

# true nordiSH

Your guide to Schleswig-Holstein

## Rugged, raw and real

Germany as you've never seen  
it before, infused with Nordic  
charm and geared for adventure

## Hidden gems

On a tour of discovery  
to new horizons



Schleswig-Holstein  
Germany's True North



*“Moin”, as we say,  
& welcome!*

# Schleswig-Holstein, Germany’s True North

A holiday by the beach, cycling coast to coast, or an urban expedition in search of culture and culinary excellence. Whatever the season and whatever the weather, there is so much on offer in the true north of Germany. In a region defined by the rough North Sea on one side and the gentler Baltic on the other. Where wind in all its many guises is a constant companion. A place of Nordic charm and character that knows how to take good care of its guests. A journey of discovery just waiting to begin.

This is Germany at its most rugged. An authentic and at times austere landscape of cliffs, coastal wetlands and crashing waves, punctuated by the most marvellous sandy beaches and elegant resorts. Germany’s northernmost federal state is situated on the isthmus that connects Denmark with the rest of Europe. Kiel, famous for its canal, is the region’s capital and biggest city, and one of a number of urban centres where you can enjoy a little culture and retail therapy. They provide a compelling contrast to the unspoilt countryside and coast – a magnificent mix that attracts holidaymakers from far and wide, whatever the season and whatever the weather.

Sun, seawater and a bracing breeze are the essential ingredients of any holiday here. But you can also expect forests and rolling hills, harbour towns infused with maritime heritage, and islands that sit so low in the sea, they have to build the houses on hills. A holiday here is guaranteed to put smiles on windswept faces – of families, couples and solo travellers alike. Enjoy bike rides, long walks and watersports, discover the diversity of nature and then broaden your horizons at a museum.

## DISCOVER

The Baltic and North Sea coasts – from page 14

Between the coasts – from page 22

The towns of Schleswig-Holstein – from page 30

Festivals and events – from page 38

Activities – from page 50

Business events – from page 60

Practical information for your trip – from page 62

Mapping out  
your adventure  
in Germany's  
True North



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The towns and attractions shown on the map are those that are featured in this brochure. There is of course plenty more to discover in Schleswig-Holstein!



# *New horizons at the North Sea*

from page 18

# *Adventure between the coasts*

from page 22





*Sandy bays  
and lazy days  
on breezy  
Baltic shores*

from page 14

# *Towns of distinction*

from page 30



# Eastward bound for the Baltic coast experience

*The eastern shores of Schleswig-Holstein are shaped by the contours of the Baltic Sea coast with its bays, fjords and cliffs, its harbour resorts and beautiful beaches.*



A seemingly endless chain of bays, cliffs and fjords stretch out along Schleswig-Holstein's Baltic coast from the Danish border in the north all the way to Lübeck in the south. Each one with something new to offer. Together, a land and seascape of rare grace and beauty.

The magnificent coastal inlets here boast gently sloping, family-friendly beaches that are perfect for swimming, watersports or just splashing around without a care in the world, especially in summer when the sun is shining. After dipping your toes in the water, dry off in a traditional wicker beach chair, a mainstay of any seaside break in this region.

Around halfway up the coast is Kiel, the regional capital of Schleswig-Holstein and its biggest town. This is where Kiel Canal, the most heavily used artificial waterway in the world, empties into the Baltic Sea. Flensburg, with its Scandi flair, and UNESCO-listed Lübeck complete the trio of our bigger Baltic coast towns.

Relax on deckchairs and listen to the waves of the Kiel Firth at the **Seebar Kiel** café, bar and restaurant, located at the end of this charming pier.



#### Health & wellness

The sea air, surf and dedicated spas will work wonders for your wellbeing.



**Fish rolls** Tangy herring, a crusty roll and fresh crispy veg – the signature Schleswig-Holstein snack for people on the go!

#### TOP TIPS FOR THE BALTIC COAST

Pedal the Baltic Sea Cycle Route (route 10 in the EuroVelo network)

Marvel at life beneath the waves at Timmendorfer Strand SeaLife aquarium

Let your cares melt away on a spa day at the Ostsee-Therme

Enjoy white-knuckle rides and family fun at the Hansa-Park

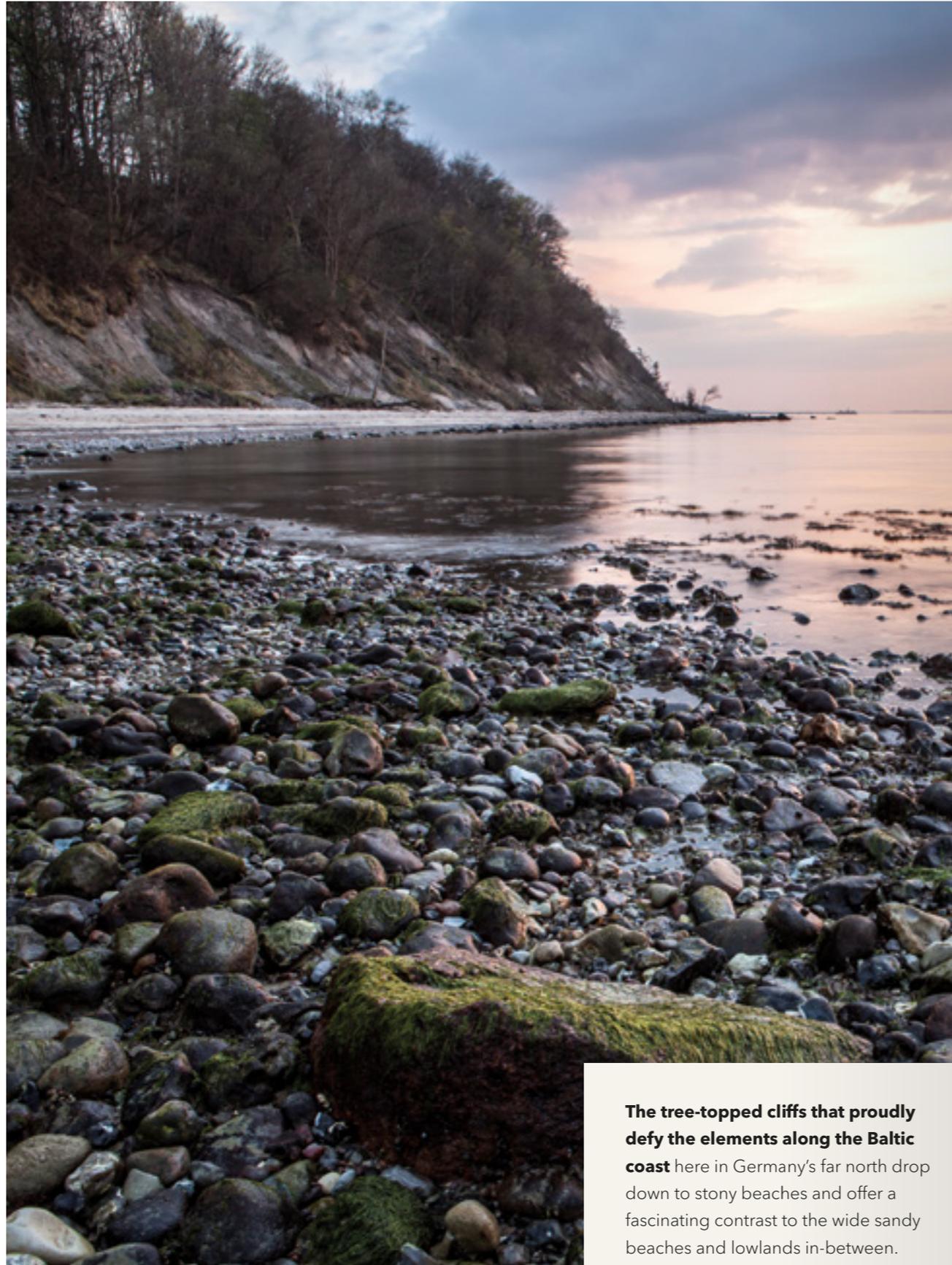
Have a go at kitesurfing in near perfect conditions on Fehmarn island

Highlights of this holiday region include Glücksburg with its castle, the resort town of Damp, the bays at Eckernförde and Hohwacht, and Kiel Fjord & Probstei for big ship spotting on the beach. But it's not all bucket and spades or crashing waves. Nature parks extend either side of the Schlei Firth in the north and there are literally hundreds of freshwater lakes to discover in the Holstein Switzerland region sandwiched between the sweeping bays of Lübeck and Kiel.

**Cycling country** Whether you want to pull on the lycra and eat up the miles or savour a leisurely ride from a base near the beach, getting out on your bike is always a pleasure here by the Baltic Sea. There are organised tours or you can explore under your own steam on our mostly gentle paths. Schleswig-Holstein is generally cyclist-friendly and bikes can be hired.



Cycling in Glücksburg.



**The tree-topped cliffs that proudly defy the elements along the Baltic coast** here in Germany's far north drop down to stony beaches and offer a fascinating contrast to the wide sandy beaches and lowlands in-between.



**Travemünde** turned from sleepy fishing village to seaside resort at the beginning of the 19th century. Attractions here include the old town, the Nordermole pier, Germany's oldest lighthouse and a magnificent sandy beach.

**Wicker beach chairs and piers are synonymous with seaside holidays along the Baltic coast in Schleswig-Holstein.** Built for the bathers of the 19th century, the piers now provide enjoyment and architectural interest to today's visitors. The Strandkörbe, Germany's famous wicker beach chairs, offer a cosy yet sunny retreat for when the wind whips up.



# Due west for the brash and beautiful North Sea coast

*Broad blustery beaches and wide open spaces are the hallmarks of Schleswig-Holstein's North Sea coast. Perfect conditions for watersports that call for the wind and the waves. Low-slung islands, lighthouses and lovely harbour towns are among the highlights here, along with the vast Wadden Sea mudflats.*

The North Sea coast in Schleswig-Holstein stretches for more than 200 kilometres, or over 450 kilometres if you include the islands and islets. One of the best ways to explore the region if you're not out kite-surfing, windsurfing or driving a buggy on the beach is along the North Sea Cycle Route. Listen out for Frisian on your journey. Around half a million people spread around the North Sea coast of Germany and the Netherlands speak this close relative of German and Dutch, which has enough similarities to English that you might even pick up the odd word or two!

Another cross-border focal point - in this case shared with Denmark and the Netherlands - is the Wadden Sea National Park, which was designated a UNESCO World Natural Heritage site in 2009. The ebb and flow of the tides creates a marvellous spectacle of nature here, with the waters of the North Sea withdrawing to reveal mudflats of unique ecological and geological value. Guided tours are available to help you explore the area. A unique opportunity to walk on the bottom of the sea!

The larger and more tourist-oriented North Frisian islands of Föhr, Amrum, Pellworm and ever-popular Sylt are joined by a cluster of islets known as the Halligen. These low-lying, oft-flooded gems were formed by storm tides hundreds of years ago. There are ten in total, and you can walk from one to another when the tide is out, keeping your eyes peeled for the ubiquitous mud snails, migratory birds and seal pods basking on the sandbanks.

## TOP TIPS FOR THE NORTH SEA COAST

.....  
**Watch competitive land sailing from one of the stilt-house restaurants in Sankt Peter-Ording**  
 .....

**Test your balance with a spot of standup paddle boarding on the canals in Friedrichstadt**  
 .....

**Learn all about the Wadden Sea at the Multimar Wattforum visitor centre in Tönning**  
 .....

**Explore the beaches, restaurants and resorts of the holiday island of Sylt**  
 .....

**Discover Helgoland, the remote, car-free island, with a fascinating history**  
 .....

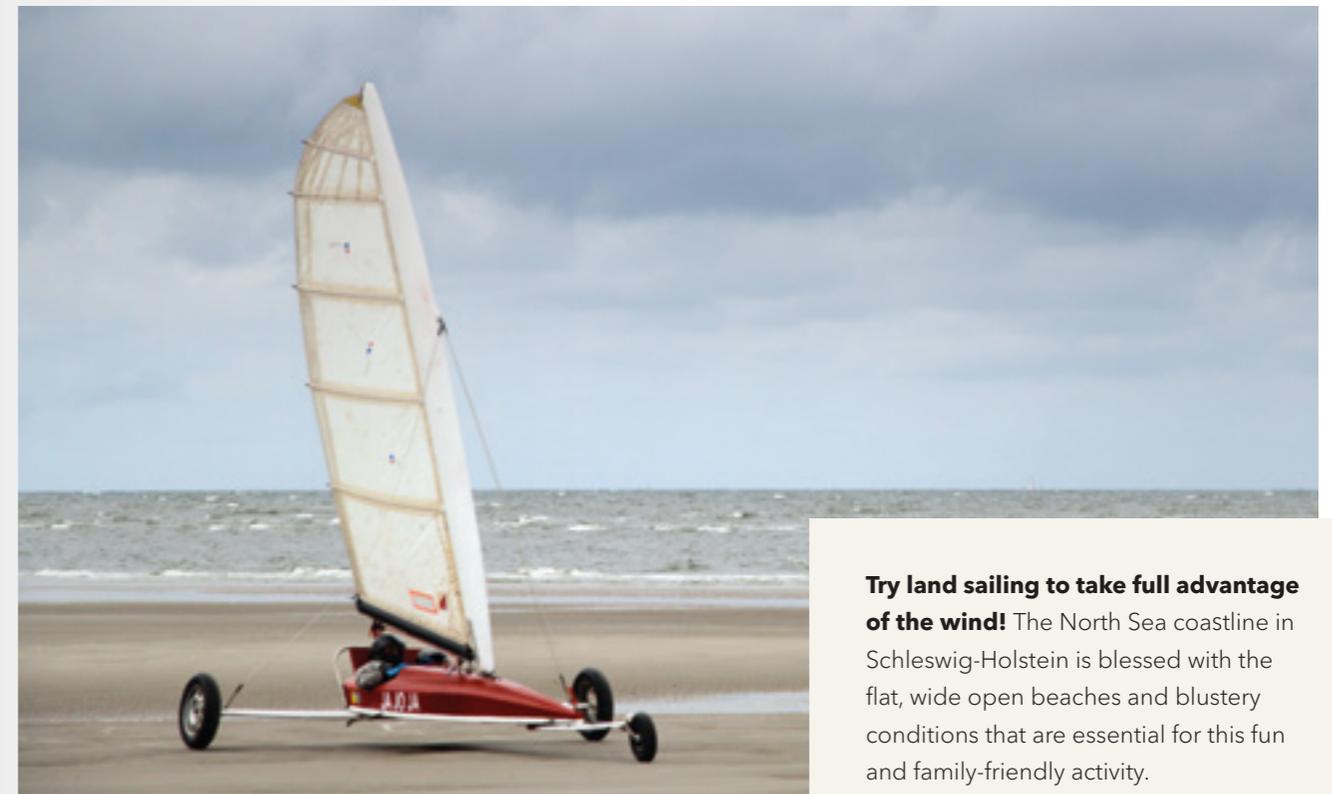
**The island of Sylt** is one of Germany's leading summer resorts and also a charming destination in winter.



**Friedrichstadt** The crenelated look of its step gable houses (below) forms a wonderful contrast to the arched bridge.



**Seals** enjoy the sandy stretches almost as much as the locals!

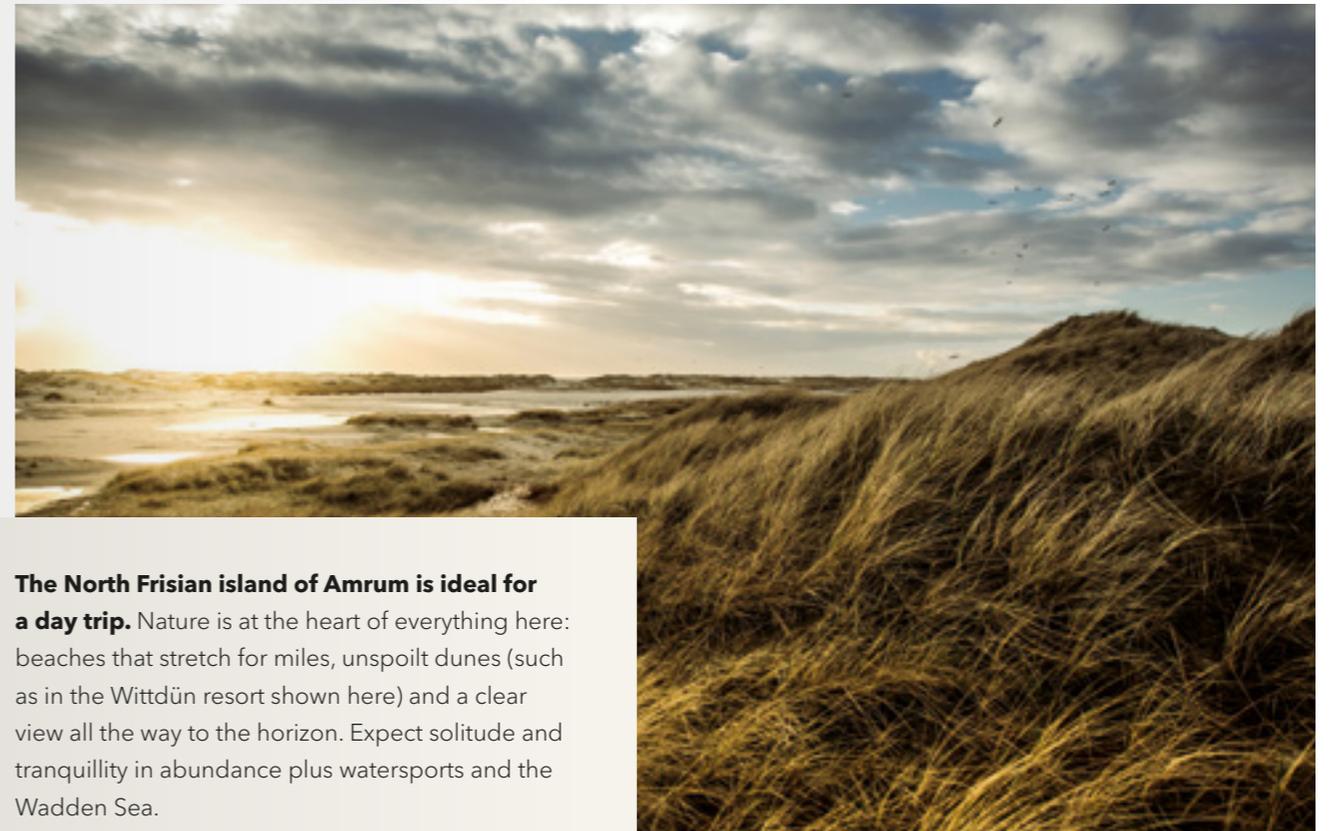
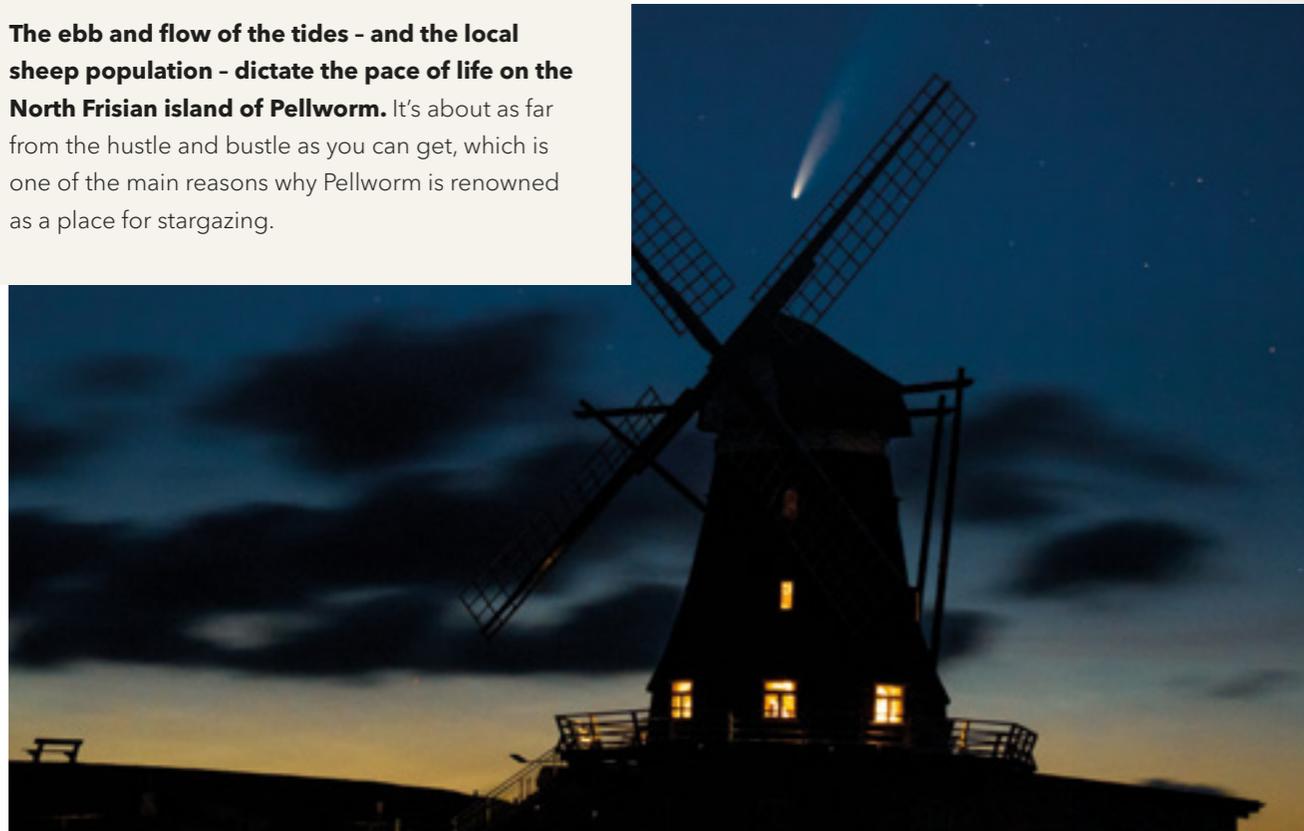


**Try land sailing to take full advantage of the wind!** The North Sea coastline in Schleswig-Holstein is blessed with the flat, wide open beaches and blustery conditions that are essential for this fun and family-friendly activity.



**The Wadden Sea** coastal mudflats are a UNESCO World Heritage site and protected habitat. Enjoy carriage rides on the exposed seabed or long walks in wellington boots, digging for lugworms, small crabs and mussels.

**The ebb and flow of the tides - and the local sheep population - dictate the pace of life on the North Frisian island of Pellworm.** It's about as far from the hustle and bustle as you can get, which is one of the main reasons why Pellworm is renowned as a place for stargazing.



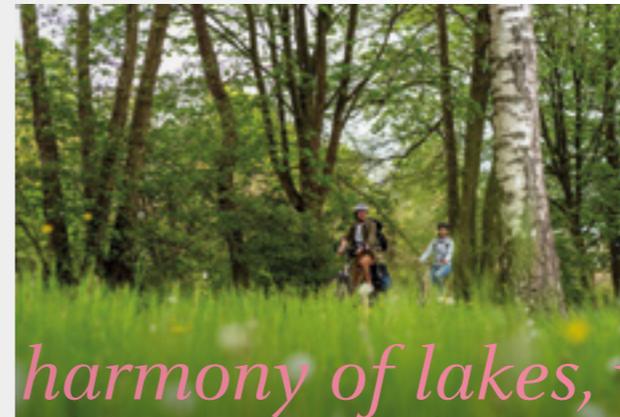
**The North Frisian island of Amrum is ideal for a day trip.** Nature is at the heart of everything here: beaches that stretch for miles, unspoilt dunes (such as in the Wittdün resort shown here) and a clear view all the way to the horizon. Expect solitude and tranquillity in abundance plus watersports and the Wadden Sea.

# Forests, lakes & everything in-between



## Adventure awaits between the coasts

Even away from the coast, water remains a defining feature of Schleswig-Holstein. In and around the nature parks, clusters of crystal-clear lakes and the canals and rivers that link them provide ideal conditions for canoeing, sailing or simply enjoying a refreshing dip. You can even try your hand at standup paddle boarding. Elsewhere, you'll find gently rolling hills, swathes of forest, and farms that have opened their doors to visitors.



The many well-signposted walking trails form an inland network that is perfect for both short, leisurely walks and all-day hikes. Cyclists are also spoilt for choice, with themed tours such as the Ox trail and the ever-popular "Nord-Ostsee-Kanal-Route" route that follows the Kiel Canal across country all the way from the North Sea to the Baltic.

## A harmony of lakes, woodland and countryside to fall in love with



Open lakeshores, wooded riversides and mystical moors, hills, hedgerows and heaths. Nature takes on many guises, all of them beautiful, in this land between two coasts.



The moated palace in Ahrensburg set in leafy grounds.

Those who enjoy a portion of history, heritage and culture on holiday will also be in their element. The hinterland is peppered with museums, monuments and visitor centres where you can learn about the local area and much more besides. Added variety comes courtesy of guided tours, great events and hands-on activities.

# Where great voyages once began

The Schlei Firth is an ancient and defining feature of the northern Schleswig-Holstein region. It cuts deep inland from the Baltic Sea for more than 40 kilometres, which made it a strategically important trading hub for the Vikings many centuries ago. You can discover more about this fascinating story at the Haithabu Museum. Be sure to allow time to explore the beautiful natural beaches, secluded swimming bays and Schlei Nature Park.

Schlei Nature Park



# Holstein Switzerland, a land of soft hills & idyllic lakes

*This scenic stretch of the historic Holstein region adopted its 'Switzerland' epithet in the 19th century to reflect its status as an elite retreat.*

Between Lübeck and Kiel in the eastern part of Schleswig-Holstein is a land - a 'little Switzerland' - defined by water, woods and gently rolling hills. There is so much to see and do here: swimming in the crystal-clear lakes (or the nearby Baltic Sea), roaming the uplands and exploring charming towns such as Plön and Eutin.

Around 72,000 hectares - between Plön, Eutin and the spa resort of Bad Malente - is afforded protected status as the Holstein Switzerland Nature Park. You'll be spoilt for choice when it comes to perfect picnic spots: in a flower-filled meadow, under dappled shade from a tree or by the clear waters of one of almost 200 lakes, found in all shapes and sizes.

Besides offering an array of cycling routes and walking trails, Holstein Switzerland is known as a destination for riding holidays, with equestrian centres and bridal paths catering to all ages and abilities.



Getting out into nature is one of the great joys when in the Holstein Switzerland region, and nowhere more so than at its biggest body of water - Great Plön Lake. Campsites, swimming beaches and boat jetties can be found all along the shoreline. It's also great for canoeing and many other watersports, or for a serene pleasure boat tour, sitting back and soaking up the views.



Eutin Palace.

*Campfires, churches and cosy towns make for holiday days that you won't want to end.*



## The Duchy of Lauenburg – regal in name, rich in nature

**What sounds like a bequest from the Queen of England is actually a glacier-formed landscape of woodland, lakes and undulating hills. The Duchy, or Herzogtum, of Lauenburg, stretches from the Elbe river, just outside Hamburg, all the way to Lake Ratzeburg on the doorstep of Lübeck. Hike it, bike it, hop on a boat, then enjoy the fruits of the region in one of the cosy farmyard cafés.**



Venerable old towns, ancient trade routes and rich flora and fauna in a district fit for a duke. The forest-fringed lakes in the stunning Lauenburg Lakes Nature Park provide the setting for a range of leisure activities, including open-water swimming. You can also go cycling on the Old Salt Road, enjoy a walk in Sachsenwald forest and savour the mouthwatering local cuisine.

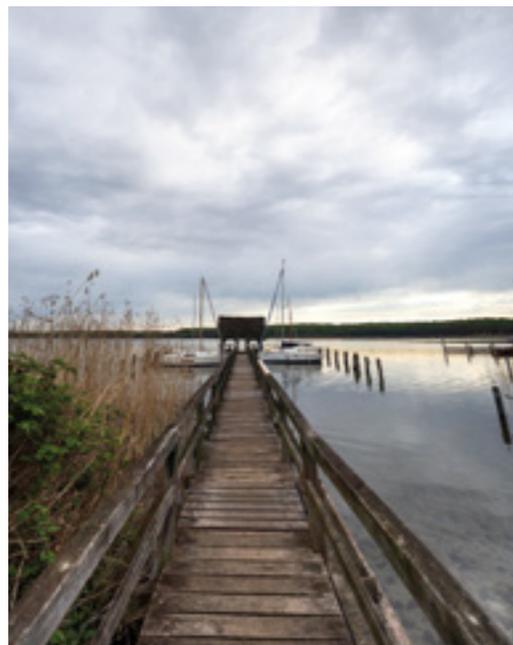
*Explore the forest, flora & fauna*



*Time for cycling, canals & culture*



Countryside and nature are just part of the appeal here. As its regal name suggests, the area simply oozes history. The island town of Ratzeburg boasts a brick-built cathedral dating back to Henry the Lion in the 12th century. In Mölln, you can learn about the medieval 'peasant prankster' Till Eulenspiegel. And Lauenburg, the gem on the Elbe river that gives the area its name, merits a visit for its lovely old town and Elbe Shipping Museum.



# Accommodation with a twist for an unforgettable stay

The sun sets on the horizon as you bed down for the night, the gentle lapping of the waves lulling you to sleep. Welcome to the 'sleeping beach chair', a cross between a deckchair and a beach hut that turns the dream of romantic nights under the stars into reality. They are one of a growing number of alternative accommodation options here in the far north of Germany.

Think glamping, houseboats and tiny houses. A rustic stay in a shepherd's hut, a holiday in a houseboat or a family-friendly farmstay in a 'hay hotel'. Maybe a cosy break in a barrel lodge is more your thing? Or a converted lighthouse or train carriage? Whatever your dream accommodation, you'll find it here.



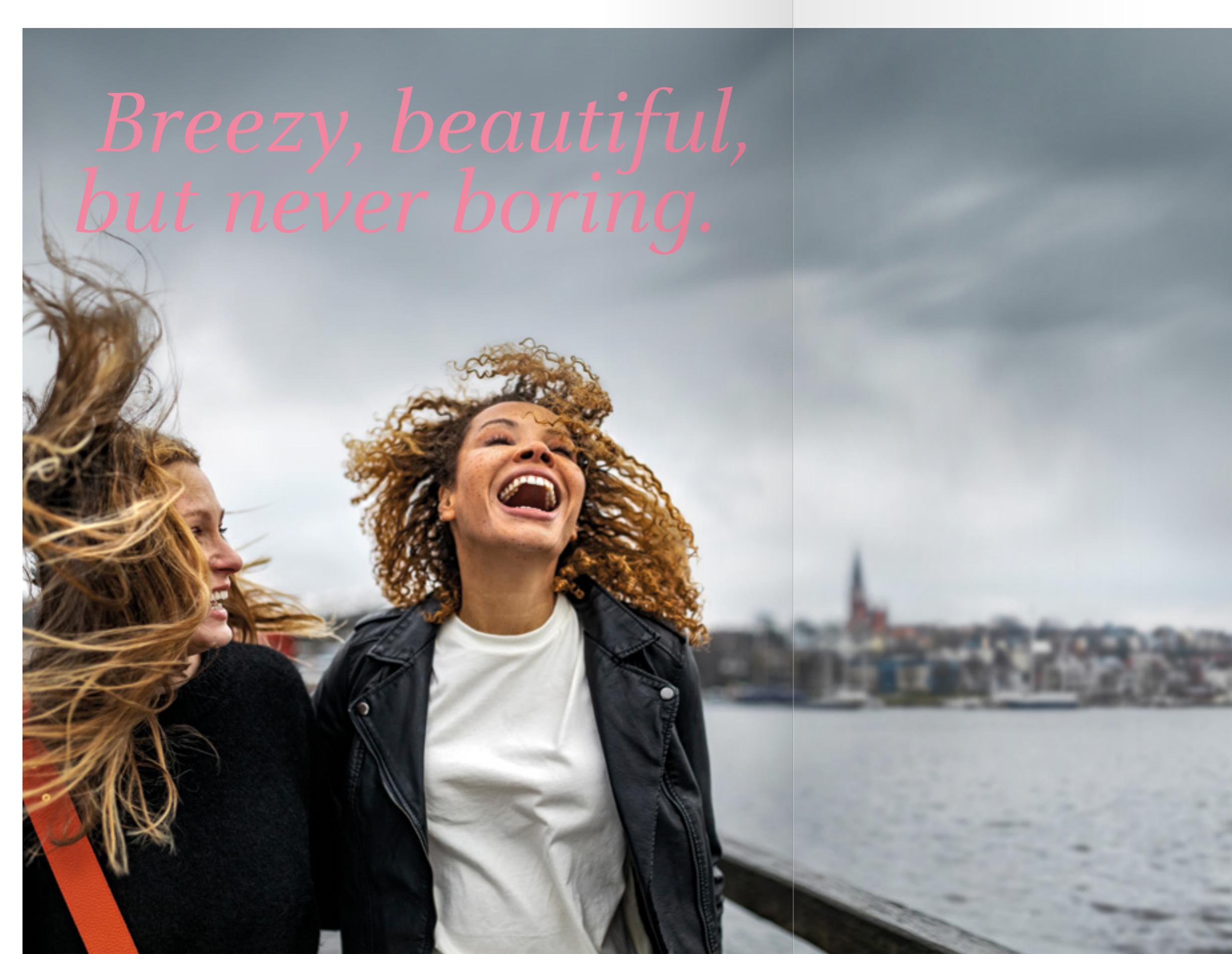
A wine barrel lodge (above) is a quirky but fun option for your holiday stay.

'Green Tiny Houses', big holiday - efficient, enjoyable and eminently ecofriendly.



Sunsets on the beach and bedding down under the stars in a sleeping beach chair.

*Looking for something a little different for your holiday abode? Look no further than Schleswig-Holstein.*

A photograph of two young women laughing joyfully on a pier. The woman in the foreground has curly hair and is wearing a black leather jacket over a white t-shirt. The woman behind her has long blonde hair and is wearing a black top. They are standing on a wooden pier overlooking a body of water with a town in the background under a cloudy sky. The text 'Breezy, beautiful, but never boring.' is overlaid in a pink, cursive font in the upper left corner.

*Breezy, beautiful,  
but never boring.*

*The towns of  
Schleswig-Holstein  
are suffused with  
the energy of a fresh  
sea breeze.*

It blows a fresh gust through the streets when you're shopping, sets the masts clanking in the marinas and will blow away your cobwebs for good measure.

The towns up here in Germany's True North have everything you could want, and maybe a little bit more. From sea views to shopping, from castles to cosy cottages and from history and heritage to a happening buzz. Great, in other words, for a short break that is packed with variety. Soak up the culture with the locals, in intimate venues with exciting artists. Go in search of history in unique museums. Visit storied events and festivals, and discover shops off the beaten track on a stroll through cobbled streets. Idyllically beautiful, at any time of year, and the perfect foil for the surrounding coast and countryside.

Each town has its own appeal as well as a shared sense of Nordic flair that is quintessentially Schleswig-Holstein. Windswept but wonderful.

# From top towns to hidden gems

*A veritable bouquet of beautiful towns are just waiting to be discovered between (and on) the coasts in Schleswig-Holstein.*

Small in size but big on appeal. The magic is very much in the mix when it comes to the more diminutive towns of Schleswig-Holstein. With architectural landmarks, dedicated visitor attractions and picturesque charm, they are ideal for a day out, as a stopping point on a larger tour, or as a cosy base for exploring the region.

The town of Friedrichstadt, for example, has a distinctly Dutch feel with its step-gabled houses, canals and bridges. The many cyclists and the flat-as-a-pancake terrain make it feel like a mini Amsterdam. The town of Glückstadt, meanwhile, is idyllically situated on the Elbe river. The town (whose name means 'happy town' in German) is known for its matjes herring and even holds an annual four-day festival in honour of this pickled speciality.

Water and all things maritime are a common thread running through many of the small-town destinations in Schleswig-Holstein. You can watch the liners glide past on the Kiel Canal in centrally located Rendsburg, visit Plön on the shores of the region's biggest lake and discover delightful little fishing villages where colourful cottages sit cheek by jowl within a maze of narrow lanes.

Plön, Eutin and Mölln are all set within nature parks, making them the perfect starting points for days trips into the countryside. And though the great outdoors is on your doorstep, there is plenty to discover in their charming streets and squares. Norderstedt, in the south of the federal state, boasts a beautiful municipal park with a lake and waterski facilities, plus a zoo, museum and much more besides. It also offers easy access to Hamburg for more of a big city vibe, as does Ahrensburg, home to a Renaissance moated castle. Bad Segeberg, meanwhile, is famed for its Karl May theatre festival.

## FUN FACT

*Arnis is the smallest 'town' in Germany both by population (fewer than 300 people call Arnis home) and by area (less than half a square km). It is located on a narrow spit of land that juts out into the waters of the Schlei Firth.*



Ahrensburg



Plön



Rendsburg



Friedrichstadt



Mölln



Norderstedt



Bad Segeberg



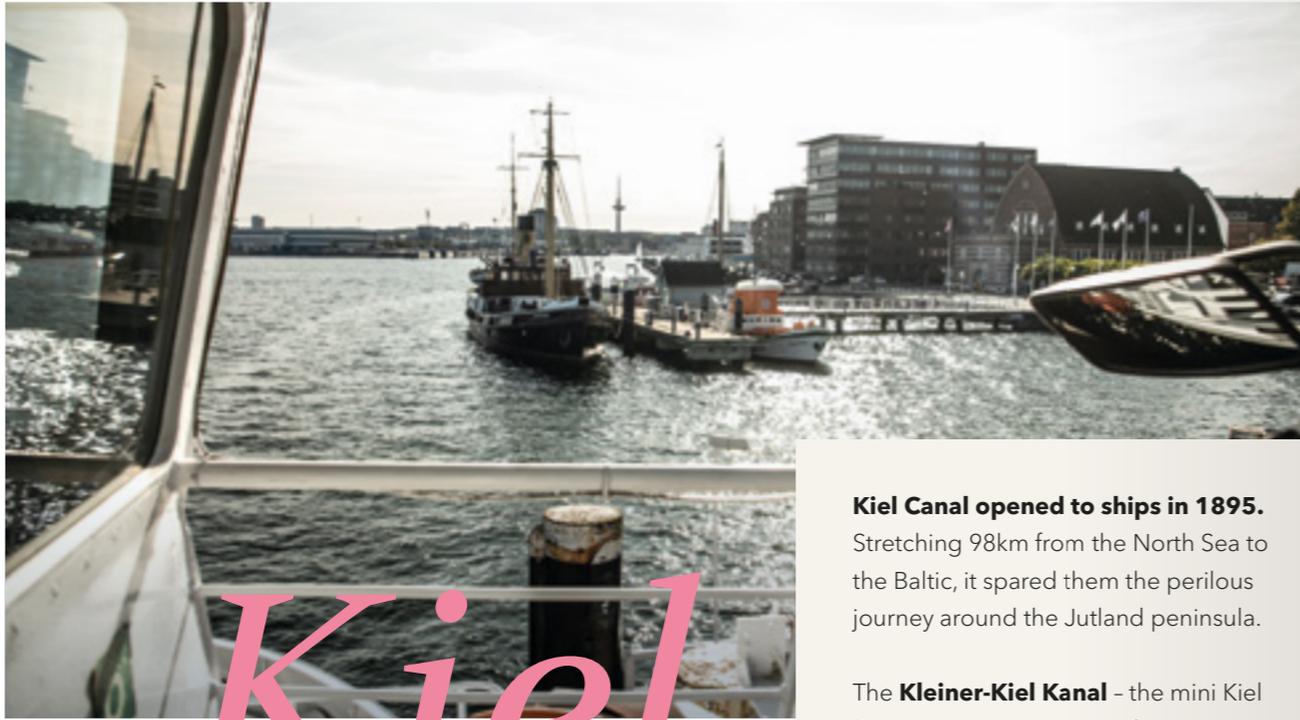
Eutin



Glückstadt



Neumünster



# Kiel

## Kiel Canal opened to ships in 1895.

Stretching 98km from the North Sea to the Baltic, it spared them the perilous journey around the Jutland peninsula.

The **Kleiner-Kiel Kanal** - the mini Kiel Canal - is a modern retail-focused regeneration project centred around a restored body of inland water.

## The capital of Schleswig-Holstein

Where else can you watch cruise liners from the centre of town, stroll down a waterfront promenade soaking up the views, then round it all off with a trip to a museum?

Wrapped like a horseshoe around a natural firth that spills out into the Baltic Sea, Kiel is the state capital of Schleswig-Holstein and its largest urban centre. It is best known as the venue of the Kiel Week sailing regatta, but is also a university town with green space in abundance. Indeed Kiel's students can often be found studying in the shade of trees in the town's many parks. There's everything you would expect from a modern European city - culture, music, art, events, shopping and eating out - and plenty more besides: from sandy beaches and the Camp 24/7 sailing school to bike rides into the surrounding countryside.



**Holstenfleet** - Kiel's new showpiece waterway at the heart of the city.

**Friedrichsort lighthouse** is a protected monument perched on a narrow spit in the Kiel Firth.



**Lock on the Kiel Canal** - One of the many feats of engineering along this famous old waterway.

## The Queen of the Hanseatic towns

# Lübeck

Narrow lanes, the salty taste of the sea air, the great taste of Lübeck marzipan, a laidback maritime vibe and marinas full of sailing boats. Lübeck is the jewel in the Schleswig-Holstein crown. Its beautifully preserved medieval centre, which is actually an island, was designated a UNESCO World Heritage site in 1987 and it's easy to see why. Among the many historical buildings here are no fewer than five Gothic churches.

The museums of Lübeck are a great starting point for exploring the city's past and the greats of German literature and history who helped shape it, including Nobel Prize winners such as Willy Brandt and Günter Grass. The European Hanseatic Museum is the world's largest exhibition on the medieval Hanseatic trading league, which was headquartered in Lübeck, while the St. Annen Kunsthalle gallery is part of a museum ensemble set in an ancient priory. Also well worth a visit is the Travemünde resort district with its long sandy beaches.

**Malerwinkel**, or painters' corner, is a riverside idyll on the edge of the old town, perfect for picnics in the sun.



Mediterranean-style al fresco dining at **Miera**, an Italian restaurant and deli.



The **Buddenbrookhaus** is a monument, memorial and museum dedicated to the literary legacy of the Mann family of writers.



In the Middle Ages, Lübeck owed its prestige and prosperity to the success of its merchants. The **Holsten Gate** became the proud symbol of their trading prowess and is characterised by its red-brick walls, rounded twin towers and stepped gable centre.



Historical **Rote Strasse** is lined with independent shops, restaurants and cafés. It also boasts five cosy little courtyards, each of which has a charm all of its own, and that together play host to an intimate summer music festival.

# Flensburg

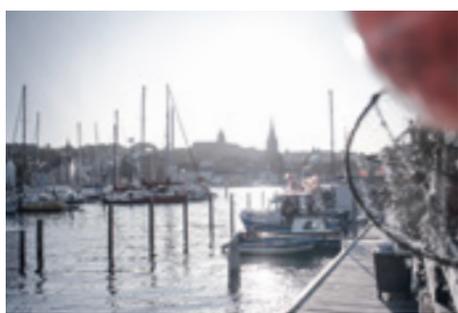
*A harbour idyll, right on the Danish border*

Flensburg is a harbour town with an unmistakably Scandinavian feel. You can reach the Danish border in less than half an hour by bike and you will hear Danish widely spoken. The history of Flensburg is closely entwined with its Nordic neighbour and it was once part of its territory. The Danish coast can be seen from the unspoilt beaches here and the area as a whole is heaven-sent for walks and cycling.

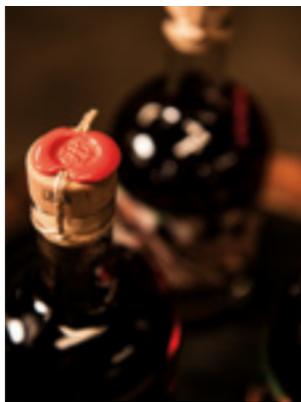
The narrow, mazy lanes play a big part in Flensburg's appeal. Their rustic charm contrasts with the Scandi elegance and art nouveau flourishes found elsewhere. The former captains' houses with their sloping gardens and climbing roses vie for your attention with the fishermen's cottages in the old town. Enjoy a fish roll and admire historical vessels in the museum harbour, see art from the medieval to the present at Museumsberg, and explore ice ages and more at the natural history museum.



No-one is quite sure why shoes are hung from the old tram cables in **Norderstrasse**, but they are now an indelible part of the Flensburg scene.



Set around an inlet of the Baltic Sea, **Flensburg harbour** is full of maritime charm.



The town's **rum** tradition can be traced back to the time when it was part of Denmark, which had colonies in the Caribbean.



**Husum harbour** by night. When a flood tide submerged large swathes of the coast in the 14th century, Husum became a harbour town and thriving centre of trade more or less overnight.

# Husum

*Crocuses, coastal mudflats, and a character harbour*

A fresh sea breeze, the ebb and flow of the tides and the UNESCO World Heritage Wadden Sea mudflats. There are few more charming maritime settings than the harbour town of Husum on Germany's North Sea coast.

But Husum is also a hub of culture, much of which is centred around the Schloss vor Husum, a red-brick residence with ties to the Danish royal family. The baroque park here is the venue for the annual crocus festival, and also plays host to a piano rarities festival, a jazz festival, open-air concerts and craft markets.

Husum has a little bit of everything: great shopping, the quaint inner harbour for your evening stroll, boat tours, modern art exhibitions, the always festive Weihnachtshaus, and the House of Photography, a museum and studio in one.



**Sea of crocuses** outside the historical **Schloss vor Husum**. The town is famous for its springtime show of these perky purple blooms.



The bust of **Theodor Storm**, novella writer extraordinaire and son of Husum, in the town's Schlosspark. A visitor centre provides insight into his life and legacy.



The **freshly caught shrimps** for which Husum is famed are best enjoyed in a crunchy bread roll, and can be bought straight from the fishing boats.

# First-rate festivals, exceptional events

*Throughout the year, Schleswig-Holstein plays host to an incredible variety of festivals and events. Some are big and bold, drawing visitors from around the world, while others provide more of an intimate or traditional feel – perfect for joining in the fun with the locals.*



**Lübeck Christmas market** on the square outside the town hall.



**Karl May festival** - an open-air theatre spectacular celebrating the writer's iconic Wild West novels.

Kiel Week is one of the biggest sailing events in the world, and the sport is also celebrated in style at the Travemünde Week. But size doesn't necessarily matter when it comes to the festivals in Schleswig-Holstein. Flensburg, for example, hosts a regatta of a different kind, one dedicated entirely to rum. And, unsurprisingly for a region sandwiched between two coastlines, fish is a recurring theme in the run-down of events. There are festivals dedicated to cod, pickled herring and even the humble fish roll! Shrimp, meanwhile, share top billing with all things maritime at the harbour festival in Husum, a town - incidentally - known for its celebration of crocus in spring. If you're visiting during the festive season, don't miss the Christmas markets in Lübeck and Husum, which are among the best in northern Germany. And let's not forget music of course! Jazz Baltica, Folk Baltica and the open-air Duckstein Festival are our insider tips here.



**Mud Olympics in Brunsbüttel** - watching competitors caked in mud against a backdrop of container ships.

**Fish roll day!** Smiles all round on Fischbrötchentag - a whole day dedicated to the delicious and ever-popular fish roll.



**Büsum, Legends at the Sea**  
Live music, DJs and more, right by the North Sea coast!

# *From Kiel to the world*

## Kiel Week

The biggest event of its kind in the world, this ten-day summer extravaganza of tall ship parades, sailing competitions and live entertainment takes place every June. There is something for all the family, from concerts, craft markets and international food and drink to parties that go on until the early hours. Kiel Week is not to be missed!





*Modern art,  
rugged charm*

**NordArt**

The former Carlshütte foundry provides the evocative backdrop for one of Europe's largest exhibitions of contemporary art. Every year, a panel of judges invites 200 international artists to showcase a panorama of sculpture, photography, video and installation art. Each work makes a statement in its own right but also plays into a single theme connecting all the individual elements.

# *Simply W:O:A*



## Wacken Open Air

Every year on the first week in August, some of the biggest names in the world of heavy metal and hard rock descend upon the tiny village of Wacken. The line-up of more than 150 bands is spread across no fewer than eight different stages, and there is a great supporting programme to look forward to as well. Tickets always sell out quickly, so be sure to plan your trip well in advance.



*Culture meets sustainability*

## Norden Festival

This open-air festival of the arts celebrating the culture of the Nordic countries is an annual highlight of late summer. It takes place around the pretty waters of the Schlei in the town of Schleswig and features everything from concerts, street theatre and film to workshops, lectures and activities for kids. The Norden Festival offers great value for money, has a friendly feel and is big on sustainability.



## Schleswig-Holstein Music Festival

Classical concerts take place across Schleswig-Holstein as well as in Hamburg, Lower Saxony and neighbouring Denmark as part of this long-running annual event. Other genres featured include pop, jazz and electronic, and you can also enjoy theatre, comedy and readings. The venues are eclectic, too, ranging from stately homes to shipyards and from churches to barns!

*Exquisite music,  
unusual locations*

Classical concert at **Gut Emkendorf**.

# Packed programme from start to finish

*From sightseeing or sampling the local food and drink to getting out on an action-packed day trip, there's never a dull moment in Schleswig-Holstein*



Selfie time at the Beachlounge bar in **Travemünde**.

Taking in the period interior at palatial **Gut Emkendorf**.



Hanging out at the Schnurstracks high-ropes course in **Aumühle**.



Mixing in with the Norsemen and Norsewomen at **Haithabu Viking Museum**.

There are so many different ways to enjoy your holiday in Schleswig-Holstein. Open spaces, picturesque views and endless horizons make it the perfect place to find some peace and quiet, or if you're in a more active mood try cycling, watersports or even an adventure high up in the treetops.

Museums, churches and historical houses will take the culturally minded on a tour of discovery from the Stone Age to the present day. Shopping excursions here range from bargain-hunting at an outlet centre, whiling away the hours browsing independent stores and visiting the usual big-name stores. And, of course, it wouldn't be a holiday without savouring some local culinary delights. When it comes to food, you can look forward to fine dining and tastings, the simple pleasures of locally caught fish, and indulging your inner chef at cookery classes.

And if all that sounds exhausting, the many spas, wellness retreats and of course the sea air itself are ideal for revitalising mind, body and soul. You'll come home fully recharged and with a suitcase full of memories.



Lifestyle shopping in **Kiel**.

## MORE TIPS FOR DAYS OUT

Get in touch with your green-fingered side at Kiel botanical gardens

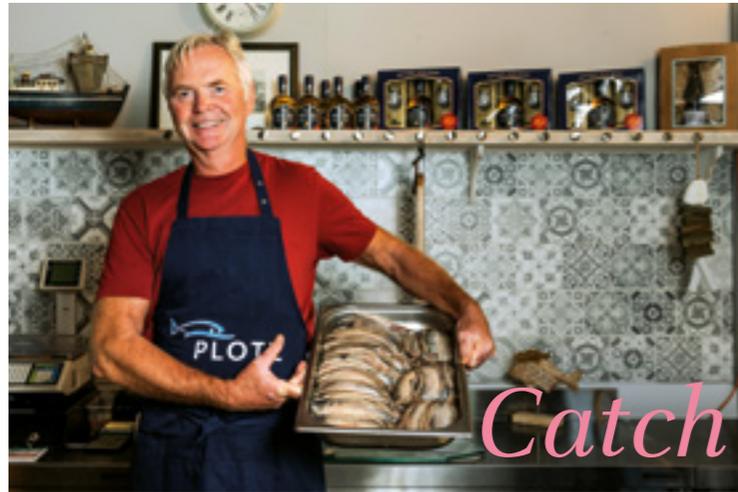
Celebrate with the North Frisian locals at the Biikebrennen bonfires in winter

Take the family for a dinotastic adventure at Tolk-Schau adventure park

Enjoy animal encounters at Gettorf or Neumünster zoo

## “Feinheimisch” – an authentic taste of the region

Tender lamb reared on grassy dykes and freshly caught fish are just some of the foodie delights that await between the North Sea and Baltic coast. Seasonal produce and locally sourced ingredients are the heroes here. Their freshness, flavour and quality shine through at every high-end restaurant, country inn and cosy farm shop café, particularly those with the region’s Feinheimisch seal of quality. In every fish roll bought at the harbour, every flagship Schleswig-Holstein dish and every local beer and beverage. Vegans are well catered for too, with the quality local produce making it easy for the region’s many vegan cafés to create tantalising treats for this growing group of guests. And despite the salty air and windy weather, vineyards now occupy an increasing number of hectares in what is an up-and-coming wine region.



Freshly caught and perfectly prepped at **Plotz seafood deli** in Glückstadt.

## Catch of the day

### Casting your net wide.

With almost 2,000 kilometres of coastline and over 2,000 lakes, it’s no surprise that fish and seafood are rarely off the menu.

### Eating locally feels good, tastes good and is good for the environment.

At farmshops, delis and speciality food shops, you can enjoy the fruits of the land turned into regional delights or simply as nature intended. From farm produce and preserves to cheeses and honey.

## From field to fork



The local delis are ideal for bringing a taste of the region back home with you.



## Fine dining

Gourmet experiences in elegant surroundings.

### Fine dining establishments, on-trend eateries, and down-to-earth inns.

Enjoy gastronomic fare from around the world as well as the cuisine of Schleswig-Holstein in the region’s many country inns, cosy farmshop cafés and gourmet restaurants.

### Pure-play pilsners, pale ale and everything in between.

Countless craft breweries have sprung up in recent years, revitalising the local beer scene. Stouts, pale ales, porters and hoppy IPAs now enjoy pride of place alongside fresh takes on classic German lagers and wheat beer.

## Brewing craft



A region where craft beer has well and truly arrived!

### Labskaus - a north German classic.

Salted meat, potatoes and onion are the main ingredients of this north German delicacy. They are mixed to form a hearty hash that is offset by the sharp tang of herring, pickle and beetroot. The crowning glory is a fried egg on top, and this is perhaps one reason why Labskaus has something of a reputation as a hangover cure. Perfect for when you’ve indulged in one too many Flensburger beers the night before!

### MORE TIPS FOR FOODIES

Try Lübeck marzipan, a confection so good it has protected EU status

Taste the difference at a Feinheimisch-certified producer or restaurant

Experience German beer-brewing excellence on a tour of the Flensburg Brauerei

Sample the best of the region’s food & drink at the Schleswig-Holstein Gourmet Festival

# Where the journey matters more than the destination

Enjoying the great outdoors and getting a refreshing dose of fresh air and exercise. No matter where you decide to go there'll be something to discover or do along the way. Cycling along the cliffs, coastline or inland, strolling along the shoreline of a lake, hiking in a forest, or practicing yoga on the beach. Since this is a region blessed with two coasts and any number of lakes, there's also plenty to do on the water, including windsurfing, kitesurfing, canoeing and the increasingly popular standup paddle boarding. There's arguably no better way to enjoy the scenic countryside and sea views here in the far north of Germany.



## Time to lace up those walking boots.

Our well-signposted coastal and inland routes offer ideal conditions for running, walking or hiking. There are no fewer than 107 trails along the Baltic Sea for scenic runs, hikes or short walks. Over on the North Sea, the routes incorporate grass-covered dykes, mudflats and the bracing coastal climate.

## Paddling your cares away in perfect tranquillity.

The lakes, rivers and canals of the Holstein Switzerland hinterland are tailor-made for canoeing and the new and fast-growing sport of standup paddle boarding. You can rent the equipment at various hire centres, which will also help you plan your trip into nature.



## Watersports by the sea.

Enthusiasts and novices alike can take full advantage of the wind and waves on the Baltic and North Sea coasts to try the exciting sports of windsurfing, kitesurfing and surfing. Seasoned sailors will also be in their element with boats available to charter, while newbies can stretch their sea legs with supervised trips out on the rolling waves.



## Riding along with the wind at your back.

Schleswig-Holstein is hugely popular with cyclists and it's not hard to see why. Coastal paths, flat, open countryside and gently rolling hills make for generally easy though still breathtakingly scenic rides. Among these are 13 fully signposted and waymarked long-distance cycle routes. See [sh-fahrradland.de](http://sh-fahrradland.de).

## Bike rides on the Baltic coast in Germany's True North

Beginning by the Danish border in Flensburg, the Baltic Sea Cycle Route follows the sea all the way to Lübeck Bay and beyond. The mainly level terrain, with only the occasional rise to a hill or cliff, makes this a great option for families. The Bett & Bike scheme will help you find cyclist-friendly accommodation offering cycle storage, servicing and even onward luggage transfers. Bicycle hire, including e-bikes, is widely available along the route.

## MORE TIPS FOR CYCLE TOURS

Follow the trail of medieval merchants on the Old Salt Route

Traverse ancient Norse paths on the coast-to-coast Viking-Frisian Route

Ride the North Sea Cycle Route from the Danish border down to Hamburg

Take a pedal-powered pilgrimage from abbey to church on the Monk's Trail

# A history shaped by Vikings, medieval merchants and territorial tussles

The state of Schleswig-Holstein was forged out of the historical and cultural regions of Schleswig and Holstein. Denmark, Sweden, the Holy Roman Empire, Prussia and Austria have at various times laid claim to all or parts of the region, testament to its strategic importance for maritime trade. Castles, churches and stately residences bear impressive witness to this rich history, an array of museums preserve it for posterity and new stories are told throughout the region via the medium of art, sculpture, music and entertainment.



Schloss Friedrichsruh in its glorious parkland grounds.

## Stately homes & country estates

### Turning back the clock.

Scattered across Schleswig-Holstein are various castles and historic houses that serve as windows to the past. Many are open to visitors, who can choose from the baroque grandeur of Schloss Gottorf, the hilltop castle by the lake in Plön and moated Schloss Glücksburg, a Renaissance vision in white.

### Sites of universal appeal.

The Hedeby and Danevirke border complex is a Viking archaeological site that plays an important role in the region's rich history as a trading hub. Now under UNESCO World Heritage protection, this outstanding testimony to the Viking Age once secured the border between Scandinavia and western Europe.



Viking history brought to life at the Haithabu Museum.

## UNESCO World Heritage



The European Hanseatic Museum.

### European Hanseatic Museum

Learn about the rise and fall of the Hanseatic League, the medieval trading alliance that extended from Novgorod to London, and discover the fascinating lives led by merchants in the Middle Ages. Located in Lübeck, the league's principal city, the European Hanseatic Museum features authentic historical artefacts, interactive elements and staged scenes from the former trading ports. Its exhibitions are multilingual and utilise the latest technology to bring the past to life.

**You know you're in the right place for a holiday when the film crew are in town!** Our coastlines, islands and towns regularly serve as backdrops for some of Germany's top TV series and have even been used for Hollywood classics such as the Ghost Writer and Cabaret.



This chocolate-box cottage in Lindau doubled as a country doctor's practice in 'Landarzt'.

## Film set Schleswig-Holstein

## A treasure trove of museums

Vikings, the natural world and ethnology are among the diverse subjects explored at museums and exhibitions across Schleswig-Holstein. Must-sees include the Herbert Gerisch sculpture park, the art collections of Museumsberg Flensburg and a riot of Expressionist colour at the Nolde Foundation Seebüll.

### MORE MUST-SEE MUSEUMS

- Günter Grass Museum in Lübeck
- Herbert Gerisch Foundation in Neumünster
- Schloss Gottorf Museum Island in Schleswig
- The Museumsberg in Flensburg
- Nolde Foundation Museum Seebüll
- Museum Kunst der Westküste on Föhr island

# Slow down, switch off, sit back and relax

A blast of sea air, the gentle ebb and flow of the tide and the feeling of sand caressing your feet. Every stroll in the surf is like a balm for the soul here, and deserves a place on any wellness itinerary alongside the dedicated spa resorts and elegant seaside towns. The feeling of peace and tranquillity extends to the countryside too, with forest walks and open-water swimming among the many options for restoring your inner balance.



### Wind, waves and storm-watching.

Something about being out in the elements simply makes you feel more alive. They call it Sturmtourismus - literally storm tourism - up here in Germany's True North. It's that sense of electricity in the air when you're on the beach and the wind starts to whip up. Time to cosy up in your wicker beach chair and get ready for the show.



### The healing power of nature.

Thalassotherapy, which uses seawater, seaweed and the coastal climate to cleanse, soothe and revitalise, is a speciality of the region. It is practiced in the thermal spas and wellness hotels that are found at resorts all along the Schleswig-Holstein shoreline.

### Coffee culture with a coastal feel.

Watching the world go by while hearing the waves break on the beach is one of life's great pleasures, and you can indulge in it to your heart's content here in Germany's True North. Some of the region's best cafés can be found on the lake-shores around the Schlei Firth and in eastern Holstein. While every town offers great coffee houses for that essential Kaffee & Kuchen experience.



### A resort retreat for all seasons

Sankt Peter-Ording is one of the premier resorts of Schleswig-Holstein. Located on the North Sea coast, it boasts a broad sandy beach. If the weather turns inclement, head to the Dünen-Therme complex for spa treatments, saunas, indoor and outdoor pools and a water park.

Sand as far as the eye can see in **Sankt Peter-Ording**.

# *Giving your business event a natural lift*



**Inspiration, fresh ideas and unique locations.** Schleswig-Holstein not only has stunning scenery and unique venues to bring fresh energy and ideas to your event, it also offers the space and settings to inspire true focus. State-of-the-art technology, outstanding hospitality and first-class catering come as standard. And afterwards, you and your guests can rest and recharge in one of the excellent hotels close-by. Start-ups, global players, and companies involved in the digital and maritime economies, life sciences and research have made this a thriving region for business. And for events just like yours.

## *Green meetings*

Schleswig-Holstein is the perfect choice to host a sustainable event, with a number of venues offering environmentally friendly facilities in an inspiring natural setting. Contact the **Schleswig-Holstein Convention Bureau** for more information.



## *Unique settings for an event to remember*

From conferences in castles to meetings in modern hotels, there will be something to suit your needs up here in the true north of Germany. We pride ourselves on our hospitality and aim to make your event one that will stay long in the memory.

## *Motivation, inspiration and energy*

Where better to clear your head and make room for fresh ideas than Schleswig-Holstein with its famous bracing wind. The peace and quiet found by the rolling waves or within the wide expanses of land and sea in Germany's True North offers inspiring opportunities to truly engage and motivate your team. Visit [sh-convention.de](http://sh-convention.de) for further information.



[sh-convention.de](http://sh-convention.de)

# Good to know

## Weather

Schleswig-Holstein has a temperate climate with relatively mild winters and slightly cooler summers than in the rest of Germany. Wind, however, is a constant. Stiff breezes can be expected at all times of year, which means warm hats are essential! Rainshowers are not unknown either, so pack your waterproofs to ensure you get the most out of your trip!

## Travel

### From the world to Schleswig-Holstein

**Rail** First choice for travel is, of course, the train, courtesy of ever-reliable Deutsche Bahn! Most routes to Schleswig-Holstein pass through Hamburg and there are direct services to the regional capital Kiel. InterCityExpress services also stop at some of the larger towns.

**Road** Travel by car or motorhome is fast and convenient here. Autobahns head north-west, north, and north-east from Hamburg, with the A7 running straight through to the Danish border. The scenery on the connecting country roads is second to none. Yellow rape fields, seaviews and forests will brighten any long journey. The practicalities are sorted too, with ample parking, filling stations, and EV charging points. If you don't have your own car, you can take advantage of all the usual international rental outlets. Travellers on a budget could look for a Mitfahrgelegenheit - a shared ride scheme that is great for meeting new people.

**Sea** With coastlines as long as ours (2,000km in total since you're asking), it's no surprise you can also reach us by boat. The biggest ferry ports are in Kiel and in Puttgarden on the Baltic Sea island of Fehmarn. Those bringing their own sails will find suitable berths at marinas along both coasts.

**Air** Hamburg international airport is on the doorstep of Schleswig-Holstein. It takes less than 30 minutes by



car or coach to cross the state border and there are train connections too. Lübeck Airport is mainly used for holiday flights and business travel, but the number of connections is growing all the time. In summer, there are also connections from major German cities to the airport on the holiday island of Sylt.

### Onward trips and out and about

**Public transport** Getting around the region is a doddle thanks to the regional train service and the buses, trains and trams run by NAH.SH or the local municipalities.

**Bike** Of course, the finest mode of transport of all, and a great way to get some exercise, is the humble bicycle! Well-signposted cycle routes are a great option for your onward trip. Take it as fast or slow as you like and as many breaks as you like - the more you stop, the more you'll see! Bikes are widely available to hire if you are unable to bring your own.

## Currency & payment

**Currency** It's the euro all the way here. If you're crossing the border into Denmark, bring some kroner too or exchange before you go.

**Cash or card?** All major credit cards are accepted in the bigger towns, hotels, restaurants and shopping centres. If you travel off the beaten track or visit an independent shop or eatery, then perhaps ask first how you can pay. And remember it's always worth having a few coins to hand for things like car parks. And if you're buying fish straight from the boat, it's a safe bet that they won't have a card machine to hand!

**Banks** Banks and cash machines are found on almost every high street, so you can always access your cash should the need arise.

## Language & dialect

We speak German here of course! Our ääää might be a little longer than elsewhere in the country but generally speaking it's one of the more understandable accents. Things gets a little more interesting when it comes to the Frisians, who like to wow you with their Plattdeutsch - which certainly sounds great but needs to be subtitled to be understood by the rest of Germany!

There will usually be at least someone in every hotel, restaurant or café who can speak at least a little English. The further north you go, the more likely you are to hear a little Danish spoken as well. The most important word here is 'Moin!', a greeting for all times of day that works like a cheat code for endearing yourself to the locals!



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