

Press information



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Press kit for PR-Event Stockholm: Tourismusverband Mecklenburg-Schwerin

Content

- Five reasons to visit Mecklenburg-Schwerin

Link to media database: urlaubsnachrichten.de/pressefotos

Tourismusverband Mecklenburg-Schwerin e.V.
Puschkinstraße 44 / Rathaus · D-19055 Schwerin

PRESS RELEASE

Five reasons to visit Mecklenburg-Schwerin

Schwerin, 7 Septembre 2026 | A touch of Versailles, the beat of Australia, a globetrotting shoemaker and a Scottish-style golf course under starry skies – all in one place? Welcome to Mecklenburg-Schwerin, where unexpected experiences come surprisingly close together. A place promising a lot of Draußenglück at its heart, the happiness of being outdoors – a feeling shaped by the wide landscapes, lakes, forests and the freedom to experience them at your own pace.

Yet, this region remains one of Northern Germany's lesser-known destinations. For Scandinavian travelers, this means the opportunity to discover a place away from the usual tourist routes. Here are five reasons to put Mecklenburg-Schwerin on your travel list for 2027.

Reason 1: Time-travel at the „Versailles of the North“

At the heart of the baroque town of Ludwigslust stands one of northern Germany's most impressive palace complexes. Ludwigslust Palace, once the residence of the Duke of Mecklenburg-Schwerin, is set in the middle of an expansive landscaped parc of grand avenues, lakes and historic gardens. Its scale and architecture have earned it the nickname "Versailles of the North."

After the reopening of the restored West Wing in 2026, visitors can experience the entire palace complex after 15 years of restoration work. The reopening makes Ludwigslust an even more compelling addition to a trip through Mecklenburg-Schwerin. In 2027, the palace and its park will also provide the setting for cultural highlights offering further opportunities to experience the historic setting alongside music and culture such as MV-Day (11–13 June) and The Little Festival in the Grand Park organised by Festspiele MV (7–8 August). Further information: www.visit-mv.com/destinations/a-castle-ludwigslust-with-palace-park

Reason 2: Stargaze in Northern Germany's first Dark Sky Place

When darkness falls, Mecklenburg-Schwerin reveals another side of its landscape. The Nossentiner/Schwinzer Heide Nature Park is home to exceptionally dark skies and vast areas with little artificial light, creating ideal conditions for observing the night sky.

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The nature park is Mecklenburg-Western Pomerania's first certified Dark Sky Place, opening up new opportunities for astronomy and nature tourism. Away from the light pollution of major cities, visitors can experience the Milky Way, star constellations and meteor showers in a landscape shaped by forests, lakes and heathland. For Scandinavian travellers, accustomed to seeking out nature and outdoor experiences, stargazing offers a new perspective on the region – one in which the landscape continues long after sunset. Further information: www.sternenpark-nossentiner-schwinzer-heide.de / www.darksky.org/places/natur-und-sternenpark-nossentiner-schwinzer-heide

Reason 3: Step into the world of a globetrotting shoemaker

From the small town of Parchim, master shoemaker Kay Gundlack has made a name for himself far beyond Mecklenburg. His bespoke shoes are sought after by stars and celebrities, and sometimes he even travels around the globe just to take their measurements. Back home, visitors can watch him at work in his glass-fronted workshop by the River Elde, where a pair of bespoke shoes takes around 30 hours to create – mostly by hand.

Gundlack is one of the makers along Mecklenburg-Schwerin's Manufaktur-Route 2.0. The route brings together small workshops and producers across the region, from traditional crafts to local food, all opening their doors to give visitors a glimpse behind the scenes. What connects them is a focus on regional roots, quality, sustainability and craftsmanship – and the chance to meet the people behind the products. Further information: www.mecklenburg-schwerin.de/manufakturroute

Reason 4: Rave to the beat of „Down Under“

In 2027 Mecklenburg-Schwerin will become a major destination for electronic music fans as Airbeat One Festival celebrates its 25th anniversary in Neustadt-Glewe. As one of Europe's largest electronic music festivals, Airbeat One attracts visitors from more than 60 countries.

For its anniversary edition, the festival is taking guests "Down Under" with Australia as its theme country. And the Australian vibe can continue beyond the festival grounds: Visitors can relax at Barracuda Beach at Lake Neustadt or take to the water along the Müritz-Elde-Wasserstraße by canoe, SUP or house boat. And from Neustadt-Glewe's harbour, the medieval castle is just a short stroll away. A perfect way to turn a festival weekend into a longer stay and swap the dance floor for some laid-back time on the water. Further information: www.airbeat-one.de/en/

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Reason 5: Tee off with a Scottish touch

For golf enthusiasts, Mecklenburg-Schwerin offers an exceptional combination of challenging courses and almost unspoilt nature. Located in the Sternberger Seenland Nature Park, not far from Schwerin and its UNESCO World Heritage Site, WINSTONgolf is a 45-hole golf resort with three award-winning courses set amid the characteristic landscapes of the region.

The 18-hole WINSTONlinks takes its inspiration from the landscapes of Scotland. Its natural, rugged planting, spectacular dunes and deep sandy hollows breaking through the fairways create a distinctive links-style golfing experience – bringing a touch of Scotland to Mecklenburg-Schwerin. The 18-hole WINSTONopen impresses with its distinctive bunker design, while the nine-hole WINSTONkranich combines the character and challenge of the two championship courses and is suitable for golfers of different levels. Further information: www.winstongolf.de/en/

Further information and travel inspiration:

www.mecklenburg-schwerin.de

www.visit-mv.com/regions/mecklenburg-schwerin

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ATTACHED MATERIAL

Images included:

- Golden Hall and Palace Garden of Ludwigslust Palace © MV-T/Tiemann
- Ludwigslust Palace © MV-T/Gänsicke
- Stargazing in Nossentiner/Schwinzer Heide © MV-T/Kirchgessner
- 5 x workshop of shoemaker Gundlack © TV MSN/Nölke
- Airbeat One Festival © AIRBEAT ONE GmbH
- 3 x WINSTONlinks golf course of WINSTONgolf © Stefan von Stengel

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

About Tourismusverband Mecklenburg-Schwerin e. V.:

The Tourism Association Mecklenburg-Schwerin has been dedicated to promoting this region as a travel destination for more than 35 years. 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. 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.

Draußenglück ("Outdoor Happiness") is the tourism brand of Mecklenburg-Schwerin. It brings together the region's defining experiences: historic castles, 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.

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