

## GNTB theme for 2012

# Wine heritage and nature in Germany

Frankfurt am Main, 22 December 2011 – Wine will be a key focus for the German National Tourist Board (GNTB) in 2012. In collaboration with the German Wine Institute (DWI), the theme 'Wine heritage and nature – fine wine and good times' will be promoted internationally to inspire wine lovers who appreciate culture and natural scenery to take a holiday in Germany's wine regions. The key target markets are the Netherlands, United Kingdom, USA and Switzerland, with consumers, travel agencies and the press being the main target groups. Information on Germany's wine-growing regions is available in twelve languages on the website [www.germany.travel](http://www.germany.travel) in the 'Towns, Cities & Culture' section under 'Gemütlichkeit' and 'Wine country'. As well as information on regional differences in grape varieties, soil types and climate, the website features multimedia content (slide shows and videos) on Germany's 13 wine-growing regions. There is also information on wine hotels, shops, festivals, wine routes and 'landmarks of wine culture'.

The main marketing activities in the target markets will be themed events for key players in the industry and the media as well as an advertising and poster campaign aimed at further strengthening Germany's image as a travel destination for visitors who enjoy culture and fine food and drink.

*GNTB is promoting Germany's wine country*

*Netherlands, UK, USA and Switzerland are key target markets*

*International campaign to build on Germany's image*

Enjoying good food and wine are something of a tradition in Germany. This is certainly true in the 13 wine-growing regions, all of which have their own special character: the Ahr, Baden, Franconia, Hessische Bergstrasse, Middle Rhine, Moselle, Nahe, Palatinate, Rheingau, Rheinhessen, Saale-Unstrut, Saxony and Württemberg. Germany's wine regions not only offer visitors many new experiences for the palate, they also host over 1,000 wine festivals. A calendar of wine-themed events lists highlights throughout the year, such as the winery open day in Saxony in late August and the arrival in September of the new wine, which is known as *federweisser* and traditionally served with *zwiebelkuchen* (bacon and onion flan). The Stuttgart Wine Festival is one of the largest festivals – over ten days in August, festival-goers can sample more than 500 different varieties at 120 vine-clad stalls.

The hilly landscapes, often traversed by rivers, attract visitors who come to enjoy both the scenery and the wine. A walk, cycle ride or canoe trip through one of the wine-growing regions is a wonderful way for active holidaymakers to explore these landscapes, which have been shaped by a tradition of wine-making. The Rheinsteig trail, for example, runs for 320 kilometres from Wiesbaden to Bonn and passes historical castles, rocky crags, vineyards and 'via ferrata' routes. A highlight of the tour is a visit to the mysterious Loreley and her fabled rock high above the Rhine valley. In the upper section between Bingen and Koblenz alone, there are 40 castles, palaces and fortresses – an unparalleled profusion that has merited a place on the UNESCO World Heritage list since 2002.

Also of historical interest is the Moselle Cycle Route, which follows the Moselle river through ever-changing vineyard scenery. The

*A thousand wine festivals throughout Germany*

[www.weinkulturkalender.de](http://www.weinkulturkalender.de)

[www.stuttgarterweindorf.de](http://www.stuttgarterweindorf.de)

*Walking, cycling, canoeing through vineyard scenery*

[www.germany.travel](http://www.germany.travel)

villages along the way are delightful, set among vine-clad slopes. Germany's oldest wine village of Neumagen, the famous Bernkastel-Kues, the picturesque town of Cochem with Reichsburg Castle, and Traben-Trarbach are all located on the route. The ancient town of Trier has monuments from Roman times, such as the amphitheatre and the Porta Nigra gate, and is a highlight on this culinary and cultural tour along the Moselle river.

[www.moselradweg.de](http://www.moselradweg.de)

Accommodation can be found in charming hotels situated in picturesque wine villages. In many, a stay will revolve around wine, and guests might learn fascinating facts about the history of viticulture in Germany, which goes back 2,000 years. The Celts and Romans, for example, were known to have cultivated vines along the Moselle.

*Accommodation  
in romantic wine  
hotels*

Germany's vineyards produce wines of international acclaim. Apart from the popular rieslings, other fine varieties such as pinot noir, pinot gris, pinot blanc, dornfelder and silvaner flourish here. These can be sampled in modern vinotheks and wine cellars. The wine shop at the Franconian Wine Forum in Eibelstadt south of Würzburg, for example, reflects the incredible diversity of Franconian wines. In the Rheingau, the Schloss Johannisberg estate has a wine-growing tradition dating back more than 900 years. As the world's first riesling estate, it has been growing and vinifying the region's signature variety for some 300 years. Wine tasting in the ancient cellar surrounded by wooden barrels is a special experience, matched only by the views of the Rheingau and delicious culinary specialities.

*Wine tasting at  
wine cellars and  
shops*

[www.weinforumfranken.de](http://www.weinforumfranken.de)

[www.schlossjohannisberg.de](http://www.schlossjohannisberg.de)