

SAXONY. STATE OF THE ARTS.



Art treasures and miracles of nature: The perfect holiday experience in Saxony

Dresden, Germany, 22 June 2020 – Saxony is looking forward to welcome guests from all over the world with a unique combination of art treasures and miracles of nature at Germany's cultural travel destination No. 1. With carefully designed concepts to ensure compliance with hygiene and distance regulations, the whole tourism industry provides guests with exciting yet safe and untroubled holidays.

Those who enjoy the regained freedom of travel may ask themselves what the cheeky angels in Raphael's painting "Sistine Madonna" and the prominent rocks of the Basteibrücke bridge might have in common. This question can only be answered in Saxony. Both are unique in the world, the art masterpiece in the Old Masters Gallery at the Dresden Zwinger as well as the miracle of nature in the national park of Saxon Switzerland. The Dresden State Art Collections and the national park of Saxon Switzerland both rank among the most popular destinations of guests from abroad who visit the Free State of Saxony. These are supplemented by an unrivalled music landscape, sacral art treasures in churches and monasteries as well as outstanding buildings from one millennium of architectural history, traditional crafts, historic towns, two UNESCO world heritage sites and a rich landscape.

"Exciting holidays await our guests. Saxony has never been an exceedingly frequented destination. Even in metropolises like Leipzig and Dresden, the tourists' patience has not yet been tested when it comes to access to popular sights, nor have there been large crowds at historical sites. Knowing that tickets for museums or exhibitions can be bought online in advance, sightseeing here is more relaxed than ever", says Veronika Hiebl, CEO of the Tourismus Marketing Gesellschaft Sachsen mbH on Monday on the occasion of the Germany Travel Mart by the German National Tourist Board (Deutsche Zentrale für Tourismus - DZT), which for the first time took place virtually due to the worldwide Corona pandemic.

But also outside the large metropolises Saxony offers the perfect cultural and nature experience. The Ore Mountains, the Elbe Sandstone Mountains, the Zittau Mountains and the Vogtland are destinations for hikers, cyclists, mountain bikers and climbers. Small towns and the countryside provide diverse and high-quality cultural offers: from impressive architecture to interesting art collections and top-class music festivals. E.g. architecture enthusiasts should make sure to visit Görlitz. Görlitz is not only often considered to be Germany's most beautiful town, but is also the largest memorial area in Germany with its approximately 4,000 listed buildings of all architectural styles. Or the art collections in Zwickau. They show a remarkable collection of modern artworks, among them numerous works by the expressionist Max Pechstein, who was born in Zwickau. Meissen is the home of the famous porcelain, in Herrnhut, a small municipality in Upper Lusatia, the famous Advent stars have their place of origin, musical instruments come from Markneukirchen and Klingenthal, watches from Glashütte, and the typical Ore Mountain wood art from Seiffen, Olbernhau or Grünhainichen.

In 2019, nearly 8.5 million guests visited Saxony. They booked 20.7 million overnight stays in accommodations with more than ten beds. With more than 2.2 million overnight stays booked by guests from abroad, Saxony achieved the by far largest volume of international overnight stays in East Germany in the last year. Among the numerically largest foreign markets are Poland, followed by the Netherlands, Austria, Switzerland and the USA. "In 2020, Saxony will be far from reaching such numbers. However, in the second half of the year 2020 and in foresight also in 2021/22, the popular destination will provide many cultural highlights", says Veronika Hiebl.

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As examples she lists the freshly renovated, re-opened exhibitions of the Dresden State Art Collections: the Royal State Apartments, just as resplendent as they were back in the day of Augustus the Strong, the Porcelain Cabinet and the Historic Green Vault at the Dresden Royal Palace, the Old Masters Picture Gallery, the porcelain collection and the newly designed Böttgersaal hall at the Dresden Zwinger. Also among the highlights are the special exhibitions in honour of Gregorius Höroldt, the designer of the porcelain paints, at the Meissen Porcelain Manufactory, and in honour of the 350th birthday of Augustus the Strong at Schloss Moritzburg Castle. The new permanent exhibition at Festung Königstein fortress and the “Festung Xperience” on the history of the Dresden fortress or, starting in fall, the “Zwinger Xperience” in Dresden should not be overlooked either. The Leipzig Gewandhaus Orchestra is already preparing for the “Mahler Festival” 2021. And the Leipzig opera is planning to incorporate Richard Wagner’s complete works in its repertoire until 2022 – something that has not been attempted before. Those who would like to combine a stroll with architecture and extraordinary garden art, should visit the UNESCO world heritage site “Muskau Park/Park Mużakowski”, whereas a rich cultural, artisanal and landscape heritage, shaped by hundreds of years of ore mining, reveals itself at the UNESCO world heritage site „Mountain region Ore Mountains / Krušnohoří“.

During the pandemic, which affected Saxony far less than other regions in Germany, the Tourismus Marketing Gesellschaft Sachsen (TMGS) has maintained contact with its foreign guests. Under the motto “Saxony Travel Dreams”, the TMGS has provided inspiration as well as anticipation and contacted new interested parties via its international channels since May. “Especially in respect to Asia and America it was important to keep providing these crucial markets with information. In compliance with our marketing order to canvass guests especially abroad, we have also supported the Saxon holiday regions with an awareness among foreign guests by means of our marketing campaign in English language”, says CEO Veronika Hiebl. This makes the website www.saxonytraveldreams.com the most important platform for travel dreams today and for as long as the travel restriction for the markets outside of Europe remain in effect. At the same time it informs on current Corona regulations in Saxony. “Together with the tourism providers in the cities and regions, we want to provide positive impulses and boost anticipation until unrestricted travelling is possible once more for our foreign guests”, says Veronika Hiebl.

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About Tourismus Marketing Gesellschaft Sachsen mbH

Tourismus Marketing Gesellschaft Sachsen mbH has been marketing Saxony as an attractive travel destination in Germany and abroad since 2000. Using the slogan “Saxony. State of the Arts”, it positions the region as a top cultural destination, focusing on arts, culture and city breaks as well as family, wellness and active holiday. Corresponding holiday packages can be booked via reservation systems and tour operators. Saxony’s main source markets are Germany, Poland, the Netherlands, Switzerland, Austria, Czech Republic, USA, UK, Russian Federation, China and Italy.