

Invitation & programme for the press trip
Winter wellness & culture in the Metropolitan Region of Hamburg
Please just ventilate!
19. - 22. January 2023

The Hamburg Metropolitan Region has a lot to offer: Between the North Sea and the Wendland, between the island of Fehmarn, nestled in the Baltic Sea, and the Lüneburg Heath – there's a lot to discover: Urban city flair and rolling hills, giant cruise liners and idyllic waterscapes, coast and sea, grand manors and castles – hardly any other region in Germany offers such a rich quality of life.

On our group press trip at the beginning of the new year, we enjoy cultural pleasures in Hamburg, the nature of the Baltic Sea coast as well as the comforts of a genuine manor house for wellbeing. However, the north of Germany is known for different kind of winter wellness: here we let our souls dangle during walks, recharge our batteries for the coming and enjoy the fresh sea air.

We invite you to join us in exploring this diversity from **19. - 22. January 2023**. On the following pages we provide you with **the preliminary programme**.

Organisational matters:

Arrival and departure (by train or aeroplane, depending on the destination), accommodation and catering during the trip, all items on the programme and possible transfers are included and will be organised by us. All trips are guided in German/English. The maximum group size is 5–6 participants. Unfortunately accompanying persons are not possible

Journalists: ideally, you will already know before the trip when the story (or stories) will be published. If you are a freelance journalist, we would like to receive information about the media that will be used to present the story.

Bloggers: initial posts and/or stories should be published on your own social media channels during the trip, taking into account the tags and hashtags that are communicated to you. A blog post about the trip should be published shortly after the trip.

We would be happy to provide you with further information and look forward to hearing from you by email!

Your team of FEUER & FLAMME. DIE AGENTUR:

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PS: To help you find your way around better, you will find an interactive map of the Hamburg metropolitan region here: <https://geoportal.metropolregion.hamburg.de/mrhportal/index.html>

Please note that, in the event of bad weather or the like, agreed programmes may take place in modified form. The trips are organised by FEUER & FLAMME. DIE AGENTUR on behalf of the tourism associations/administrative districts of the Hamburg metropolitan region and include the above programme items, but not travel insurance or personal expenses. Participation is at one's own risk. The tourism associations/administrative districts of the Hamburg metropolitan region are not liable for negligence on the part of external partners (hotel, guides, bus companies, event organisers, etc.) or negligence on the part of the participants. Please inform yourself about the applicable regulations in relation to the pandemic before starting your journey. As a member of VDRJ (the Association of German Travel Journalists), we are one of the signatories of the Standards for Press Trips, which can be viewed at www.vdrj.de

PROGRAMME

Thursday, 19. Januar 2023 Culture in Hamburg

After CeckIn at the Hotel Sir Nikolai, we start our journey with the **Art Mile in Hamburg**. The five exhibition houses in the city centre invite you to discover a wide variety of art styles. At the end of the day, a visit to a **classic concert in the Elbphilharmonie** is the highlight of the programme. From here you also have an impressive view around Hamburg and the illuminated harbour at night.



Friday, 20. Januar 2023 Winter wellness on the Baltic Sea coast

On the second day we continue towards the Baltic Sea and **stop in the picturesque landscape of Holstein Switzerland, in Eutin**. Here we visit the baroque castle before checking into the Hotel Aja at the **Baltic Sea resort of Grömitz** in the afternoon. The location directly at the coastline and in close to the stunning pier is unique. And then there is the bathrobe walk to the Grömitzer Welle salt-water adventure pool. The finest winter wellness in the north means above all enjoying the peace, the wind and the healthy sea air. That's why, before dinner, we go on a **romantic torchlight walk along the water** with local expert Axel.



Saturday, 21. Januar 2023 Manor house in winter

On the third day, our journey continues along the Baltic Sea coast to **Schlossgut Groß Schwansee** just outside the historic city of Lübeck, where we spend a relaxing day in a stately atmosphere. The heart of the castle estate is the classicist manor building dating from 1745, which is complemented by the light-flooded park building and the former horse stables converted into a modern brasserie and wellness oasis. Only a few metres away by foot, **the natural beach of the Baltic Sea** also invites you to take a walk - here you can really recharge your own batteries.



Sunday, 22. Januar 2023 Departure

We say good bye after breakfast and check out. Transfer to the main station or airport for your journey back home.