

Press information



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Press kit for PR-Event Stockholm: Verband Mecklenburgischer Ostseebäder

Content

- Mecklenburg Baltic Coast – between sandy beaches, coastal forests and World Heritage

Link to media database: urlaubsnachrichten.de/pressefotos

Mecklenburg Baltic Coast – between sandy beaches, coastal forests and World Heritage

260 kilometres of coastline, wide sandy beaches, historic seaside resorts and Hanseatic towns characterise the Mecklenburg Baltic Coast holiday region. Situated between the UNESCO World Heritage cities of Wismar and Schwerin, the Hanseatic cities of Lübeck and Rostock, and the seaside resorts of Boltenhagen and Graal-Müritz, the region combines maritime experiences, diverse outdoor activities and cultural highlights.

Characteristic coastal forests, unspoilt cliffs, well-developed cycling and hiking trails and historic red-brick architecture shape the landscape and create plenty of opportunities for relaxation and active discovery.

Where seaside bathing was born

Bad Doberan and the Baltic seaside resort of Heiligendamm are closely associated with the origins of Germany's bathing culture. Heiligendamm was founded as Germany's first seaside resort in 1793, making the region the birthplace of seaside bathing on the Baltic coast.

The neoclassical architecture of the “White City by the Sea”, the historic Doberan Minster and Germany's oldest seaside railway, the “Molli”, characterise this traditional spa town, where coastal landscapes meet cultural history.

Every June, the historic bathing society gathers here to celebrate the start of the bathing season in nostalgic costumes during the “**Historisches Anbaden**”, a traditional ceremonial first swim.

Beach bars, beats and the sound of the sea

Summer on the Mecklenburg Baltic Coast means long days by the water, sundowners at beach bars and relaxed evenings right by the sea. Kühlungsborn, the region's largest seaside resort, stands for a modern coastal lifestyle: six kilometres of beach, a lively promenade and the marina as a meeting place for maritime life create an atmosphere combining holiday relaxation, enjoyment and a vibrant beach scene.

In 2027, the "Beats & Waves" festival will be a special highlight; it takes place at the end of July. Right on the beach, the festival combines electronic music with the atmosphere of the Baltic Sea and a beach-club vibe. International DJs such as Moguai and Lari Luke, relaxed daytime sessions and energetic nights on the sand make the festival a summer highlight on the coast.

Forest, moorland and relaxation

Graal-Müritz offers nature-based relaxation and active breaks among forest trails, beaches and fresh Baltic Sea air. The seaside health resort is surrounded by Germany's largest contiguous coastal forest, the Rostocker Heide, and the Ribnitz Great Moor.

Guided walks through the moorland provide fascinating insights into this unique landscape and its diverse flora and fauna. The natural experience is complemented by health and wellness offerings in the mild, invigorating climate of the Baltic coast.

Every September, the **“Fest der Moorgeister” (Festival of the Moor Spirits)** attracts visitors with a unique combination of regional legends, magical characters, light installations and nature experiences. The atmospheric autumn event features a family programme, fire shows and a spooky moonlit walk.

World Heritage, film locations and Hanseatic history

Northern German Brick Gothic architecture, harbour flair and one of Germany's best-preserved medieval town centres characterise the UNESCO World Heritage city of Wismar.

At the same time, the Hanseatic city has been a popular film and television location for many years. The German TV series **“SOKO Wismar”** regularly uses the city's streets, squares and Old Harbour as filming locations. But Wismar's film history goes back even further: as early as 1921, the legendary silent-film classic **“Nosferatu – A Symphony of Horror”** was partly filmed in Wismar.

Visitors can discover the locations of both productions on special guided tours and themed walks. Whether following the “SOKO Wismar” trail or exploring the historic locations featured in “Nosferatu”, film history and World Heritage come together in a unique way.

Water sports between the Baltic Sea and Salzhaff lagoon

Rerik's unique location between the Baltic Sea and the Salzhaff lagoon provides ideal conditions for activities such as kitesurfing, sailing, windsurfing and stand-up paddleboarding.

While the sheltered waters of the Salzhaff are particularly popular with families and beginners, experienced water sports enthusiasts can enjoy excellent conditions on the open Baltic Sea. Surf schools, equipment rental stations and long natural beaches make this former fishing village a versatile destination for active holidays.

Every Wednesday during the season, visitors can watch the boats compete in the **sailing regatta** on the Salzhaff – or even take part and experience sailing for themselves.

Family time and coastal experiences

The fine sandy beach of Boltenhagen slopes gently into the sea, making it ideal for families with children. The modern dune promenade and pier invite visitors to stroll right beside the water, while beach bars, small cafés and maritime events create a relaxed summer atmosphere.

The **Aquafunpark** right next to the pier offers slides, climbing elements and beach sports for fun and active time on the water. Visitors looking for more adventure can head to the Boltenhagen Climbing Park directly on the seafront. Five different courses with zip lines and climbing elements offer challenges for families, children and sports enthusiasts alike.

The surrounding countryside also offers numerous opportunities for day trips and active discovery. In the Klützer Winkel region, cycling and hiking trails lead through open landscapes and small villages and along the Baltic coast.

Bothmer Palace in Klütz, the largest Baroque palace complex in Mecklenburg-Western Pomerania, combines historic architecture with an extensive landscaped park.

More information

More excursion tips for the Mecklenburg Baltic Coast, cycling and hiking routes and upcoming events:

www.ostseeferien.de

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