offers board games, CDs, jewellery, scarves, bags and all sorts of other interesting items that are ideal for book lovers and treasure seekers. You can browse and rummage there every Wednesday, Saturday and Sunday, plus on public holidays. You can also donate items that are in good condition but are no longer needed. The proceeds go to the charitable organisation "Neue Wege gUG", which runs educational projects for school students, young people and families on the theme of learning for life in the garden. Practical work experience is available in the garden, the café, the shop and the houses and provides the opportunity for people to experience a range of different jobs.



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Anyone who enjoys exercise will find something to interest them in Neulingen. The Elbe cycle path, the circular tour of the Altmark and the Milde-Biese cycle path are all not far away and Landhof Neulingen also has an e-tandem for hire. In addition, one of the designated horse riding routes in the Altmark passes directly through Neulingen. If groups book well advance, Landhof Neulingen will provide meals for riders and carriage drivers and feed for the horses. The climatic spa town of Arendsee, which is only eight kilometres away, also offers a variety of leisure activities for guests. There is also the Arendsee Lake with its bathing beach, boat hire and traditional paddle steamer.

But if you can't visit in the near future, you can always order an Altmark hamper from Landhof Neulingen. The gift box is full of high-quality products from regional producers in the Altmark. It contains between ten and twelve carefully selected specialities, both sweet and savoury, ranging from familiar Altmark classics through to new discoveries from the region. The new products include Lindberg hemp sausages from Wohlfahrt butchers in Seehausen, chilli sauce from Gourmet Garten Altmark in Bismark, new flavours of soup and vegetables from Bio-Terrine in Lindenberg and aioli from Otto Mewes Landwirtschaft in Gardelegen.

**Author: Beate Hagen**



# PRESS-INFORMATION

## Traditional and innovative ways of growing and cooking asparagus

**In Saxony-Anhalt, delicate spears of asparagus are not only popular with lovers of good food and served by top chefs, but also grown in market gardens throughout the Altmark, Jerichower Land and Saalkreis districts. In spring, the home-grown asparagus is always “truly delicious.” In addition, the region plays a special role in the history of German asparagus cultivation.**

Chef Sven Haucke carefully places the white spears between the salmon and the steaming potatoes. On another plate, the asparagus accompanies pan-fried pork escalopes. All that is needed then is the accompanying sauce and his wife Linda can carry the plates out to the outdoor dining area. The asparagus season is a busy time at the Gasthof Haucke restaurant in Osterburg. “Our guests enjoy all our local produce,” says Sven Haucke. His concept is starting to take off. For five years he has focused on sustainability, with regional and seasonal food, in particular, playing a prominent role on his menus. “The eggs used in our scrambled eggs and lemon curd travel just as short a distance as the fish and potatoes, for example.” The Hauckes take deliveries of asparagus from grower Klaus Heini’s nearby farm several times a week.

### **The first asparagus growers’ association in Germany**

In the Altmark region, everything revolves around asparagus in the spring. The growers put up their stalls at the side of the roads and many farms organize small-scale asparagus events. The big asparagus festival in the Hanseatic town of Osterburg takes place in May, with an asparagus queen and an asparagus feast. This is where the first asparagus growers’ association in Germany was founded in 1929. The Stendal district museum in Osterburg tells the story of the association and of the asparagus grower August Huchel, who was famous throughout Europe. Before the First World War, the landscape was characterized by the raised asparagus beds which supplied the local canning factories with produce in the spring. Later the growers switched to sending their fresh asparagus by train to markets everywhere from Hamburg to Leipzig. “And the town of Osterburg is planning to build an asparagus monument in Huchelplatz in 2024,” explains Florian Fischer, director of the district museum. According to the Statistical Office of Saxony-Anhalt, asparagus was grown on a total of 526 hectares in the region in 2022. The crop was harvested on around 336 acres in the spring, while the other 190 hectares were new beds where the young plants were left undisturbed to become established. The largest and best-known asparagus-growing area is the Altmark, but the queen of vegetables is also cultivated in Jerichower Land and on a few small farms further south.

### **From the Altmark to the Danish royal family**

The vast majority of the asparagus is grown outdoors, although the beds may be protected with plastic sheeting. One of the exceptions is Klaus Heini’s farm where the asparagus covers a total of 21.5 hectares and 6.5 hectares of the crop is in polytunnels. There is another unusual feature at the



farm: “Without the self-driving asparagus harvester that I have been helping to develop for ten years and also using for ten years, my business would no longer be profitable. In the past, when it needed frequent repairs, using the machine meant that I made a loss. Since 2022 it has finally been operating successfully.” Fully automatic operation is difficult on very sandy ground, but at Heini’s farm in the village of Plätz in the Altmark the soil is relatively loamy. The asparagus grower appreciates one of the side effects of this: “The high levels of minerals in our humus-rich soil are what makes our asparagus particularly aromatic.” In 2004, Heini’s asparagus was served to guests at the Danish royal wedding. Since then, he has been selling his produce under the registered trademark “Royal Spargel.”

### **Direct marketing and regionality pay off**

The Garlipp family’s asparagus farm is situated directly behind the Elbe dike near Tangerhütte. Can you call it a tradition when the great-grandfather of the current owner grew three rows of asparagus in the garden behind the farmhouse and his father grew six rows? Not necessarily, because back then asparagus was more of a currency than a product for sale. But the connection was there and nowadays the Garlipp family has expanded its asparagus production to cover 75 hectares. The farm has 26 stalls selling the produce over a radius of around 130 kilometers. The number of stalls is slightly up on a few years ago. The business has remained much the same size for a while and Garlipp does not see that changing in future years. “But since 2018 we’ve become a bit more careful and we’ve decided not to harvest the older borderline beds any more.” He explains that cost increases cannot simply be passed on to customers. As a result, there are only two solutions: “Developing and cultivating the highest yielding areas and charging good prices with the help of direct marketing.”

Henning Hoffheinz, an asparagus grower near Genthin in Jerichower Land, also has a good marketing idea. He represents Saxony-Anhalt on the board of the association of eastern German asparagus and berry growers: “In many places, farmers are considering putting more emphasis on regionality. I’m thinking about Altmark and Genthin asparagus. These are names that everyone uses, but they need protecting and developing as a brand.”

The young farmer began growing asparagus in 2015. He found around 45 hectares of asparagus on a farm that was available to be taken over because of the retirement of the previous farmer. “I never planned to expand the area,” he explains. “I just wanted to cultivate the beds more efficiently. For example, in 2023 I’m going to try out trickle irrigation on the young plants.”

Innovation is needed in the asparagus fields where the straight rows of spears have characterized the landscape for decades. The same is true of the restaurants of Saxony-Anhalt, where the chefs are constantly serving up new asparagus creations. “Alongside the classic dishes, we also serve an asparagus bowl with green and white spears and creamy veal stew with green asparagus,” says Jörg Siersleben, chef and landlord at the Hotel Anna and the Mainly restaurant, which can be found next door to the Church of St. Mary in the town of Stendal. All the dishes on the menu sound delicious!

**Author: Marlis Heinz**