



Bundesgartenschau 2011  
Koblenz changes



in cooperation with

Press Release 15<sup>th</sup> October 2009

The Federal Horticultural Show Koblenz 2011- Tourist Highlight of the Year 2011 – The town of Koblenz makes its first appearance at the the World Travel Market (WTM) in London this November.

**KOBLENZ (pm). *Deutsches Eck* at the confluence of Rhine and Moselle, the fortress of Ehrenbreitstein and the UNESCO World Heritage Site “Upper Middle Rhine Valley” – these tourist highlights alone make Koblenz well worth a visit. And in 2011 the town will be an even more attractive destination when it hosts the first Federal Horticultural Show ever to be held in the German state of Rhineland-Palatinate. A major event, the Federal Horticultural Show Koblenz 2011 will not only attract German travel organizations, but operators from a host of other European countries as well. Which is why this year, for the first time, the *Bundesgartenschau Koblenz 2011 GmbH* together with *Koblenz-Touristik* will be present at the UK’s World Travel Market (WTM).**

On April 15<sup>th</sup> 2011 the Federal Horticultural Show Koblenz 2011 will open its gates to the public. This high-profile event will be a bright and vibrant celebration which expects to attract around 2 Million visitors to its three main sites: the Electoral Palace, the *Blumenhof* Courtyards and the Ehrenbreitstein Fortress Plateau. Thanks to its central location right in the heart of the town, the 2011 Federal Horticultural Show will be a unique event which will appeal directly to its visitors, giving them the opportunity to meet and exchange with the friendly Koblenz residents ‘up close’. The show will run until October 16<sup>th</sup> and Koblenz will be making the most of this unique chance to present itself to visitors from near and far. Preparations for this spectacular event are already in full swing all over the town. In addition to the horticultural displays, the show will also highlight the other major themes art, culture and education. To meet the demands of sustainability, most of the show’s 102 Million Euro budget is being invested in infrastructure measures which will permanently enhance the town of Koblenz. The regenerated riverside walk along the Konrad-Adenauer-Riverbank promises to be a particularly attractive area where a spacious promenade and a spectacular aerial cable car are currently under construction. These features will both add to Koblenz’ attractiveness as a tourist destination, not only in 2011 – the year of the Federal Horticultural Show – but in the longer term as well.

But there’s more to Koblenz than that: the quality of the town as a tourist destination doesn’t end at the city limits. The underlying concept of the Federal Horticultural Show Koblenz 2011 includes the creation of offers which will make visitors want to stay in the region for longer periods. This specifically includes special packages for tour operators and group travel organizations. The town of Koblenz and the local region will both have the chance to

present themselves to the public on the site of the Federal Horticultural Show Koblenz 2011 and thus to successfully position themselves as an excursion destination. The aim here is to encourage the visitors to remain in the town or region for longer, or to return in the future for further visits.

As well as enjoying the charms of the town and the region, visitors to the Federal Horticultural Show Koblenz 2011 will also be well looked after by our comprehensive visitor service. Its optimal infrastructure includes barrier-free accessibility and a wide range of services from sanitary facilities, central information points and hire services to excellent parking facilities and shuttle services to the different BUGA sites. There will be no long waits thanks to our two spacious entrance and ticket office areas. The fortress plateau will have a central set-down point and parking facilities. The Federal Horticultural Show Koblenz 2011 will be a pleasurable experience for coach drivers, too. They can take advantage of a comprehensive range of facilities including special rest areas and service points offering food and beverages.

And there are even more reasons why the town on Rhine and Moselle will make an ideal destination – not only for tour operators – in 2011. Koblenz is easily reached with excellent access to the Federal German motorways A3, A48 and A61 and several major airports nearby: Frankfurt/Main (approx. 110 km), Frankfurt-Hahn (approx. 80 km) and Cologne-Bonn (approx. 100 km). The designated entrance fee for members of groups is just 18 Euros and there are additional interesting resale conditions available on request. *Koblenz-Touristik* will be arranging all kinds of extras including visits, guided tours of the Old Town and the BUGA show, boat trips, wine events and trips to the surrounding area. There will be a variety of different programme modules which can be easily and flexibly combined to create individual packages for every type of visitor.

“After our appearances at this year’s ITB in Berlin and the RDA Workshop in Cologne where we made a lot of valuable contacts, we are now especially eager to reach British coach tour operators and group travel organizations at the London event,” says Karin Bommersheim, head of marketing for the *Bundesgartenschau Koblenz 2011 GmbH*. The Federal Horticultural Show Koblenz 2011 and *Koblenz-Touristik* will be represented on the German National Tourist Board’s (DZT) stand EM2010. You can find more information on the Federal Horticultural Show Koblenz 2011 at [www.buga2011.de](http://www.buga2011.de).

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