

APPENDIX

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8. PRESENTATION FOR ACQUISITION OF CRUISES LINES WITH POSSIBLE MODULAR PROGRAMS AND SHORE EXCURSION PRODUCTS

| Discover a different destination!





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Bremerhaven, the gateway to Northern Germany

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Bremerhaven, the gateway to Northern Germany

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What does Bremerhaven and the Northern German region stand for?

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- Experience a region with authentic Northern German spirit
- Discover a year-round destination that will delight visitors, rain or shine
- Tours to world-famous institutions: Beck's Brewery, Mercedes, Meyer Werft, UNESCO World Cultural and Natural Heritage sites, among others
- Discover maritime culture and the place where more than 7 million European emigrants began their journey to the New World
- Visit the region where Germans love to vacation (one of the most popular destinations)
- Explore the city that attracts more than 1.5 million visitors each year
- Be inspired by the latest destination on Germany's North Sea coast. More than \$ 550 m have been invested in its tourist attractions – with more to come.



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What can we do for you?

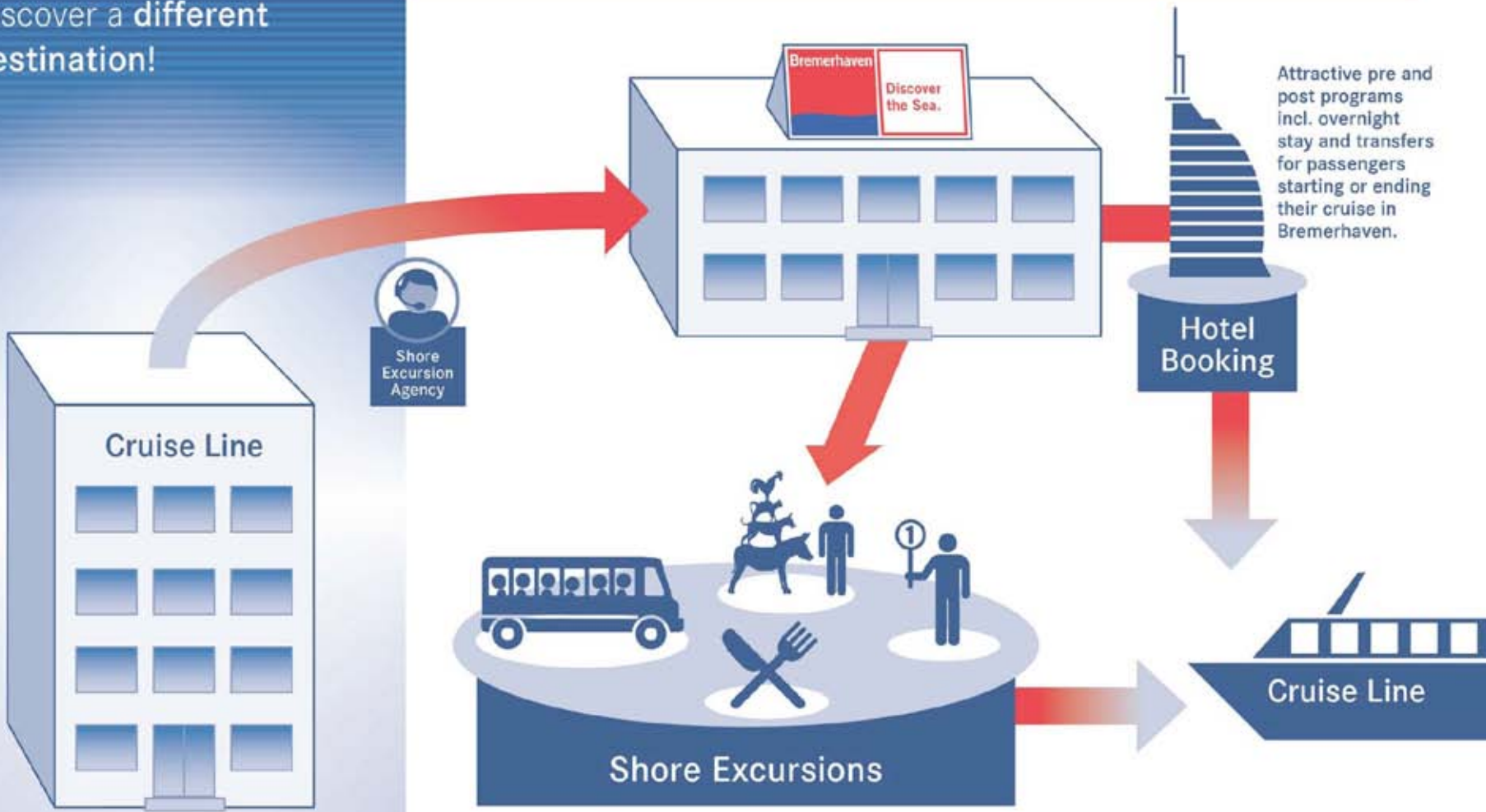
- All shore excursions can be organized by one company – the Bremerhaven Tourist Board – for you and your shore excursion agencies, tailored to your needs, incl. all organizational tasks (bus tours, guides, etc.)
- Well-trained multilingual guides, that can be booked for various purposes
- Shore excursions that are not available anywhere else. Exclusive offers for the cruise ship industry
- Tour offerings can be made in different price categories
- Tourist information is available directly at the Cruise Ship Terminal Bremerhaven
- Brochures are offered in several languages
- Presentations and materials for all shore excursions, for promotion on board
- On-board trailer about Bremerhaven and the region, to promote the destination and further excursions
- Attractive pre and post programs incl. overnight stay and transfers for passengers starting or ending their cruise in Bremerhaven.
- Special welcome packages for newcomers
- Small pilot area (time saving, low pilot fees)
- Northern Germany's up-and-coming tourist destination!





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What can we do for you? A practical process



Destination Bremerhaven

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Destination Bremerhaven German Emigration Center

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The gateway to a new world

How does it feel to emigrate, to leave your native country behind, never to return? A visit to the award-winning German Emigration Center allows you to feel just this. The museum is located on a historic site directly on the New Harbor, from where more than 7.2 million people departed for the New World between 1830 and 1974. Set off on your own journey accompanied by an authentic biography and explore the different stages of emigration and immigration, or search the international archives to trace your family's roots.



Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  2-3 hours

All year round: ✓

Arrival/Departure:  0,5 hours



Destination Bremerhaven

Klimahaus Bremerhaven 8° Ost

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Calling all world explorers and climate savers

Few things have a bigger impact on our lives than the climate. But what exactly is the climate? What factors influence the weather? And what are the causes for climate change? The Klimahaus Bremerhaven 8° Ost (Climate House 8° East) provides these answers – and takes you on an unforgettable journey around the world. Visit nine places on four continents and experience the Earth's climate zones for yourself, from the peaks of the Swiss Alps, to the arid steppes of Africa's Sahel region, to the pack ice around Antarctica.

Cost factor, incl. transfer: \$\$\$

Catering available: ✓

Time factor on site: 3-4 hours

All year round: ✓

Arrival/Departure: 30 min.



Destination Bremerhaven Zoo at the Sea

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Extraordinary encounters

Flying penguins, diving polar bears, majestically gliding seals: when you visit the Zoo at the Sea, you'll learn all about the habitat shared by these and many other northern and marine animals - the main focus of the zoo. Discover bizarre ice deserts, colorful tundra landscapes, flanked by expanses of water, and come face to face with the animals. The Zoo at the Sea has another surprise in store: chimpanzees and white-fronted marmosets. Sailors brought exotic animals to the city years ago, creating a special link to Bremerhaven that exists to this day.

Cost factor, incl. transfer: \$\$\$

Catering available: **X**

Time factor on site:  2 hours

All year round: **✓**

Arrival/Departure:  0,5 hours



Destination Bremerhaven

The National German Maritime Museum

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Witnesses of shipping history

Explore the history of German shipping right next to the Old Harbor of Bremerhaven. The museum was planned by the famous German architect Hans Scharoun and owns some museum ships that lie in the Old Harbor, including the Seute Deern windjammer and the Wilhelm Bauer submarine. The Hanseatic Cog, a ship constructed around 1380, was found in the river Weser in the 1960s. It is presented to the public after undergoing a lengthy process of conservation in a large preservative-filled basin. The imagination of the visitors is aroused by looking at those witnesses of shipping history.

Cost factor, incl. transfer: \$\$\$

Catering available: ✓

Time factor on site:  1 hour

All year round: ✓

Arrival/Departure:  0,5 hours



Destination Bremerhaven Mediterraneo

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Southern flair at a northern latitude

Right in the middle of Bremerhaven's Havenwelten district, you'll find the Mediterraneo, a 9,000-square-meter shopping and entertainment location with Old World flair. Step into another world: the charming piazza and indoor arcades, fountains, market square and beautiful building facades create an enchanting Mediterranean atmosphere. This unique experience combines shopping, dining, culture and entertainment in an exceptional setting. The pedestrian zone and the mall of the Columbus Center can be reached via a futuristic swinging glass bridge.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site: 1-2 hours

All year round: ✓

Arrival/Departure: 30 min.



Destination Bremerhaven

Shop Window Fishery Harbor

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A unique maritime attraction in North Germany

Fine restaurants and cozy harborside pubs fill one of the former packing halls. Here you can watch fish smokers at work, or dive into a wonderful underwater world at the 150,000-liter seawater aquarium, the Atlanticum. Historic ships are docked nearby in the harbor. Offering a range of activities, eateries and entertainment throughout the year, the "maritime mile" is also a favorite among locals.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site: 1-2 hours

All year round: ✓

Arrival/Departure: 40 min.

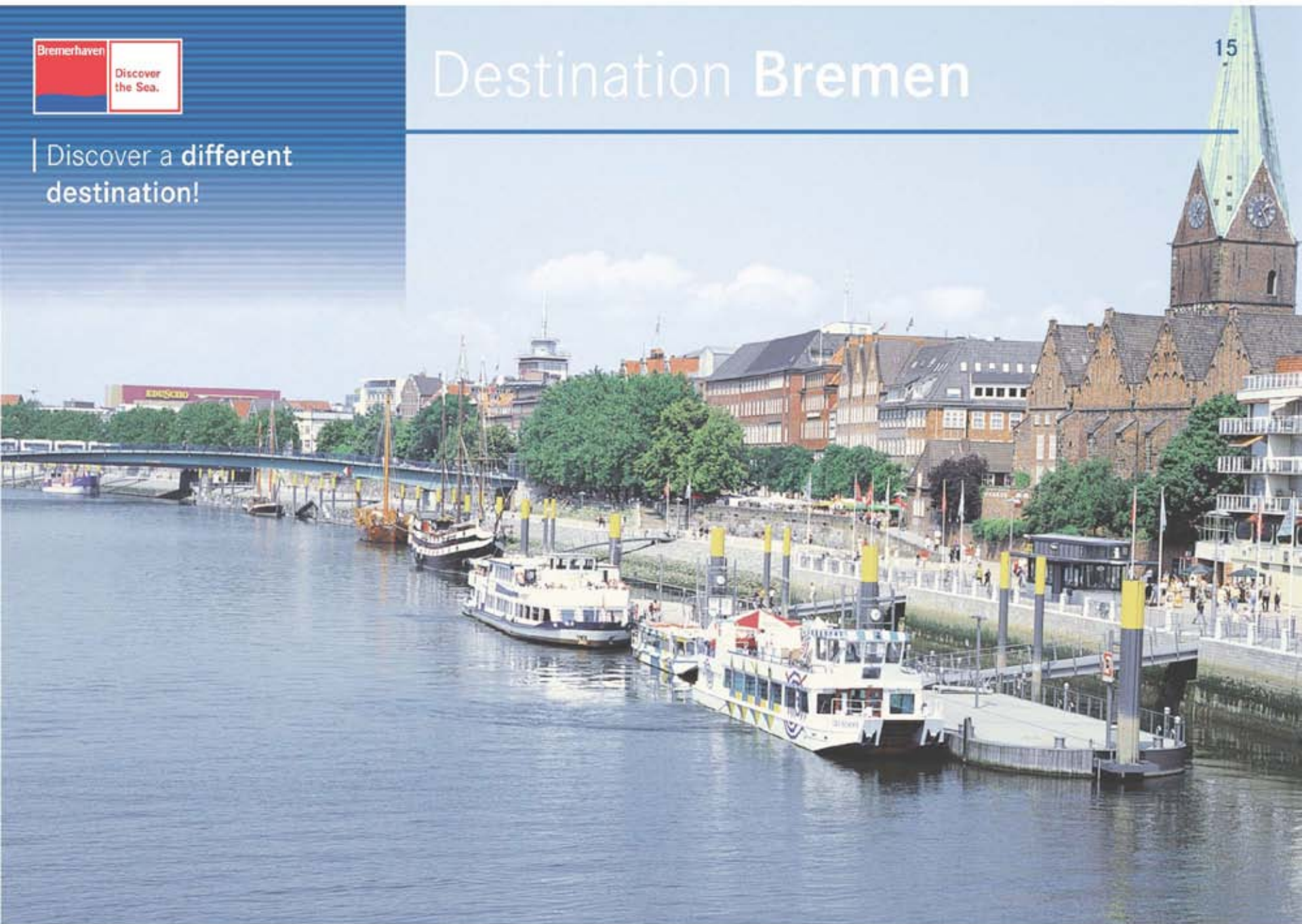




Destination Bremen

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Destination Bremen

Historic city center, UNESCO World Heritage Town Hall

Proud Hanseatic City with a UNESCO World Heritage site


In the middle of the Bremen marketplace – affectionately called the “parlor” by locals – stands the city’s treasure: the historic Town Hall, a UNESCO World Heritage site, flanked by the Bremen Town Musicians. Follow a tour guide through the history of the Hanseatic City, the maze of narrow streets of the medieval Schnoor quarter and the Böttcherstraße, a cultural landmark. Round off your journey through the past with a visit to the Bremer Ratskeller, home of Germany’s oldest cask of wine – and an extensive wine list.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  2-3 hours

All year round: ✓

Arrival/Departure:  2 hours



Destination Bremen

Mercedes-Benz factory tour

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Car production experience live

The factory tour of the world's largest Mercedes-Benz factory will give you an inside look at the fascinating world of car manufacturing: from the stamping plant, where the metal panels are first shaped, to the "ballet of robots" around the shell, to the final union of the body and the driveline in the assembly area. That's how the famous German cars are made!

Cost factor, incl. transfer: \$\$\$

Catering available: ✓

Time factor on site:  2 hours

All year round: ✓

Arrival/Departure:  2 hours



Destination Bremen

Mercedes-Benz – The Rock & steep bank

Discover a different destination!



Feel the power of off-road


The Rock stands for action, fun behind the wheel and off-road power around Bremen's third-highest elevation, with a total track of 963 meters. Put your driving skills to the test on slopes, overhangs and stairs. The neighboring test track is used to test newly built vehicles. It's only possible to ride along with the trained drivers in exceptional cases. One of the highlights is a sharp curve. The exclusive catering in the Mercedes customer center will help you regain your footing.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  2 hours

All year round: ✓

Arrival/Departure:  2 hours



Destination Bremen Wheels and Fly

Discover a different
destination!

Are you a born pilot?

Find out on a spectacular journey into the world of aviation! Mercedes Benz will deliver an AMG Mercedes to your ship's pier: for your own personal test drive on the German Autobahn. Your destination is the Lufthansa Flight Training School in Bremen, where a pilot will be your guide. But that's just the beginning: you'll then set off for an international destination, in one of six cutting-edge Cessna Citation CJ1 simulators. After a successful landing, visit the hangar or a real plane on the ramp at the City Airport Bremen.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  3 hours

All year round: ✓

Arrival/Departure:  2 hours



Discover a different
destination!



Destination Bremen Hachez

The chocolate company with tradition


Luxurious truffles and fine chocolates: Hachez, the traditional German chocolate company, has long stood for delicious sweets and quality. Each step of the production process, from roasting the cocoa beans to creating the final product, is completed in the factory in Bremen. A fascinating look at chocolate-making awaits you on this culinary tour. The sweet experience comes to a close with a tasting of different types of chocolate, sure to melt in your mouth. The Hachez shop on the Bremen marketplace is sure to tempt you again!

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  1,5 hours

All year round: ✓

Arrival/Departure:  2 hours



Discover a different
destination!

Destination Bremen Beck's

Beck's – a beer of the world


The world drinks Beck's. Known and loved since 1873, the beer from Bremen was already a favorite at local pubs before it won the gold medal at the first World Expo, at the end of the 19th century. Both beer enthusiasts and culture lovers are sure to enjoy exploring the visitor center at the Beck's Brewery in Bremen. This exclusive tour will take you through the brewery and show you everything about the art of brewing beer, the Beck's brand and the brewery itself. When you're finished, put your taste buds to the test with a "beer quiz".

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  2 hours

All year round: ✓

Arrival/Departure:  2 hours



Discover a different
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Destination surrounding countryside



Discover a different
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Destination surrounding countryside Worpswede

An artist's paradise in the Teufelsmoor


Worpswede, located in the scenic Teufelsmoor region, has been attracting German artists for over 100 years: numerous museums, along with the houses of artists and poets, are evidence of the spell cast by the wide meadows, solitary villages and traditional ways of life. Stroll along birch-lined roads with an art historian, who'll share anecdotes from the artists' colony and show you some of the most famous original pieces. Take to the water for a new perspective on the landscape – once on land, enjoy coffee and cake at the historic Kaffee Worpswede.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  4 hours

All year round: ✓

Arrival/Departure:  3 hours



Discover a different
destination!

Destination surrounding countryside

UNESCO World Natural Heritage: The Wadden Sea

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Wadden Sea wagon ride from Cuxhaven to Neuwerk

Just a short bus ride from Bremerhaven, a unique outdoor experience awaits: your chance to ride across the seafloor in a horse-drawn wagon! When the tide is out, you can go to the tiny island of Neuwerk – a truly magical way to experience the Wadden Sea, a UNESCO World Natural Heritage site. Arriving on Neuwerk, you'll find a lighthouse dating back to 1310 – climb to the top for an unbelievable view of the Wadden Sea stretching to the horizon. Before the ship leaves for Cuxhaven, make sure to sample some regional specialties, like freshly smoked fish.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  4 hours

All year round: ✗

Arrival/Departure:  1,5 hours



Discover a different
destination!

Destination surrounding countryside Hanover

Garden finery and gold fever

Discover Hanover's top attractions: experience the spectacular Yukon Bay landscape at the Hanover Adventure Zoo. One of Europe's most delightful zoos, the Adventure Zoo raises the bar with an appealing mix of landscaping, themed zoo worlds and a diverse range of animals. Continue on to Herrenhausen Gardens, with the newly restored Herrenhausen Palace: once the baroque summer residence of the Guelph dynasty, the palace was renovated in the neoclassical style between 1819 and 1821. You're sure to have a royal good time!

Cost factor, incl. transfer: \$\$\$\$

Catering available: 

Time factor on site:  4 hours

All year round: 

Arrival/Departure:  4 hours



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Destination surrounding countryside Park of Gardens

Magical gardens and unique plants

In the heart of the picturesque landscape of the Ammerland region in northwestern Germany, you'll find the 140,000-square-meter Park of Gardens. Botany enthusiasts and weekend gardeners alike will be delighted by the unique and extensive collection of plants in the more than 40 themed gardens. Let the gardens inspire you and enjoy a magnificent firework of flowers! Afterward, make a side trip to one of Europe's leading tree nurseries – an expert will be on hand to introduce you to the fine art of horticulture.

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  3 hours

All year round: ✗

Arrival/Departure:  3 hours



Destination surrounding countryside Jever

Discover a different
destination!



Tea and beer in the blustery north

If you want to learn about traditional customs and regional culture, then consider visiting the picturesque town of Jever, in the coastal region of Friesland. Here you'll find a knowledgeable brewery guide who will lead you through the historic brewery museum and the production plant of the local Jever Brewery. Don't pass up the chance to try the fresh, famously bitter pilsner for yourself! At the next station you'll discover another culinary tradition, as you learn the secrets of the East Frisian tea ceremony.

Cost factor, incl. transfer: \$\$\$\$

Catering available:

Time factor on site: 3 hours

All year round:

Arrival/Departure: 3 hours



Destination surrounding countryside

Hamburg

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destination!



City of trade and tradition

If you're dreaming of big-city life, then take the bus or train to Hamburg for your fill of historic and modern architecture, expansive parks, exclusive shopping, and the city's magnificent City Hall. Your tour includes the oldest stock exchange in Germany and the Speicherstadt, Hamburg's historic warehouse district, known for its neogothic red brick architecture. You'll see Jungfernstieg, lined with elegant boutiques, and on the way to the world-famous Reeperbahn, you'll pass by the landmark St. Pauli Landing Stages, where sailing ships once docked.

Cost factor, incl. transfer: \$\$\$

Catering available: ✓

Time factor on site:  4 hours

All year round: ✓

Arrival/Departure:  5 hours



Destination surrounding countryside Meyer Werft Papenburg

Discover a different
destination!




Steel giants up close at the Meyer Werft

Visit the birth place of some of the world's massive cruise ships: the Meyer Werft Papenburg. In the shipyard's gigantic halls, the steel ships grow meter by meter, with the help of high-tech production techniques. Follow your tour guide from the visitor center into the production halls on an exciting journey into shipbuilding that will give you a whole new idea of what "gigantic" means! And afterward, raise a toast with a glass of sparkling wine!

Cost factor, incl. transfer: \$\$\$\$

Catering available: ✓

Time factor on site:  2 hours

All year round: ✓

Arrival/Departure:  4 hours



Bremerhaven

Discover
the Sea.

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destination!

Welcome
Packages

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Welcome
to Bremerhaven!

Bremerhaven

Discover
the Sea.

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The Welcome Package for your first visit to Bremerhaven

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There are various options:

- At the world's longest river quay your ship is greeted with water sprays and music
- Your passengers receive welcome bags at the Cruise Ship Terminal Bremerhaven, with various tourist information and souvenirs
- Local staff in North German traditional dress welcome your guests with a welcome surprise
- Traditional live music sets the mood for your guests' stay in the Bremerhaven region
- Fanciful "creatures of the sea" welcome your guests providing a lively atmosphere and a great photo opportunity



Save the date! Sail Bremerhaven 2015

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The SAIL BREMERHAVEN 2015 is a great occasion for a visit to Bremerhaven. It will provide extra possibilities to get to know the Seaside City. There will be shuttles for the guests to the fairgrounds. During the "Open ship" hours the famous windjammers and historic sailing ships can be visited cost free.

- Special SAIL 2015 VIP packages, can be exclusively arranged for your passengers
- There will be large media presence: Profit from the pictures of your ship that will be made during the event



| See you in Bremerhaven!

Bremerhaven Tourist Board

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9. TRENDS

9. Cruise market & trends: Ship trends

- Multi-generational cruises
- Cruises for families, also those with small children
- Overall broadening of target audience
- Overall tendency to “feel younger” among target audience
- Longer and shorter cruises
- More themed cruises (e.g., Sixthman)
- Year-round use of sailing areas, e.g. Baltic and North Seas
- Creation of specialized zones and areas for different target audiences on the ship
- Ships have evolved from hotel to vacation resort (e.g., through activity zones)
- Shortening itineraries to reduce fuel consumption
- Ship owners are placing increased emphasis on sustainability and environmental protection

9. Cruise market & trends: Exursion trends

- Establishing themed itineraries along with themed shore excursions
- Active adventures on land, private and exclusive shore excursions
- Specialized shore excursions, e.g., for families
- Exploration of the destination with “interesting” transport
- Climate-neutral and sustainable shore excursions
- Shore excursions that can only be offered by cruise lines (watchword: internet competition)
- Integration of new media, e.g., RFID Rally

9. Cruise market & trends: River cruise trends

- Ships become bigger, more modern
- French balconies become standard
- Second bar or even a second restaurant
- Silent engines with less vibration
- “green ship” → environment friendly
- Additional, more diverse and younger target groups (from 40 years on)
- Shorter (3-4 days) and longer river cruises
- Special offers for different target groups
- Change of the image of river cruising
- Price war is possible due to over-capacities

9. Cruise ship commissions – Order book till 2015

	North American cruise lines	European cruise lines	Total
New vessels	10	14	24
New beds	33,804	33,227	67,031
Smallest vessel (no. of passengers)	1,260 (Riviera for Oceania)	264 (for Ponant)	-
Largest vessel (no. of passengers)	4,100 (1–2 for Royal Caribbean)	3,700 (for Costa)	-

<http://www.cruiseindustrynews.com/cruise-ship-orderbook.html>

10. ANALYSIS OF GERMAN COMPETITORS

- Both cruise terminals are quite centrally located (HafenCity and Altona)
- 3 terminals + Überseebrücke for smaller vessels, e.g., sailing cruises
- Metropolis on the water
- Good transport connections
- >300,000 passengers/year, 2012: 400,000
- Known for HafenCity, Elbphilharmonie, Musicals, Speicherstadt, town hall...
- Cruises headed to Norway/Nordland, Europe's Atlantic Coast, Baltic Sea, Great Britain, Nordkap, Atlantic crossings

10.1. Hamburg – Terminals



- One of the most important embarkation/disembarkation ports in Northern Europe, esp. for Baltic Sea and Nordland itineraries
- 3 terminals
- Clearance of up to 10,000 passengers per day
- >375,000 passengers per year
- Known for the Kieler Woche festival

10.1. Warnemünde

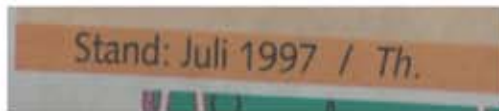
- “Berlin’s harbor” → day trips with special train and bus connections
- 1 terminal, at least 2 berths
- Passenger turnaround: up to 2,500/day
- >300,000 passengers per year
- Train station next to terminal
- Near Rostock (ca. 20 km)

10.1. Bremerhaven

- Modern terminal
- Lang tradition as a passenger port
- Weather-proof bus station
- Rail connection for special/charter trains
- Havenwelten as new flagship for tourism



10.1. Bremerhaven – impressions of the terminal



10.2. Travel times for passengers

Port	Distance to city center Travel time: car/public transport	Car travel, from the Ruhr	Train travel, from the Ruhr	International airports
Bremerhaven	3–5 km ca. 10 min	ca. 310 km ca. 3:10 h	3:13 h to main station	Bremen: 70 km, 50 min Hamburg: from 150 km, from 2 h
Hamburg Several terminals	1–4 km 5–20 min	ca. 350 km ca. 3:30 h	3:02–3:19 h	Hamburg: 12–13 km, 20–50 min
Kiel	ca. 0.5 km 5–10 min	ca. 440 km ca. 4:15 h	4:27 h to main station	Hamburg: ca. 90 km, ca. 1 h
Rostock- Warnemünde	Warnemünde: 1 km, 2–25 min. Rostock: 16–23 km, 20–40 min	ca. 540 km ca. 5:15 h	at least 5:26 h	Hamburg: 190 km, 2 h Berlin: 230 km, 2:15 h

10.3. Comparison of parking availability and costs

Port	Parking	Cost of parking for 1 week
Bremerhaven	380 at terminal + 500 in 1 km radius, no parking garage, covered parking available through Kühne+Nagel	€65
Hamburg	1,685 in parking garages + covered bays through Park & Cruise + short-term parking at the terminal	€35–70
Kiel	490 in parking garage + covered bays through Park & Cruise and Parken und Meer + Tonberg enclosed courtyard (not visible to the public)	€65–140
Warnemünde	Covered bays through Park & Cruise and Parken und Meer + various public parking spaces	€119–150

10.4. Need for tug assistance

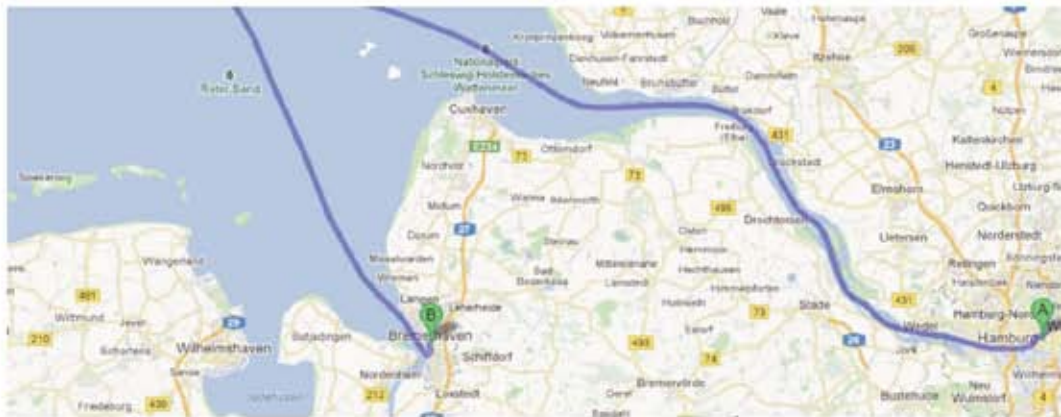
- Whether port towage is necessary depends on the size of the ship, its technical equipment and the wind conditions; ultimately it is the captain's decision. Tug assistance is compulsory in just a few cases. But in Hamburg and Bremerhaven especially, most ships prefer to use one or two tugs.



10.4. Comparison of pilotage areas (compulsory pilotage)

Port	Length/duration of pilotage
Bremerhaven	3–4 h (marine pilot + harbor pilot, incl. mooring) ca. 32 nautical mi.
Hamburg	ca. 7 h (Elbe pilot + harbor pilot, incl. mooring) ca. 70 nautical mi.
Kiel	1–1.5 h
Warnemünde	1–2 h, depending on if and where the ship can turn

Source: telephone conversations with local pilot associations in February 2012



10.5. Tourist attractions – near and far

Overview of attractions in Hamburg, Kiel and Warnemünde, based on existing excursion programs offered by various cruise lines.



10.5. Less than 45 minutes away

Bremerhaven	Hamburg	Kiel	Rostock-Warnemünde
<p>Bremerhaven Bremen Cuxhaven, mudflat wagon ride Bad Bederkesa</p>	<p>Hamburg → port, Speicherstadt and HafenCity, City Hall, Alster, Jungfernstieg, Reeperbahn/St. Pauli, Planten un Blomen garden, Michel church... musicals before/after sightseeing</p>	<p>Maritime Kiel Castles, lakes and roses/cherries Molfsee open-air museum</p>	<p>Warnemünde: bike tour, wine tasting, organ concert... Rostock Mecklenburg-Panorama tour Bad Doberan Güstrow Narrow-gauge railway to Kühlungsborn</p>

10.5. Less than 1.5 hours away

Bremerhaven	Hamburg	Kiel	Rostock- Warnemünde
Jever Brewery Eastern Friesland Bad Zwischenahn Oldenburg Worpswede	Lübeck	Hamburg Lübeck	Lübeck Wismar

10.5. Less than 2 hours away

Bremerhaven	Hamburg	Kiel	Rostock-Warnemünde
Meyer Werft shipyard Hamburg Lüneburg Hannover Osnabrück Berentzen/ Haselünne	Berlin (with ICE train)	Hamburg Lübeck	Hamburg Sachsenhausen Memorial and Museum

10.5. 2 to 3 hours away

Bremerhaven	Hamburg	Kiel	Rostock-Warnemünde
Berlin (ca. 3 h) Autostadt + VW factory tour (2.5–3 h) Kiel Lübeck Schwerin Groningen Münster Braunschweig Göttingen	Berlin (ca. 3 h)	Berlin (ca. 3 h)	Berlin (ca. 2.5 h) Potsdam

11. SHORE EXCURSIONS

11. Typical positive elements of shore excursions

- Tasting local specialties
- Insider knowledge
- Typical, authentic, special destinations
- Appropriate combination of stops; enough, but not too much time for each stop
- Walking distances are appropriate for the target audience
- Small group, good guide-to-passenger ratio

11. Typical positive elements of shore excursions

- Tasting local specialties
- Insider knowledge
- Typical, authentic, special destinations
- Appropriate combination of stops; enough, but not too much time for each stop
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- Small group, good guide-to-passenger ratio

11. Bremerhaven as the gateway to Northern Germany

Destinations around Bremerhaven



Zone	Name	Ort
A	Kimahaus 8° Ost	Bremerhaven
A	German Emigration Center	Bremerhaven
A	Shopping: Mediterraneo, Columbus Center, pedestrian zone	Bremerhaven
A	Harbor: Shop Window Fishery Harbor, HafenBus	Bremerhaven
A	German Maritime Museum	Bremerhaven
A	Heritage railway + Castle	Bad Bederkesa
A	Wagon ride to Neuwerk island (mudflats)	Cuxhaven
B	Mudflat walking in World Natural Heritage Site	Dorum
B	Artists' colony	Worpswede
B	Historic Schnoor Quarter & Böttcherstrasse	Bremen
B	Mercedes factory tour & off-road course	Bremen
B	Beck's Brewery. shopping	Bremen
B	Münchhausen Coffee Roasters	Bremen
B	Bremen Town Hall and Roland – UNESCO World Heritage Site	Bremen
B	Jever Brewery	Jever
B	Porcelain manufactory	Friedeburg
B	Park of Gardens	Bad Zwischenahn
B	Oldenburger castle & Shopping	Oldenburg
C	Bünting Tea Museum with tea tasting	Leer
C	Bunker Museum	Emden
C	Eastern Friesland "citizenship test"	Wittmund
C	Heide-Park	Sollau
C	Visitors center, Meyer Werft shipyard	Papenburg
C	Berenzen Hof distillery	Haselünne
C	Historic city hall (Peace of Westphalia)	Osnabrück
C	Herrenhausen Castle and Herrenhusen Gardens	Hanover
C	Hanseatic City, old saltworks/museum	Lüneburg
C	Speicherstadt warehouses and HafenCity	Hamburg
C	Shopping: Mönckebergstrasse and Neuer Wall	Hamburg

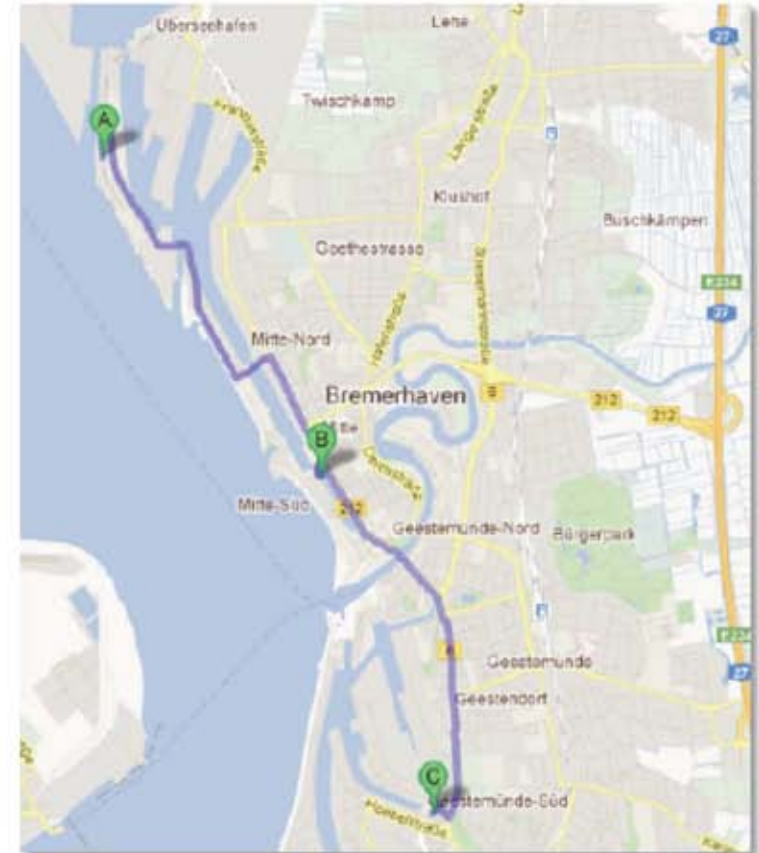
11. Products – Shore excursions Bremerhaven and regional excursions

Less than 1 hour away	1.5 hours away	2 hours away	More than 2 hours away
<ul style="list-style-type: none"> • German Emigration Center, Klimahaus • German Maritime Museum, museum ships • Shop Window Fishery Harbor • Bremen: Town Hall, historic Schnoor Quarter, Universum, Town Musicians, Böttchergasse, coffee roasters, Beck's, botanika, Mercedes • Wagon rides: from Cuxhaven to Neuwerk island across the mudflats at low tide • Travel back in time: heritage railway to Bad Bederkesa 	<ul style="list-style-type: none"> • Jever Brewery • Eastern Friesland: Tea ceremony, traditional "road bowling," and "citizenship test" of local skills and customs • Bad Zwischenahn: Park of Gardens • Oldenburg • Worpswede • H. Blume Porcelain Manufactory, Friedeburg 	<ul style="list-style-type: none"> • Meyer Werft shipyard • Hamburg • Lüneburg • Hanover • Osnabrück • Berentzen (Haselünne) 	<ul style="list-style-type: none"> • Berlin (approx. 3 h) • Autostadt + VW factory tour (2.5–3 h)

11. Products – Shore excursions

Distances in Bremerhaven

From point to point	On foot	With transport
Cruise Terminal (A) to Havenwelten (B)	3.6 km 45 min	3.9 km 8 min
Havenwelten (B) to Shop Window Fishery Harbor (C)	3.4 km 40 min	3.3 km 6 min
Entire cruise terminal (A) to Shop Window Fishery Harbor (C)	7 km 1:26 h	7.3 km 13 min

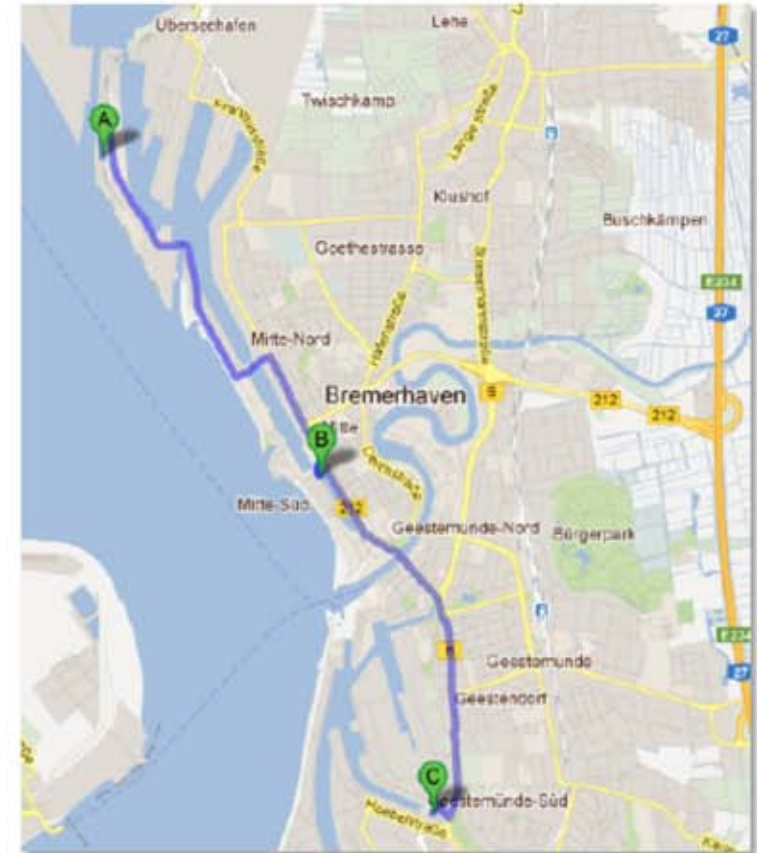


Source: Googlemaps

11. Products – Shore excursions

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Source: Googlemaps

havenwelten
BREMERHAVEN

Seemeile
BREMERHAVEN

The Interreg IVB
North Sea Region
Programme



Investing in the future by working together
for a sustainable and competitive region




**Waterways
for Growth**

Waterways for Growth is partly funded by the Interreg IVB North Sea Region Programme of the European Union.

