

PRESS RELEASE

JANUARY 2019 / 2 PAGES

THE STATE PALACES AND GARDENS OF BADEN-WUERTTEMBERG

The State Palaces and Gardens of Baden-Wuerttemberg at the CMT

Baden-Württemberg without its historical beauties is unimaginable: The palaces, monasteries and gardens shape the image of the southwest. And they are among the most visited destinations in Baden-Württemberg! At CMT, the big tourism convention in Stuttgart, the State Palaces and Gardens of Baden-Wuerttemberg will showcase its current offers and visitor highlights from the 2019 annual program. As in previous years, the State Palaces and Gardens will have a large booth at the center of the Baden-Wuerttemberg hall. And as always, from January 12th through 20th, 2019, the State Palaces and Gardens booth will offer an exciting program for visitors to the convention.

AT THE CENTER OF THE BADEN-WÜRTTEMBERG HALL

The State Palaces and Gardens will again have a central location at the CMT tourism convention in exhibition hall 6. As usual, the large booth will provide up-to-date information on visitor experiences at the regions palaces, gardens, castles and monasteries, such as the statewide “Palace Adventure Day” on June 16th. 2019 is all about the theme “Fairly close friends: with sword, charm and wit. France and Southwest Germany”. This year’s theme for the State Palaces and Gardens will be accompanied by a year full of discoveries at the region's historical monuments. Starting in spring, the program of events will include festivals and markets, special tours and lectures, exhibitions and many more exciting events.

ANNUAL THEME “FAIRLY CLOSE FRIENDS: FRANCE AND SOUTHWEST GERMANY”

The CMT booth will also introduce the annual theme: At the center: a throne, representing the Kingdom of Württemberg, and the eventful past shared by the two

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VISIT. MARVEL. ENJOY. The State Palaces and Gardens of Baden-Wuerttemberg opens, maintains, connects and markets 60 historic monuments in Southwest Germany. In 2017, more than 3.8 million people visited these historical sites with distinguished cultural treasures: among them Heidelberg Palace, Schwetzingen Palace and Gardens, Ludwigsburg Residential Palace, Weikersheim Palace and Gardens, World Heritage Site Maulbronn Monastery, Salem Monastery and Palace, as well as the Hohentwiel Fortress Ruins.

YOUR MEDIA CONTACT Press and media service of the State Palaces and Gardens of Baden-Wuerttemberg provided by the state gazette agency:
Phone +49(0)711.6 66 01-38, f.t.lang@staatsanzeiger.de

IMAGE DOWNLOAD Photographs of the monuments can be found online in printable quality at: www.schloesser-und-gaerten.de (Section “Press”/“Press photographs”).



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countries. Visitors will learn about German-French history through illustrated characters; they can even join in. Selecting a “Memory” from the light display invites visitors to partake in a playful translation quiz. At the traditional “ring-the-bell” game, visitors to the booth can win free tickets on all activities. Men and women, dressed as charming ambassadors from previous eras, provide information on their palaces—such as the Ludwigsburg and Rastatt Residential Palaces as well as other monuments—so that visitors to the convention can imagine what it would be like to be a guest at one of the historic monuments.

COLLABORATING WITH BIG-NAME PARTNERS

The collaboration of the State Palaces and Gardens with TMBW (Tourismus Marketing Baden-Württemberg) and the Südwestrundfunk has been a success: “We are pleased that three institutions have come together here, whose task is to showcase the region and its charm,” said Michael Hörrmann, Managing Director for the State Palaces and Gardens. As part of this collaboration, the State Palaces and Gardens will present informative and entertaining programs four times a day and raffles will be held on the big SWR show stage at the center of the Baden-Wuerttemberg hall at different times.

SERVICE

SSG Exhibition booth: Booth number 6F52, Hall 6

CMT 2019 opening hours:

January 12th – 20th, daily 10 am – 6 pm, ticket office closes at 5 pm.

More information at: www.messe-stuttgart.de/cmt

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