



Dear Travel Agent

The aroma of cinnamon and gingerbread biscuits – known as “Lebkuchen” – wafts through the illuminated half-timbered side streets. The picturesque towns and cities in Germany each have their own exceptional charm. Particularly the

historic Christmas markets, held in festive cities or romantic towns throughout the country, are unique and becoming increasingly more popular.

Mulled wine in a wicker beach chair or the world’s biggest functioning six metres high Nutcracker figure – these are highlights you will only find in Niedersachsen. Niedersachsen (Lower Saxony) is situated in the Northwest of Germany, bordering the Netherlands, the North Sea and the city of Hamburg. It is a large federal state stretching from the North Sea coastline down to the Harz Mountains, the northernmost alpine mountain range in Germany.

Our historical cities and towns attract visitors with a romantic atmosphere among idyllic ensembles of half-timbered houses, magnificent baroque facades or UNESCO World Heritage sites. During Christmas time, these picturesque settings turn into real wonderlands. The streets of fairytale medieval towns like Celle, Goslar or Hamelin are illuminated with Christmas lights which plunge the entire towns into magical atmospheres. And Hanover, the capital of Niedersachsen, even has three different Christmas markets and numerous additional offers and events during the whole season.

Well, you see Niedersachsen has its own, very special charm. We look forward to welcoming you!

*Friederike Thele*



**Friederike Thele**  
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[www.niedersachsen-tourism.com](http://www.niedersachsen-tourism.com)

## DERTOUR launches Christmas Market Campaign

Every year more and more visitors are enjoying the unique festive charms of the European Christmas markets. Most people know the world famous markets of Cologne, Nuremberg and Dresden, which are some of Germany’s oldest and more traditional markets.

There are also many other beautiful German markets and we offer a wide choice of regional markets as a more intimate alternative. Why not explore one of the Romantic Cities such as Koblenz from just £339 per person? The wonderful Old Town with its abundance of cultural monuments and historic buildings is a impressive setting for a traditional Christmas market.

Why not try the fast Eurostar service from St Pancras. Our special Cologne rail package price starts from £199 per person. It is a fast, relaxed, environmentally friendly way of travelling and one of the easier ways to get to one of Germany’s

premier markets allowing you to watch the ever changing landscape as you travel.

To support this campaign, DERTOUR is providing travel agents with a **FREE POSTER** for their shop window to promote the Christmas markets. Agents just need to email [promotions@dertour.co.uk](mailto:promotions@dertour.co.uk) in order to receive any additional copies of the poster.

Our recently launched campaign consists of countryside inserts, adverts and a consumer e-mailing and is part of our ongoing plan throughout this year to assist agents in selling Christmas Markets Breaks through a series of promotions.



## AGENT PRIZE DRAW

Here is your chance to win an original German Gingerbread (Lebkuchen) selection in a beautiful gift box from the traditional manufacturer ‘Lebkuchen Schmidt’.

**Just simply answer the following questions:**

1. Name Germany’s six Romantic Cities?
2. What is the name of the famous boy’s choir of Leipzig?
3. Which city crowns this year their first Mulled Wine queen?

**How to enter**

Simply e-mail your answers, name, agency address and number to [promotions@dertour.co.uk](mailto:promotions@dertour.co.uk) by **30th September 2009** with ‘Gingerbread’ in the subject heading.

Prize draw takes place among all entries received. The winners will be advised by 9th October 2009. DERTOUR’s decision is final and not open to negotiation. Prize is one ‘gingerbread’ selection, total of 3 boxes. Conditions apply.



# THIS MONTH

- Traditional Christmas Markets
- Win a German Gingerbread Selection
- Christmas Market Campaign



**Who's who (from left to right):**

Kandarp Patel, DERTOUR - Amanda Lund, Unmissable - Jessica Weller, Maritim - Gill Mortensen, Highway Travel - Emma Regis, Fred Olsen - Lucy McGregor, Fred Olsen - Vicky Bell, Fred Olsen - Rachael Burrige, Travel Counsellors - Margit Schmidt Pikulicki, Nuremberg Tourism - Pat Wright, Travel Counsellors

# Nuremberg Fam Trip

Last year in co-operation with **Maritim hotels** and **Nuremberg airport** we took a trip to the world famous Christmas market – from shopping, a guided tour, sausages, mulled wine and 'Nürnberger Zwetschgenmännle' this daytrip had it all!

Frohe  
Weihnachten!

**Check out**

[www.christmasmarkets.co.uk](http://www.christmasmarkets.co.uk)  
for more ideas.



# Cologne

## Christmas Shopping Paradise

Visit the various enticing Christmas markets Cologne has to offer, with their wonderful decorated stalls, the aromatic scent of Christmas bakeries and taste some of the delicious traditional food of the advent season such as roasted chestnuts. Experience the festive and unforgettable atmosphere on the Cathedral Christmas market with the illuminated Gothic Cathedral. The medieval market, located outside the chocolate museum, or the very special floating market held on board of the elegant cruise vessel 'MS Wappen von Mainz', to name just a few of all the different choices of markets you have in Cologne. The city is also a Mecca for shopping lovers. In Germany's largest department stores as well as in numerous fashion boutiques and unique designer stores in the pedestrian zone you can find some great Christmas gifts. There are over 30 outstanding museums to visit such as the new science Museum 'Cologne Odysseum', various art exhibitions or the renowned Opera House to name a few possibilities to spend your time while staying in Cologne.

Phantasialand the nearby award winning theme park will be open during the festive season for you to enjoy a fun-filled day there with your family.

► **Special Rail Package from St Pancras** from £199\* pp

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



Köln

from  
£259\* pp

from  
£369\* pp

# Baden-Baden

## World Spa in the Black Forest

The Baden-Baden Christmas market in front of the illuminated Kurhaus/Casino astonishes with its labyrinth of romantically decorated and seasonally lit stalls while aromas of mulled wine and gingerbread filling the air. First class shopping in thoughtfully decorated elegant boutiques along the Colonnades and the historic Old Town, relaxing walks in crystal clear Black Forest air, a visit to the Frieder Burda museum are as tempting as wellness at its best at the two thermal baths – the modern Caracalla Spa or the historic Roman-Irish Bath.

Besides well-known starred restaurants, intimate little taverns with local colour and fine Baden cuisine, bistros and countless street cafés in the centre there is also Baden-Baden's "Rebland" one of the most popular Riesling growing districts in Germany, an insider tip for the gourmet and connoisseur of good wines.

Later at night "the most beautiful casino in the world" rounds off a perfect day in a playful manner and resplendent elegance. Perhaps luck is on your side!

[www.baden-baden.com](http://www.baden-baden.com)





from  
£339\* pp

# Leipzig

A Christmas market dating back to 1767

With more than 260 twinkling stalls embedded harmoniously in Leipzig's historic centre it is one of Germany's most popular and largest Christmas markets. Thanks to its unique cultural events and culinary specialties, it has acquired almost legendary status. Mouth watering tastes and smells will tempt you to try hot mulled wine, roasted almonds and char-grilled 'Bratwurst'. The Christmas atmosphere is enhanced by organ music and performances of Johann Sebastian Bach's Christmas oratorio, concerts of the famous St Thomas' Boys Choir, Christmas carols on the balcony of the Old City Hall and the Christmas show of the Krystallpalast variety theatre. In addition, you have the chance to marvel at the world's largest free-standing Advent calendar and the city's traditional medieval market.

[www.ltm-leipzig.de](http://www.ltm-leipzig.de)

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

**Leipziger Freiheit**

Leipzig Tourismus  
und Marketing GmbH

## The 9 Wonderful Cities of Lower Saxony

**Braunschweig, Celle, Göttingen, Goslar, Hamelin, Hildesheim, Lüneburg, Wolfenbüttel** and **Hanover** represent the 9 Wonderful Cities of Lower Saxony. Hanover can be the ideal base for a tailor-made Christmas market tour on which you experience some of the other cities on daytrips by train or car. A very special Christmas market you can find in Hanover is the Finnish Christmas market. This takes place at Ballhofplatz, where specialties from the north, such as grilled salmon and Finnish mulled wine, are sold. Also remarkable is the Christmas forest in Goslar, made up of almost 40 fir trees, decorated with thousands of lights, which will transfer you from the hustle-bustle into a fragrant and calm advent atmosphere. Visit Hamelin, the home of the legendary Pied Piper, with its delightful Old Town full of lovely restored half-timbered houses and unique buildings in the Weser Renaissance style. The choice won't be easy between all those wonderful cities with their unique charm in historical settings.

[www.9cities.de](http://www.9cities.de)



from  
£339\* pp



## LittleGerman Language Guide

When visiting Germany for its magnificent Christmas markets, you might need to know at least a few German phrases to get around. Here a brief selection of the most useful: At the start of the day you can say **Guten Morgen!** (Good morning). During the day a simple **Hallo!** (Hello) or the generic phrase **Guten Tag!** (Good Day) is used. After around 6pm Germans will greet each other with **Guten Abend!** (Good Evening). **Gute Nacht** (Good Night) is only used just before going to bed.

Ich habe Durst.

Ich hätte gerne einen Glühwein.

Ich hätte gerne eine Bratwurst.

Wieviel kostet ein Lebkuchen?

Wieviel kosten die gebrannten Mandeln?

Frohe Weihnachten!

Wo ist der Weihnachtsmarkt?

Vielen Dank!

Prost!

I am thirsty.

I would like to have a mulled wine.

I would like to have a sausage.

How much is gingerbread?

How much are the roasted almonds?

Merry Christmas!

Where is the Christmas market?

Thanks a lot!

Cheers!



# Bremen

The historical location of Bremen's atmospheric Christmas market with the magnificent Town Hall and the statue of Roland as a perfect backdrop mixed in with all the romantic lights create a warm and welcoming Christmas ambiance. Over 170 lovely adorned stalls offer you a various range of products, ideal for your Christmas shopping. Another highlight is the enormous 'walk-through' Advent calendar on the waterfront promenade. Every day another little door will be opened to reveal a special surprise. Enjoy the maritime magic of Bremen's Christmas markets.

[www.bremen-tourism.de](http://www.bremen-tourism.de)

from  
£359\* pp

# Frankfurt

In the heart of the Old Town, on the Römerberg, you will find the enchanting setting of Frankfurt's Christmas market. Between the cosy individual stalls you can see an enormous, twinkling and unique decorated Christmas tree. The finest seasonal treats are sold such as the Bethmännchen (a traditional marzipan and almond pastry). A mug of hot apple wine, Frankfurt's typical drink in its winter version, should not be missed.

[www.frankfurt-tourismus.de](http://www.frankfurt-tourismus.de)

from  
£249\* pp



from  
£339\* pp

## Germany's Romantic Cities

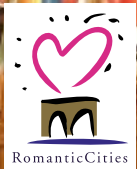
*Sparkling moments*

In the midst of the beautiful scenery and the fabled castles of the Rhine and Moselle Valleys you can enjoy the Christmas magic in one of South-West Germany's Romantic Cities. **Trier, Kaiserslautern, Koblenz, Mainz, Speyer** and **Worms** will welcome you in their medieval Old Towns. Get carried away and indulge yourself in the relaxed atmosphere of the festive season and experience some sparkling moments.

Examine the 'living Nativity scene' at **Worms** while your children can pet some of the real animals from the local zoo. Enjoy the St Nicholas Market in **Mainz** where you will find an enormous Christmas pyramid with some important characters of the cities history.

**Koblenz** has its own special Christmas truffles, created by the renowned confectioner Jean Warnecke. In **Speyer** every weekend there are cultural contributions from Speyer's twin towns taking place, including traditional arts, crafts and local culinary specialities. **Kaiserslautern** offers you a very wide and varied music programme, from traditional to modern, from children's choirs to professional local artists. **Trier**, Germany's oldest town, will crown their first 'Mulled Wine Queen'. As you can see each market has its own character, influenced by its setting, regional traditions and particular specialities. Therefore, to be able to catch a sight of every single one of them you might come back next year.

[www.romantic-cities.com](http://www.romantic-cities.com)



To book your **Christmas Market** please call **020 7290 1111**