



Klaus Lohmann
Director UK & Ireland
German National Tourist Office

Dear Agent,

I would like to use this opportunity to introduce myself as the new Director of the German National Tourist Office in London.

My team and I look forward to continuously promoting the exciting aspects that Germany has to offer, with the list of opportunities being countless.

The definite highlight this year remains the 20 years anniversary of the fall of the Wall, with its peak being reached on 9th November when the city of Berlin celebrates. Like every year, this autumn the choice of colourful wine and beer festivals throughout the country will be endless. Then it will not be long to go until the German Christmas markets open their gates again and invite you to enjoy a delicious 'Glühwein'.

So find out in this newsletter what's new in beautiful Rhineland-Palatinate and which traditional festive delights await your clients in DERTOUR's new Christmas market brochure!

With very best wishes,



Klaus Lohmann
Director UK & Ireland
German National Tourist Office

P.S. Do not hesitate to get in touch with us regarding any questions you might have or any support we can provide; call us on **020 7317 0910** or email gntolon-trade@d-z-t.com.

Traditional Christmas Magic



Every year more and more visitors are enjoying the unique festive charm of traditional Christmas markets. Characterised by their distinctive settings and regional traditions, letting visitors relive the magic of yesteryear.

DERTOUR's comprehensive brochure 'European Christmas Markets and Breaks 2009' offers you the best of festive holidays in Germany and Europe, featuring over 50 destinations.

Most people know the famous Christmas markets of Cologne, Nuremberg and Munich. But there are also many other beautiful markets and DERTOUR offers next to all-time favourites a wide choice of regional markets. **Our Top Pick for 2009 is Stuttgart.** Dating back to 1692, the city's traditional Christmas market is one of the oldest and one of the largest in Europe.

For those struggling to decide which Christmas market to visit, DERTOUR's selection of coach tours could be the

perfect solution, with prices starting from just **£155 per person** for a three-day tour.

Also included in this year's programme is an enticing selection of **festive river cruises** along the Danube and Rhine rivers as well as relaxing **Christmas breaks** in Bavaria, the Black Forest or at Lake Constance.

There are only a few things more magical than the atmosphere of a traditional Christmas market. So, why not let DERTOUR make your clients' Christmas wishes come true this year?

For more information and to book, please call **020 7290 1111** or email tours@dertour.co.uk.

P.S Don't miss out on DERTOUR's dedicated Christmas market campaign this autumn!

More information and a poster for your shop window can be found in the September issue of your Agent News!



WIN

AGENT PRIZE DRAW

Here is your chance to win a fine selection of Rhine wine, courtesy of Rhineland-Palatinate Tourist Board!

Just answer the following questions

1. Which countries border Rhineland-Palatinate?
2. Which percentage of the total German wine production is being produced in Rhineland-Palatinate alone?
3. Where is one of the most popular local Fair & Wine Festivals taking place this year?

How to enter

Simply e-mail your answers, name, agency address and number to promotions@dertour.co.uk by **20th August 2009** with 'Rhineland' in the subject heading.

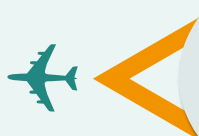
Prize draw takes place among all entries received. The winner will be advised by 7th September 2009. DERTOUR's decision is final and not open to negotiation. Prize is one case of wine (5 bottles), out of a total of 3 cases. Conditions apply.



THIS MONTH

- Traditional Christmas Magic
- Agents Prize Draw
- Discover Rhineland-Palatinate

Travel Experts Guide to...



Romantic Germany

Vineyards as far as the eye can see, old castles decorating the river landscapes, charming little-towns and a wonderful mild climate – these are hallmarks of Germany's most westerly area. On the border to Belgium, Luxembourg and France holidays are always a pleasure in this region. The nine distinct regions of Rhineland-Palatinate are perfect for tours of discovery.

The countryside can look back on more than 2,000 years of history. Much of the appeal of the region stems from the Rhine and the rivers that feed it. The Upper Middle Rhine Valley has been a UNESCO World Heritage site since 2002. Rhineland-Palatinate is also a rich state when it comes to cultural offers. Several museums and exhibitions give your clients the opportunity to travel in time between modern and antique. A region full of different facets - ready to be explored.
www.romantic-germany.info



HOW TO GET THERE

Thanks to its central location in the region the ever-expanding **Frankfurt-Hahn airport** is the ideal starting point for any trip to Rhineland-Palatinate. Numerous bus services are available for the onward journey and cars can be hired in the terminal building. Some accommodation providers also offer a shuttle service.



HIGHLIGHTS

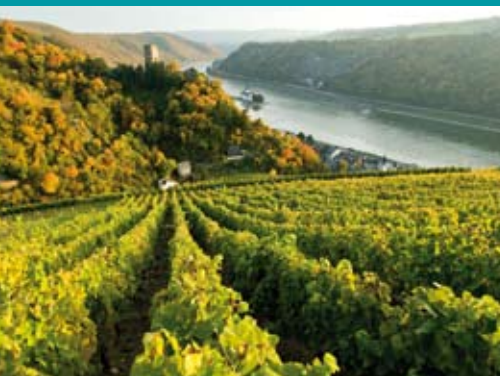
- **Wine region** – Rhineland-Palatinate is a real paradise for wine lovers and connoisseurs. More than 70 per cent of German wine is produced in the state's six wine regions. Sit down at the winemaker's table, enjoy local specialities and get inside information about the German wine making traditions such as growing 'Riesling' on the extremely steep terraced Moselle vineyards.
- **Hiking paradise** – The region has emerged as one of the finest walking destinations in Germany with its vast network of premium hiking routes which all follow set quality standards. The 'Rheinsteig' hiking trail for example runs along the right bank of the Rhine, clambering uphill to castles and downhill into valleys, venturing through vineyards whilst offering spectacular views along the way.
- **River romance** – No visit to the Rhine and Moselle Valleys is complete without a romantic trip on the river, past majestic castles and medieval towns and villages in breathtakingly beautiful scenery. There are many places where you can board scheduled boat services, many of them offering a wide choice of special themed tours.

EVENTS

- **Rhine in Flames (August)**
Eight firework displays captivate visitors with glorious colour compositions that are reflected in the dark waters of the Rhine. The biggest night out on the Rhine features a total of 76 ships providing mesmerizing views of the castles, palaces and riverside promenades that are bathed in the glow of Bengal lights with the final display soundtracked by music. (14.08.2010)
- **Wine Festivals (August – October)**
Summer and autumn in Rhineland-Palatinate is characterised by the many wine festivals taking place in almost every city. One of the oldest and largest festivals is taking place in Bad Dürkheim, the '**Dürkheim Wurstmarkt**' (11.-15.09. / 18.-21.09.). This event combines the attractions of a major fairground with the charm of a Palatinate wine festival. There are more than 150 wines for you to try, from mellow Rieslings to the excellent 'ice wine', a sweet wine made from grapes ex-posed to frost.
- **Christmas Markets (December)**
The year is completed by the wonderful and traditional German Christmas markets. Rhineland-Palatinate is the perfect destination for a romantic mini-break at Christmas time. The cities' half-timbered buildings are festively lit and the aromas of mulled wine out of the local vineyards and cinnamon fill the air at the charming Christmas markets.

HOW TO BOOK

DERTOUR offers a superb choice of interesting city breaks and a wide range of themed routes to Rhineland-Palatinate. To arrange your clients' individual itineraries please contact us on **020 7290 1111** or email tours@dertour.co.uk



Look out for your copy of **DERTOUR's** new agent newsletter each month in the **BP mailbag!**