

Invitation & programme for the press trip
Advent and the sparkle of lights in the Metropolitan Region of Hamburg
A Trip between Gothic brick and fairytale castles
24. - 27. November 2022

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. The picturesque cities of Lübeck, Lüneburg and Schwerin are particularly attractive during **Advent** as the vibrant metropolis of Hamburg.

On our group presse trip, we discover the most beautiful **Christmas markets in the north** and get to know **typical German Christmas traditions** and **regional handicrafts**. We'll admire **the huge Christmas tree on Hamburg's Inner Alster Lake**, taste **fragrant marzipan in front of Lübeck's brick walls**, or warm ourselves with **punch in dreamy Lüneburg**. And of course, there's no shortage of **atmospheric Christmas shopping**.

We invite you to join us in exploring this diversity from **24. - 27. November 2022**. 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:

Büro Hamburg: Leonie Stolz	+49 40 50681694	ls@fufda.de
Büro Grundsee: Birgit Koller-Hartl	+49 151 14278076	bkh@fufda.de
Büro München: Elisabeth Helfer	+49 8134 5576411	eh@fufda.de

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, 24. November 2022 Hamburg in the sparkle of lights

After arrival and check-in at the Hotel HENRI Downtown, we get in the mood for the coming days with a boat tour at the Alster lake. Not only **the big Christmas tree on the Inner Alster Lake**, but also **the illuminated buildings of the Hanseatic city** line our tour along the shore. Afterwards we stroll around the Christmas markets. Shopping allowed! We warm up again over dinner together in the Speicherstadt. At the end of the day, an individual visit to the nearby **Elbphilharmonie Plaza** is possible.



Friday, 25. November 2022 Christmas markets: from traditional to modern

On the second day we will go by lottery to Lüneburg or Lübeck and return to Hamburg in the late afternoon.

In the **salt city Lüneburg**, a city tour awaits us with a visit to the Schokothek, the historic town hall and the water tower. Of course, a visit to the Christmas market in front of the town hall or in the many small courtyards is not to be missed.



The other part of our group gets to know the **UNESCO World Heritage city of Lübeck** on a guided tour and visit, among other things, the European Hanseatic Museum and the traditional Schiffergesellschaft - nowadays a restaurant. We continue through the festively decorated old town to the handicrafts market in the Heiligen Geist Hospital, the historic Christmas market of St. Marien and the traditional Lübeck Christmas market in front of the town hall.



Back in Hamburg, we will have dinner together at St. Pauli. But this is not the end of the tour: the **Santa Pauli Christmas** market in the heart of the district is one of the most colourful markets in Hamburg and should not be missed.

Saturday, 26. November 2022 Schwerins manufactures

After breakfast and check-out, we travel on to Schwerin and check-in at our new hotel. During our tour of the old town, we stop at regional manufactures and special small shops. After lunch, the **fairytale castle of Schwerin** is on the programme as well as a visit to the handicraft market "Advent im Hof". Over dinner we will review our Advent journey through the cities of the Metropolitan region of Hamburg.



Sunday, 27. November 2022 Departure

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