

PRESS RELEASE

March 4th 2020

#whatwewantedtosayatITB Highlights for tourists in Bonn and the region 2020/2021

The Tourismus- & Congress GmbH Bonn/Rhein-Sieg/Ahrweiler (T&C) provides an overview of the planned highlights, events and exhibitions as well as the innovations in the region's tourism sector that would have been presented at the cancelled ITB 2020 in Berlin from 4 to 8 March. The news in the sector - initiated by the ITB - can also be followed in the social media under the #whatwewantedtosayatITB.

What impact the current spread of the coronavirus in Europe and the world will have on tourism 2020 in the Bonn region and on the offer for visitors cannot be estimated at this point in time.

In recent years, the number of tourists has increased steadily, and the year 2019 brought a new record with over 3.1 million visitors. Most recently, the world-famous travel guide "Lonely Planet's Best in Travel 2020" named Bonn one of the top 5 city travel destinations, and the travel magazine Merian has also dedicated a brand new issue to Bonn.

The concert highlights in the Beethoven anniversary year 2020

Under the umbrella brand BTHVN2020 of Beethoven Jubiläums GmbH, around 300 projects with a thousand individual events are taking place in the Bonn region. **Four concert highlights in May 2020 on the Hofgartenwiese** in Bonn: on May 15, 2020 the open-air concert with a live connection to the opening concert of the Wiener Festwochen taking place at the same time, on May 16, 2020 the band Kraftwerk with their only concert in Germany, on May 17, 2020 the start of the tour of the Fantastischen Vier, on May 18, 2020 the concert of Robbie Williams. www.bthvn2020.de

On the United Nations World Environment Day, June 5, 2020, more than 160 artists on six continents will set an example for climate protection and perform their interpretation of **Beethoven's "Pastorale"** music. The highlight in the region will be the performance of the Beethoven Orchester Bonn at a free open-air concert on the island of Grafenwerth in Bad Honnef. www.pastoralproject.org

In 2020 the Jazzfest Bonn, from April 4 to May 30, 2020, will take place under the direction of director Peter Materna. On 15 concert evenings the **Jazzfest Bonn 2020** will bring together jazz stars such as Klaus Doldinger, Till Brönner and Jan Garbarek with Beethoven. The keyword is improvisation. www.jazzfest-bonn.de

The world-famous Oscar winner and composer **Tan Dun** will present his **project "The Nine"** together with the Bundesjugendorchester and the Weltjugendchor on August 8, 2020. The Jubilee year will be concluded with the grand Beethoven Night at the Telekom Dome Bonn on December 16, 2020 and the final concert at the Bonn Opera House with Daniel Barenboim and the West-Eastern Divan Orchestra on December 17, 2020. In

addition to classical and pop concerts, there will be numerous exhibitions and talks, citizens' parties, flash mobs and DJ beats. www.bthvn2020.de

The **Beethoven Orchester Bonn** under the baton of its General Music Director **Dirk Kaftan** will offer more than 80 concerts and 100 opera performances in the Beethoven Jubilee Year 2020, with outstanding musicians performing Ludwig van Beethoven's Violin Concerto in D Major (May 29-30, 2020), Beethoven's Symphony No. 7 (June 26, 2020) and the **community music theater project Nine, nine, nine: Nein!** (September 19, 2020). Unusual performance venues are the indoor camping site BaseCamp, the Telekom Dome sports arena and the former electoral ballroom La Redoute.

www.beethoven-orchester.de

The Beethovenfest Bonn under the artistic direction of **Nike Wagner** presents itself twice in 2020: The **Spring Festival** in March with the cyclical performance of all nine symphonies of Ludwig van Beethoven, the **Autumn Festival** in September with the motto "Resurrect, yes resurrect" with Beethoven's Ninth Symphony at the beginning and with Gustav Mahler's Second Symphony, the "Resurrection Symphony", at the end. Further pillars of the festival programme are the "Leonoren" operas from Beethoven's time. After the Beethoven Jubilee Year 2020, the Beethovenfest will take place once a year under a new director: Save the date for the **Beethovenfest Bonn 2021, September 10 to October 3, 2021**. www.beethovenfest.de

Beethoven in the Rhein-Sieg-Kreis: from May to August the "**BTHVN Musik Picknicks**" take place at six selected castles and palaces. At the casual picnic events for the whole family there are musical and artistic contributions in front of historical backdrops such as Odenhausen Castle, Lüftelberg Castle, Alfter Castle, Miel Castle, the Himmeroder Hof and Wolfsburg. The Rhein-Voreifel-Touristik e.V. is your contact for music picnics.

www.musikpicknick.nrw

Since Beethoven already gave piano and organ concerts in the region as a child and later worked here as an organist, the event series **Orgelkultur im Rhein-Sieg-Kreis** was created. Ten organ concerts by renowned organists in 2020 will allow visitors to experience the full diversity of organ music. www.orgelkultur-rhein-sieg.de

Beethoven tour for city dwellers and hikers

22 BTHVN steles in Bonn and Rhein-Sieg-Kreis provide information about Beethoven's life in the region. The Beethoven Tour invites you to get to know Beethoven at authentic locations. It is divided into two worlds of experience. The **BTHVN-STORY** with its eleven stations offers a picture of the young Beethoven in his immediate Bonn environment. Another eleven stations of the **BTHVN REGION** lead into nature.

On average, the hike along the new 15 km long Beethoven hiking trail in the Siebengebirge takes four hours and 45 minutes. www.beethoven-siebengebirge.de

The visible marking is this logo:



The Beethoven Exhibitions

The core in Bonn is Beethoven's birthplace, the **Beethoven Haus**. Since December the world's most visited musician's museum shines in a new presentation with informative and emotional access to over 200 original exhibits such as original manuscripts, instruments, everyday objects, Beethoven's ear trumpets and portraits. New features include a music room for regular performances on historical instruments and the **"treasure chamber"** with original manuscripts. Several special exhibitions accompany the anniversary year: until April 26, 2020 "Joseph Stieler's Beethoven Portrait and its History", "Bernstein's Beethoven" (June 18 – October 4, 2020) and "Contemporary Beethoven" (November 12, 2020 - March 3, 2021). To conclude the Jubilee year Anne-Sophie Mutter will perform a benefit concert in the Chamber Music Hall on December 16, 2020. The new Beethoven Shop has been opened opposite the Beethoven Haus. www.beethoven.de

The **Kunst- und Ausstellungshalle der Bundesrepublik Deutschland** (The Art and Exhibition Hall of the Federal Republic of Germany) is presenting the central Beethoven exhibition "Beethoven - Welt.Bürger.Musik" in cooperation with Beethoven Haus until April 26, 2020. The most important stages in Beethoven's life are intertwined with his musical work. Original instruments and listening stations round off the exhibition as an acoustic experience. www.bundeskunsthalle.de

The Haus der Geschichte der Bundesrepublik Deutschland (House of History of the Federal Republic of Germany) is showing "Hits and Hymns. Sound of Contemporary History" (May 12, 2020 – January 10, 2021). The exhibition takes a look at the reciprocal relationship between music and politics since 1945, repeatedly establishing surprising references to Beethoven's work. www.hdg.de

The **Kunstmuseum Bonn** is showing "Sound and Silence. The Sound of Silence in Contemporary Art" (June 18 – November 11, 2020): The exhibition takes Beethoven's progressive deafness as an opportunity to address the question of how contemporary art makes silence and silence visible and audible. The sound of silence can be grasped in very different ways. www.kunstmuseum-bonn.de

„Rhein in Flammen®“ 2020

At the beginning of May 2020, "Beethoven" will also be the theme of the highly popular major event Rhein in Flammen® (Rhine in Flames). On Saturday, May 2, 2020, a large ship convoy will travel from Bonn to Linz and back. A colourful final firework will be shown in the Rheinaue in Bonn to music by Beethoven. Numerous free concerts and a fair will take place on the festival grounds. This time, Rhein in Flammen® will start on Thursday April, 30 with the concert programme Rock into May. Special bookings at www.bonn-region.de

Discover Bonn and the region beyond Beethoven

The Naturregion Sieg

There are already **more than 400 kilometres of hiking trails** on narrow and often historic paths in the Naturregion Sieg. The **long-distance hiking trail Natursteig Sieg** with a length of 200 km can easily be divided into 14 stages. The 20 adventure trails, each of which leads through the enchanting landscape as a theme circuit, will be extended by **six new adventure trails in 2020**. All stages of the Natursteig and many adventure trails are connected by the railway line in the picturesque Siegtal. TRAIL & RAIL: With the guest ticket, hikers travel free of charge by train.

The new **Auenlandweg** (Shire Trail) leads 3 km through enchanted forests and meadow landscapes. All along the way carved figures reminding of J.R.R. Tolkien's mythical creatures from the Shire. The almost 8 km long **Hexenweg** (Witches' Trail) leads past numerous sights that bear witness to the witch-hunt in the Wildenburger Land. On the 4.6 km long **Räuberweg** (Robbers' Trail) the active tourists find out whether they have what it takes to become a real robber. The **Zeitreiseweg** (time-travel trail) – distance of 6 km - goes around the village of Kircheib to find traces of human settlement history. Children will love the almost 3 km long **Eichhörchenweg** (squirrel trail). Emil Eichhorn explains on the edge of the circular trail how a squirrel lives, what it eats and why it builds up a winter supply. The **Klosterdorfweg** provides an entertaining and shady hiking tour. From the former Franciscan monastery of Marienthal it goes almost 3 km through the spa forest of the archbishopric of Cologne. www.naturregion-sieg.de

The **Römerkanalinfozentrum in Rheinbach** was opened in September 2019. Here visitors can find everything worth knowing about the Roman canal, the 2000 year old technical masterpiece and the 120 km long Römerkanalwanderweg from Nettersheim to Cologne. www.roemerkanal.de

The 124 km long "**Rheinische Apfelroute**" was opened in May 2019 and leads through the largest fruit and vegetable growing area in NRW. By bike it goes around Bonn through the Voreifel region between the Rhine and the Eifel hills. Past fruit plantations, vegetable fields and regional farm shops you will find numerous places to stop for refreshments and overnight stays. www.apfelroute.nrw

The Siebengebirge (Seven Mountains)

In the Siebengebirge, a new historically interesting information centre will open in mid 2020 in **the guard building of the former Guest House of the Federal Republic of Germany**, which served as a security facility for the high-ranking and prominent guests of the Federal Government. Here, the foundation Stiftung NRW will present the "**Political Petersberg**" in an exhibition and offer guided tours of the historically and politically important hotel building. Many personalities have stayed here (e.g. Queen Elizabeth in 1965, CPSU Secretary General Leonid Brezhnev in 1973 as the last guest before the long vacancy), many political conferences have taken place here (Petersberg Agreement 1949, Afghanistan Conference 2001 and 2011). Still existing facilities such as surveillance cameras, barrier systems, a garage with bulletproof glass, weapon cabinets and lighting towers can be seen as authentic testimonies to a bygone era. www.nrw-stiftung.de

Schloss Drachenburg, itself a house of the foundation Stiftung NRW and a further highlight in the Siebengebirge, will be the operator of the guard building. The Castle at Drachenfels in Königswinter was built in record time from 1882 to 1884 in the style of historicism as a representative residence for Stephan von Sarter. After his death, the castle was subjected to several uses until it fell into disrepair, until in 1971 the private citizen Paul Spinat had the castle renovated. In 1986 it was classified as a historical monument, acquired by the NRW Foundation in 1990, restored until 2010 and developed into a Wilhelminian style museum with a focus on contemporary living culture. Every year in winter, Schloss Drachenburg attracts many visitors who, in addition to the tour, admire the colourful castle lights in the evening hours. www.schloss-drachenburg.de

The cultural attraction Museumsmeile

A popular event is the **Museumsmeile Festival** on the 1st weekend in June, when all the renowned houses of the Museumsmeile open their doors and offer numerous special programmes. www.museumsmeilebonn.de

A **new information flyer** bundles the diversity of Bonn's museum landscape - Beethoven Haus, Bundeskunsthalle, Kunstmuseum Bonn, Zoologisches Forschungsmuseum Alexander Koenig, Deutsches Museum Bonn, Haus der Geschichte, August Macke Haus, LVR Museum, StadtMuseum. It is available at all tourist stations and in the museums themselves. A **barrier-free pdf version** of the information flyer is available on the websites of the museums and the city of Bonn.

The **Deutsches Museum Bonn**, the only branch of the world-famous Deutsches Museum outside Munich, **will celebrate its 25th anniversary in 2020**. Here, visitors will experience the highlights of the spirit of invention and research since 1945.

The computer games museum's touring exhibition "**Games Culture in Germany - Milestones**" can be seen from March 24 to June 7, 2020. Eight playable games offer interactive fun: including the visionary video game machine "Nürburgring" from 1975, the classic action game "Turrican" or the "Moorhuhn".

From June 2020 to June 2021, the focus is on "**AI in our everyday life**". The theme will be: How does artificial intelligence work, where do we encounter it in everyday life and what opportunities and risks are associated with its use? www.deutsches-museum-bonn.de

The Haus der Geschichte der Bundesrepublik Deutschland with all the politically important stations since 1945 in its permanent exhibition shows from September 2020 to April 2021 the exhibition "**Tatort**". Since 1970 for an average of around nine million fans, Sunday at 8.15 pm is a fixed television date. The "Tatort" as a mirror of social conditions and developments.

"**#DeutschlandDigital**" will follow from March to December 2021: The exhibition will show the genesis of digitalization in Germany and its far-reaching effects on politics and society, economy and work, as well as leisure and private life. www.hdg.de

The **Kunstmuseum Bonn**, a nationally renowned museum of contemporary art, shows in its permanent exhibition works from the August Macke Collection, the art of the Rhenish Expressionists as well as the important collection of German art after 1945.

The exhibition of the South African artist "**Candice Breitz: Labour**" runs until May 3, 2020: a comprehensive solo exhibition on questions of the malleability of the individual, on feminist and anti-racist themes.

"**Alexei von Jawlensky. Face Landscape Still Life**" follows from November 5, 2020 to February 21, 2021: As a central artist of early modernism, the Russian Alexei von Jawlensky has considerably expanded the possibilities of colour. www.kunstmuseum-bonn.de

In the **Museum Alexander Koenig**, visitors will experience the new permanent exhibition "**Our Blue Planet - Life in the Network**". The core is the walk-in savannah landscape in the atrium of the museum building. The exhibition area Central Europe conveys knowledge about the animals of its own homeland, the bird world shows native and exotic bird species. The exhibition areas "**Rainforest**" and "**Freshwater**" are newly established.

Historical fact: On September 1, 1948, the ceremonial opening of the constituent session of the Parliamentary Council, which drew up the Basic Law of the Federal Republic of Germany, which was officially proclaimed on May 23, 1949, took place in the atrium of the museum. www.zfmk.de

The **Kunst- und Ausstellungshalle der Bundesrepublik Deutschland** is a unique venue for art, culture and science. The exhibition **"We, the capitalists. From the Beginning to Turbo"**. From a cultural-historical perspective, the exhibition examines the fundamental characteristics of capitalism: rationalization, individualization, accumulation, money and investment, as well as typical capitalist dynamics such as unchecked growth and creative crises. **"Max Klinger"** is shown on the occasion of the 100th anniversary of his death from September 4, 2020 to January 3, 2021. The late Romanticist and pioneer of German Symbolism Max Klinger (1857-1920) is one of the most unconventional and controversial artistic personalities of his era. His Beethoven monument is considered a central example of the Beethoven veneration of the time and will also be on display in Bonn at the end of the Beethoven anniversary year 2020.

From November 27, 2020 to March 28, 2021 will be shown the exhibition **"Jerusalem. Longing for the Holy City"**. The uniqueness and complexity of this city lies above all in the common history of the three religions - Judaism, Christianity and Islam - and their holy places. This exhibition is dedicated to the countless Jerusalem images in European art and cultural history. www.bundeskunsthalle.de

The official Tourism Board for the region Bonn

The **Tourismus & Congress GmbH Bonn/Rhein-Sieg/Ahrweiler (T&C)** is the first point of contact for individual and group travellers for trips to Bonn and the region. There is a wide range of offers for events in the Beethoven Jubilee year and there are numerous attractive combination possibilities: Active holidays in the Naturregion Sieg, cherry blossom in Bonn's old town, jazz festival in Bonn, Rhein in Flammen®, paths of democracy - Political Bonn, trips on the romantic River Rhine, the Siebengebirge, the biking and hiking trails in the region and much more. Many offers and further information under www.bonn-region.de

We take a look into the future

The changes in society are also changing the tourism industry. The NRW State Tourism Strategy focuses on market research, individualisation and profiling, internationalisation, innovation, infrastructure, inclusion, sustainability and networking, and quality management.

Tourismus & Congress GmbH Bonn/Rhein-Sieg/Ahrweiler is part of the "Tourist Data Management NRW: open, networked, digital" starter project run by the NRW Tourism Association under the nationwide umbrella of the Deutsche Zentrale für Tourismus DZT. "Open Data" is open tourism-related data that is processed in such a way that it is machine-readable and can be played on all conceivable output devices, from smartphones to smart speakers. Nowadays, the travel enthusiast is increasingly obtaining information via smartphones and apps, with innovative service offers from global players (Tripadvisor, Google Travel, FB City Guides, etc.). This targeted data management can increase the reach of tourism content.

Further information:
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All press releases from T&C and the partners on ITB will be found here:
www.bonn-region.de