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## Press kit 2024

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[www.visit-travemuende.com](http://www.visit-travemuende.com)

More information at: [www.luebeck-marketing.com](http://www.luebeck-marketing.com)

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## TRAVEMÜNDE – Happy moments by the sea

### A Maritime Haven of Bliss Throughout the Year

+++ Travemünde. Travemünde, once a modest fishing village, began its transformation into an enchanting seaside resort in 1802. Today, it breathes a perfect blend of tradition and modernity. The old town, its historic resort charm, imposing ships in the harbor, the Nordermole pier, a stunning sandy beach, Germany's oldest lighthouse, and the legendary four-masted barque PASSAT are just a few of the treasures Travemünde boasts. Modern Travemünde equally captivates with its seamless integration of contemporary architecture and relaxed lifestyle into its traditional resort culture.

Strolling along the historic beach promenade immerses you in a world of fascinating sailing classics, chugging boats, and huge ferries navigating the Baltic Sea. The fine sandy beaches from Priwall to the Brodten steep coast, spanning 4.5 kilometers, are inviting for swimming and sunbathing. Year-round, long beach walks in the fresh sea breeze and visits to the picturesque fishing harbor, with views of freshly caught fish, enrich the sensory experience. Wander along Vorderreihe, Travemünde's most enticing shopping street, past the cruise ship pier at Ostpreußenkai, and take a break in a streetside café overlooking the ships at the Trave river mouth. For pure romance, spend a night in a sleeping beach chair right by the sea.

The Seebadmuseum offers fascinating insights into the glamorous history of the seaside resort and its historic bathing culture. A visit to the Alte Vogtei is also worthwhile, where you can relax in a historical ambiance, just like the bailiffs of yesteryears, and admire unique Renaissance paintings. Boat tours, sailing trips on old vessels, offshore fishing, and a visit to the four-masted barque PASSAT, the landmark of Travemünde, are also highly popular. The historic lighthouse houses a maritime museum.

The Priwall peninsula offers a new combination of nature experience and life by the sea. After years of slumber like Sleeping Beauty, Priwall has now awakened to new life. It enchants with its unspoiled natural beauty and fabulous bathing beach. Conversely, the BeachBay resort with its lifestyle offerings and modern architecture invites you to enjoy a carefree holiday by the sea. Visit the Ostseestation to learn more about the marine life of the Baltic Sea or the Naturwerkstatt, dedicated to the protection of native birds and local nature conservation.

Ferries from Travemünde/Skandinavienkai, Europe's largest ferry port, to Finland and Sweden offer opportunities for short trips to Scandinavia. The Travemünde Sailing Week is one of the world's largest sailing events, attracting hundreds of thousands of visitors annually to experience this unique combination of international sailing sport and the maritime festival.

Please visit [www.visit-travemuende.com](http://www.visit-travemuende.com) for further information, hotel bookings, holiday apartment service and information about local events or call the hotline +49(0)451-88 99 700.

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## Refreshingly different: The seaside resort of Travemünde has reinvented itself

### New hotels, new concepts, new infrastructure and new guests in the seaside resort

+++ Travemünde. Travemünde has undergone a remarkable transformation, redefining itself as a contemporary urban seaside resort that skilfully blends modernity with its historical charm. In recent years, this historic seaside resort has made significant strides towards the future with the development of new hotels and holiday apartments, adding approximately 3,000 guest beds and representing an investment of over 200 million euros. This development also includes the enhancement of modern infrastructure and the introduction of new wellness and leisure facilities, which have significantly boosted the appeal of the pre- and post-season.

Aligned with its brand strategy from 2020, Travemünde has positioned itself to attract nature tourists from the Baltic Sea region, offering relaxation, recuperation, and the allure of new experiences. Benefiting doubly, Travemünde not only strengthens the Lübeck brand but also stands out as a beloved and liveable seaside resort in the Baltic Sea brand. In 2023, Travemünde saw a significant increase in overnight stays, reaching 1,223,408 – a notable rise from the pre-Corona year of 2019. The destination's growing popularity and new projects are expected to further boost guest numbers and overnight stays.

The Travepromenade, stretching 550 meters from the pilot tower to Vorderreihe, is Travemünde's newest attraction. This promenade, together with Priwall promenade and the "imperial" beach promenade, forms a unique promenade circuit that connects both banks of the Trave river, complete with a ferry ride. The redevelopment of the Travepromenade, costing €3.8 million, was primarily funded through a joint federal-state program.

The "BeachBay Travemünde" by PLANET-Haus AG, a modern holiday park established in 2019 on the Priwall peninsula, offers approximately 500 holiday units and 1,700 beds. The resort includes the SlowDown conference centre and hotel, opened in 2020, which capitalizes on the unique appeal of meetings and conferences in a maritime setting.

Additionally, the A-ja Travemünde adventure resort, opened in summer 2018, is positioned prominently on the beach promenade, offering 230 rooms and 12 panoramic suites with sea views, alongside a seaside resort featuring indoor and outdoor pools, a sauna world, and a NIVEA house. Adjacent to the A-ja Resort, "High End Travemünde" offers 108 attractive two to six-bed apartments, some with exclusive amenities like a sauna, steam bath, whirlpool, and bio-fireplace.

In 2020, a new high-end residential and holiday complex was constructed at Godewindpark, on the site of the partially preserved Kittner car dealership from the 1950s. Close to the beach, this area includes 66 condominiums in seven park villas and 53 holiday apartments. The old fishing harbour is also undergoing a transformation, with 144 condominiums and 107 holiday apartments being built on a 16,700 square meter site as part of a 120-million-euro project set to complete by mid-2024. Additionally, the New Teutendorf Estate, started in February 2021, is developing a neighbourhood of up to 450 rental apartments, featuring a mix of detached, semi-detached, terraced houses, and townhouses, scheduled for completion in 2027. More new buildings and residential projects are planned in and around Travemünde, showcasing its ongoing evolution. +++ [www.visit-travemuende.com](http://www.visit-travemuende.com)

## A well-rounded affair – the circular promenade

### Travemünde offers a maritime promenade as a new unique feature

+++ Travemünde. Since the redesign of the Trave Promenade in spring 2022, Travemünde now boasts a new and distinct attraction: the Circular Promenade. This unique pathway offers a special stroll along the banks of the Trave, connecting both sides of Travemünde through a maritime circuit that extends from the Travepromenade on the town side to the newly established promenade on the Priwall side, linked by two brief ferry routes. This walk promises a variety of experiences and discoveries:

The journey begins with a passenger ferry crossing at Nordermole to Priwall. Near the Beach Bay holiday resort, you'll find the famous four-masted barque Passat, which welcomes visitors to its museum from May to September. The Baltic Sea Station, part of the circular route, showcases native sea creatures in its aquariums year-round. A short stroll past the coal yard offers one of the best views of Travemünde, leading to a car ferry that takes you back to the town side, arriving at the fishing port ferry landing.

On the town side, near the ferry terminal, stands the historic Alte Vogtei, a 16th-century seat of the Lübeck bailiff. Now beautifully restored, it houses an art gallery, a café, and a restaurant with a spacious summer garden. Close by, the late-Gothic St. Lawrence Church towers over the old town, and the Seaside Resort Museum nearby offers a historical exploration of Travemünde from March to December.

A walk along Vorderreihe, lined with shops and cafés, leads to the redesigned Trave Promenade. Kaiserbrückenplatz and Kleiner Fährplatz are ideal spots for relaxing and enjoying views of large ferries and cargo ships. Historic lifeboat sheds and the old slipway near the Lübeck Yacht Club reflect Travemünde's maritime heritage. The Travemünde lighthouse at Leuchtenfeld, Germany's oldest, contains a maritime museum and offers a panoramic view from its viewing gallery.

The Trave terraces at the small ferry landing offer a prime location for watching boats and a splendid view of the PASSAT and the bustling activity on the Trave estuary. A 2-meter-high "i", symbolizing tourist information, also serves as an excellent backdrop for a selfie with the slogan "Love Travemünde". The route then leads back to the pilot station, guiding large ships into the harbour daily, and concludes at Nordermole, completing the approximately two-hour round trip. Why not take a break on the beach or at the Beach Lounge on the beach terraces?

[www.visit-travemuende.com/experience/circular-promenade](http://www.visit-travemuende.com/experience/circular-promenade)

## Four-masted barque PASSAT Travemünde

### Storm-tested emblem of Travemünde is more than 100 years old

+++ Travemünde. Constructed in 1911 by Blohm & Voss in Hamburg for F. Laeisz shipping company, the PASSAT stands as a proud maritime emblem of the Baltic resort of Travemünde. This majestic sailing ship, once a true Cape Horn navigator, symbolizes a bygone era of oceanic adventures. Though no longer traversing the globe with heavy cargo, the PASSAT's elegance evokes memories of a time when it faced force 10 gales and towering waves with sails unfurled. Her voyages, spanning half the world and lasting months, were as much about survival as they were about the spirit of adventure and freedom.

A visit aboard the PASSAT ignites the imagination, transporting you back to those thrilling times. The ship's romantic allure and the innate human yearning for exploration come alive as you listen to riveting tales from the "contemporary witnesses," crew members eager to share their sea-faring experiences. The museum section of the ship, adorned with numerous pictures, offers a glimpse into life aboard a state-of-the-art cargo sailing vessel of that era.

The PASSAT today offers more than just a trip down memory lane; it serves as a vibrant hub for gatherings and events, boasting facilities for overnight stays. A popular choice for conferences and celebrations, its below-deck bunks and restrooms offer an authentic maritime experience. As night falls, gazing through a porthole at the illuminated Travemünde and feeling the gentle sway of the Baltic Sea, guests aboard the PASSAT are enveloped in a true "sailing ship feeling," a testament to her enduring spirit as a genuine seafaring vessel.+++

#### Four-masted barque PASSAT

##### Opening hours:

Low season: 1 April–5 May + 30 Sep–31 Oct 2024  
daily 11 a.m.–4.30 p.m.

High season: 6 May–29 Sept 2024  
daily 10 a.m.–5 p.m.

Admission: Adults €7, children and teenagers €3.50 (children under 6 years free of charge)

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[www.luebeck.de/passat](http://www.luebeck.de/passat) or [visit-travemuende.com/our-resort/four-masted-barque-passat](http://visit-travemuende.com/our-resort/four-masted-barque-passat)

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## The Travemünde week with a fresh breeze and a lot of soul

**The seaside resort is getting ready for the Travemünde Week, 19<sup>th</sup> – 28<sup>th</sup> July 2024**

+++ Travemünde. World-class regatta sailing and a maritime festival with a big heart. When the who's who of international sailing meets in Travemünde from 19<sup>th</sup> to 28<sup>th</sup> July 2024, spectators will be able to watch the thrilling races up close from the busy promenades. At the 135th edition of the Travemünde Week, the regatta programme promises fast-paced competitive sports on the Baltic Sea off the coast of Lübeck.

Highlights are the international championships, which attract current and future sailing stars. Two World Championships in IC Canoe and Flying Junior, a European Championship in the Javelin class, a European Cup in the D-One class, a Grand Prix in the Dragon class and German Championships in the classes Starboat, Typhoon, J/22, RS Aero classes will be held at the 135th Travemünde Week. The young talents can prove themselves in the championships of the Teens and the Optimists.

These high-profile competitions are framed by a colourful country programme with lots of heart and creative participation from local clubs and associations. A lively mix of music, art and gastronomy awaits visitors along the three promenades. The sea is always in sight, and the festival and sailing go hand in hand here as a matter of course.

"Leevke" and "Ole" will be back again this year! Since last year, they have been the key visual of the Travemünde Week, which was developed in accordance with the corporate design of the seaside resort of Travemünde as the basis for all future marketing measures. The stylized forms of the two inhabitants of Travemünde "Leevke" and "Ole" in blue tones represent a perfect symbiosis of sailing enthusiasm and a cheerful land programme. Leevke's waving mane of hair and Ole's wild, flowing beard seem to become the competition arena for the small yellow sailing boats, that are a carefree symbol for the international sailing regattas of the Travemünde Week. World ahoy!

This ideal combination of sailing and festival programme has been in existence since 1889: What began 135 years ago with a small and spontaneous regatta between the two Hamburg merchants Hermann Wentzel and Hermann Droege has developed into one of the largest regatta weeks in the world. Driven by the sailing enthusiasm of Emperor Wilhelm II, who took part for the first time in 1894, not only did the sailing scene take off, but so did the enthusiasm on land. Thousands of visitors came to Travemünde to see the Emperor and his yachts. Even today, the Travemünde Week continues to thrill visitors with international sailing and offers an attractive festival programme along the promenade circuit.

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[www.travemuender-woche.com/en/](http://www.travemuender-woche.com/en/)

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## High up above the sea – Old lighthouse Travemünde

+++ Travemünde. The lighthouse in Travemünde is the oldest one in Germany. It was first mentioned in a document around 1330. The tower was destroyed by Danish troops in 1534 and replaced by the present tower in 1539, which was built by Dutch workers. Lighting was probably originally provided originally by means of an open fire. Later, a lamp with a gilded mirror was used. At that time hempseed oil was used for lighting..

The old lighthouse is 31 metres high and now houses an 8-storey maritime museum that illustrates the history of lighthouse technology. Various models of lightships, sea-lanterns and complete optical apparatus are on display. More than 142 steps lead to the top floor. Here you can see the optical device with 1000 watt bulbs is displayed, which was used until the lights went out. It is still is functional.

From the gallery you have a beautiful absolutely beautiful view of the old town of Travemünde, the Lübeck Bay and parts of the coast of the Federal State Mecklenburg-Vorpommern. For more information, please visit: [www.visit-travemuende.com/our-resort/old-lighthouse](http://www.visit-travemuende.com/our-resort/old-lighthouse) +++

### Old Lighthouse Travemünde

#### Opening hours:

April to October 2024: Daily 1 p.m. – 4 p.m.

July and August 2024: Daily 11 a.m. – 4 p.m.

Admission: Adults 3€, child up to 14 years 2€

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## Once upon a time at the Baltic Sea – Seaside Resort Museum Travemünde

+++ Travemünde. What secrets does Travemünde's past hold? How did beach fashion evolve over the years? Did high society once revel in horse races here? Where did the traditional fishermen venture? Uncover the rich tapestry of Travemünde's history, from a fortified stronghold to a favoured summer haven of the elite, at the Seaside Resort Museum in the Gesellschaftshaus, nestled in the heart of Travemünde's old town. This 160-square-meter exhibition, brimming with films, photographs, audio stations, and artefacts, vividly recounts the astonishing metamorphosis of a quaint fishing village into a beloved Baltic seaside destination. Step back in time and immerse yourself in the life of a turn-of-the-century seaside resort.

The Seebadmuseum is a labour of love, initiated and operated voluntarily by the Heimatverein Travemünde e.V., without reliance on public funds. Spanning 185 square meters, the museum uses films, photos, audio narratives, and exhibits to weave the story of this remarkable transformation. Visitors are invited to explore the dawn of seaside culture and the evolution of this charming village. For those keen on delving deeper into the annals of Travemünde's history, the Seebadmuseum warmly welcomes visitors and offers guided tours, bookable via phone at 04502 9998094..+++

### Seebadmuseum Travemünde

Opening hours:

March to December: Tue–Sun 11 a.m.–5 p.m.

Admission: Adults 6€, reduced: 3,50€; child up to 14 years free of charge

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## Can jellyfish hear? The Ostseestation Travemünde

### The secrets of the underwater world in the Baltic Sea

+++ Travemünde. Pipefish, disco jellyfish, common shrimp, gurnards and lumpfish – they all live in the Baltic Sea and keep us company when we go swimming in the summer. At the Baltic Sea Station Travemünde on the Priwall, you can learn all about the local marine life the fascinating underwater world of the Baltic Sea, as well as about the fragile ecosystem of the Baltic Sea, which everyone can and should help to preserve through mindful and responsible behaviour. In 2016, the Baltic Sea station was awarded the Lübeck Climate Prize for its work in the field of environmental education.

Marine biologist Thorsten Walter has made his dream come true by setting up Baltic Sea aquariums with native sea creatures and a small marine museum. Here you can immerse yourself in the fascinating world of native marine life. The exhibition is open all year round. In the high season from April to October, the opening hours are always Tuesday to Sunday from 10:00 a.m. to 6:00 p.m.

On request and by prior arrangement, you can also touch and feed the voracious flatfish and of course ask lots of questions during a one-hour interactive guided tour. Can jellyfish hear? Are Petermen dangerous? Do cat sharks have seven lives? At the Baltic Sea Station, you are sure to get an answer. The exhibition can also be visited without a guided tour. As a special highlight, there is often the opportunity to explore the fascinating world of plankton & co. through a microscope or to take part in a landing net excursion in the PASSAT harbour. Nature lovers will feel right at home at the Baltic Sea Station on the Priwall. Surrounded by the flora and fauna of the Baltic Sea, a guided tour of the exhibition is a great experience, especially for groups, families, Kindergartens,, schools or company outings. Here, life in the sea is vividly explained, with a lot of love and expertise and without showmanship. Events such as seminars, receptions or workshops can also be held in the seminar or reception room which overlooks the harbour. The Baltic Sea Station is accessible for wheelchairs and pushchairs.+++

#### **Natur und Umwelt – Ostseestation Travemünde e.V.**

##### Opening hours:

High season: 1 April–31 October Tue–Sun 10 am–6 pm

Low season: 1 November–31 March Thu–Sun 10 am–5 pm

Closed on 22 til 25 + 31 December

Admission: adults 7€, children up to 12 years 5€, family ticket (2E + 2 K): 22 €; each additional child plus 4€, children under 3 years free of charge

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## Travemünde celebrates the SEEBADKULTUR. FESTIVAL from 15<sup>th</sup> to 20<sup>th</sup> May 2024

**Street art, culture, sustainability and culinary delights on the beach terraces**

+++ Travemünde. The SEEBADKULTUR.FESTIVAL invites you to a relaxed start of the season with live music, street art, literature and summer fitness from 15<sup>th</sup> to 20<sup>th</sup> May (Whit Monday). On the beach terraces and on the beach stage at the Nordermole, small and big events will take place, giving a preview of the programme for the 2024 season in Travemünde. Guests will experience a relaxed lounge atmosphere and a relaxed attitude to life with a sense of sustainability and a great view of the sea. A full-service bar and food trucks on the beach terraces will provide cool drinks and delicious street food.

The theme of sustainability runs through all aspects of the festival. This includes avoiding long transport routes and working with local suppliers to reduce the festival's carbon footprint. It is often forgotten that sustainability is about much more than climate protection. It's also about appreciation, care, and community. The artists are local, with the wonderful exception of the street artists who come from all over the world to visit us part of their tour. The electricity we use for the concerts, refrigeration, food preparation and lighting in the evenings comes from 100% renewable energy sources such as wind and solar power. In addition, the festival's energy consumption has been scrutinized and further savings have been identified. In this case, less is more! This also applies to packaging waste, which is why the RECUP/-BOWL reusable system will be used as an option for to-go offerings at the festival. There will also be no multi-page programme flyer for the event, but there will be a postcard made of seed paper for sowing in nature and with a QR code referring to the online programme under [seebadkulturfestival.de](http://seebadkulturfestival.de). +++

Further information at [www.visit-travemuende.com/events/seebadkulturfestival](http://www.visit-travemuende.com/events/seebadkulturfestival)

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## Travemünde is where the WIDE WORLD begins

The small cultural festival on the beach of Travemünde, 15<sup>th</sup> – 25<sup>th</sup> August 2024

+++ Travemünde.

The popular beach festival WIDE WORLD invites you to chill out on the beach terraces and enjoy culture with a real beach feeling. The stage programme includes over 30 events with a cool mix of live music, DJ events, theatre, readings and true crime podcast. The WIDE WORLD is presented by Lübeck und Travemünde Marketing GmbH (LTM) in cooperation with the Kulturakademie der Diakonie Nord Nord Ost (KAVD).

Every day there are events with a wide range of drinks and a variety of food trucks serving cool drinks and delicious street food. Guests can find their favourite spot on the beach terraces, in deck chairs, in the pallet lounges or on the roof terraces of the sea containers. Enjoy a sundowner with live music during the blue hour! Admission is free on all days of the programme.

### WIDE WORLD as a sustainable event

Long transport routes are avoided, while at the same time working with local suppliers to reduce the festival's carbon footprint - the artists are also local. The electricity used for the concerts, refrigeration, food preparation and lighting in the evenings comes from 100% renewable energy sources such as wind or solar power. In addition, the festival's energy consumption has been scrutinized and further savings identified. In this case, less is more! This also applies to packaging waste, which is why the RECUP/-BOWL reusable system will be used as an option for to-go offerings at the festival. As well as reducing waste, there will also be a focus on recycling waste - food leftovers will be collected and used to generate new energy.

In addition to the ecological footprint, sustainability also means social fairness and social accessibility. This also includes equal opportunities and self-determination. The Cultural Academy of the Diakonie Nord Nord Ost is an integrative cultural institution and, together with the LTM, has been the organizer of the Wide World Festival together with the LTM from the very beginning. The KAVD employs people with and without disabilities from all over the world in a wide range of technical, creative, performing and organisational cultural professions.

For more information see [www.visit-travemuende.com/events/wide-world](http://www.visit-travemuende.com/events/wide-world) and [www.kavd.info](http://www.kavd.info)

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## Colourful festivals in Travemünde in autumn

### The Magic of Lights and the Kite Festival - moments of happiness in autumn

+++ Travemünde. Autumn traditionally begins with the park festival Magic of lights. At the end of September, the Godewindpark will be transformed into a fairytale world of lights, inviting guests and locals to marvel at the creative highlights. On the first weekend in October, numerous international kite artists visit the seaside resort and display their imaginative XXL kites in the Travemünde beach sky.

### Poetry and fairy dust – Magic of Lights in the Godewindpark

The Travemünde Magic of Lights from 19<sup>th</sup> to 21<sup>st</sup> September 2024 in the Godewindpark will bring the summer season 2024 to a particularly bright close. Visitors of all ages are invited to the festival. 1,000 lights, atmospheric illumination, artistry, music and art offer a fantastic backdrop for night owls and stargazers.

On Thursday, a large lantern parade with live music starts at 6.30 p.m. at Kleiner Fährplatz, Am Leuchtenfeld 10, and moves through Travemünde to the Godewindpark, where the festival opens at 7.30 p.m.

The pans and pots of the food trucks will offer culinary delights of international cuisine, from barbecue specialities to tarte flambée and fish rolls and sweet treats for all tastes. On the lakeside pier, a transparent gastro tent offers visitors the opportunity to relax and enjoy the light show in the park over a glass of wine, beer, a cocktail or a soft drink. Admission free!

For more information, see [www.visit-travemuende.com/events/magic-of-lights](http://www.visit-travemuende.com/events/magic-of-lights)

### Gone with the Wind – Long Kite Festival Weekend

From the Day of German Unity on 3<sup>rd</sup> October to 6<sup>th</sup> October 2024, colourful kites in the Travemünde beach sky invite you to a carefree family outing during this XXL kite festival weekend.

Numerous kite artists from Denmark, England and Germany will be on hand to show what their imaginative, often home-made flying objects can do. These will include Chinese kites, dragons, single-liners, one-offs and funny characters from cartoons and comics. Moderated air shows and individual demonstrations give visitors an exciting insight into the art of kite-flying.

Visitors are welcome to bring their own kites to fly them on the beach on "free flight day". The maximum length of a kite is 300m. If you don't have a kite, you can find one in the on-site kite shop. A gourmet mile and craft stalls along the promenade complete the heavenly beach experience. Beach chairs and sunbeds invite you to linger.

More information at [www.visit-travemuende.com/events/autumn-kite-festival](http://www.visit-travemuende.com/events/autumn-kite-festival) +++

## In the trees above the sea – High rope course Travemünde

### Nature adventure for young and old, families and friends

+++ Travemünde Calvarienberg Park in Travemünde offers a thrilling climbing adventure suitable for individuals and groups of all ages – families, friends, team players, and solo adventurers alike. Spanning over 450 meters, the park features five courses with a total of 41 platforms, promising exhilarating experiences whether you're on a family outing, enjoying a weekend by the sea, or seeking a connection with nature.

The park has crafted a perfect climbing experience within the lush greenery of Calvarienberg, boasting a 100% satisfaction guarantee. Positioned high above sea level yet near the water, climbers navigate from cable cars to intricately designed wooden obstacles, culminating in a spectacular 11-meter-high base jump.

Constructed innovatively and sustainably, the high ropes course utilized local and regional timber from Mecklenburg, Brandenburg, and Lübeck's city forest, emphasizing environmental preservation. Selecting only mature, slow-growing, healthy trees minimizes ecological impact. The park's commitment to nature extends to avoiding drilling into trees, refraining from felling core trees, and conserving the underbrush. Dead wood removal is the only intervention. Furthermore, the park remains closed in spring to protect animal breeding seasons and shuns external light sources. Most electricity is sustainably sourced, contributing to the park's near carbon-neutral status.

Safety is paramount, with annual TÜV certifications and meticulous monitoring of the tree population. The park employs the Smart Belay system by Edelrid, featuring interlocking carabiners that prevent accidental release. When one carabiner is open, the other locks until the first is secured again.

Safety rules are strictly enforced. No one is permitted on the staircases without safety gear, and a comprehensive briefing ensures climbers are well-informed. For instance, only three individuals are allowed on a platform at a time, and obstacles are to be tackled by one person at a time. +++

#### **Kletterwald Travemünde**

Opening hours: Daily 11 a.m. – 5 p.m.

Admission: Price overview on the website

Parkallee 3  
23570 Lübeck – Travemünde

Tel: +49 1517 2448941

E-Mail: [info@kletterwald-travemuende.de](mailto:info@kletterwald-travemuende.de)

[Kletterwald Travemünde \(kletterwald-travemuende.de\)](https://www.kletterwald-travemuende.de)

## Naturally beautiful Travemünde – exploring the countryside

**Nature conservation area, the steep coast of Brodten, Priwall and Pötenitzer Wiek as well as the Dummersdorfer Bank**

+++ Travemünde. Not far from Vorderreihe and the ferry port, the realm of nature begins, inviting you to relax in the countryside. Meadow herbs and colourful wild flowers grow knee-high, lined by bizarre cliffs, natural beaches and rolling hills. Animals abound – on land, in the water and in the air.

[www.visit-travemuende.com/experience/in-the-countryside](http://www.visit-travemuende.com/experience/in-the-countryside)

### **Steep coast of Brodten – From a paradise for beach pirates to a haven for sand martins**

The Brodten steep coast, with its unique cliff formations, offers an exceptional setting for extended walks. During the Middle Ages, beach pirates engaged in the nefarious act of luring ships onto nearby sandbanks with beacons, only to plunder them afterward. Thankfully, those grim times are a thing of the past. By the 19th century, the burgeoning seaside resort of Travemünde began to draw increasing numbers of summer visitors, who discovered the ideal getaway spot: Hermannshöhe with its Seetempel pavilion.

Spanning 4 km, the Brodten steep coast is characterized by rugged, sometimes imposing cliffs. This area, known as Brodtener Winkel, is a designated nature reserve. Over centuries, the Baltic Sea has sculpted these cliffs, a process of erosion that continues today as the sea and wind persistently "nibble" away at them. Annually, up to a meter of the cliff is lost to the sea, with the eroded material eventually depositing on the beaches of Travemünde or Priwall. An "active cliff" is formed where the sea has unobstructed access, constantly subjected to the powerful forces of the waves. This area serves as a breeding ground for the rare sand martins, which nest in burrows within the cliff face. Moving towards Niendorf, the southern part of the cliff transitions into a "passive cliff" where erosion has significantly reduced, and dense vegetation has gradually 'reclaimed' the once steep cliff edge.

[www.visit-travemuende.com/poi/brodten-steep-coast](http://www.visit-travemuende.com/poi/brodten-steep-coast)

### **Priwall and Pötenitzer Wiek – idyllic peninsula with dunes and a natural beach**

Priwall is a three-kilometer-long peninsula located in the Trave estuary, boasting a unique natural environment. This area features idyllic walking paths and a stunning bathing beach fringed with dunes. It's a remarkable haven of untouched natural beauty, nestled between the Trave estuary, the Baltic Sea, and Pötenitzer Wiek. The bird sanctuary on Priwall is a critical habitat for rare bird species to rest and breed, with sand ryegrass and sea buckthorn flourishing between the dunes and forest. A particularly delightful experience is witnessing the breathtaking sunrise over the horizon at the beach early in the morning.

In Priwall's north, there lies a pristine natural beach on the Baltic Sea coastline, characterized by its gentle dunes and adjacent woodland. At the beginning of this magnificent bathing beach, near the Südermole jetty, a dedicated dog beach offers delightful bathing pleasures for canines. The Baltic Sea Coastal Cycle Trail, running eastwards along the shoreline, features numerous access points to the beach, inviting cyclists for refreshing summer swims. Additionally, there's an official nudist beach near the Mecklenburg-Vorpommern state border for naturism enthusiasts.

**Lübeck und Travemünde Marketing GmbH**

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The “Südlicher Priwall” nature conservation area, along with the adjoining shallow water zones of Pötenitzer Wiek – a lagoon-like extension in Travemünde – represents a true paradise for numerous rare plant and animal species. Exploring this conservation area via the “Südlicher Priwall” circular hiking trail offers a chance to experience Priwall's most enchanting aspects.

[www.visit-travemuende.com/experience/in-the-countryside/nature-experience-priwall-poetenitzer-wiek](http://www.visit-travemuende.com/experience/in-the-countryside/nature-experience-priwall-poetenitzer-wiek)

### **Dummersdorfer Bank – a jewel south of Travemünde**

When the divine creator envisioned Dummersdorf Bank, great care was taken to craft this exquisite slice of the world – a must-see destination! This nature reserve in Schleswig-Holstein is a sanctuary for numerous rare plant species. Traveling along the Trave river from Travemünde to Lübeck, you'll discover Dummersdorf Bank south of the Scandinavia Quay ferry port. This 5 km stretch along the bank has been protected since 1958, with Dummersdorf Feld joining the conservation efforts in 1991. Spanning 340 hectares, this area is a refuge for many endangered and sensitive species, where the steep coast and rolling landscape provide a mosaic of microhabitats. Visitors are encouraged to keep to marked paths to preserve the delicate balance of flora and fauna.

The region's undulating hills were shaped during the Ice Ages, formed by the movement and subsequent melting of glaciers. The rise in the Baltic Sea's level allowed saltwater to flow into the Trave's meltwater gully, resulting in the striking cliffs visible today. These steep banks, predominantly wooded, have historically been a source of firewood for local farmers.

Stülper Huk, towering 16 meters above the Trave, is characterized by extensive dry grasslands. This peninsula, jutting into the Trave opposite Pötenitzer Wiek, harbours rare plant species that thrive in nutrient-poor, sunlit soil. Plants like thyme, maiden pink, and gentian flourish here, thanks to regular sheep grazing that prevents faster-growing plants from overshadowing these vibrant specialists. A slender strip of beach lines the cliff's base. Explore Stülper Huk through its five hiking trails and ascend to the observation deck for a breath-taking panoramic view. +++

[www.visit-travemuende.com/experience/in-the-countryside/dummersdorfer-ufer](http://www.visit-travemuende.com/experience/in-the-countryside/dummersdorfer-ufer)

## Travemünde – The „Monte-Carlo of the North“

### The success story of the historic seaside resort of Travemünde

+++ In Travemünde, Wolf-Rüdiger Ohlhoff narrates the illustrious history of this seaside resort, a destination frequented by international stars like Josephine Baker, Sophia Loren, Thomas Mann, Caterina Valente, and Gunter Sachs.

Wolf-Rüdiger Ohlhoff, although not personally acquainted with these celebrities, is an expert on Travemünde's history as a hub for the elite. His extensive knowledge spans back to 1802 when Travemünde transformed from a simple fishing village into a fashionable seaside resort. The early days saw 3,000 visitors enjoying sea baths from wooden carriages and the warm bathhouse on the beach. This boom in tourism spurred the rapid development of Travemünde's distinctive seaside architecture, including hotels, guesthouses, and beach villas.

By 1873, the resort had expanded with a seaside bathhouse built on stilts, enhancing the bathing experience despite gender-segregated swimming. The arrival of the first steamship line in 1824, with the side-wheel steamer "Princessia Wilhelmine" from Copenhagen, and subsequent connections to St. Petersburg, Riga, and Reval, increased Travemünde's allure. Esteemed Russian guests like Ivan Turgenev, Nikolai Gogol, and Fyodor Dostoyevsky visited during this period. The resort's popularity surged with the introduction of the railway in 1882 and the automobile. Travemünde then became a favourite destination for personalities like Joseph von Eichendorff, Emanuel Geibel, Richard Wagner, Clara Schumann, Edvard Munch, and Thomas Mann. A notable moment in its history was Franz Kafka's 1914 visit, during which his barefoot beach walk was deemed scandalous.

Gambling, introduced in 1833 at the Kurhaus (now A-ROSA Resort), played a significant role in establishing Travemünde's sophisticated image. Although banned in 1872 under Chancellor Bismarck, it resumed in 1949 at the ATLANTIC Grand Hotel Travemünde. The casino remained a key attraction until its closure in 2012, later relocating to Lübeck's ParkInn Hotel.

Post-war Travemünde, known as the "Monte Carlo of the North," made a remarkable comeback. The casino's nightclub "La Belle Epoque" hosted shows with international stars in the 50s and 60s, attracting names like Josephine Baker, Lys Assia, and Marlene Dietrich. Interestingly, Dietrich was once reportedly denied entry for wearing a trouser suit, against the strict dress code.

A protective measure, the 15-kilometer 'forbidden mile,' was implemented to safeguard Travemünde's residents from gambling away their assets, reflecting the town's concern over the casino's tempting proximity. +++

[www.visit-travemuende.com/our-resort/traditions-of-a-resort](http://www.visit-travemuende.com/our-resort/traditions-of-a-resort)

## Happiness by the sea – Discount short break in autumn

### Booking campaign from Autumn 2024 in Travemünde

+++ Travemünde. There's always a beach - even in autumn and winter! Under this motto, Lübeck and Travemünde Marketing GmbH (LTM) is once again promoting the off-season in the seaside resort of Travemünde with attractive autumn and winter offers at unbeatable prices. The 'Happy Moments' package in Travemünde, which includes a cosy overnight stay and breakfast, is available from just €45 per person. These offers, in partnership with eight hotels in Travemünde, are valid from 14 October to 15 December 2024, with bookings opening on 27 May.

A flyer, available at the tourist information offices in Lübeck and Travemünde, gives full details of the hotels participating in the 'Moments of Happiness' campaign and aims to inspire visitors to enjoy a relaxing seaside break.

"Travemünde is a hidden gem during the autumn and winter months, offering a truly sustainable destination that guarantees moments of pure joy for body and soul," says LTM Managing Director Christian Martin Lukas. "We warmly invite guests to experience carefree and sometimes stormy holidays by the sea. This special offer is also perfect for locals who've already discovered the benefits of a January or February getaway. It's a fantastic alternative for a short break in Travemünde - after all, there's always a beach!

Guests booking the Moments of Happiness package can choose from eight hotels in three price categories. Options include SlowDown Travemünde (€45), Adults Only Boutique Hotel Villa Wellenrausch (€55), AJA Travemünde. Das Resort (€55), Hotel Strandschlösschen (€55), Strandhotel MARITIM Travemünde (€55) and Strandperle Lieblingsplatz Hotel (€55) as well as A-ROSA Travemünde (€85) and ATLANTIC Grand Hotel Travemünde (€85). Prices are per person, per night, based on double occupancy, including breakfast. The maximum stay is two nights, but additional nights can be arranged at the regular rate, subject to availability. Bookings can be made from 27 May 2024, depending on availability.

And here's our guide to happiness:

1. greet everyone with a cool "Moin" at any time of day
2. enjoy wonderfully long walks along the beach complete with seagull droppings and the roar of the sea
3. watch the big ships in the Trave estuary and spin sailors' yarns
4. look for mussels and thunderstones on the steep coast of Brodten
5. fly kites and put the mind in neutral
6. warm yourself up with a hot grog in a stiff breeze
7. visit the fishermen's harbour and polish off at least one herring roll
8. always have warm socks and thick pullovers on board
9. let the easterly wind and rain blow past in the Seebadmuseum and drink tea in Alte Vogtei
10. admire the old lighthouse and the four-masted barque PASSAT with a telescope
11. if your stomach's rumbling, go for a delicious meal – by all means set a course for one of the

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restaurants with stars

12. Wellness in sight! Sign on for Ayurveda for body and soul

13. Essential to extend your holiday!

Further information and booking at [www.visit-travemuende.com/theres-always-the-beach/moments-of-happiness](http://www.visit-travemuende.com/theres-always-the-beach/moments-of-happiness) and on tel: +49 (0) 451-88 99 700. +++

## Winter magic in the seaside resort of Travemünde

### Winter beauty Travemünde with lights, torchlight and maritime Advent atmosphere

+++ Travemünde. Travemünde in all its glory: the illuminated #Trelche, a cosy winter atmosphere at the festively lit Promenade Vorderreihe, torchlight walks on the beach and a colourful Christmas programme from the Christmas market "Schiff Ahoi" to Christmas Eve at the Old Lighthouse and New Year's Garden in the Brüggmann garden – this is beautiful Travemünde.

At the end of November, just in time for the end of summer time, the illuminated #Trelche Linus, Kalli and Lumi return to bring the light from the far north to Travemünde. They will set up their winter camp again at a special location in the seaside resort and light it up with around 10,000 LED lights until the end of February. From the end of November (until the end of February) the popular torchlight walks take place every Friday at 7 p.m. for a romantic walk along the beach by torchlight. Guests will learn lots of interesting and fun facts about the history of the seaside resort. The tour starts on Fridays at 7 p.m. at the pilot tower on the beach terraces (lasts until 8.30 p.m.). Each guest is provided with a torch, which is included in the price the tour (€8,50 per person).

In and around the cruise terminal, the Christmas market "Schiff Ahoi" will take place from mid-November to 1<sup>st</sup> January with arts and crafts, live music, mulled wine, waffles and other delicacies. Christmas at the Old Lighthouse" is a popular tradition on Christmas Eve (24<sup>th</sup> December) from 1 p.m. and attracts not only guests and residents, but also Father Christmas himself. From 25<sup>th</sup> December to 1<sup>st</sup> January, the New Year's Garden offers atmospheric winter magic in the Brüggmanngarten and a big open-air New Year's Eve party with sea views.

To find out about all about the winter magic on site, the festively decorated Tourist Information Office on the Travepromenade welcomes you. In addition to accommodation bookings and tourist information about Travemünde, there is also a large shop with selected souvenirs and gifts all about winter by the sea – including free Wi-Fi included. The shop also offers a free water station with hot water and a selection of teas.

Every year, the Travemünder Wirtschaftsgemeinschaft e.V with the support of the Travemünde Volunteer Fire Brigade and the Travemünde Spa, provides the atmospheric Christmas lighting in Travemünde.. +++

[www.visit-travemuende.com/theres-always-the-beach](http://www.visit-travemuende.com/theres-always-the-beach)



## Events TRAVEMÜNDE 2024

### Sandsculpture Exhibition

**16<sup>th</sup> March – 3<sup>rd</sup> November 2024**

The Sandsculpture Exhibition in Travemuende's fishing harbour in a covered boat hall shows around 150 figures on an area of 5,600 square metres under the theme "Fairy tales". 50 artists from Russia, Ukraine, Lithuania, Latvia, Hungary, Poland, the Netherlands and the US create the figures from 16,000 tons of sand. The festival is open daily from 10 am to 6 pm, also on Sundays and public holidays.

**Location:** Bootshalle im Fischereihafen, Auf dem Baggersand 15

[visit-travemuende.com](https://www.visit-travemuende.com)

### World fish roll day 2024

**4<sup>th</sup> May 2024**

Once a year, special homage is paid to the fish roll on the Baltic Sea coast of Schleswig-Holstein. On the first Saturday in May, "World Fish Roll Day" is declared! Then the focus in the resort of Travemuende is naturally on this popular maritime snack.

**Admission:** free

[visit-travemuende.com](https://www.visit-travemuende.com)

### Wind Art

**11<sup>th</sup> May – 3<sup>rd</sup> October 2024**

The wind as a primary element for moving parts and art outside, combined with light and sound effects, for games and artistic motion sequences. Innovative wind games at various locations around Travemuende create spaces of discovery, rest and wonder. Besides, there will be creative workshops for developers, tinkerers and children.

[www.kunst-kultur-travemuende.de](https://www.kunst-kultur-travemuende.de)

### Anbaden - The Sea is Open

**11<sup>th</sup> May 2024**

The traditional dipping ceremony is a MUST for all the daring and adventurous. Taking the plunge into the cold waters is doubly rewarding, as alongside a certificate, a tasty ham sandwich, and warming rum, the first 300 bathers will receive a fantastic "Anbaden" T-shirt. And for the little ones, there's a very special surprise. Refreshments for the spectators are also provided.

[visit-travemuende.com](https://www.visit-travemuende.com)

### SEEBADKULTUR.FESTIVAL

**15<sup>th</sup> - 20<sup>th</sup> May 2024**

Small and exquisite events are offered at the beach terraces and on the beach stage at Nordermole, giving a sneak peek of the 2024 seasonal program.

[visit-travemuende.com](https://www.visit-travemuende.com)

### SEEBADKULTUR.BALANCE

**11<sup>th</sup> June – 27<sup>th</sup> August 2024**

as of 15.04.2024, subject to changes





Sun salutation, flow and harmony. The sports offer in Travemünde guarantees holiday guests, who want to bring body, mind and soul in harmony for a completely new body feeling and pure relaxation! People can try Yoga, dancing or Qigong and get fit this summer.

**Location:** Beach - next to Atlantic Hotel (Qigong), - Beach chair rental Seipel (Yoga), Promenade, next to Fontänenfeld (Salsa)

[visit-travemuende.com](http://visit-travemuende.com)

### SEEBADKULTUR.MUSIC

**18<sup>th</sup> June–13<sup>th</sup> September 2024**

Live music at the Baltic Sea with feet in the sand and a breath-taking view over the water. The music varies from local German singers to rhythmic salsa or folk songs.

[visit-travemuende.com](http://visit-travemuende.com)

### Travemünde Sailing Week

**19<sup>th</sup>–28<sup>th</sup> July 2024**

Regatta sailing at a world-class level meets a maritime public festival with a lot of heart. When the annual gathering of the international sailing elite takes place in Travemünde, spectators are right there, experiencing the exhilarating races on the waves of the Baltic Sea up close from the bustling promenades.

[travemuender-woche.com](http://travemuender-woche.com)

### Beetle Sunshinetour

**August 2024**

**In Planning**

Welcome to the world's largest privately organized Beetle Meeting in Travemünde and Lübeck. A culinary offer for gourmets, a selected stage programme and the award to the Beetle of the Year can be experienced at the "Beetle meadow" in Brügmanngarten.

More information: [www.beetle-sunshinetour.de](http://www.beetle-sunshinetour.de)

### Holsten Boule Tournament in Travemünde

**2<sup>nd</sup> – 4<sup>th</sup> August 2024**

More than 2,000 athletes from all over Europe are expected in Brügmanngarten for one of the biggest boule tournaments in Germany, which takes place on the beach promenade with a view over the Lübeck Bay. This is one of the most impressive settings in the pétanque scene and an attractive meeting place for the international participants and spectators of the tournament.

[www.cdb-lübeck.de](http://www.cdb-lübeck.de)

### Joie de vivre festival Travemünde 2024: Happy by the sea

**9<sup>th</sup> – 11<sup>th</sup> August 2024**

The festival is all about relaxing, joining in and experiencing tasty treats in Brügmanngarten. The festival offers a unique overall concept to restore the inner and outer balance: yoga to the sound of the Baltic Sea waves and vegetarian delicacies. With many offers and activities guests are able to discover the latest trends in sustainability and health, alternative healing methods and a healthy lifestyle.

[www.lebensfreude-festival.de](http://www.lebensfreude-festival.de)

as of 15.04.2024, subject to changes



## Wide World Festival

15<sup>th</sup> – 25<sup>th</sup> August 2024

Welcome to the smallest – and probably most charming – beach culture festival of the summer! Barefoot to the opera? No problem here! A visit to the theatre in beach clothes? Why not! Chill out in the sand over a literary reading? That works! The line-up for the WIDE WORLD Festival is open, tolerant and can't be pigeon-holed. Very different artists share a stage here. The stylish beach bar offers refreshments and a wide variety of food trucks provides cool drinks and tasty street food. The new favourite summer spot on Strandterrassen, in a deckchair or in the pallet lounges.

[www.visit-travemuende.com](http://www.visit-travemuende.com)

## Gone with the wind - Kite Festival Autumn

3<sup>rd</sup> – 6<sup>th</sup> October 2024

Colourful dragons conquer the sky of Travemünde and ring in the autumn in the seaside resort: International kite artists let their self-made works of art take to the air and transform the beach into a great kite paradise. Children can make kites and dragon chains under guidance and on the promenade, there are the best stage places to follow the colourful hustle and bustle on the beach.

At night all dragons are grey? Not at our night flight show with the light kites on Saturday from 8 pm!

[visit-travemuende.com](http://visit-travemuende.com)

## Magic of lights

19<sup>th</sup> – 21<sup>st</sup> September 2024

The summer by the sea is slowly fading, the days are getting shorter, that means it's time for "magic of lights"! The festival of a thousand lights can be experienced with artistic performances and a firework by the lake at the romantic-enchanted Godewindpark. The trees, the lake and the meadows transform into a shining sea of lights in the evening hours and create fantastic scenery for night owls and those who love to take a walk under a starry sky.

[visit-travemuende.com](http://visit-travemuende.com)

## Christmas market Travemünde

22<sup>nd</sup> November 2024 – 1<sup>st</sup> January 2025

In and around the cruise terminal, right by the river Trave, the Christmas market "Schiff Ahoi" takes place – it will not get any more maritime! The outdoor area invites to linger in a Christmas atmosphere. Visitors can listen to live music while enjoying mulled wine and waffles in the comfortably equipped tents. For the little ones there will be a stage program and a children's train. The outdoor market is open on Fridays and Saturdays from 11 am to 9 pm and on Sundays from 11 am to 6 pm.

On Christmas Eve and on the first day of Christmas the market is closed.

**Admission:** free

[visit-travemuende.com](http://visit-travemuende.com)

## Holy Night at the Old Lighthouse

24<sup>th</sup> December 2024

as of 15.04.2024, subject to changes



For many years the residents of Travemuende and their guests have traditionally met at the Old Lighthouse from 1 pm to greet Santa Claus with hot mulled wine and listen to the music of the trumpeters. Santa Claus comes with the carriage and distributes marzipan and biscuits to the children. The trumpeters of the University of Music Lübeck play Christmas melodies and create a festive atmosphere.

**Admission:** free

[visit-travemuende.com](https://www.visit-travemuende.com)

### **New-Year's-Garden with Fireworks**

**25<sup>th</sup> December 2024 – 1<sup>st</sup> January 2025**

Celebrate the end of the old year in Brüggmannsgarten under the motto "Winter Magic by the Sea". The white pagoda tents and the covered event area also provide an exclusive party venue to celebrate the New Year in a stylish atmosphere with winter lights. The Winter Lounge is the central meeting place for all visitors who want to celebrate and party in a stylish atmosphere.

**Admission:** free

[visit-travemuende.com](https://www.visit-travemuende.com)