Tourism Industry

Almost 7,000 years of tangible history and cultural assets of European and international importance make Saxony-Anhalt a heartland of German history. From Saxony-Anhalt the Reformation went around the world. The well-known Luther Cities Wittenberg, Eisleben and Mansfeld are a magnet for visitors from all over the world. The UNESCO World Heritage Sites are of special importance: the Luther Memorial Sites in the Luther Cities Eisleben and Wittenberg, the Bauhaus and its Sites in Dessau, the Garden Kingdom of Dessau-Wörlitz and the Collegiate Church, Castle and Old Town of Quedlinburg. The Nebra Sky Disc is part of the UNESCO Memory of the World Programme.

Roman treasures, Bauhaus and the Winckelmann experience

1.5 million visitors per year succumb to the fascination with the Romanesque period. Even today, you can follow in mystical footsteps at 88 original sites in 73 locations, and discover real treasures. In 2018, the museum celebrated its 25th anniversary with exhibitions, events and culinary highlights along the "Romanesque Road".

Stendal’s famous son Johann Joachim Winckelmann will receive a whole experience with the new Winckelmann museum in 2018, and it is therefore the only museum worldwide, that is dedicated to the founder of classic archaeology and modern art history.

The art, design and architecture school BAUHAUS is of global importance, and equally closely linked to Saxony-Anhalt. Founded in 1919 in Weimar, it moved to Dessau in 1925 and became one of the most successful cultural export articles in Germany. With compositions on the sites of the modern era in Saxony-Anhalt, your curiosity will be piqued for the international Bauhaus jubilee 2019, where the 100th anniversary of the founding of Bauhaus in Weimar, Dessau and Berlin will be celebrated together.

Facts

- 3.21 million visitors in 2016,
- 7.79 million overnight stays (2016)
- Most popular destinations: Harz Mountains and foothills (2.93 million overnight stays = 37.63% of all overnight stays), Magdeburg, Elbe-Börde-Heide (1.61 million) and Halle, Saale-Unstrut (1.51 million)
- Increasing number of foreign guests (+29.67% between 2011 and 2016)

Advantage Saxony-Anhalt

- quality and qualification offensive
- member of the Germany-wide initiative "Reise für Alle" ('Barriere-free travel for all')

Culture and Cities

- five UNESCO World Heritage Sites: Quedlinburg, Gartenreich Dessau-Wörlitz, Naumburg Cathedral, Bauhaus Dessau, Lutherstätten in Lutherstadt Wittenberg and Lutherstadt Eisleben
- Harz mountains a popular destination for more active tourists
- Brand pillars support marketing:
  - Road of "Romanesque 
  - "Blue Ribbon" waterways – active tourism in Saxony-Anhalt
  - "Garden Dreams - Historic Parks in Saxony-Anhalt"
  - Archeological tourist route "Heavenly Roads"

Activ and Nature

- Hiking (Harz and national park Harz, the Brocken, which is the highest mountain in Northern Germany, numerous hiking trails, e.g. in Fläming, Drömling, Dübener Heide, Elb-Havel-Winkel, wine region at the rivers Saale and Unstrut)
- overall about 5,000 km cycling trails, including 49 regional and 18 supra-regional cycling routes (Elbe Cycle Route, Saale Cycle & Hiking Route, Euroroute R1 / D3, Altmark-Circuit, Garden Kingdom Tour Fürst Franz)
- 1,600 km of bridle path in the Altmark

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Short Film