

# Press information



Rostock | June 4, 2026

## Press kit for PR-Event Antwerpen: Tourismusverband Mecklenburg-Schwerin

### Content

- A Year of „Draußenglück“: Those are the Event High-lights for 2026 in Mecklenburg-Schwerin

Link to media database: [urlaubsnachrichten.de/pressefotos](https://urlaubsnachrichten.de/pressefotos)

From Town Anniversaries to Palace Festivals

## A Year of „Draußenglück“: Those are the Event Highlights for 2026 in Mecklenburg-Schwerin

**Schwerin, 04 June 2026** | Imagine magnificent lakeside palaces surrounded by enchanting gardens and centuries-old trees. The scent of wild herbs and roses fills the air, while ospreys circle overhead and bees hum among blooming meadows. It is a place where time seems to stand still for a moment – this is Draußenglück (“Outdoor Happiness”) in Mecklenburg-Schwerin.

In 2026, the region's historic towns, lake landscapes and expansive nature parks will provide the backdrop for a diverse programme of open-air events. Concerts, festivals and cultural celebrations will take place in unique settings, including market squares, palace grounds and scenic waterfront locations. Many of these events are hosted in and around Schwerin, whose Residence Ensemble was inscribed on the UNESCO World Heritage List in 2024.

Among the year's highlights are the **800th anniversaries** of the towns of Parchim and Wittenburg, both celebrating eight centuries of history with special festival weeks. Another major milestone is the reopening of the restored **West Wing of Ludwigslust Palace**. For the first time in 15 years, visitors will once again be able to experience the entire palace complex.

Whether enjoying classical performances against the **backdrop of Schwerin Palace** or experiencing one of **Europe’s largest electronic music festivals in Neustadt-Glewe**, visitors can look forward to a vibrant programme throughout the year.

A complete overview of events can be found at [www.mecklenburg-schwerin.de](http://www.mecklenburg-schwerin.de) or at [www.visit-mv.com/regions/mecklenburg-schwerin](http://www.visit-mv.com/regions/mecklenburg-schwerin) .

### **Event Highlights 2026:**

- 28 May – 19 July | *Schwerin Palace Festival (Schlossfestspiele Schwerin)*
- 30 May | *Reopening of the West Wing at Ludwigslust Palace*
- 30 May – 7 June | *800 Years of Parchim – Anniversary Week*
- 12 – 14 June | *Historic Palace Festival, Schwerin*
- 18 – 21 June | *150 Years of Ludwigslust Celebrations*
- 4 – 12 July | *800 Years of Wittenburg – Anniversary Week*
- 8 – 12 July | *Airbeat One Festival, Neustadt-Glewe*
- 1 – 2 August | *Little Festival in the Grand Park, Ludwigslust (Open-air arts in the palace garden)*

## ATTACHED MATERIAL

### Images included:

- 2 x Kulturmühle Parchim © MV-T/Gross
- Golden Hall, Ludwigslust Palace © MV-T/Tiemann
- Couple in the Palace Garden of Ludwigslust © MV-T/Tiemann
- Little Festival in the Grand Park Ludwigslust © MV-T/Roth
- Ludwigslust Palace © MV-T/Gänsicke
- 3 x Schwerin Palace Festival © SMG/Oliver Borchert
- 3 x Schwerin Palace © MV-T/Gross
- 5 x Airbeat One Festival 2023 © Günther Schulz

Download link for high-resolution images (HiDrive): <https://my.hidrive.com/share/gu9r75yxz7>

---

### About Tourismusverband Mecklenburg-Schwerin e. V.

Nestled between the Baltic Sea, the River Elbe and Lake Plau, Mecklenburg-Schwerin is surprisingly close to Hamburg and Berlin – yet feels a world away from everyday life. Characterised by historic towns, magnificent palaces, vast lake landscapes and unspoilt nature, the region offers space to slow down and reconnect with the outdoors. For more than 30 years, the Tourism Association Mecklenburg-Schwerin has been dedicated to promoting the region as a travel destination. Our mission is to inspire visitors and raise awareness of Mecklenburg-Schwerin's unique character. We develop tourism products, launch marketing campaigns and implement projects that connect nature, culture and culinary experiences while helping to preserve the region's distinctive landscapes. As a destination marketing organisation, network partner and ambassador for the region, we work to strengthen Mecklenburg-Schwerin's visibility and attractiveness for visitors from Germany and beyond. Our vision is a Mecklenburg-Schwerin that offers both residents and visitors relaxation, inspiration and a true sense of Draußenglück.

### About „Draußenglück“

Draußenglück ("Outdoor Happiness") is the tourism brand of Mecklenburg-Schwerin. It brings together the region's defining experiences: historic palaces, manor houses and country estates, an extensive network of lakes and waterways, and a vibrant rural culture shaped by artists, craftspeople and local producers. The brand creates a distinctive identity for the region and makes its diversity accessible to both visitors and residents. To connect these themes, we develop tourism experiences such as the "[Schloss & Genuss Erlebnisradtour](#)" – a bike tour which links the castles and culinary delights of Schwerin with the ones in Sternberg Lake Landscape.

### PRESS CONTACT

#### Tourismusverband Mecklenburg-Schwerin e.V.

Amelie Uding

Marketing | Kampagnen | PR | Social Media

Puschkinstr. 44 | 19055 Schwerin

Tel.: 0385 59189875 Mail | [a.uding@mecklenburg-schwerin.de](mailto:a.uding@mecklenburg-schwerin.de)

Web: [www.mecklenburg-schwerin.de](http://www.mecklenburg-schwerin.de)