



Lübeck und Travemünde Marketing GmbH
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Press information 2022

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www.travemuende-tourismus.de

More information on our B2B-Site www.dubistmirnemarke.de (only in german language)

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Lübeck – Nordic beauty with style

Queen of the hanseatic league – first german port city of the Baltic Sea

+++ Lübeck. Joyful, lively, serene - that's Lübeck's heartbeat, which pulsates through the winding streets of the island-shaped Old Town and fills the impressive brick architecture with life. The Nordic beauty has retained the charm of an original port city and welcomes its visitors openly with the motto "Concordia domi foris pax" – harmony inside, peace outside.

Lübeck's Old Town is completely surrounded by water and a veritable place of yearning. The impressive brick architecture of the merchants' houses and churches is still the hallmark of this Hanseatic town which was founded in 1143 as the first port at the Baltic Sea and has been a UNESCO World Heritage Site since 1987. Lübeck celebrates the 35th anniversary of the award in 2022. Take a relaxed stroll through the medieval alleys and immerse in the pulsating life behind old walls and discover Nordic beauty with style. Experience the unique diversity of the listed architecture and the hidden world of the historical residential alleys and courtyards. **Our tip:** Just a few minutes' walk from the busy Old Town, the *Painter's Corner* near the footbridge is one of Lübeck's many small oases of peace. A perfect place to relax, for a picnic and a different view of the Old Town island and its panorama.

In Lübeck, there's culture on every street corner, behind old and new walls, in hidden locations and public spaces, and it's part of everyday life. Lübeck's historic Old Town is a true treasure chest of cultural highlights. The world-famous *Holsten Gate*, numerous museums, the marzipan salon at *Café Niederegger*, the museum harbour and the historic Town Hall are only a few of the places that are well worth visiting. The *St. Anne's museum quarter* offers visitors an experience of the history of Lübeck from the Middle Ages to the present. Well worth seeing are also the *Hospital of the Holy Spirit* dating back to 1280, which is one of the oldest functioning social institutions of the world. A special highlight is the *European Hansemuseum* which presents a fascinating interactive insight into 600 years of Hanseatic history.

Music can be enjoyed during organ concerts in the five splendid Gothic churches of the Old Town, during music events varying from classic to pop at the Music and Congress Centre, in master concerts of the Academy of Music, at the *Brahms Festival* and the international *Schleswig-Holstein Musik Festival*. The *Nordic Film Days* are considered the most important showcase of Nordic films in Europe. Lübeck is particularly proud of the town's three Nobel Prize Laureates Thomas Mann, Willy Brandt and Guenter Grass. The literature museum *Buddenbrook-House* is going to be renovated and parts of the original exhibition can be seen in the museum *Behnhaus/Draegerhaus* (until 2025). The *Guenter Grass-House* is an exhibition and research facility. By means of exciting performances and multimedia elements the *Willy Brandt House Lübeck* retraces the political life of former Federal Chancellor Willy Brandt as a learning location for contemporary history. +++

Visit www.visit-luebeck.com for further information or call the hotline +49(0)451-88 99 700.

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This is Lübeck's tourism vision for the next 10 years

Tourism development concept for Lübeck.Travemünde until 2030

+++ Lübeck. After about 10 years, the Hanseatic City of Lübeck has once again embarked on a search for strategic orientation in the continuation of the tourism development concept from 2010. With the tourism development concept Lübeck.Travemünde 2030 (TEK 2030), the tourism vision for Lübeck and Travemünde and a clear action plan for the next ten years is now available, which was decided by the citizens in their meeting on 27.08.2020. As with its predecessor, the focus is not on a quantitative growth orientation, but on holistic, value-adding destination management, which is supported by a broad acceptance of citizens and the tourism industry.

The TEK 2030 was commissioned by the Hanseatic City of Lübeck, Department 2, and Lübeck und Travemünde Marketing GmbH (LTM) took over the lead with the support of dwif Consulting GmbH, Tourismus Zukunft – Realizing Progress GmbH & Co. KG and Destination LAB GmbH. According to current assessments by the specialist institutes, Lübeck and Travemünde, as two city and coastal destinations that benefit greatly from short trips and day tourism, are initially generally well placed to enter the regeneration phase comparatively quickly, so that all content developed within the framework of the development concept remains valid.

In the management of the TEK 2030 process, all departments, societies and companies of the city administration that touch on tourism were involved through an interdepartmental steering committee. Thus, a very close coordination and consideration of tourism concerns with all urban planning relevant to tourism could be realized and a consensus on the formulation of a tourism vision for Lübeck and Travemünde and the associated key measures could be achieved.

Tourism vision 2030

*In 2030, our guests will experience Lübeck and Travemünde as two climate-friendly destinations, each with its own profile:
Lübeck is the cultural city and Travemünde the seaside resort on the Baltic Sea.
Lübeck and Travemünde are equally worth living.
Here we treat each other and our natural resources with appreciation.*

The TEK 2030 does not start from scratch, but builds on the work and joint successes of the past 10 years. Specifically, these are the TEK of 2010 and the Tourism Growth Strategy 2020plus, which have led to a positive development of Lübeck.Travemünde as a tourism location. This is also reflected in the regional and international competitive comparison. The target of two million overnight stays for 2020 was already exceeded in 2019 (2.047 million

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overnight stays). The number of beds has risen by 67.9 percent to 12,351 beds in the last 10 years and occupancy rates have also increased by around six percent despite the increased number of beds. The TEK 2030 now sets new accents and flows into numerous urban planning. It has already been integrated into the city-wide process "LÜBECKüberMORGEN" and developed in coordination with further tourism-relevant plans, so that optimal synergies are created and the activities lead to a jointly supported development of the city. Four fields of action are the focus of the new development concept in order to achieve the Tourism Vision 2030. The overarching field of action "Brand Management & Communication" focuses on the central importance of the brand strategy – for infrastructure and offer developments as well as marketing in equal measure.

The TEK 2030 is financed by HL (Department 2, LTM and Kurbetrieb Travemünde) and funding within the framework of the State Programme economy (LPW) from funds of the joint task "Improvement of the regional economic structure" (GRW) or the European Regional Development Fund (ERDF) as well as from state funds. +++

Lübeck and Travemünde as climate-friendly destinations

From vision to reality: the sustainability offensive

+++ Lübeck. 56 percent of the population are already of the opinion that social and ecological sustainability is important when traveling – and the trend is rising. That is why Lübeck und Travemünde Marketing GmbH, together with Lübeck Management e.V. and DeHoGa Lübeck, is trying to put the sustainability offensive into practice. The initiative takes place in individual companies and throughout the travel area. The cultural city of Lübeck and the seaside resort on the Baltic Sea Travemünde remain true to each other in the implementation and each act according to their own profile.

The sustainability concept also includes certification with the TourCert seal. In this way, the two destinations Lübeck and Travemünde receive orientation for their way into a sustainable future. All criteria are based on quality and environmental management standards according to ISO and EMAS, as well as the Global Sustainable Tourism Council (GSTC). From economy to social and cultural aspects to ecology: TourCert permeates the entire value chain in tourism. +++

INNOVATIONSKONTOR.LÜBECK is gathering pace

Lübeck receives faciliation from federal funding „Zukunftsfähige Innenstädte und Zentren“

+++ Lübeck. Last year, the Federal Institute for Research on Building, Urban Affairs and Spatial Development set up the federal programme "Sustainable Inner Cities and Centres" on behalf of the Federal Ministry of the Interior, Building and Community. Cities and municipalities were invited to submit project proposals for innovative concepts and action strategies to strengthen resilience and crisis management. The Hanseatic City of Lübeck had come up with a project outline for the implementation of the INNOVATIONSKONTOR.LÜBECK applied and received the official information at the end of November 2021 that it has qualified for the funding of the project in the amount of around 5 million euros. Accordingly, the Hanseatic City of Lübeck receives the highest funding of the 238 selected municipalities in Germany.

The local political decisions on the "Framework Plan for the Inner City with Mobility Concept" and the "Tourism Development Concept Lübeck.Travemünde 2030" (TEK 2030) form a good basis for action for the project. There, by means of broad participation processes, the cornerstones of a sustainable functional unit old town with a mix of living, working, shopping, culture and attractive public spaces are formulated.

The INNOVATIONSKONTOR.LÜBECK project is divided into four subprojects:

1. Conception and development of an innovation center: Haus B Karstadt

By realizing a public education, culture and service center, the Hanseatic City of Lübeck is making an important contribution to the stabilization and sustainable orientation of the city center. In particular, the implementation concept for the use of the former Karstadt building and project management are to be the focus of funding. A public use of the building, which is characterized by multifunctional and communally usable rooms, is intended to offer space on the lower floors for events, discourses and exhibitions of diverse users and thus also strengthen visitor frequencies in the old town as well as the purchasing power for the inner city industry.

2. Designing Places of Change: Lübeck.Haus

The Lübeck.Haus is intended to provide a combination of regional, inner-city-oriented manufactory, creativity, culture and social offers and to increase experience and understanding. For this purpose, vacant properties in a central location with rental barriers are to be rented and made available to subtenants at a reduced price in order to be an incubator for the entire district. The aim of the project is to strengthen the local economy and to promote social life in Lübeck's city centre in dialogue with owners and potential users.

3. Experience change: Campaigns and networks to strengthen the inner city with a focus on public space and urban dialogue

The focus here is on the staging of public space and the implementation of cooperation campaigns. The TEK 2030 forms the basis and basis for action. Through the implementation of this building block, the change can be experienced concretely by citizens and guests and promotes proactive, positive dialogue on the future. These cooperations are intensified, networks are used to bundle forces, ideas and financial resources. This module connects the innovation center, the innovation locations and contributes to the positive design and communication of the overall process.

4. Managing change: INNOVATIONSKONTOR.LÜBECK

The focus is on the development of an implementation-oriented innovation strategy that brings together the aforementioned subprojects and existing or new development plans on the basis of the framework plan for the city center and TEK 2030. As a steering group, the Innovationskontor is involved in the process and project management of the individual components and thinks them together. In addition, it is important to develop a marketing strategy that forms an umbrella brand for the overall project. On the basis of a communication concept, campaigns for image enhancement are to be implemented.

The implementation of the project INNOVATIONSKONTOR.LÜBECK of the Hanseatic City of Lübeck is carried out in close cooperation between the Department of Planning and Construction, the Wirtschaftsförderung Lübeck GmbH (WiFö) and the Lübeck und Travemünde Marketing GmbH (LTM). +++

You make me blossom – Lübeck's culture garden

Wise people go to the garden!

+++ Lübeck. And for all those who are still on the trail of wisdom, a visit to Lübeck's culture garden is highly recommended. Just in time for the beginning of summer, the Koberg is transformed into a blooming gem. Green makes you happy - especially when you're in Germany's happiest state and in Lübeck, a beautiful UNESCO World Heritage Site. Take a deep breath – between city park and geraniums, Obertrave and garden raised beds, Wakenitz and balcony tomatoes.

The culture garden is part of the “INNOVATIONSKONTOR.LÜBECK“ and is funded by the federal programme “Zukunftsfähige Innenstädte und Zentren“ of the federal institute for research on building, urban affairs and spatial development (BBSR).

The many flowers in Lübeck's cultural garden attract not only bees, but also us humans. So it may well be that artists spontaneously move small performances to the Koberg or, on special occasions, the Koberg becomes a concert stage. Seating areas between the raised beds, a sandpit with awning and a wonderfully colorful mixture of flowers, fragrant herbs and summer vegetables invite you to linger and relax. It is about personal cultural experiences and the encounters of artists, citizens and guests. The entrance is always free.

In order to enjoy the green oasis at the Koberg with all your senses, there are also QR-codes on the raised beds, so you can listen to interesting podcast episodes, a summer playlist and various visions of the future on the subject of sustainable Lübeck. Always feel free to check on this site for more information: <https://www.visit-luebeck.com/culture/culture-garden> +++

Joy of living: Lübeck celebrates #HanseKulturFestival

+++ Lübeck. Every two years, one of Lübeck's Old Town districts is transformed into a colourful festive mile. It becomes an authentic place of experience and a vivid stage for the HanseKulturFestival. These days, everyone is a member of the family and can dance to music in the streets, be enchanted by acrobatics and cabaret and enjoy regional delicacies. That is the way to get to know the real Lübeck – through the people who live here!

It all started in 2014 after the amazing International Hanseatic Days had inspired so many people in Lübeck. There was a strong desire to organise an Old Town festival of this kind on a regular basis – though on a smaller scale. Since then, Lübeck has celebrated this relaxed local festival every two years in June. Numerous small creative theatres and individual, regional culinary offerings characterize this typical event.

As a festival of joy, it is not only a place of multifaceted creativity and magical, cultural experiences, but also one of relaxed encounters between residents of Lübeck and guests, young and old, actors and spectators. Whether with friends or the whole family with children – the focus here is on experiences marked by typical North German serenity and social conviviality.

The HanseKulturFestival is like a brightly coloured bouquet of flowers in small, exquisite moments of culture. Here, street art and cabaret share the Old Town backdrop with dancing, music, literary events and painting. On every street corner is a different, fascinating theatre scene to enchant the visitors. Up and coming bands and live performances bring the scenery to life. There are also activities for children to join in. The street festival is a perfect opportunity to relax and let go, drifting from one corner to the next residential alleyway, always accompanied by music and laughter – and the scent of regional, frequently home-made dishes.

The HanseKulturFestival has made sustainability the basic tenet of its approach. This aspiration is to be met in all areas if possible. So the caterers involved are all from the region. They offer fairly purchased, eco-friendly, regional dishes and drinks. The crockery and cutlery is reusable or biologically degradable and the aim is to avoid waste. Decorative elements and parts of the facilities are used on a recurring basis. The printing of the programmes is climate-neutral, and the public spaces in the event area are supplied with green electricity. +++

More information: <https://www.visit-luebeck.com/culture/hansekulturfestival>

Hanseatic city of Lübeck – UNESCO World Heritage Site

UNESCO listed the heart of Lübeck's Old Town as a World Heritage Site in 1987

+++ Lübeck. This was the first time that the honour had been granted to an entire district of a town in northern Europe. It owed its inclusion to the outline of the town which was built to a plan and preserved to this day, the original historical buildings and the unmistakable cityscape with the five Gothic brick churches and their seven spires. Go for a stroll through the Old Town and walk through this unique World Heritage Site, along the axes running parallel from North to South and the cobbled streets leading down to the Trave and the canal like so many thousand locals and visitors in past centuries. Discover the small and large treasures and find out how people live their lives today behind the old walls.

The World Heritage Site of the Old Town comprises three areas which have retained their historical character to this day and give a glimpse of the power and historical significance which Lübeck once possessed as Queen of the Hanseatic League.

Zone 1 comprises the Old Town district in the North and East bounded by Fischergrube, Pfaffenstraße, Königstraße, Mühlenstraße, An der Mauer Straße and the Castle Gate. Here there are numerous individual listed buildings along the historical network of streets, the former Dominican Castle Monastery and the Castle Gate as part of the old town's fortifications. Another important element is Koberg, an almost completely preserved district from the late 13th century with St. Jacob's Church and the Hospital of the Holy Spirit. St. Giles' church and St. Catherine's church together with St. Catherine's Monastery as well as St. Anne's Monastery also form part of the district.

The second area lies between St. Peter's church and the cathedral and contains magnificent patrician houses from the 15th and 16th centuries. Holsten Gate and the old salt warehouses reinforce the district's character as one full of venerable monuments. Almost all the structures originate from the time when the Hanseatic League had reached the apex of its power and Lübeck controlled long-distance trade in the whole of Northern Europe. There is also a large, coherent area of historical alleys here.

The third zone comprises the area around the market with St. Mary's church and the Town Hall in the heart of the Old Town. It contains a reminder of the founding district from the 12th century which borders this zone on the West, a district that fell victim to an air raid in 1942. Extensive excavations were carried out here for many years before the district was rebuilt on the old walls based on the historical model. A modern urban construction project in harmony with the preservation of historical monuments.

The area below ground in the three Old Town zones is also part of the World Heritage Site, and archaeological excavations are part of everyday life in this "Troy of the North". +++

<https://www.visit-luebeck.com/old-town/unesco-world-heritage-site>

European Hansemuseum Lübeck

Fascinating time travel for young and old in the permanent exhibition: the Hanse

+++ Lübeck. Immerse yourself in the fascinating world of merchants during the Middle Ages and experience the rise and fall of the erstwhile trading power. European history is brought to life in the Hansemuseum which provides the perfect setting for the phenomenon of the Hanseatic League. Nobody can deny that the Hanseatic League played a key role in German and European history and is still present in many people's minds today. Half a millennium passed from its rise as a trading power until its fall. The European Hansemuseum provides answers to many questions, such as how the Hanseatic League was able to survive over such a long period. Submerge in the world and life during the era of the Hanseatic League and be a witness to oaths, diplomatic negotiations, piracy, trade boycotts, wars and the suffering during the great plague epidemic.

"The Hanse" is the most important and powerful trading network of the Middle Ages. With its strategic position in the Baltic Sea region, the city of Lübeck developed into one of the most important trading partners of this alliance. As a pioneer of our modern understanding of the economy, the Hanse still shapes the politics, economy and society of the European continent today. As a cultural and educational centre, the EHM is one of the best addresses for Hanse history worldwide. In cooperation with the affiliated "Research Centre for the History of the Hanse and the Baltic Sea Region", the latest findings are made accessible.

As a young museum in a traditional location, the EHM merges the old castle monastery with a modern museum complex. This is the first address for Hanse history worldwide since 27th May 2015. As an economic museum, the museum also deals with current issues of trade and economy. With the excellent gastronomy and plenty of space for events, the EHM is an ideal place to reflect on the future and the past. +++

<https://www.hansemuseum.eu/en/>

Opening times:

daily open 10.00 a.m. – 6.00 p.m. (except 24th of December)

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Lübeck – the city of Nobel laureates

Research and memorial sites for Thomas Mann, Günter Grass and Willy-Brandt

+++ Lübeck. The City of Lübeck is proud of its three Nobel Prize Laureates: Thomas Mann (1875-1955 / Nobel Prize in Literature 1929), Willy Brandt (1913-1992 / Nobel Prize for Peace 1971) and Günter Grass (born 1927 in Gdansk - 2015 / Nobel Prize in Literature 1999). All of them considered the Hanseatic City as their home town.

The writer Thomas Mann was born here in 1875 and lived in Lübeck until the age of 23. The politician Willy Brandt, born in Lübeck in 1913, also spent the years of his youth in the Hanseatic City, whereas the author Günter Grass moved to Lübeck at the age of 68, in order to be “closer to” Thomas Mann and Willy Brandt, as he once said.

Lübeck pays a lot of attention to all three Nobel Prize laureates: The Museum of Literature Buddenbrook-House at Mengstraße 4 is a centre of attraction for Mann experts and devotees from all over the world. Here, the works of Heinrich Mann and the author Erich Mühsam are being honoured as well (closed till 2023 because of renovation, please visit the museum Behnhaus/Drägerhaus to see a part of the original “Buddenbrooks” exhibition). The Günter Grass-House at Glockengießerstraße 21, where the author had his writing studio, is an exhibition and research facility, just like the Willy-Brandt-House, which is located at Königstraße 21.

Visit Lübeck’s Nobel Prize Laureates, Thomas Mann, Günter Grass and Willy Brandt, in the museums dedicated to them in Lübeck’s historic Old Town. Find out everything about their complex lives and works and their close attachment to this Hanseatic city. Besides the stimulating exhibitions on permanent display, there are also numerous small events such as readings, discussions or concerts, spread over the year to encounter.

The Buddenbrookhaus – Thomas Mann

Thomas Mann bequeathed his home town a literary monument in 1901 with his novel “Buddenbrooks: The Decline of a Family”. The proud patrician family of the Buddenbrooks who came to money and power through the grain trade, is almost entirely wiped out within the space of three generations. In 1929, he was awarded the Nobel Prize for Literature for his epoch-making novel. However, not all the people of Lübeck were happy with this work as some of the “similarities with living persons” turned out to be anything but flattering. In business circles, the young author was cursed as a traitor and distant relatives even took out ads in the newspaper in which they disowned him as a family member. Today, people in Lübeck are very proud of their Nobel Prize Laureate. The major significance of Thomas and Heinrich Mann and further representatives of the family can be seen in the fact that the historical Buddenbrook House is currently undergoing conversion and is being considerably extended. Until 2025, the interim exhibition, “Buddenbrooks in Behnhaus” is the new destination for fans of Thomas Mann from all around the world.

Willy Brandt

Born Ernst Karl Frahm, he became Willy Brandt – SPD politician, former Mayor of Berlin, German Chancellor, committed European who fought for reconciliation between East and West and Nobel Peace Prize Laureate. One image that is engraved in people's collective memory all round the world is the memorable sight of Brandt kneeling at the Warsaw ghetto memorial 50 years ago. Brandt grew up as the son of working class parents in Lübeck's St. Lorenz Süd district. He remained attached to the town of his birth throughout his life. In 1971, Willy Brandt was awarded the Nobel Peace Prize for his policy towards the East, and one year later he was made an honorary citizen of Lübeck. Excitingly staged with multimedia and interactive elements, Willy Brandt's political life and the eventful history of Germany and Europe are brought to life in the Willy Brandt House where is more to learn about the atmosphere in society and politics as well as the lifestyle in the Federal Republic of Germany in those days.

Günter Grass

“Thomas Mann, Gdansk and Willy Brandt“, that was Günter Grass' reply to the question of why he settled near Lübeck in 1987. For him, the Hanseatic city was a kind of second home town, replacing Danzig, the town of his birth which he had to leave at the age of 17. The literary proximity to Thomas Mann and the Buddenbrook House inspired him, but above all, his attachment to his old friend and fellow traveller Willy Brandt was a significant reason behind his decision to opt for Lübeck. Günter Grass was a writer, graphic artist and sculptor rolled into one and in 1999 he was awarded the Nobel Prize for Literature for his life's work. Go to Glockengießerstraße in Lübeck and visit the Günter Grass House! The museum has been a forum for literature and the fine arts since 2002. Immerse in the artist's creative process, his words and his imaginary worlds! Here, the artist's creative process and his worlds of words and images can be experienced from the most diverse perspectives. The detailed and lovingly designed colonial goods shop in the entrance is reminiscent of Grass's novel "The Tin Drum" as well as his parents' shop in Gdansk. +++

<https://www.visit-luebeck.com/culture/nobel-prize-laureates>

Favorite place – the painter´s corner

Carefree life on the banks of the Trave

+++ Lübeck. The water glistens in the sun and the small boats and pleasure ships on the Trave glide blithely past you. In dreamy “Painters’ Corner” on the riverbank, you can enjoy the view of the beautiful Old Town backdrop in the cathedral district and drift off into a world of your own. The Cathedral bells ring out and the swans on the water greet you. Enjoy a picnic on the grass, feed the quacking ducks and relax while you watch the passing ships – all contribute to a feeling of timeless happiness in this secret idyllic spot. And if you feel like cooling off a little in the summer temperatures, simply do like the swans do and dip your feet in the cool water.

Painters’ Corner is a small area of greenery very near the Old Town on the West bank of the Trave on Wallstraße and historically forms part of the old ramparts in front of the Holsten Gate. It’s connected to the historic Old Town via a small, wooden bridge known as Dankwart’s Bridge. This is the perfect spot for an easel or a holiday selfie to capture that Lübeck way of life. The special view from this little corner of the Earth onto the Old Town beside the river has always been very popular with painters and photographers and is a favourite postcard motif.

The relaxed activities on Obertrave with its sunny café terraces, bars and restaurants await you on the opposite bank. Here you will encounter Lübeck hospitality at any time of year as well as summery dance music and welcoming mine hosts. Stroll past neat Old Town houses, small jetties on the banks of the Trave and seemingly endless washing lines between the trees on the side of the path. Discover the paved passages and romantic residential alleys with the tiny alley houses lovingly cared for and often decorated like dolls houses. Just immerse in the peaceful life on Obertrave. +++

<https://www.visit-luebeck.com/water/malerwinkel>

LTM and die LÜBECKER MUSEEN produce a joint podcast in 2022

Joint LÜBECK ZWISCHENTÖNE at luebeck-zwischenzeilen.de/podcast

+++ Lübeck. LTM and the Lübeck museums make common cause! Since the beginning of 2022, the podcast LÜBECK ZWISCHENTÖNE has been a joint project of Lübeck and Travemünde Marketing GmbH (LTM) and the Kulturstiftung Lübeck DIE LÜBECKER MUSEEN (LM). From 2022, the podcast will be designed and realized together with the Lübeck museums due to the high synergy effects and optimized target group approach. The approximately 60-minute LÜBECK ZWISCHENTÖNE appear every four weeks always on the first of the month. A successful baptism of fire for the cooperation was the January 2022 edition with a contribution on the exhibition "Power & Magic" in the Museum of Nature and environment, which opened on 14 January. The January podcast is available at <https://luebeck-zwischenzeilen.de/podcast/>.

The podcast episodes are moderated by the journalist duo Bettina and Christian Aust. The two experienced radio editors with a focus on "Culture and Film" research the audio stories and conduct the live interviews in Lübeck. They describe what they have experienced themselves in an entertaining way, making the city audible in many facets and thus authentically tangible.

The podcast LÜBECK ZWISCHENTÖNE is available on all well-known audio portals such as Spotify, Apple Podcast, Google Podcast, Amazon Music, Podimo, Deezer or via RSS feed. Interested listeners can also be notified by e-mail when a new episode is released. The podcast contributions are regularly broadcast on the Open Channel Lübeck every Saturday at 12 noon. The podcast is integrated into the LTM blog LÜBECK ZWISCHENZEILEN at luebeck-zwischenzeilen.de.

Background

Podcasts are an ideal medium to emotionally bind people to a brand and promote positive brand values such as sympathy and trust. They are becoming increasingly popular in all age groups. The number of users is increasing continuously. In 2021, 38% of the population listened to podcasts, that is more than 31.6 million people (ARD/ZDF online study 2021). On Spotify alone, there are now about 70,000 German-language formats. Podcast users have a high level of education and particularly appreciate culture-oriented formats. +++

luebeck-zwischenzeilen.de/podcast

PresseInformation

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Marzipan from Lübeck

+++ Lübeck. Lübeck and marzipan are closely connected with each other. In 1530 the word 'Martzapaen' was mentioned in Lübeck's guild-rolls for the first time. In former times the production of marzipan – which boomed during Christmas season – was an especially strenuous and troublesome job at the grinding-stone. Meanwhile it has given way to industrial production. But its secret has been left: The quality is specified by the special mixing-rate of the individual ingredients and each producer keeps his secret.

Today the specialties that Thomas Mann once described as "harem confectionery" and which even Russian Czars and the German emperor indulged in are available for everyone. There are 300 different chocolate-covered, glazed or decorated specialties along with classic marzipan in the shape of bread, fine chocolates, cute figures, sweet liqueurs, hot drinks and seasonal extras which can be found at the Café Niederegger in the heart of Lübeck's Old Town. +++

www.visit-luebeck.com

www.niederegger.de

Lübeck und Travemünde Marketing GmbH

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Rotspon – Red wine from Lübeck

+++ Lübeck. The beginning of the red wine trade in Lübeck dates back to the 13th century. At that time the first ships of the Hanseatic League sailed to the French coast in order to buy Bordeaux wine. However it was no sooner than 1530 that the red wine trade became important for Lübeck, because back then, Thomas Bugenhagen was the first merchant who imported larger quantities of French red wine. He is said to have ordered his cellar master to allow the wine to mature so that its good properties may fully develop and turn the drinker into a happy and sociable person instead of a loud and boisterous one.

Since that time French red wine is brought to Lübeck to get “refined and cultivated”. The surprising improvement of quality as a consequence of the storage in Lübeck’s wine cellars was first perceived in 1806 by French officers. After Napoleon’s army had occupied the city of Lübeck, the officers noticed that the Bordeaux-wines stored in Lübeck’s wine-cellars tasted much better than the Bordeaux-wines at home.

Back home they started to investigate the “Bordeaux-wine case” thoroughly. They filled several wine-casks at Bordeaux, all of them with the same wine. Some of those casks were left in Bordeaux and the others were brought to Lübeck to be stored. After an adequate period of time for maturing and storage a tasting of both wines showed that the French officers were right. But even until now an explanation could not be found. It may be the climate in Lübeck in connection with the temperature in Lübeck’s wine-cellars that has a better effect on the wine than that in Bordeaux.

Rotspon originally meant red-wine being stored in a wooden cask. Until today “Lübecker Rotspon” stands for high quality wine - and it has the same good reputation as the famous marzipan. +++ www.visit-luebeck.com

Wine shops in Lübeck’s Old Town:

H.F. von Melle

Beckergrube 86, 23552 Lübeck

Phone: +49 (0) 451 / 710 50

www.von-melle.de

Miera

Hüxstr. 57, 23552 Lübeck

Phone: +49 (0) 451 7 72 12

www.miera-luebeck.de

Weinhandlung Roeper

Hüxstraße 24, 23552 Lübeck

Phone: +49 (0) 451 7 34 54

www.die-

[huexstrasse.de/en/weinhandlung-roeper_geschaeft-detail_20](http://www.die-huexstrasse.de/en/weinhandlung-roeper_geschaeft-detail_20)

Nordisches Weinhaus

Fleischhauerstr.30, 23552 Lübeck

Phone: +49 (0) 451 72760

www.nordischesweinhaus.com

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The Holstentor – Lübeck's town gate with history

+++ Lübeck. The Holsten Gate is Lübeck's famous landmark and one of the most popular motifs for photos in the whole of Northern Europe. It decorates countless postcards, marzipan cakes, stamps and 2-Euro coins with its thick red-brick walls and massive twin towers. This impressive Gothic city gate was once a symbol of power and formed an important part of the town's fortifications designed to protect this rich Hanseatic city from enemy attacks. The green spaces in front of the gate represents a wonderful place to relax in summer, offering peace and quiet to plan the visitation of Lübeck. The two iron, life-sized lions guarding the steps to the Holsten Gate with typically Lübeck serenity will persuade to join in a casual selfie.

Concordia Domi Foris Pax. That's what it says in golden letters above the outer arch of the Holsten Gate. Translated from Latin, it means: Harmony within, peace outside. This is testimony to the great need for harmony felt by the city fathers as they always had to protect their rich Hanseatic city against hostile attacks. In doing so, they relied more on their negotiating skills than on military conflict. The 30 cannons which once lined the loopholes in the Holsten Gate but which tradition has it were never fired, can also testify to this. And to this day, this golden inscription speaks to the Lübeck way of life: joyful, lively and serene.

Don't be surprised if the south tower of the Holsten Gate leans to one side like the leaning tower of Pisa! It was already clear when the Gate was built in the late 15th century that sooner or later it would start to lean with its walls measuring up to 3.5 metres in thickness. The reason is the boggy ground on the banks of the river Trave on which this massive brick building was constructed. Over the course of the centuries, both Holsten Gate towers have sunk unevenly into the ground in spite of its pile foundations, and only extensive restoration work in 1933/34 was able to halt the growing tilt. Comprehensive restoration measures were also carried out in 2005 and 2006. The German Foundation for Monument Protection and the Possehl Foundation contributed a considerable share to the costs. +++

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Fax: 0451/ 1 22 41 83

E-mail: mkk@luebeck.de

Website: www.museum-holstentor.de

Openings:

Mo. - Su. 10:00 - 18:00

<https://www.visit-luebeck.com/old-town/holsten-gate>

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The hidden world of courtyards and alleys

Space can be found in the smallest shack – a medieval labyrinth

+++ Lübeck. Just like other big cities of the late Middle Ages and the beginning of modern times, Lübeck had a great number of daytellers and delivery boys. They chiefly lived in little houses called “Buden” (shacks), which were densely crowded on premises in street corners, at the back of townsmen’s houses and in the inner parts of housing blocks. Those hidden parts were called alleyways and alleyway quarter. Quickly the salesman, richer middle class and church men discovered how much there was to earn with a well embellished courtyard. Of course the trade with these little housing alleys and exorbitant rates prospered widely. Therein it was up to the owner how many families he cramped into the tiny flats and how many buildings he erected behind his own house.

With the general growth of population during the second half of the 15th century Lübeck’s population increased by 25%. This led to a pauperisation of a big part of the population and with it to an extended and modernised quarter of alleyways. Towards the end of the 17th century Lübeck had more than 180 alleyways. Today about 90 of them have survived.

A few of the most popular ones are presented here:

Engelsgrube – Where the English were called Angels

The origin of this designation is not to be found in the heavenly spheres, but can be traced back to the Hanseatic name for the English. A part of the harbour was allocated to the English merchants to charge and discharge their ships. Initially these quarters were meadows, Street names like „Engelswisch“ commemorate these „Meadows of the English“. Hardly any other street in the Old Town shows a bigger variety of alleyways than the Engelsgrube, where dock workers of all kind settled: salt packers, delivery boys for chests and beams and others. Just as the neighbouring Fischergrube, the Engelsgrube was aligned and heaped up before the turn of the century. So now the entrances and windows of some of the houses lie beneath the landfills and stairs lead down to them.

Hellgrüner und dunkelgrüner Gang – A green paradise in the backstreets

Through the low portal at the side of a baroque bourgeois house one enters the prettiest and cleanest of Lübeck’s alleyways: the Light and Dark Green Alley. Situated between Engelswisch and Untertrave and accessible from both ends, a forgotten world opens up, imparting a whiff of the old Lübeck: interplay of narrow alleys, little shacks, courtyard like fields, alleys seeming to be blind and hidden exits. The history of this quarter dates back to the year 1357, first housing to 1587. Gradually a small colony developed near the harbour, close to the waterfront and not far from the main road to Mecklenburg. On 23rd April 1596 a huge gas-explosion destroyed the quarter of alleyways. A Spanish inhabitant had secretly stored not granulated gunpowder destroying a big part of the quarter through self-ignition. Today’s buildings date back to the time of the big explosion – the 17th century.

Lüngreens Gang (Fischergrube No. 38) – submerging in the labyrinth of Alleys

One of the few alleyways where the remaining two-storey houses from the first half of the 17th century are under monumental protection. Moreover, it is one of the few alleys connecting two streets (Gruben). For tourists it is an adventure to get from the angled ways on the end towards the Bäcker gang to the straight Lüngreens Gang and then finding themselves emerging from the idyll into the Fischergrube.

Füchtingshof is located in Glockengießerstraße below St. Catherine's church. It is one of the biggest and magnificent courtyards in Lübeck. The listed early Baroque housing area belongs to the charity foundation "Johann Füchtling Testament" that still exists today as an autonomous foundation. Since 1639 the courtyard serves as a housing estate for widows of sailors and merchants. After a modernisation and renovation in the 1970s 28 apartments are available. Still inhabited today, this courtyard became an oasis in the centre of the Old Town. +++

<https://www.visit-luebeck.com/old-town/alleys-courtyards>

Lübeck – Christmas capital of northern Germany

A tradition of more than 370 years – Lübeck's Christmas fairs in 2022

+++ Lübeck. From November 21st the Hanseatic city of Lübeck offers a unique cultural experience. Several Christmas markets set amidst the Old Town, which were first mentioned in a document in 1648, invite inhabitants and guests to pay a visit to the unique UNESCO World Heritage Site over the festive period. Christmas concerts, Advent markets, exhibitions in the museums, Christmas fairy tales, readings and services in the five Gothic churches of the Old Town complete the Christmas programme. Lübeck's Christmas markets will be opened officially on November 21st with the event Shining Advent and a beautiful light procession. +++

www.visit-luebeck.com/culture/christmas-city-of-the-north

The Christmas Markets - Everything at a glance:

- [Traditional Christmas Market](#)
 - 21. 11.-30. 12. 2022
- [Historical Christmas Market](#)
 - 21. 11.-23. 12. 2022
- [Starlit Forest at Schranggen](#)
 - 21. 11.-30. 12. 2022
- [Fairytale Forest next to St. Mary's Church](#)
 - 21. 11.-30. 12. 2022
- [Craft Market in St. Peter's Church](#)
 - 22. 11.-18. 12. 2022
- [Craft Market in the Hospital of the Holy Spirit](#)
 - 25. 11.-4. 12. 2022
- [Craft Market Lübsche Wiehnacht](#)
 - 19./20. 11.+26./27. 11. 2022
- [Craft Market Hoghehus](#)
 - 26. 11.-11. 12. 2022
- [Niederegger Christmas Bazaar](#)
 - 22. 11.-24. 12. 2022
- [Maritime Christmas Market](#)
 - 21. 11.-30. 12. 2022
- [Christmas Wonderland](#)
 - 21. 11.-1. 1. 2023

www.visit-luebeck.com/culture/christmas-city-of-the-north



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Calendar of events in Lübeck 2022

We are pleased to announce a wide range of events in this 2022 annual overview. Please understand if there will still be restrictions in 2022 due to current pandemic regulations, which could possibly affect events in this overview. Information is provided by the respective organizers. Thank you very much!

(State: August 2022)

Schleswig-Holstein Music Festival

2.7. – 28.8.2022

The Schleswig-Holstein Music Festival is back performing on Lübeck's stages again in 2019. Guests will be able to enjoy a number of outstanding concerts in various locations throughout Schleswig-Holstein. This year's Schleswig-Holstein Musik Festival with top-class international soloists and orchestras is dedicated to the composer Johannes Brahms. For more information, please visit: shmf.de/en

Hosted by: Schleswig-Holstein Musik Festival e. V.

Venue: various locations

Duckstein-Festival

5.8. – 14.8.2022

Guests enjoy the Duckstein-Festival on Lübeck's banks of the Trave between the Music and Congress Hall and Radisson Blu Hotel with artistic, cultural and culinary highlights. For 10 days there will be free street theatre, performances and comedy as well as jazz, blues and classical music. There's a swimming stage as setting for the artists. For more information, please visit:

duckstein.de

Hosted by: bwp Festival & Event GmbH

Venue: outdoor area of the Musik- und Kongresshalle

Christopher Street Day

19. – 20.8.2022

The Christopher Street Day (CSD) is a day of celebration, remembrance and demonstration at the same time and is traditionally celebrated in Lübeck as a street festival and demonstration/parade as well as with various supporting events. Groups, associations and institutions present themselves at the festival on the market. An extensive stage program of singing, dancing, travesty and comedy offers atmospheric entertainment until late in the evening. For more information, please visit: luebeck-pride.de

Hosted by: Lübecker CSD e. V.

Admission: free

Venue: market

22. Long Night of open Museums

27.8.2022

During this night the museums of Lübeck invite to a foray through the extra-ordinarily diversified cultural landscape. Museums, galleries and cultural institutions open their doors until midnight.

For more information, please visit: die-luebecker-museen.de

Hosted by: Lübecker Museen

Venue: city center

Wolfhager Figurentheater

7.9. – 25.9.2022

The "Wolfhager Figurentheater" is a family business of the 7th generation. The dolls are the well-known Hohnsteiner hand puppets and tour all year round through the entire Federal Republic. The performances will be shown daily from Monday to Friday at 4.30 p.m., Saturdays and Sundays at 11 a.m. and 2 p.m. For more information, please visit: wolfhager-figurentheater.de

[figurentheater.de](http://wolfhager-figurentheater.de)

Hosted by: Wolfhagener Puppentheater

Venue: football ground Am Brink

TraveJazz Festival 2022

8.9. – 11.9.2022

The four day long live music festival takes place in the heart of Lübeck. It features jazz, funk and soul. Renowned artists from Germany and abroad as well as jazz bands from Lübeck participate in the programme. There will also be a workshop, organized by jazz pool Lübeck e.V. and exhibitions about jazz. For more information, please visit: travejazz.de

Hosted by: TraveJazz e. V.

Venue: selected locations in Lübeck's Old Town

Open Monument Day

11.9.2022

Monuments are witnesses of past stories of their inhabitants and builders. Their building fabric is full of evidence. On 11 September 2022, these traces will be examined more closely under the motto "KulturSpur" and history and stories around the monuments will be determined. For more information, please visit: tag-des-offenen-denkmals.de

Hosted by: Deutsche Stiftung Denkmalschutz

Admission: free

Venue: see programm

City Run Lübeck

18.9.2022

The runners from Lübeck and the region start the joint long-distance run along the backdrop of the Queen of the Hanseatic League. Tips and seminars on healthy nutrition and the right running technique offer runners and spectators valuable information. Information and registration at: city-lauf-luebeck.de

Hosted by: LBV Phönix von 1903 e. V.

Venue: Lübeck's Old Town

Rock am Wendehammer

01.10.2022

"Rock am Wendehammer" is a little festival and cult event in Lübeck, organized by the legendary Funambules. The rock spectacle takes place An der Obertrave. Live music from 11 a.m. – 10 p.m. For the physical well-being: food from the grill, cakes and drinks are offered.

Hosted by: Funambules

Admission: free

Venue: An der Obertrave

Stand: 5.7.2022 Änderungen vorbehalten ih

Handmade Market

14.10. – 16.10.2022

From jewellery to clothing, health articles, food and drinks, decorative and useful things – all handmade and made from a wide variety of materials. While visitors browse the stalls of the artisans, some restaurateurs take care of their physical well-being. There will be a children's programme for the youngest market visitors. For more information, see: handgemacht-maerkte.com

Hosted by: HANDGEMACHT-MÄRKTE, Ingrid Berkau

Venue: market

Stadtwerke Lübeck Marathon

23.10.2022

In addition to the Travemünde Week, it is considered THE sporting event in Lübeck: the Stadtwerke Lübeck Marathon. Six different route lengths from 2.1 km to the marathon over 42.195 km lead along Lübeck's old town, through the Herrentunnel to the seaside resort of Travemünde. Start for all runners is the Breite Straße, finish is in the immediate vicinity on the Lübecker Markt. Information and registration at: stadtwerke-luebeck-marathon.de/en

Hosted by: Lübecker Marathon e. V.

Venue: from city center to Travemünde

64. Nordic Film Days

1.11. – 6.11.2022

The 64th Nordic Film Days Lübeck present films from the Scandinavian and Baltic countries as well as from northern Germany – including feature films, documentaries, children's and youth films as well as short films. The Filmforum Schleswig-Holstein shows the exciting works of young filmmakers, also on the program is a retrospective. Guests experience the flair of a special film festival surrounded by the Nordic charm of the cosmopolitan Hanseatic city. For more information, please visit: nordische-filmtage.de/en

Hosted by: Hansestadt Lübeck - Nordische Filmtage Lübeck

Venue: CineStar Lübeck, municipal cinema Lübeck, Kolosseum Lübeck

Artisan Market „Lübsche Wiehnacht“

19.11. – 20.11. and 26.11. – 27.11.2022

In the historic-maritime Harbour Shed 6, directly on the quayside, a diverse range of fine, unusual handicrafts and design awaits you in a family-friendly and relaxed atmosphere. Many exhibitors, who incidentally change to the second date, come from the Baltic Sea region. About 35 regional artisans offer handmade unique pieces from their own workshops. In the small cafeteria there are delicious waffles, home-baked cakes and snacks, mainly from the region and organic farming. The seductive aroma of coffee, punch and organic mulled wine makes the visit a sensual overall experience. For more information, see: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: Brigitte Dammann, Rainer Westen

Admission: adults 2,- €, children up to 12 years free

Venue: Schuppen 6

Lübeck Christmas Market

21.11. – 30.12.2022

A relaxed walk through Lübeck's Christmas Market is one of the highlights in the pre-Christmas time. Thousands of fairy lights and the festive decoration in the streets and shop windows add to the unique and impressive atmosphere, which delights visitors from near and afar. For more information, please visit: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: Lübeck und Travemünde Marketing GmbH

Admission: free

Venue: Markt, Breite Straße, Schranggen and Koberg

Stand: 5.7.2022 Änderungen vorbehalten ih

Fairytale forest at St. Mary's Church

21.11. – 30.12.2022

Lübeck's traditional Fairytale Forest of Christmas is a pre-Christmas attraction at the feet of St. Mary's church. More than 20 lovely decorated and hand work created booths invite all children, from tall to small, to a colourful sheet of pictures of narratives of the brothers Grimm. The mini rail for kids, a carousel and of course the wishing hour with the „real“ Santa ensure a pre-Christmas atmosphere and bright children's eyes. For more information, please visit: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: Pro Lübeck e. V.

Admission: free

Venue: northern churchyard of the St. Mary's Church

Historic Christmas Market

21.11. – 23.12.2022

With its medieval ambience the historic Christmas market at St. Mary's churchyard takes visitors back to the times past: amidst the impressive brick stone backdrop craftsmen offer wooden carvings, warm furs, self-made silver jewelry and much more while musicians and jugglers in historic clothing entertain the visitors. In the evenings you and your friends are invited to feel the heat of the burning wood in fire-cans, have a mug of hot mead and practice your dancing skills to medieval music. For more information, please visit: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: Zeytreise Veranstaltungen

Admission: free

Venue: St. Mary's churchyard

Christmas Wonderland at the Hansemuseum

21.11.2022 – 1.1.2023

Around the European Hanseatic Museum, the Christmas Wonderland invites you to a colorful program of music and cabaret, magic and singing. Guests can also expect a small tranquil market with delicious regional features, the imp-forest for large and small guests and a glass dome with a weather-proof winter landscape, in which the younger guests can prepare for the Christmas days with various handicraft activities (always Friday to Sunday, reservation required). For more information, see: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: Lübeck und Travemünde Marketing GmbH in cooperation with the café Fräulein Brömse

Admission: free, the handicraft program is subject to a fee

Venue: European Hansemuseum

Lübeck Arts and Crafts Market St. Petri

22.11. – 18.12.2022

Artists and artisans from Germany and the Baltic Sea region offer their exquisite works here during the Advent season. With enough space to look and browse, you stroll through the light-flooded church, which is crisscrossed by the scent of apple punch. Herrnhut stars in all sizes adorn the vastness of the room, stands with hand-felted fashion accessories and self-forged objects for home and garden inspire the eye. In addition, there are high-quality ceramic and woodwork, excellent individual pieces of silk and wool bags and belts made of leather, art objects made of glass and copper, hand-painted cards, home accessories in Scandinavian style, jewelry made of precious metals and amber, Christmas tree decorations and toys – all always with a special touch. For more information, visit: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: St. Petri zu Lübeck

Admission: adults 3,- €, children up to 12 years free

Venue: St. Petrikirche

Arts and Crafts Market Heiligen-Geist-Hospital

25.11. – 4.12.2022

Just browsing becomes a special discovery tour. The vestibule with its loving decoration offers a particularly beautiful atmosphere in the run-up to Christmas. The arts and crafts market has been organized and carried out for over fifty years by the German Association of Women and Culture e. V., Lübeck Group. More than 200 women work voluntarily for a good cause: The net proceeds are donated to cultural and social projects in Lübeck. For ten days, around 80 international artists and artisans will show the diversity of old and new craft techniques. Each workpiece is unique. The unique stalls are spread out in the vestibule, in the medieval vaulted cellar and in the more than 100 so-called "Kabäuschen", tiny wooden chambers in the nave of the church, which were still inhabited until a few decades ago. For more information, please visit: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: Deutscher Verband Frau und Kultur e. V.

Admission: adults 3,- €, pupils and students 1,- €, children up to 12 years free

Venue: Heiligen-Geist-Hospital

Handicrafts at Hoghehus

26.11. – 11.12.2022

This monument offers the perfect backdrop for an artisan market: you can feel the Hanseatic tradition and the more than 700-year-old spirit of the age. Art treasures, ceiling and wall paintings bear witness to the richness of ancient times. In the vaulted cellar and in the hallway, around forty artisans exhibit their most beautiful works. The offer is diverse: fine woodwork, paintings, hand-sewn as well as jewelry and pottery. In addition, there are warm soups, delicious cakes and hot drinks. For more information, see: www.visit-luebeck.com/culture/christmas-city-of-the-north

Hosted by: Eventagentur ddt GmbH

Admission: adults 2,50 €, children up to 12 years free

Venue: Hoghehus