



PRESS RELEASE

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News from Potsdam 2019

Italy in Potsdam

The scent of lemon and pomegranate trees in Sanssouci Park, Palladio and Bernini as inspiration at the Old Market - the Brandenburg electors and Prussian kings brought their yearning for Italy to Potsdam in various ways. From 13 July to 6 October 2019, the national galleries Barberini Corsini from the model designed by Bernini and built in Rome for the Barberini Museum will be guests in Potsdam's Historical Centre with 54 works. A certain Italian casualness can be felt in Potsdam. Just how far the influences and traces in the city, parks and palaces continue to have an effect can be seen by Potsdamers and visitors to the city on guided tours or in a relaxed café. Potsdam Marketing und Service GmbH has compiled all the offers on "Italy in Potsdam" on its website www.italien-in-potsdam.de.

Exotic Winter Box

Where do lemons and pomegranate trees disappear from the parks in winter? The guided tour "Exotics in hibernation" explores this question on site in the planting halls of the Orangery Palace in Sanssouci Park. It is one of many offers that can only be experienced in Potsdam during the winter season from October to March. Since October 2018, the Exotic Winter Box has bundled all the offers of Potsdam's partners for a perfect winter stay. The pomegranate, which has been found in the Orangery of Sanssouci since 1748, is a theme and communication anchor in various categories: A feast for the ears, the eyes, the senses, the palate and the family.
www.exotische-winterbox.de

Guided District Tours in Potsdam

Potsdamers are interested in Potsdam!

This is the conclusion drawn by PMSG Potsdam Marketing und Service GmbH after 22 successful district tours in 2018. Therefore, the district tours in 2019 will enter the second round. For the regularly returning visitors to Potsdam, special tours such as to the Military Town No. 7, Potsdam's "Forbidden City", the so called "Lindenhotel" or the enchanted "Promifriedhof" Bornstedt are the best way to discover another Potsdam. All district tours can be found at:

<https://www.potsdamtourismus.de/potsdamer-stadtteiluehrungen-2019/>



Fontane.200

One of Brandenburg's most famous children would celebrate his 200th birthday in 2019: Theoder Fontane. The Great Brandenburg writer, who has helped shape our image of Brandenburg to this day, has described Potsdam in his novels and diaries. The exhibition fontane.200/Brandenburg - Images and Stories will take place in the House of Brandenburg-Prussian History from June 7 to December 30, 2019.

<https://www.hbpg.de/ausstellungen/fontane200.html>

Bauhaus 100

With Ludwig Mies van der Rohe, one of the great protagonists of the Bauhaus realized his first commission in Potsdam. The mansions Haus Urbig Virchowstraße, Haus Mosler, Haus Riehl illustrate his development as an architect. The Potsdam Dance Days are participating in the "100 Years of Bauhaus" anniversary with a reconstruction of the Triadic Ballet after Oskar Schlemmer.

www.schiffbauergasse.de/index.php?p=69

Mobile Tourist Information

The employees of the Potsdam Tourist Information get sporty for professional reasons! From 1 April 2019 until October they will be pedalling in fine weather. With a specially manufactured Pedelac Mobil they are the contact persons for Potsdam's guests at various locations in the city. The Tourist Information is getting closer than you might think.

Travel Magazine Potsdam, Isle of Inspiration.

Light green and dark green shines the Glienicke Bridge over the narrowing of the Havel between Lake Tiefer See and Lake Jungfernsee. Two colours that stand for German-German history. Light green illuminates the former side of the German Democratic Republic, dark green the side of West Berlin. Here the Soviet Union and the USA exchanged their agents. Stories like these offer travel occasions to get to know Potsdam. In 2019, Potsdam presents itself for the first time with a specially published Potsdam magazine "Potsdam, Isle of Inspiration". Also noteworthy with this product is the fact that the main part of the picture content, that is available to all partners, is penned by the PMSG.

<https://media.potsdam-marketing.de/>

<https://www.potsdamtourismus.de/service/infomaterial/>

New websites

Potsdam Marketing und Service GmbH is increasingly focusing on the online marketing of the tourist offers of the state capital Potsdam. Two new websites, www.tagen-in-potsdam.de and www.potsdam-tourism.com, were relaunched in December 2018. The first website presents Potsdam's services to



MICE customers, while the latter is aimed at individual customers from abroad. For 2019, the expansion of landing pages as a bundling of thematic content is planned.

Development of Potsdam into a digital capital in the field of tourism.

The PMSG was one of two pilot partners in the introduction of the software "Mein Brandenburg", which makes information from the central databases available on digital terminals in tourist information, hotels and restaurants, cultural and leisure facilities, etc.

As a result, the software of the landing page in the Free WLAN is available in the Tourist Information: willkommen.potsdamtourismus.de; it can be called up by all devices and gives an overview of POIs and events in the vicinity (determination based on the geo data of the calling device).

From March 2019, a digital information column will be set up in the Tourist Information Centre Old Market and the Tourist Information Centre Main Station.

International Marketing

The strategic objective of PMSG's international marketing for 2019 is to develop a range of products that is not country-specific but focuses on languages. For this reason, a holistic approach is pursued and not concentrated on individual countries. Especially in the age of digital communication, a language-oriented approach is more effective than a country-oriented approach.

Since the beginning of 2019, there have been regular bilingual social media posts in German and English. Our print collection was expanded by an independent issue of the magazine "Potsdam, Isle of Inspiration".

Visit EU World Heritage

The Potsdam World Heritage Site is presented as one of 34 European World Heritage Sites on the new "EU World Heritage Journeys" website at www.visitworldheritage.com for sustainable travel. The "Journeys" are divided into four thematic routes. There is an Antique Route, the Romantic Route, an Underground Route and the Royale Route. Potsdam is represented on the latter route. This EU-funded project is marketed by the magazine National Geographic, USA. The UNESCO World Heritage Center in Paris is mainly responsible for the control. Potsdam und Marketing und Service GmbH and the Prussian Palaces and Gardens Foundation Berlin-Brandenburg have been working together successfully on this project since 2017.

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