

## Product information

### Wide range of options for nature and activity holidays

***Product portfolio caters for a variety of interests – Focus on sport, food and drink and families – Nature conservation and sustainability combined with attractive products – Barrier-free travel***

With its wide array of tourism service providers catering for all types of visitors, Germany is presenting itself to international holidaymakers as the perfect destination for anyone looking to enjoy an active stay in the heart of nature. An increasing number of international visitors are choosing to actively explore the country's enchanting coastlines, mountains and holiday regions, making Germany the second most popular destination for nature-based travel among Europeans travelling worldwide in 2019.

Serious athletes and active holidaymakers will find a well-developed infrastructure in Germany – from mountainbike trails to climbing routes graded at the very highest level of difficulty.

For those who like to take a more leisurely approach, there are easier hiking trails and cycle routes through flat countryside. Holidaymakers who appreciate the finer things in life will find the 13 winegrowing regions and their varied regional cuisine particularly appealing.

Families can explore the many facets of Germany's natural beauty on foot or by bike. Many tours are tailored to the specific needs of parents with older or younger children, with flexible stages that can be shortened or lengthened and plenty of interesting things to see and do along the way. There is plenty of family-friendly accommodation on offer, ranging from farms to modern youth hostels and hotels designed specifically for families and babies.

Travellers who need barrier-free access will also feel very welcome in Germany.

### **Spoilt for choice when it comes to sustainable quality holidays**

Germany's magnificent scenery and rich cultural heritage offer countless opportunities for recreation and relaxation in harmony with nature. About a third of Germany's land area enjoys special protection within national parks or nature parks. This includes 16 national parks, 16 UNESCO biosphere reserves and 104 nature parks.

The UNESCO World Heritage regions are particularly popular with visitors. They include the Upper Middle Rhine Valley, home of the Loreley, the Ancient Beech Forests of Germany and the *Wattenmeer*, the wetlands along Germany's North Sea coast.

The GNTB website [www.germany.travel/feelgood](http://www.germany.travel/feelgood) lists more than 1,000 certified accommodation options for particularly sustainable holidays, from eco-campsites to luxury hotels.

#### **About the GNTB**

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 31 agencies around the world to support its activities. Further information is available from our online press centre at [www.germany.travel/press](http://www.germany.travel/press).