

An aerial photograph of a river, likely the Neckar, flowing through a lush green forest. A concrete dam is visible in the lower left, with a small bridge or walkway crossing the river to the right. The water is a deep blue-green color, reflecting the surrounding trees. The image is framed by a yellow border at the bottom and right.

Southwest Germany
THE SÜDEN
Baden-Württemberg

PRESS KIT 2024

#visitbawu

A large, empty circle graphic located in the bottom right corner of the page, set against the yellow background.

THE WATERS OF BADEN-WÜRTTEMBERG

Story ideas for 2024

Close to the water:

Southwest Germany in its element

Elixir of life, force of nature and finite resource: water is a precious commodity that we would like to pay attention to in 2024. Important rivers, such as the Danube and Neckar, start in Southwest Germany. Lake Constance is not only a swimming paradise, but also a drinking water reservoir. There are countless healing springs and thermal baths that serve to strengthen the body and mind. In the Black Forest and the Swabian Alb, waterfalls offer a thunderous spectacle. On the other hand, the natural pools of Aach and Blau appear quiet and mystical, with legends and myths surrounding them.

[🔗 more](#)



Lively and urban:

Enjoy the waterside cities of Southwest Germany

Urban flair or historical charm, modern architecture or traditional half-timbered buildings, colorful street art or ancient Ice Age art: anyone planning a city trip in Baden-Württemberg has almost an embarrassment of riches. The cities of Southwest Germany have their own character and offer countless opportunities to explore their special characteristics. What unites them is their location on or close to the water, which enlivens the experiences in each of the cities.

[🔗 more](#)

Cool waters in the wilderness:

Refreshing micro adventures

Get out of the house and into the cool water! In Baden-Württemberg, it is never far to the next water experience – it may be a river cave or a water hole expedition in the Swabian Alb, exploring the gorges in the Black Forest, or experiencing SUP yoga on Lake Constance. If you're not only looking for refreshment, but also an extra boost on your holiday in Southwest Germany, you've come to the right place.

[🔗 more](#)



From poling to punting:

Water-Rich festivals and traditions

Water has always exerted a magical attraction on people and provides the material for legends, myths, and rituals. Cleaning, decorating, and blessing of wells and springs is still widespread today in many communities in Baden-Württemberg. Also, in Southwest Germany, many other customs, traditions and festivals revolve around water.

[🔗 more](#)

Getting wet:

Exploring the water worlds of Southwest Germany

Tens of millions of years ago, ice and water formed the natural landscapes in Southwest Germany. The result is lovely valleys with babbling streams, deep gorges with thundering waterfalls, extensive caves and underwater canals through which water flows into the springs and rivers. The unspoiled landscapes can be explored on adventurous hikes or bike tours.

[🔗 more](#)

Delicious delights on the river:

Culinary spots with a waterview

For many people, fries or chips and an outdoor pool simply belong together. The popular combination makes you think of summer and brings back childhood memories. If, however, you want a culinary change every now and then and still don't want to miss out on the cool water, you will find many different types of culinary spots next to and overlooking the water in Baden-Württemberg.

[🔗 more](#)

VARIETY OF THEMES IN SOUTHWEST GERMANY



Historic highlights and anniversaries

A big anniversary in Southwest Germany will also take place on the water in 2024: The Island of Reichenau is celebrating the founding of the eponymous monastery 1,300 years ago with open-air plays, a festival and many other events. The large state exhibition "Reichenau Monastery Island – World Heritage of the Middle Ages" shows valuable and rarely exhibited works from April to October. The Black Forest Open-Air Museum (Vogtsbauernhof) is not quite so old: It is only celebrating its 60th birthday. However, it is the oldest of the seven open-air museums in Baden-Württemberg and documents life in the popular Black Forest holiday region over the last 600 years. Time passes quickly so it hardly seems possible, but the Black Forest National Park was established ten years ago and the Baden Wine Route can look back on an impressive 70 years.

[➔ more](#)

Another highlight in 2024 is the Ornamenta. Ornamenta is a regional cultural programme in Germany's Northern Black Forest that will take place from July to September 2024. Held first in 1989, Ornamenta will be re-launched as a platform for contemporary cultural development presented through exhibitions, public installations, performances, galas, symposiums, and community events.

[➔ more](#)

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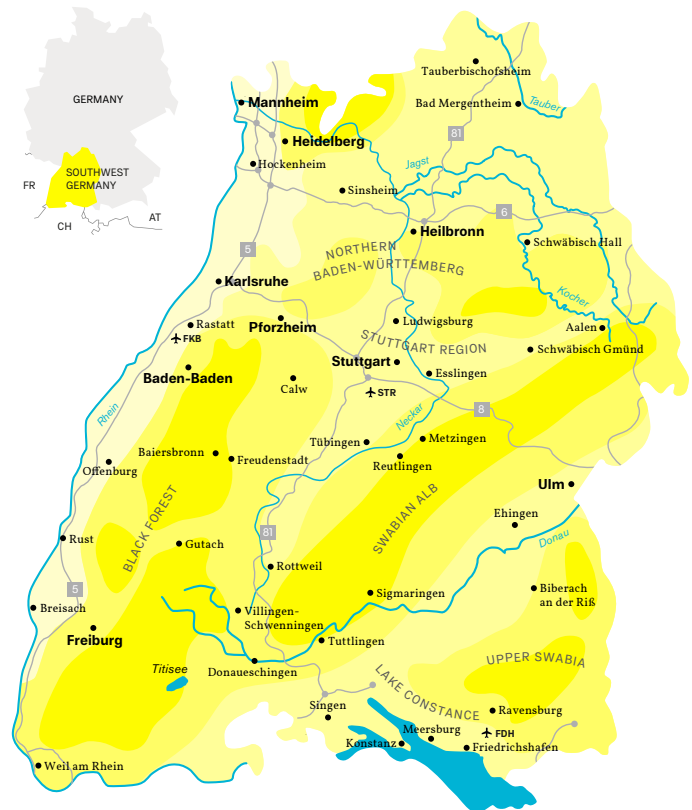
Baden-Württemberg offers vacation experiences for water lovers, outdoor fans and those interested in culture. Also, connoisseurs, those seeking relaxation and wellness, and families will find countless opportunities in the regions, towns, and helpful tourism businesses and hotels in Southwest Germany. No matter what you would like to report on, we will be happy to support you with your individual research. Please contact us if you are planning a press trip, if you are looking for unusual topics, or researching a character for a story.

There are also many suggestions online at

[➔ tourism-bw.com/press](https://tourism-bw.com/press)

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