

Katrin Hackbarth

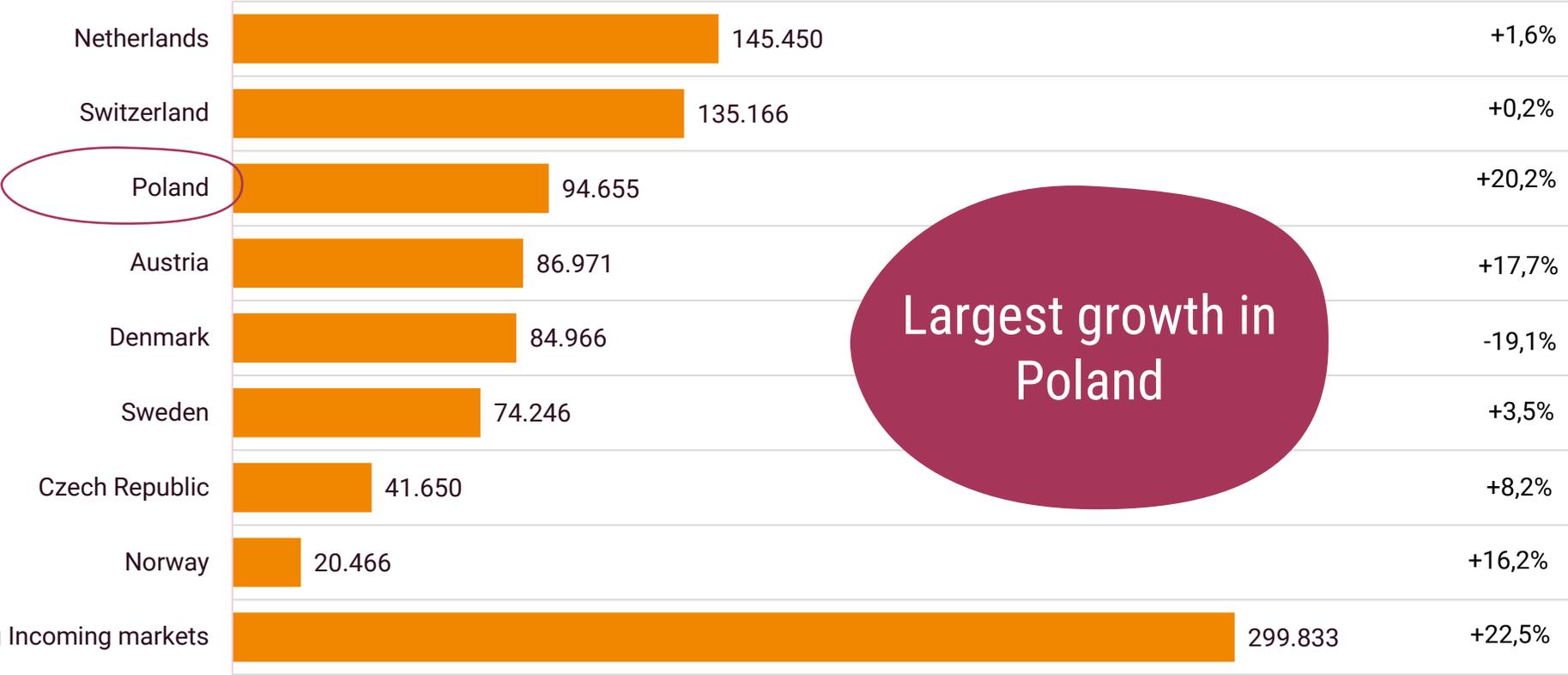
Press Officer

Tourist Board Mecklenburg-Vorpommern

These are the International Source Markets 2024

International overnight stays per source market in MV 2024

Incoming MV total: 983.000 ÜN | +8,3%



Quelle: Statistisches Amt MV, 2024

Source Market Poland | Development in MV

Average Length of Stay 2024: 2,7 Nights

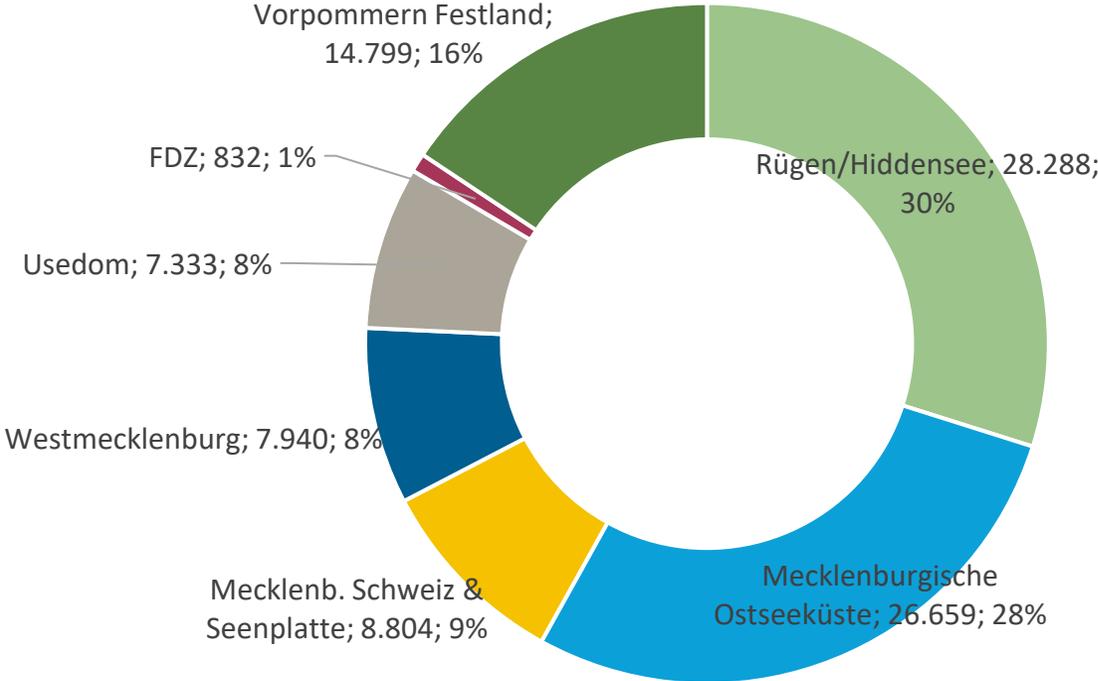
Development of overnight stays since 2010: **+223,6%**



Source: Statistical office MV, 2011-2024 | Polish guest arrivals and overnight stays in Mecklenburg-Vorpommern

Source Market Poland | Regional Distribution 2024

Island of Rügen and the Baltic Sea Coast Are the Most Favourite Places to Go



9,6 % of all incoming nights in Mecklenburg-Vorpommern are spent by Poles

2,3 % of all Poles nights in Germany are spent in Mecklenburg-Vorpommern

Source: Statistical office MV, 2024 | Polish overnight stays per region in MV

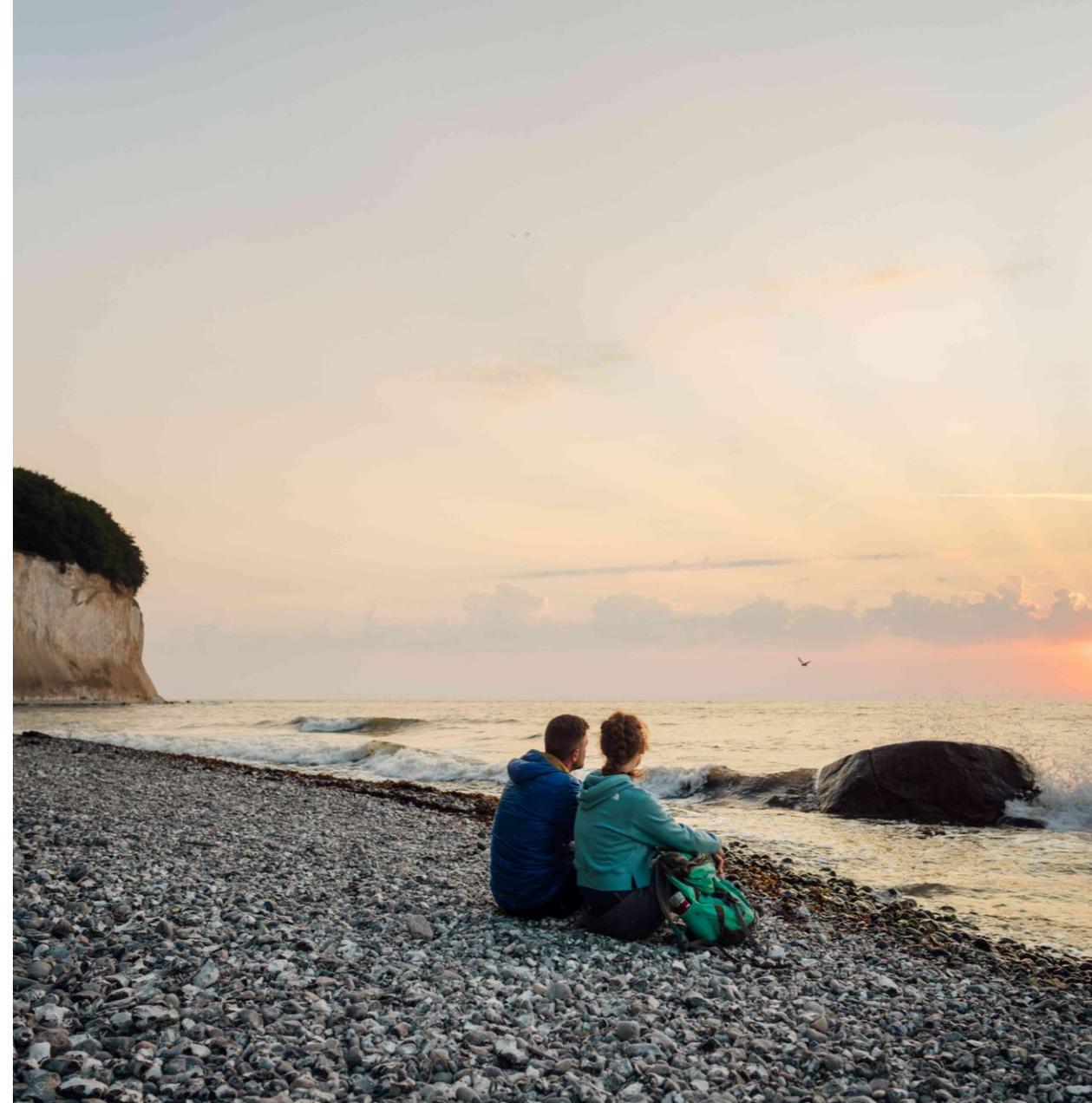


Mecklenburg-Vorpommern Is First in the Row When It Comes to Tourism Intensity in Germany

- 33,000 overnight stays per 1,000 inhabitants
- 23.000 square kilometers, 1.6 million people

| Tourism Intensity 2023 – Overnight Stays per 1.000 Inhabitants | | | |
|--|--------------------|-------------------|-------------------|
| | Overnight Stays | Inhabitants* | Tourism Intensity |
| Baden-Württemberg | 57.516.693 | 11.339.260 | 5.072 |
| Bayern | 100.256.694 | 13.435.062 | 7.462 |
| Berlin | 29.589.443 | 3.782.202 | 7.823 |
| Brandenburg | 14.244.973 | 2.581.667 | 5.518 |
| Bremen | 2.807.077 | 691.703 | 4.058 |
| Hamburg | 15.942.580 | 1.910.160 | 8.346 |
| Hessen | 33.676.734 | 6.420.729 | 5.245 |
| Mecklenburg-Vorpommern | 32.155.709 | 1.629.464 | 19.734 |
| Niedersachsen | 45.680.054 | 8.161.981 | 5.597 |
| Nordrhein-Westfalen | 53.599.215 | 18.190.422 | 2.947 |
| Rheinland-Pfalz | 22.252.573 | 4.174.311 | 5.331 |
| Saarland | 3.250.069 | 994.424 | 3.268 |
| Sachsen | 19.856.119 | 4.089.467 | 4.855 |
| Sachsen-Anhalt | 8.357.082 | 2.180.448 | 3.833 |
| Schleswig-Holstein | 38.033.934 | 2.965.691 | 12.825 |
| Thüringen | 9.890.594 | 2.122.335 | 4.660 |
| Germany | 487.109.543 | 84.669.326 | 5.753 |

Photo: (l) TMV/Petermann



There Are 2,000 Lakes That Are Larger Than One Hectare

- The lakes, especially in the lake district, are all interconnected, making the area one of the largest water sports areas in Europe



Photo: (l) TMV/Gross

A Third of Mecklenburg-Vorpommern Is Under Nature Conservation

- There are for example 3 national parks that welcome guests

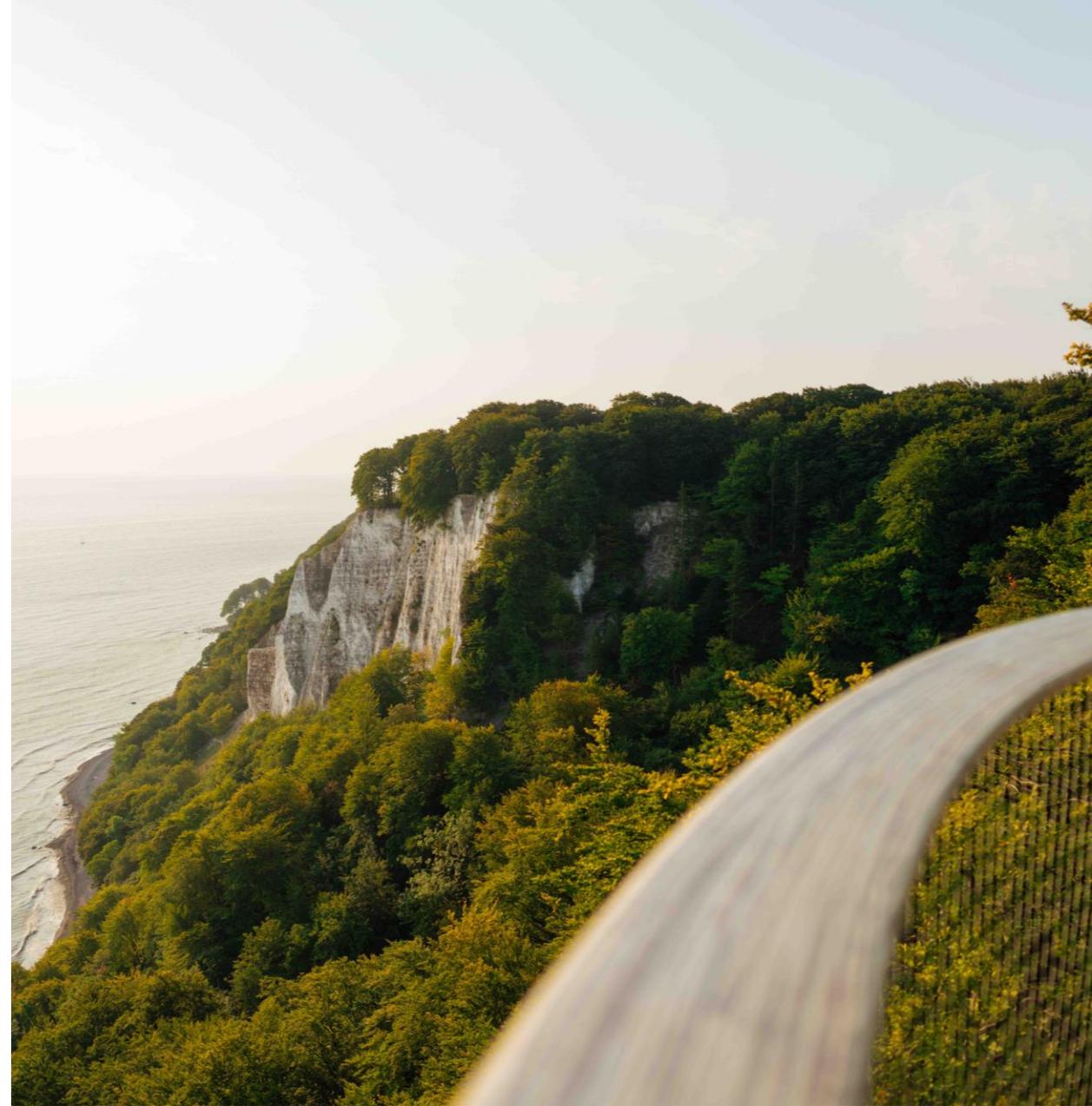
Photo: TMV/Gänsicke



In Terms of Area, MV Is Comparable to the Island of Sardinia

- The Isle of Rügen is located in Mecklenburg-Vorpommern and is the largest island in Germany

Photo: TMV/Petermann



Sea Bathing Was Invented in Mecklenburg-Vorpommern

- Heiligendamm is Germany's first seaside resort (1793)

Photo: TMV/Tiemann



Mecklenburg-Vorpommern Is the Cradle of Romanticism

- Caspar David Friedrich was born in Greifswald and his work still inspires contemporary artists such as Olafur Eliasson and Hiroyuki Masuyama today



Photo: Artistic rendering of proposed artwork by Olafur Eliasson for Dom St. Nikolai, Greifswald, Germany (right), Iris Müller (left).



Route of Romanticism in Vorpommern

- Total length: 286 km
- Most of the route runs along the [Baltic Sea Coast Cycle Route](#)
- Bookable as a trip by Mecklenburger Radtour



Photo: (l.) TMV/Krauss



European Promenade I

Connects Świnoujście With the Seaside Resorts of Ahlbeck, Bansin and Heringsdorf

- More than 12 kilometres of promenade with hotels, holiday apartments, restaurants, cafés and cultural facilities

Photo: TMV/Gross



European Promenade II

Cross-border events

- Usedom Marathon (every year)
- usedom-marathon.com

Photo: TMV/Gross



European Promenade III

Bathing with a sea view

- www.das-ahlbeck.de
- Close to the pier

Photo: TMV/Gross



Cheers!

Wine Is Cultivated on the Island of Usedom

- It's harvest time for the natural wine called 'Kühn&Hell'
- gut-welzin.de

Photo: TMV/Petermann



Three Art Houses by the Sea

... with historic architecture



Art Museum Ahrenshoop



Art Gallery Rostock



Art Gallery Kühlungsborn

Hug-Event: Photo artist Crispin Gurholt (NOR) embraces the pear tree before it is felled

- Two offshoots of the tree grow in front of the Munch Museum in Oslo
- The inner courtyard of the Munch House in Warnemünde is being redesigned
- There will be a digital tour of Edvard Munch's motif locations

Photo: Edvard Munch Haus e.V.



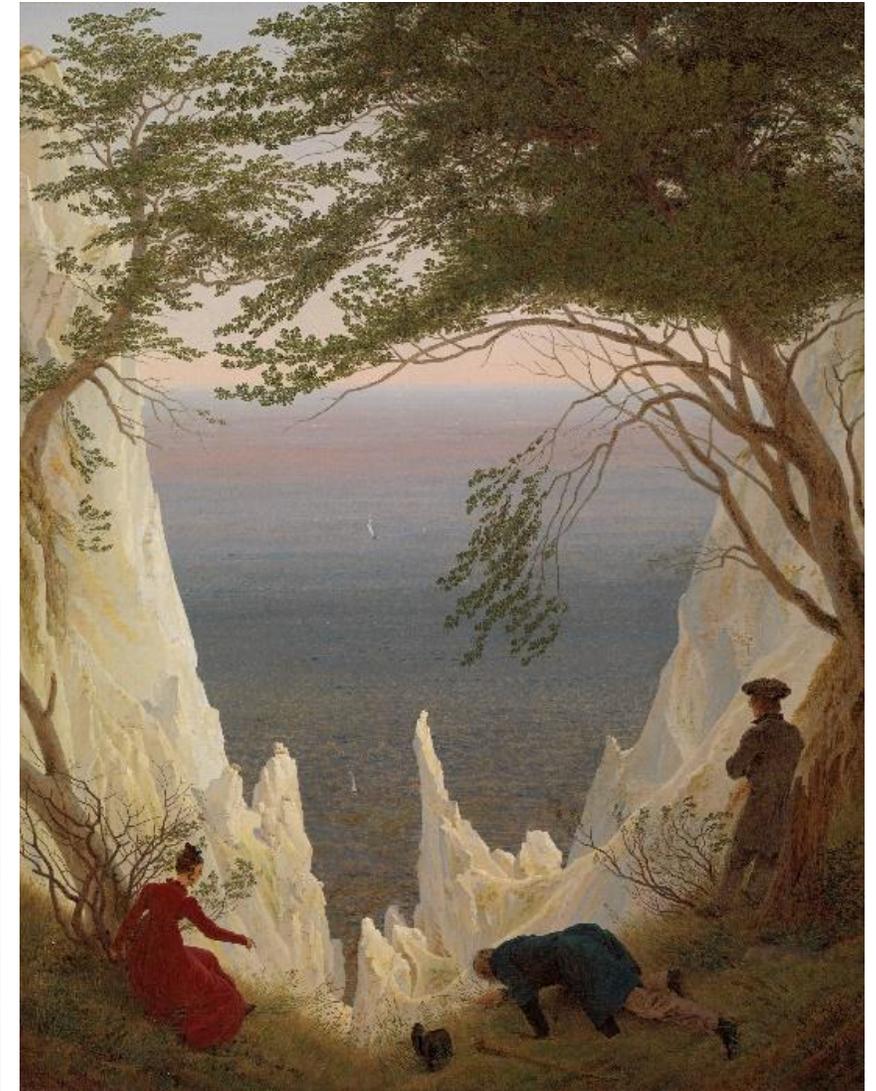
Past and Present: Isle of Rügen

Skywalk KÖNIGSSTUHL

- Floating viewing platform
- In the Jasmund National Park
- Protects the chalk cliff



• Photo: Nationalpark-Zentrum KÖNIGSSTUHL/Timm Allrich



SIK-ISEA, Zürich Philipp ~~Atte~~

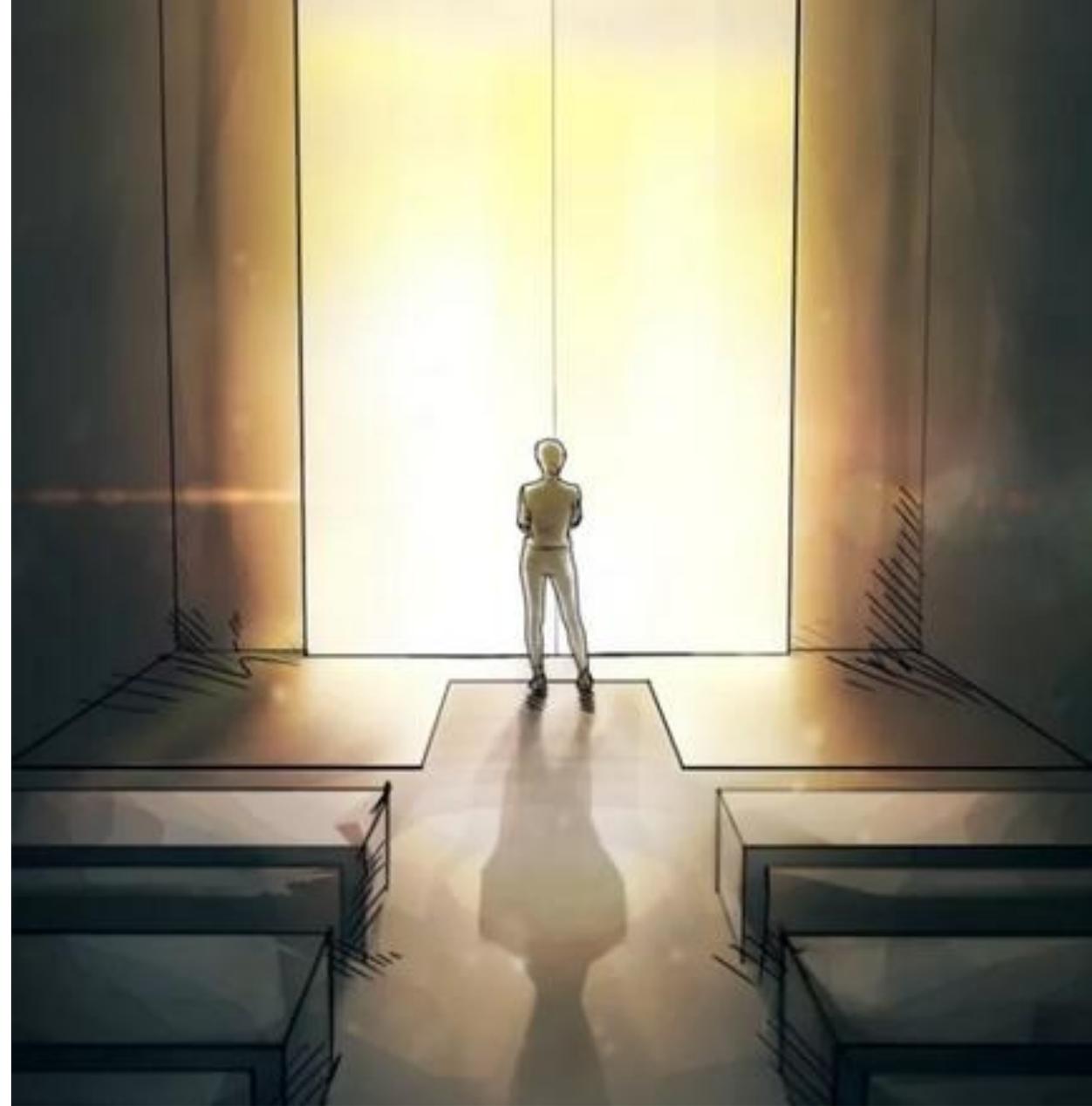
Gallery of Romanticism

Opening Soon

- Puts Caspar David Friedrich in the focus
- Cultural highlight of romanticism in the north
- A graphics cabinet presents a changing selection from the rich treasure trove of Friedrich's drawings, watercolours and prints as well as the collection of letters



Photo: ART+COM

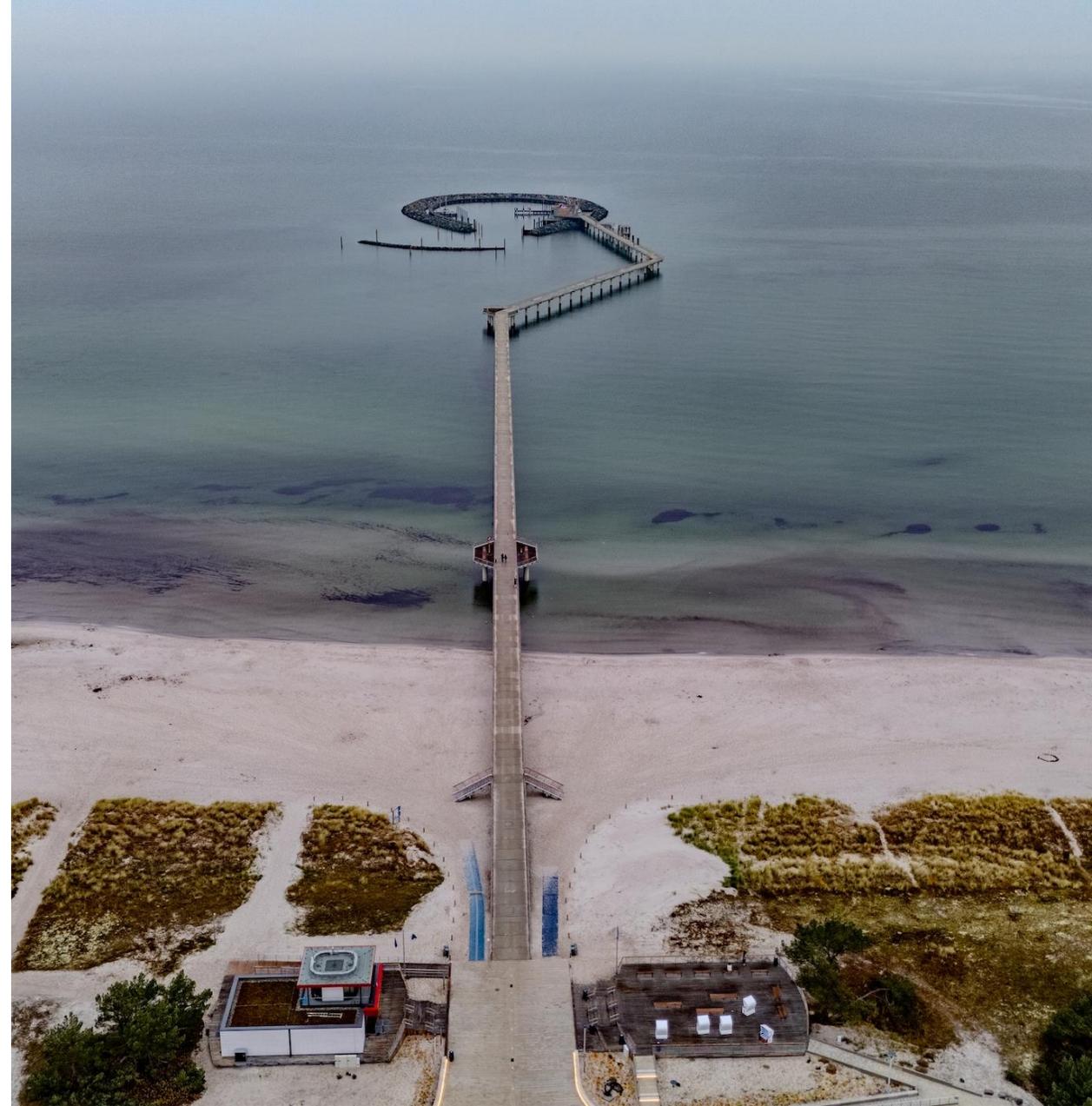


Prerow Pier

The longest on German Baltic Coast

- Latest tourist attraction on peninsula Fischland-Darß-Zingst
- Space for 40 boats
- Measures 720 metres
- Ferry to Møn planned

Foto: TMV/Scholz-Witzel



New Nabu Kranichwelten Experience Centre Just Opened

Germany's Largest Crane Exhibition

- Covering an area of around 500 square metres indoors and 1.7 hectares outdoors Lake district
- kraniche.de

RSCHUNG & KRANICHSCHUTZ

Seit Gründung von Kranichschutz Deutschland 1991 werden zahlreichen Daten über Kraniche erfasst und Projekte umgesetzt. Die Daten bilden die Grundlage vieler Artenschutzmaßnahmen. Heute engagieren sich über 500 ehrenamtliche Kranichschützer in den verschiedenen Landesarbeitsgruppen für Kranichschutz Deutschland. Das Erfassen von Brut- und Rastplätzen sowie das Melden von ziehenden oder überwinternden Kranichen gehört zu den Aufgaben der Freiwilligen.

Die Daten werden hier im Kranichzentrum, der Geschäftsstelle von Kranichschutz Deutschland, zusammengetragen und jährlich im Journal „Kranichjahr“ veröffentlicht. Es werden auch studentische Abschlussarbeiten betreut oder selbst Forschungsarbeiten, zumeist im Rahmen von Förderprojekten, durchgeführt.



RESEARCH & CRANE CONSERVATION

Since Crane Conservation Germany was founded in 1991, numerous data on cranes have been collected and projects implemented. The data forms the basis for many species protection measures. Today, over 500 volunteer crane conservationists are involved in the various Federal State working groups for Crane Conservation Germany. Recording breeding and resting sites and reporting migrating or wintering cranes are part of the voluntary work.

The data is compiled here in the Crane Centre, the head office of Crane Conservation Germany, and published annually in the Journal „Crane Year“. The centre also supervises student theses and conducts its own research, usually as part of funded projects.

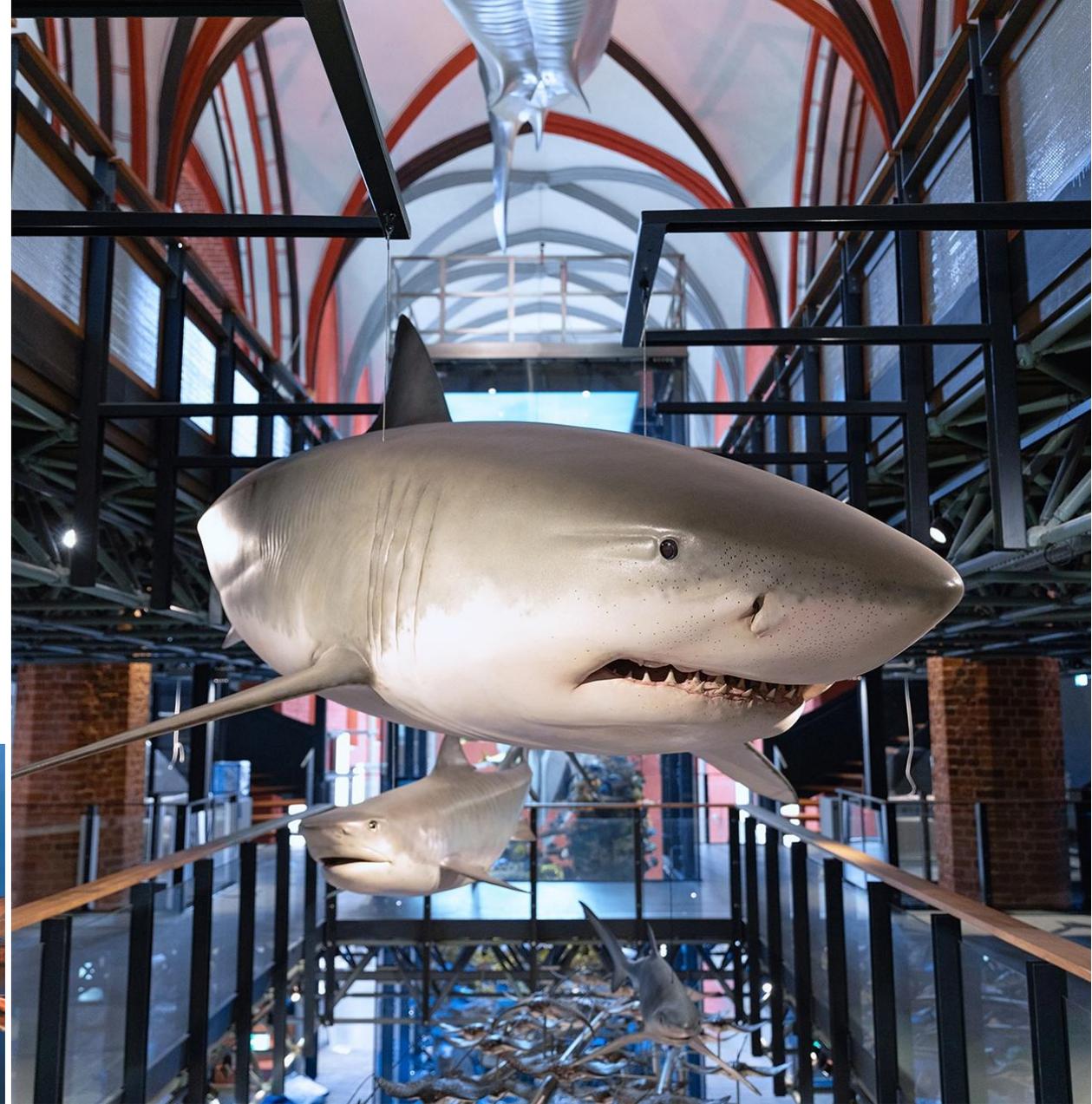


Modernised German Maritime Museum Stralsund

- The only Maritime Museum in Germany in a monastery
- New aquarium tour with 31 tanks covering the habitats of the Caribbean, Pacific and Indian Ocean



Photos: Anke Neumeister/DMM



The KITTCHEN

In Wismar

- Former youth detention centre
- In the centre of the world heritage city
- 35 rooms, space for 100 people

Photo: Das Kittchen



Ahoi Camp Canow

On the Berlin-Copenhagen
Long-Distance Cycle Route

- 300 pitches as well as holiday flats, ultra-modern Tiny Houses and a raft sauna
- Lake district
- ahoi-camp-canow.de



Lakeside Hotel Zarrentin

In the Schaalsee Biosphere Reserve

- Recently opened as a three-star country hotel
- 45 double rooms
- Festival barn and conference facilities
- Located on the former border

Foto: Henrik Hallona



News Seaside Villas in the Front Row

Wake up to the Sound of the Sea



- Villa over 100 years old, newly renovated in Kühlungsborn
- villa-astoria.de



- Opened in May 2024 in Zingst
- strandhotel-zingst.de/en



- Modernised beach villa from 1902 (spa architecture) on Isle of Usedom
- strandhotel-ostende.de

Photos: Villa Astoria, Strandhotel Zingst, Strandhotel Ostende

Schwerin is a World Heritage Site

UNESCO Honours the State Capital

- Title refers to a building ensemble consisting of more than 30 buildings
- Former suppliers for the residence of the Mecklenburg Grand Dukes still exist today (e. g. Wöhler Wine Shop)

Foto: TMV/Grundner



All in for Olympia

Best sailing areas in Mecklenburg-Western Pomerania

- Highlight: SailGP 2026
- Isle of Rügen

Foto: Ricardo Pinto for SailGP



A Small Gift ...

From Mecklenburg-Vorpommern

- Just to remind you, you are always very welcome to come and see Mecklenburg-Western Pomerania for yourselves.
- www.handpressendruck.com

Photo: Konrad





Here you'll find our press kit.

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www.visit-mv.com/pl



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