

MEDIA EXPOSÉ 2020

HAMBURG: WIND, WATER, AND WIDE SPACES

ENJOYING THE SUMMER IN
GERMANY'S GREENEST CITY



HAMBURG: WIND, WATER, AND WIDE SPACES: ENJOYING THE SUMMER IN GERMANY'S GREENEST CITY

Germany's greenest city invites you to enjoy a city break in close touch with nature: with its countless parks, nature reserves, urban beaches, open-air food stands and its unique urban shore, Hamburg ensures a relaxing and yet highly diverse holiday experience. That's because in Hamburg, inspiring urban environments and soothing greenery go hand in hand.

This summer, there is really no need for lengthy journeys, complex planning, or rushing. Instead, you are invited to enjoy the simple things in life: with its 36 nature reserves, Hamburg is one of the greenest cities in all of Europe, allowing visitors to enjoy urban flair combined with beautiful nature experiences.

So why not venture out for a hiking trip in the nearby Harburg Hills, followed by a refreshing shandy at the Strandperle with a view of passing container ships. Or take a leisurely walk around the 200-year-old Planten un Blomen park and pop over to the adjacent Karolinenviertel afterwards for fair fashion and natural cosmetics. Or how about a bike tour along Hamburg's urban shore? With a fresh tailwind, you can cycle alongside giant container ships, from the stairs quarter of Blankenese via the Oevelgönne beaches and past the St Pauli Fischmarkt all the way to the city centre. You can stop over at the Landungsbrücken for a fresh fish roll and enjoy a cool drink on the Elbphilharmonie's Plaza at sunset.

Hamburg is a green pearl, with countless bodies of water, a fresh breeze, tree-lined streets, and residents who love their city just as much as Hamburg's guests do. Hamburg offers an excellent climate especially in the summer months – and not just in terms of temperatures, but also in terms of street food locations, outdoor cafés, and lush green getaway destinations within easy reach.

HAMBURG LIFE TAKES PLACE OUTSIDE

Did you know that Hamburg has more bridges than Venice and Amsterdam? Little wonder, though, when you consider the countless canals and tributaries of the Alster and the Elbe. In Hamburg's urban ecosystem, water and nature are embedded in a unique way. To discover the city from an entirely new angle, you can rent a stand-up paddle board or a canoe at the Alster Lake in the city centre. From there, you can make your way along the Alster canals that will take you to green residential areas and to Stadtpark Hamburg, the city's green lung and a much-loved location for open-air events – summery temperatures and a refreshing breeze included.

Hamburg provides a laid-back holiday experience – on the water and on land. A relaxing summer in the city can also take the shape of browsing around the city centre, strolling through the countless inner-city parks, or chilling out on the waterfront. That's because Hamburg's retail opportunities go well beyond shopping centres, and because Hamburg boasts Europe's largest Japanese garden as well as Europe's most extensive park cemetery. And because Hamburg is one of the few cities to have its own urban beaches.

The city's cultural life is being rebooted cautiously and, due to current circumstances, Hamburg's cultural venues will not be overcrowded this summer. But that's just fine, because Hamburg's locals have their own way of enjoying a long summer's night: in the street cafés, at the beach clubs, beer gardens and open-air restaurant terraces – some of these with a maritime view of the Elbe, and others with a view of lush greenery on the banks of the Alster.

And all those wishing to escape from city life can get a train from the central station to the countryside on Hamburg's doorstep: in the matter of one hour, you can reach the seaside resorts on the Baltic Sea as well as the national parks and the Wadden Sea on the North Sea. The unspoilt nature around the Lauenburg Lakes to the east is also worth a day trip, as are the extensive hiking areas of the Lüneburg Heath in the south of Hamburg.

And even as a stopover on the way to the Baltic Sea, the North Sea or the route to Denmark, Hamburg is the ideal place to enjoy two or three days of urban flair combined with wind, water, and wide spaces.

More info on Hamburg's green spaces at <https://www.hamburg-travel.com/see-explore/green-hamburg/>

1

WIND, WATER, AND WIDE SPACES: FACTS & FIGURES



DID YOU KNOW?



GERMANY'S GREENEST CITY & ONE OF THE GREENEST WORLDWIDE

No other city in Germany offers more green spaces and more water surfaces when measured against the number of residents. And even on a global level, Hamburg is ranked in the top ten greenest cities of the world: in 2018, TravelBird, a tour operator, compiled a global ranking based on square metres per person as well as cities' efforts to preserve natural green spaces and create new ones. Featuring 114.07 square metres of green spaces per resident and with 1.82 million inhabitants at the time, Hamburg came in ninth.

With 88.10 square metres per resident, the German capital Berlin was ranked 18th, and with 72.49, Munich only took 24th place. Providing 410.84 square metres of green space to each of its 123,200 residents, Iceland's capital Reykjavik was at the top of this global ranking. Next in line were Auckland (New Zealand, with 357.20) as well as Bratislava (Slovakia, with 332.99).

In a 2019 survey by Spotahome, a housing company, Hamburg scored even better: in the "green spaces and parks" category of the Healthiest Cities Report, which included 89 cities worldwide, Hamburg came in first, followed by Vilnius (Lithuania) in second place and Geneva (Switzerland) in third place. Coming in next were Vancouver (4), Stockholm (5), Ljubljana (6), Canberra (7), Adelaide (8), Auckland (9), and Brisbane (10).

GREEN HAMBURG: FACTS & FIGURES

22 percent of Hamburg's municipality consists of designated **protected landscape areas**, and nearly 10 percent of Hamburg's municipality is made up of water surfaces – including the port, the 164-hectare Alster Lake in the heart of the city as well as countless canals, fleets and river courses.

Hamburg features as many as **36 nature reserves**, and as a result, nearly 10 percent of the city state's area is protected under strict nature conservation. With a national average of 3.6 percent, Hamburg is once again taking the lead.

A unique destination awaits you at the **Hamburg Wadden Sea National Park** in the North Sea. The area on the western Elbe estuary is home to more than 2,000 species of animals and has been identified as one of the most bird-rich areas in Central Europe. The Wadden Sea can best be explored from the island of Neuwerk, which is legally part of the City of Hamburg – despite being located more than 100 kilometres away from Hamburg (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/neuwerk-island/)

Right in the centre of Hamburg you can find the popular “**Planten un Blomen**” park, which includes e.g. a beautiful botanical garden with a tropical house as well as Europe's largest Japanese garden.

With an area of more than 150 hectares, the **Stadtpark** in the district of Winterhude is one of the largest inner-city recreation areas and is widely used by young and old alike. Designed by the influential urban planner Fritz Schumacher and completed in 1914, the park was setting the bar in terms of landscape architecture at the time.

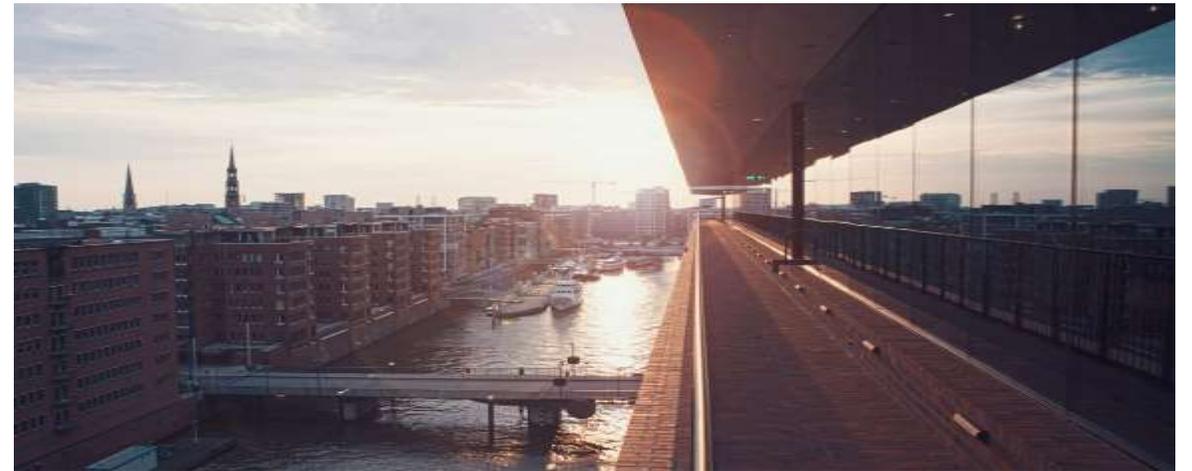
Comprising an area of almost 400 hectares, the **Ohlsdorf Cemetery** is the largest park cemetery in the world. The premises are characterised by a combination of historical buildings and monuments and are also visited by many guests to the city.

Providing ample opportunities for sports and recreation and surrounded by the Alsterpark, the **Outer Alster Lake** in the city centre is one of the most popular urban destinations for Hamburg's locals.

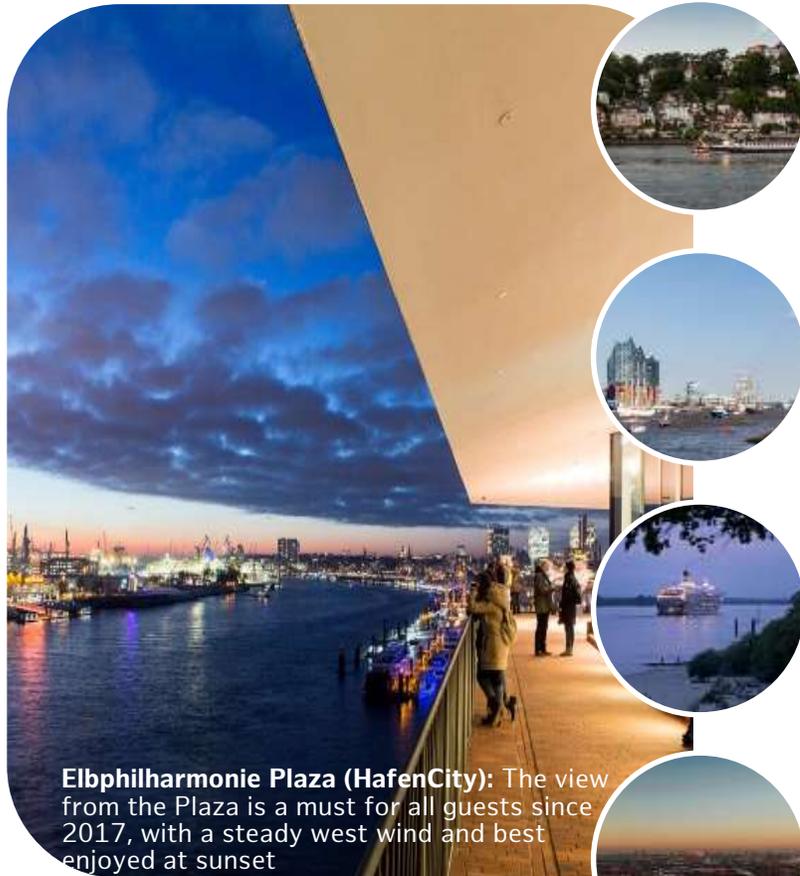
2 WIND, WATER, AND WIDE SPACES: LISTICLES



PLACES TO GO



5 X AMAZING VIEWS & OPEN AIRY SPACES:



Elbphilharmonie Plaza (HafenCity): The view from the Plaza is a must for all guests since 2017, with a steady west wind and best enjoyed at sunset

www.elbphilharmonie.de/en/plaza



Süllberg (Blankenese): With an altitude of 75 metres – which is quite respectable going by Northern German standards – the Süllberg hill in Blankenese offers the best view over the Elbe River and the North German lowlands, including a star-studded terraced restaurant and a beer garden (www.hamburg-travel.com/booking/hotels/hotel-suellberg-karlheinz-hauser)



Steinwerder viewing platform (Steinwerder): A ten-minute walk through the Old Elbe Tunnel will take you to the south side of the Elbe, where you can enjoy a unique panoramic view of the port (www.hamburg-travel.com/see-explore/maritime-hamburg/hamburg-cruise-center-steinwerder/)



Falkenstein shore (Rissen): A hearty beach walk within the city boundaries, with some of the world's largest container ships passing you by (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/falkensteiner-beach/)



Energy Bunker & Café vju (Wilhelmsburg): A visit to Wilhelmsburg, Europe's largest river island, allows you to view Hamburg from yet another angle (www.internationale-bauausstellung-hamburg.de/en/projects/energiebunker/projekt/energy-bunker.html)

5 X PARKS & LOCALS' FAVOURITES



Stadtpark Hamburg (Winterhude): Serving as a deer hunting grounds in the old times, this 150-hectares park offers ample space for young and old. In the summer, the large Stadtpark lawn is a popular meeting place, and so is the Stadtpark lake with its public swimming pool and beer garden (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/stadtpark/).



Jenisch Park (Nienstedten): On the slopes above the Elbe, Hamburg shows its stately face: just off the elegant Elbchaussee, this English-style landscaped park invites you to enjoy a picnic with a view of the Elbe – and to explore the art exhibits of the Jenisch Haus and the Ernst Barlach Haus (shmh.de/en/jenisch-house)



Planten un Blomen / Wallanlagen (city centre): the Wallanlagen enclose Hamburg's old town like a semicircle – with the landscaped park "Planten un Blomen" to the west, a green oasis with a Japanese garden, public greenhouses and water light concerts – the ideal place for a mild summer evening in the city (www.hamburg.com/explore/outdoors/1872624/planten-un-blomen/)



Hayns Park (Eppendorf): Situated at the Mühlenteich pond and formerly privately owned, this lovely park with its masonry, balustrades, natural stone walls, and a pavilion invites you to take an inspiring stroll (www.deutschlandfunk.de/philosophieren-beim-gehen-spaziergang-im-hamburger-hayns-park.1242.de)



Alsterpark (Eppendorf): Within 15 minutes walking distance from the city centre, this large park on the north-western shore of the Outer Alster Lake offers a peaceful environment, with greens directly on the water. As you stroll, you can watch local joggers and sailboats passing by (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/)

5 X WINING & DINING OUTSIDE:

5 X CAFÉS & BEER GARDENS WITH A VIEW:

Coast by east (HafenCity): At a prime location directly on the Elbe and with an unobstructed view of the Elbphilharmonie, this restaurant serves modern Asian-inspired cuisine, with a window front that can be opened and an eye-catching interior wall covered by greenery (www.coast-hamburg.de/en/)

Die Perle (city centre, Kontorhaus District): Somewhat hidden away from the hustle and bustle of the city centre, the Kontorhaus District is home to a real gastronomic gem that is dedicated entirely to modern cuisine with fresh, seasonal produce (www.perle-restaurant.de/)

Vlet an der Alster (city centre): Situated on a pontoon directly on the historic Alsterarkaden and with a fabulous view of the water, the local swans and the town hall, you can enjoy fine Hamburg dishes in a modern atmosphere (www.vlet-alster.de/en/home.html)

Schuback am Park (Eppendorf): Located just opposite the Hayns Park and featuring a large outdoor area for guests, Schuback offers hearty German dishes with a modern twist (www.schuback-restaurant.de)

Landhaus Scherrer (Othmarschen): Ranked as one of Hamburg's best gourmet restaurants for decades and featuring a lovely terrace, this star-studded restaurant is renowned for its Northern German creations from certified organic produce (www.landhausscherrer.de/)

Jahreszeiten Terrasse (city centre): The terrace belongs to the luxury "Fairmont Hotel Vier Jahreszeiten" and is located directly on the Alster Lake. Besides tea, coffee and cake, you can also enjoy a light lunch – and a fantastic panoramic view (www.hvj.de/en/jahreszeiten-terrace.htm)

Kaffeegarten Schuldt (Blankenese): Offering an excellent view over Blankenese, this hidden gem in the west of Hamburg enables you enjoy your coffee or tea on a beautiful vine-clad terrace (www.kaffeegarten-schuldt.de).

Süllberg beer garden (Blankenese): A little piece of heaven at a height of 75 metres, including a stunning view of the Elbe (www.karlheinzhauser.de/biergarten-hamburg).

Alsterperle (Uhlenhorst): A popular meeting place for urban dwellers, this traditional outdoor café lets you enjoy the sunset over the Alster Lake with a cool drink in your hand and a choice of finger food (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/alsterperle/)

Landhaus Walter (Winterhude): A classic venue in the Stadtpark and Hamburg's largest beer garden. Here you can rest under old lime trees with a Bavarian-style beer and a bratwurst. In the summer, there are outdoor screenings of football matches (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/landhaus-walter/)

5 X HAMBURG HOTELS WITH A VIEW:

5 X DAY TRIPS TO THE COAST & HAMBURG'S SURROUNDINGS:

Hamburg's (summery) attractiveness is not confined to the waterfront and urban life. On Hamburg's doorstep, a wealth of different landscapes invite you to take a day trip. Here are ten hand-picked suggestions for you: www.hamburg-travel.com/discover-hamburg/hamburg-ahoi/day-trips-in-the-metropolitan-region/

The Fontenay (Harvestehude): At a top location on the banks of the Outer Alster Lake, this modern luxury hotel combines fascinating architecture, a natural environment and urban flair, featuring 130 rooms and a wonderful view over the Alster (www.thefontenay.com/en/)



The George Hotel (St Georg): In the hip St Georg neighbourhood and just off the Outer Alster Lake, this British-style design hotel provides a magnificent rooftop terrace for its guests. (www.thegeorge-hotel.de/in-hamburg/)

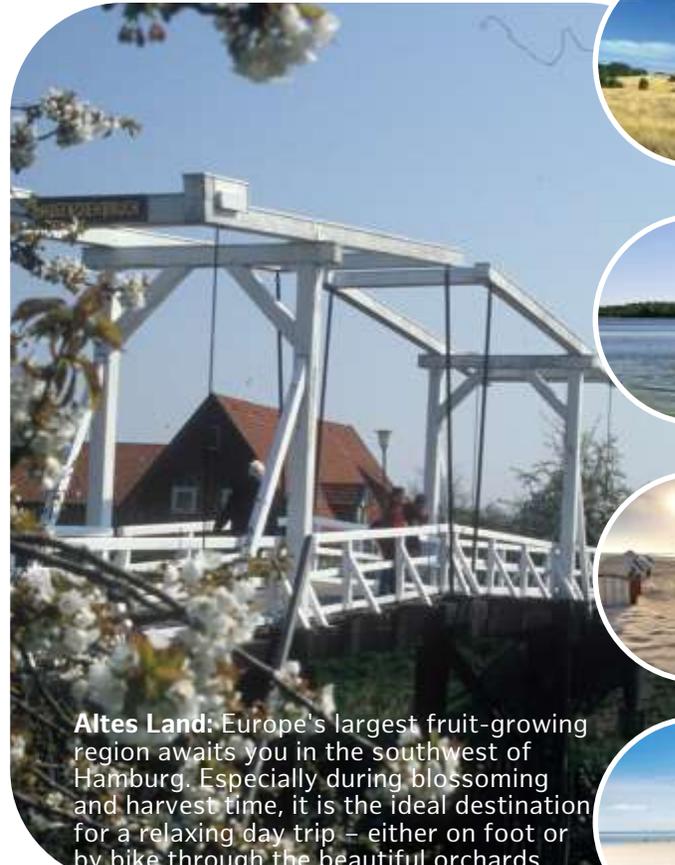


Hotel Atlantic Kempinski (St Georg): Opened in 1909 as a luxury hotel for passengers of the route from Hamburg to New York, this elegant structure with the white façade and the Atlas sculpture on the roof is one of the most iconic buildings in Hamburg's city centre (www.kempinski.com/en/hamburg/hotel-atlantic/)



Empire Riverside Hotel (St Pauli): Modern and elegant, this twenty-storey building is situated between the Reeperbahn and the Landungsbrücken, towering like a lighthouse above the banks of the Elbe (www.empire-riverside.de/en/)

Mövenpick Hotel Hamburg (Schanzenviertel): A unique overnight experience in a historic water tower from 1910 in the heart of the Schanzenviertel. All of the 226 rooms on 20 levels actually provide a panoramic view of Hamburg (www.movenpick.com/en/europe/germany/hamburg/hotel-hamburg/location/)



Altes Land: Europe's largest fruit-growing region awaits you in the southwest of Hamburg. Especially during blossoming and harvest time, it is the ideal destination for a relaxing day trip – either on foot or by bike through the beautiful orchards (www.urlaubsregion-altesland.de/urlaubsregion/welcome.html)



Lüneburg Heath: Violet heathlands and green forests, sandy yellow soils and romantic rivers, half-timbered houses and lovely little heath villages, imposing megalithic tombs and time-honoured monasteries, a healthy climate and leisure parks – all of this awaits you south of Hamburg in Lower Saxony's largest holiday region (www.lueneburger-heide.de/en)



Lauenburg Lakes: Located between Hamburg and Lübeck, the 40 lakes of this beautiful nature reserve bear witness to the last ice age. Bordering on the former GDR, the slightly hilled landscape with its forests and wetlands has allowed the flora and fauna to thrive almost undisturbed. Ideal for extended walks and hiking (www.naturpark-lauenburgische-seen.de/front_content.php?idcat=35&channelangellang=5)



Baltic Sea coast: Less than an hour's drive (or train ride) away from Hamburg, the seaside resorts of Lübeck Bay, such as Timmendorf, are popular day-trip destinations. For a somewhat more sophisticated experience, visit Travemünde with its maritime attractions and Thomas Mann-themed history (www.ostsee-schleswig-holstein.de/homepage.html)



North Sea coast: The rhythm of the tides is shaping life on the North Sea coast – and depending on the tide, you can come here for mudflat hiking or water sports. At the mouth of the Elbe, the green dikes provide an excellent view of passing container ships from around the world (www.nordseetourismus.de, www.cuxland.de)

5 X FAMILY TRIPS TO THE COUNTRYSIDE:



In the Fischbek Heath, you can follow the trail of the traditional Heidschnucke sheep, and at the nearby **Wildpark Schwarze Berge** reserve you can enjoy the company of pot-bellied pigs and other animals (www.hamburg-travel.com/see-explore/sightseeing/wildpark-schwarze-berge/)

Making children's eyes shine: in the heart of the Sachsenwald forest, Germany's **oldest butterfly park** lets you marvel at these beautiful creatures, with butterflies from every corner of the world (www.gartenderschmetterlinge.de)

Enjoy fresh countryside air while the little ones roam around – at Hof Eggers in the south-east of Hamburg, a farm that also includes a traditional outdoor café (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/hof-eggers-in-der-ohe)

Baakenpark in the Hafencity, an urban green oasis that attracts young and old alike. You can check out the Himmelsberg hill at a height of 14 metres or simply relax on one of the greens, enjoying the view of Baakenhafen, the iconic Elbe bridges and the Hafencity panorama (www.hamburg-travel.com/see-explore/events/sommer-in-der-hafencity/)

A green haven just outside the city gates: a mere 18 kilometres east of Hamburg's city centre you can find the **Klövensteen game enclosure**, with wild animals, a forest information centre and a traditional forest tavern (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/kloevensteen/)

3

WIND, WATER, AND WIDE SPACES: STORY SUGGESTIONS



PLACES TO GO



STORY SUGGESTION 1: A WALK AROUND THE ALSTER – WITH WIDE VIEWS AND CULINARY STOP-OVERS

Can you think of any other city in the world that treats itself to a 165-hectare artificial lake at a premium location in the city centre? Granted, back in 1235, when the Inner and Outer Alster Lakes were dammed, property prices in Hamburg were more modest. But today, the areas around the Alster are among the priciest and most sought-after residential locations. Thanks to the thoroughly democratic mindset of Hamburg's citizens, these lakeside locations have long since ceased to be privately owned, offering the opportunity to circumnavigate the Outer Alster as part of a picturesque 7.4-kilometre-long route. On a Saturday morning, this route is a popular place to see and be seen for runners and cyclists. For a more laid-back experience, however, we would recommend that you embark on an anti-clockwise walk with many (culinary) breaks – perfect views of the silhouette of Hamburg's city centre included.

Your outing starts at the central station right in the city centre. From here, it is only a five-minute walk to the elegant Hotel Atlantic on the Alster. Before you leave, you might want to pop over to Lange Reihe with its small shops to stock up on picnic food. Arguably the best cake can be found in the Café Gnosa under a rainbow flag. Those who start early in the morning will have a rich, inspiring breakfast a little further down in the Literaturhauscafé on Schwanenwik. If you have less time on your hands, you can grab a cappuccino and a croissant at the Alsterperle just opposite, both with a fantastic view of the city. Further north you will pass Hamburg's time-honoured rowing clubs, the Hamburg Senate's guest house, where e.g. Queen Elizabeth II and the Dalai Lama have stayed, and the Feenteich, a pond that is lined with some of Hamburg's priciest villas. You will then walk past the Blue Mosque, a fine piece of oriental architecture featuring minarets, Arabic calligraphies on tile mosaics and a sky-blue dome.

(story continued)

After a short detour to Winterhude – you are welcome to walk all the way to Mühlenkamp and immerse yourself in the urban life of Hamburg's “Notting Hill” quarter – you will reach the northern end of the lake, offering a wonderful view of the city from the bridge.

If you are in the mood for some healthy exercise, you can rent a canoe at “Bobby Reich” and explore the Alster and its many branches from the water – which is also an ideal way of peeking into the back gardens of the elegant villas along the way. Passing the Egyptian Consulate, the tour continues south again. Perhaps have a coffee or Alsterwasser (that's what Hamburg's locals call their shandy) on the jetty of the AlsterCliff or a little nap on one of the coveted white chairs. The final leg of your journey will take you to past the villa of Jil Sander, the Hamburg School of Music and Theater, the new luxury hotel The Fontenay with its terraced roof as well as the Lakeside restaurant with its spectacular view over the Alster. And once you are past Hamburg's “White House”, the former Consulate General of the United States, you will find yourself back in the old town.

This tour can be done comfortably over the course of one morning or one afternoon. However, if this seems like too much work, we recommend that you take one of the nostalgic ATG Alster steamers. Boat trips depart from Jungfernstieg and allow you to hop on and hop off at many of the spots mentioned.

For even more distance and solitude, you may want to explore the Alster using a rented sailboat. Please note, though, that this option is for experienced sailors only: wind conditions can be very challenging especially in the city centre, and the wind tends to change constantly. The first port of call for sailboat rentals is “Käpt'n Prüsse” just outside the Hotel Atlantic.

5 X TIPS FOR EXPLORING THE ALSTER:



Literaturhauscafé (Uhlenhorst): Anyone who ever enjoyed breakfast or attended at book reading event in this elegant listed villa is most sure to come back (www.hamburg-travel.com/see-explore/culture-music/venues/literaturhaus-hamburg/)

Alsterperle (Uhlenhorst): Decent coffee, finger food, and an unobstructed view of the Alster (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/alsterperle/)

Bobby Reich (Winterhude): Rental place for rowing boats and canoes, at a romantic location with a rustic flair (www.hamburg-travel.com/see-explore/sports-recreation/sports-physical-activity/bobby-reich-bootssteg/)

AlsterCliff (Harvestehude): See and be seen at this popular lakeside café with its large wooden jetty (www.alster-cliff.de)

Restaurant Lakeside at the Fontenay Hotel (Harvestehude): Gourmet restaurant with a terraced roof, providing a spectacular view over the Alster (www.thefontenay.com/en/)

www.mediaserver.hamburg.de / Jörg Modrow

STORY SUGGESTION 2: EXPLORING THE ALSTER FROM THE WATER: CANOEING, SUP & SAILING IN THE HEART OF THE CITY

With more than 2,400 bridges, and thus more than Venice (400) and Amsterdam (1,200) combined, Hamburg actually holds the European record for bridges. Little wonder, then, that the city features numerous waterways, offering ideal conditions for exploring Hamburg in an active way. Whether you are an ambitious athlete or more on the recreational side, there are suitable options for every level. When visiting Hamburg, at least one water sports experience should be on your list as it allows you to explore Hamburg from a unique angle.

On a more tranquil note, canoeing on the Alster and on the countless side canals is suitable for beginners too, since there are no currents or rapids here. And all those who can't swim don't have to worry either, because life jackets are always available on request. To turn this into a romantic journey with your better half, you can equip yourself with a bottle of wine and a picnic basket, paddle along the canals to the Stadtparksee and find a cosy spot there. Or stop over at the Café Canale – probably Europe's only drive-in café for canoes, where your takeaway coffee is handed to you through a window hatch.

To combine your boat tour with environmental protection, you should watch out for the logo of GreenKayak, an initiative that turns waste hunting into an enjoyable experience, providing boats for free paddling tours at six rental stations along the Alster. The robust green kayaks accommodate two people and can be used without any prior experience. On board you will find two life jackets, a bucket and two rubbish grabs, a local map of the waterways as well as a leaflet with tips for protecting birds and plants. After the tour, the waste collected is weighed – a fun way of helping the environment.

Stand-up-paddlers have long ceased to be a rarity on Germany's coasts and inland waterways. In Hamburg, the fairly shallow and calm Alster and the many canals offer numerous great routes for an inspiring SUP experience.

More recently, another water sport has developed from stand-up paddling: SUP yoga. To practice SUP yoga, no special athletic skills are required. With the SUP Club Hamburg, you can learn to explore your own limits in a fun way while enjoying the calming effect of the water, the sun and the lush greenery. With SUP yoga, water sports enthusiasts can experience the unique interplay of strength, balance and lightness.

All those who prefer a less contemplative water sports experience can practice their sailing skills on the Alster. However, these waters are for experienced sailors only: especially in the city centre, wind conditions are challenging and the wind tends to change constantly. Less experienced sailors can embark on a spacious keel dinghy under the guidance of a Hamburg City Sailing instructor. Or you can refresh your skills at the "Käpt'n Prüsse" sailing school, where you can also book taster lessons.

5 X CANOEING, SUP & SAILING ON THE ALSTER



Käpt'n Prüsse: Sailing school, sailing trips and sailing events just outside the Hotel Atlantic (www.hamburg-travel.com/see-explore/round-trips-tours/captain-heinrich-pruesse/)

GreenKayak: kayak tours that combine environmental protection and water sports (www.greenkayak.org)

Café Canale: Your "coffee to paddle" served through a hatch (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/cafe-canale/)

Bodo's Bootssteg: outdoor café and rental place for rowing boats, canoes and sailboats (www.hamburg-travel.com/see-explore/sports-recreation/sports-physical-activity/bodos-bootssteg-boat-and-canoe-rental/)

SUP-Rentals: www.hamburg-tourism.de/das-ist-hamburg/hamburg-ahoi/auf-die-bretter-fertig-los-stand-up-paddling-in-hamburg/

4

WIND, WATER, AND WIDE SPACES: MEDIA TIPS & CONTENT



WHERE TO FIND?



5 X BLOGGING ON THE WATER:

Carina aus Hamburg (D):
www.wohngoldstueck.de/bootsverleih-hamburg

Sascha von Just-Wanderlust (D):
www.just-wanderlust.com/stand-up-paddling/sup-in-hamburg-ist-die-alster-die-beste-stand-up-paddling-location-deutschlands/

Backpacking Bananas (E):
www.youtube.com/watch?v=PEIjqwYmgBQ&t=681s

Girl vs Globe (E):
www.youtube.com/watch?v=Kctux8gyRoE

Going Awesome Places (E):
www.goingawesomeplaces.com/one-day-in-hamburg-what-to-see-do-eat-stay/

Content on wind, water, and wide spaces

for free editorial use:

<https://mediaserver.marketing.hamburg.de/web/54becdddbc02c616/kampagne-wind---weite---wasser/>

5 X INTERNATIONAL BLOGS WITH TIPS FOR OUTDOOR ACTIVITIES:

www.cometohamburg.com/top-things-to-do-and-see-in-hamburg-in-3-days/

www.cometohamburg.com/8-reasons-why-you-should-visit-hamburg/

www.cometohamburg.com/reasons-why-i-cant-wait-to-go-back-to-hamburg/

www.cometohamburg.com/harmsh-of-altes-land/

www.cometohamburg.com/a-long-weekend-in-hamburg-day-3-2/

5 X MEDIA & TV TIPS FOR OUTDOOR ACTIVITIES:

The best bicycle tours in Hamburg:
hamburg.mitvergnuegen.com/2016/11-fahrradrouten-in-hamburg

General overview on green spaces in Hamburg:
www.hamburg-travel.com/see-explore/green-hamburg/

Insider tips on experiencing Hamburg's nature:
geheimtipphamburg.de/kategorie/natur-pur/

Hiking in Hamburg and its surroundings:
hamburg.mitvergnuegen.com/2019/11-schoene-wanderungen-in-und-um-hamburg/

A visit to the Duvenstedt Brook nature reserve:
www.ndr.de/ratgeber/reise/hamburg/Natur-erleben-im-Duvenstedter-Brook,duvenstedterbrook100.html



HAMBURG'S URBAN SHORE

A MARITIME WORLD OF EXPERIENCE

HAMBURG'S URBAN SHORE: EXPLORING THE CITY'S RAW AND BEAUTIFUL LOCATIONS ON THE WATERFRONT

Located at the interface of water and city life, the banks of the Elbe are characterised by attractive green residential areas and countless places of interest – ranging from the HafenCity Hamburg and the iconic Elbphilharmonie to the Speicherstadt warehouse district (a UNESCO World Heritage site) to the famous St Pauli Landungsbrücken, the St Pauli Fischmarkt square, and the Elbe beaches in Oevelgönne and Blankenese. Hamburg's urban shore is shaped by the element of water, wide open views, and a steady west wind coming from the North Sea coast.

On the south side of the Elbe, where the largest part of Hamburg's port is located, you will find more rustic scenery as well as industrial heritage. Surrounded by navigable waterways and green areas, the south side also features the district of Wilhelmsburg, Europe's largest river island.

The north side of the Elbe is characterised by an inspiring mix of urban flair, public parks, wide views of the water and, further to the west, spacious urban beaches that invite you to take a relaxing stroll along the Elbe. Hamburg's urban shore is also home to first-class restaurants on the waterfront, relaxed beach clubs, and traditional cafés.

Hamburg's urban shore has always been a symbol for the city's life on the Elbe – a life that is characterised by authentic people who stand together during hard times, by ships, by the busy port, by the houses with a view, by the beaches in the heart of the city, and by the element of water. It stands for home and wanderlust, tradition and modernity, the raw and the beautiful – something that is constantly in motion, while at the same time conveying peacefulness and tranquillity.

In short: an ideal setting for a one-of-a-kind summer excursion – whether on foot or by bike, from east to west (watch out for headwind!) or from west to east, with the Elbphilharmonie always in view ... and of course with many culinary stop-overs along the way.

More to explore: www.hamburg-travel.com/see-explore/maritime-hamburg/

1

HAMBURG'S URBAN SHORE: LISTICLES

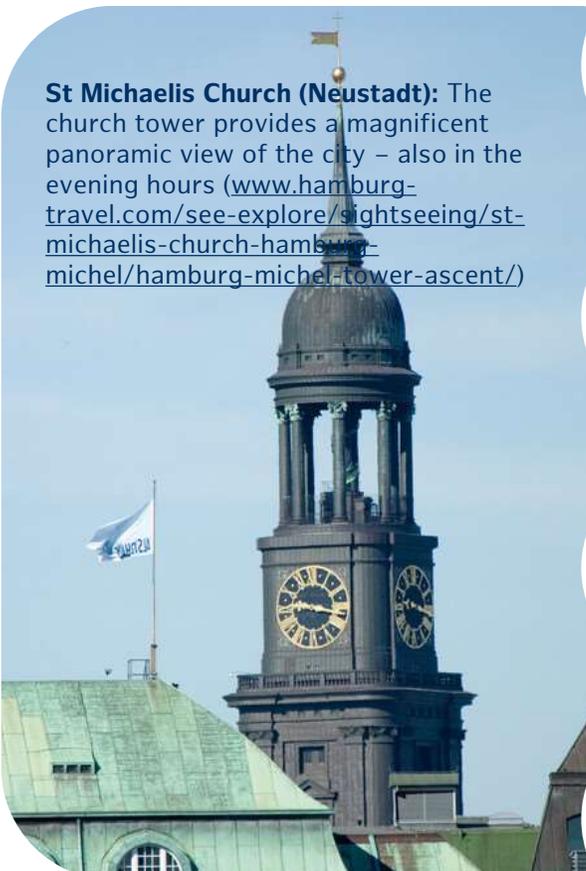


PLACES TO GO



5 X GREAT (VIEWING) SPOTS ON HAMBURG'S URBAN SHORE:

5X MARITIME DINING:



St Michaelis Church (Neustadt): The church tower provides a magnificent panoramic view of the city – also in the evening hours (www.hamburg-travel.com/see-explore/sightseeing/st-michaelis-church-hamburg-michel/hamburg-michel-tower-ascent/)



Gezi Park Fiction (St Pauli): Overlooking the port and the shipyards, this neighbourhood park is a popular spot among St Pauli locals (park-fiction.net/category/english/)



Altonaer Balkon (Altona): The ultimate viewing platform for watching giant container ships passing by (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/altonaer-balkon/)



Elbphilharmonie Plaza (HafenCity): The view from the Plaza is a must for all guests since 2017, with a steady west wind and best enjoyed at sunset (www.elbphilharmonie.de/en/plaza)



Stairs Quarter of Blankenese (Blankenese): You can explore the narrow roads and alleys either by bus (line 488) or on foot (www.hamburg-travel.com/see-explore/sightseeing/blankenese/)



Salt & Silver Zentrale (St Pauli): A hip foodie place with an excellent view of the port

www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/salt-silver/

Fischereihafen Restaurant (Altona): classic fish restaurant at the port, with an elegant flair (www.fischereihafenrestaurant.de/en/)



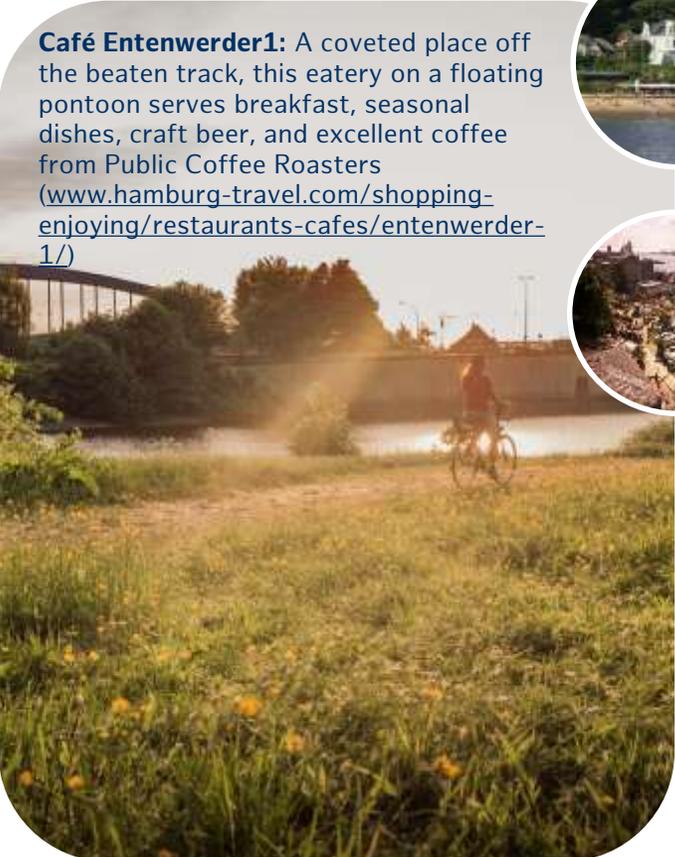
Lime Tree Terrace at Hotel Louis C. Jacob (Nienstedten): Afternoon tea on the time-honoured terrace depicted by Max Liebermann, with a fantastic view of the Elbe (hotel-jacob.de/en/restaurants-bar/lime-tree-terrace/)



FISCHclub (Blankenese): A haven for all lovers of fish, situated on a pontoon in Blankenese (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/fischclub-blankenese/)

Süllberg Deck 7 (Blankenese): gourmet cuisine in a relaxed atmosphere, towering above the Elbe (www.karlheinzhauser.de/deck-7)

5 X BEACH CLUBS, CAFÉS & BARS ON HAMBURG'S URBAN SHORE:



Café Entenwerder1: A coveted place off the beaten track, this eatery on a floating pontoon serves breakfast, seasonal dishes, craft beer, and excellent coffee from Public Coffee Roasters (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/entenwerder-1/)



Strandperle: The ultimate Elbe experience. Watch the ships passing by, dig your feet into the sand and dream away the afternoon with a fish roll in your hand (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/strandperle/)



Strand Pauli: The perfect holiday atmosphere, including St Pauli off-scene flair and a fabulous view of the shipyard opposite (www.hamburg-travel.com/see-explore/routes-tours/nightlife-with-view-of-the-elbe/)

Überquell (St Pauli): Brewery serving one of the best beers in town – centrally located between Landungsbrücken and St Pauli Fischmarkt (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/ueberquell-hamburg/)

Dock 13 (Oevelgönne): Beach club with a view of the container terminals on the Elbe (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/zum-alten-lotsenhaus/)

5 X HOTELS WITH A VIEW OF THE ELBE:



The Westin (HafenCity): Luxury hotel on-site the Elbphilharmonie building, with a one-of-a-kind view of the HafenCity and the port (www.marriott.co.uk/hotels/travel/hamwi-the-westin-hamburg)

Hafenkran Hamburg (HafenCity): Arguably one of the most original places to stay as rooms are built into a historic floating crane in the HafenCity (www.floatel.de/en/hideaways/hafenkran-hamburg)

Hotel Hafen Hamburg (St. Pauli): Classic choice, providing an unparalleled view over the port (www.hotel-hafen-hamburg.de/en/)



GINN Hotel (Altona): New opening, with rooms and junior suites located in the Elbspeicher at the historic Fish Market (ginn-hotels.com/?lang=en)

Louis C. Jacob (Nienstedten): Romantic luxury hotel on the Elbchaussee, including a star-studded restaurant (hotel-jacob.de/en/)

5 X DISCOVERY TRIPS ALONG THE RIVER ELBE:

Willkomm-Höft ships welcome point in Wedel: Classic destination for an excursion to Hamburg's surrounding region. Each incoming ship is greeted to the tune of its national anthem as onlookers enjoy coffee and cake. (www.hamburg-travel.com/see-explore/sightseeing/willkomm-hoeft)

Natureum Niederelbe (Balje):

Natural history museum and exhibition centre in close proximity to the North Sea, offering a wealth of information on the regional ecosystem (www.natureum-niederelbe.de/)

Zollenspieker Fährhaus:

Coming from Hamburg, the hotel – and the Zollenspieker nature reserve – are located at the southernmost point of the Elbe in Hamburg. An ideal environment for all nature lovers (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/zollenspieker-faehrhaus-restaurant/)

Vier- und Marschlande: Fruit and veg growing region in the southeast, marshland that was cultivated by Dutch settlers, with many circular hiking routes (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/vier-und-marschlande/)

Mudflat hiking off the island of Neuwerk: 120 km from Hamburg, the North Sea island of Neuwerk in the Wadden Sea National Park is actually a municipality of Hamburg (www.hamburg-travel.com/discover-hamburg/areas/island-neuwerk/)



2

HAMBURG'S URBAN SHORE: STORY SUGGESTIONS



PLACES TO GO



STORY SUGGESTION 1

A BEACH HOLIDAY IN THE CITY OF HAMBURG?

Hamburg exudes the beachy air of the sea – that’s what you will find when standing on the Elbe shore, looking at the gigantic container ships as they make their way down the river to the sound of seagulls. As you feel the soft sand under your feet, you get that special holiday feeling – a beach holiday feeling in the very heart of the city.

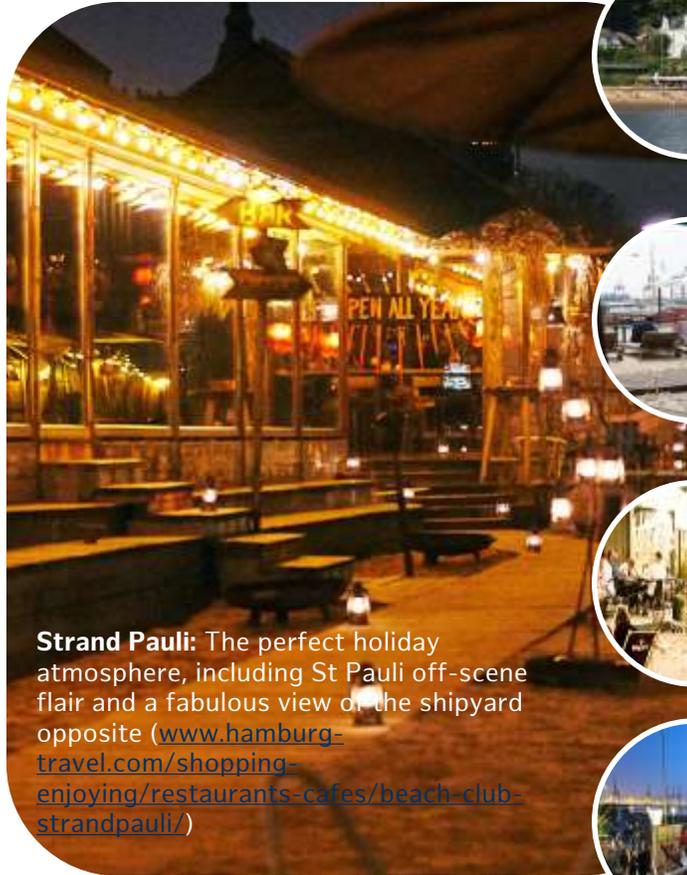
Digging your bare feet into the sand, you watch the ships pass by, with the sun on your skin, palm trees swaying in the summer breeze, a cool caipirinha in your hand, and relaxing music in the background. All this can be experienced in the three beach clubs at the St Pauli Landungsbrücken: directly on the Elbe in the middle of the port, the beach clubs “Strand Pauli”, “Hamburg del Mar” and “Dock 3” create an unparalleled holiday and club experience.

All those who prefer a more contemplative experience can simply walk over to one of the beachy stretches on the Elbe. Thanks to water quality improvements in recent years, you might also consider taking a dip in the water. Be mindful, though, of the tides as well as the currents created by the passing ships. Oevelgönne with its many beachy stretches used to be the home of seafaring captains and belongs to the district of Altona. Especially during the summer months, this is where locals enjoy the sun and the view of the 24-hour container port opposite. The Strandperle, which is also located here, is a real institution and is considered to be the “mother of all Hamburg beach clubs”. The nearby eateries and the Oevelgönne beaches are popular places for enjoying a mild summer evening. During the day, you can view the historic vessels of the Oevelgönne museum harbour or take a long walk along the shore to the Ice Age granite boulder “Alter Schwede”.

Further to the west, the Blankenese beach with its small hotels, pontoon restaurants and bathing spots is a surprisingly quiet place for a large city. The former fishing village exudes an almost Mediterranean atmosphere and is ideal for a mix of relaxing beach holiday and inspiring city break. Using the S-Bahn, Blankenese can be reached in only 15 minutes from Hamburg’s city centre. The promenade above the beach is shaped by its petite wooden buildings that are typical of Northern Germany. Some of these host small beach hotels, restaurants with Hamburg specialities or beer gardens where you can enjoy barbecued fish, draught beer, and much more.

Extending your journey even further to the west, towards the district of Rissen, you will reach Falkenstein shore, a wonderful place to go for a recreational walk at any time of the year. The Geesthang, a steep slope overlooking the shore, offers a beautiful panoramic view over the Elbe. The path along the sandy banks of the Elbe gives you a foretaste of the North Sea and is somewhat reminiscent of the Frisian Islands. Only a few metres further on, Wittenbergen beach with its shallow water is a popular destination for local families. The Wittenbergen landing stage juts several metres out into the water and offers ideal conditions for sunbathing or for watching the giant container ships passing by.

5 X BEACH CLUBS FOR A PERFECT SUMMER'S DAY:



Strand Pauli: The perfect holiday atmosphere, including St Pauli off-scene flair and a fabulous view of the shipyard opposite (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/beach-club-strandpauli/)



Strandperle: The ultimate Elbe experience. Watch the ships passing by, dig your feet into the sand and dream away the afternoon with a fish roll in your hand (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/strandperle/)



"Hamburg del Mar" and "Dock 3": These two adjacent beach clubs are located right at the St Pauli Landungsbrücken, serving barbecued food and tasty cocktails and featuring inviting sun loungers (www.hamburg-del-mar.de and www.dock3beachclub.de)

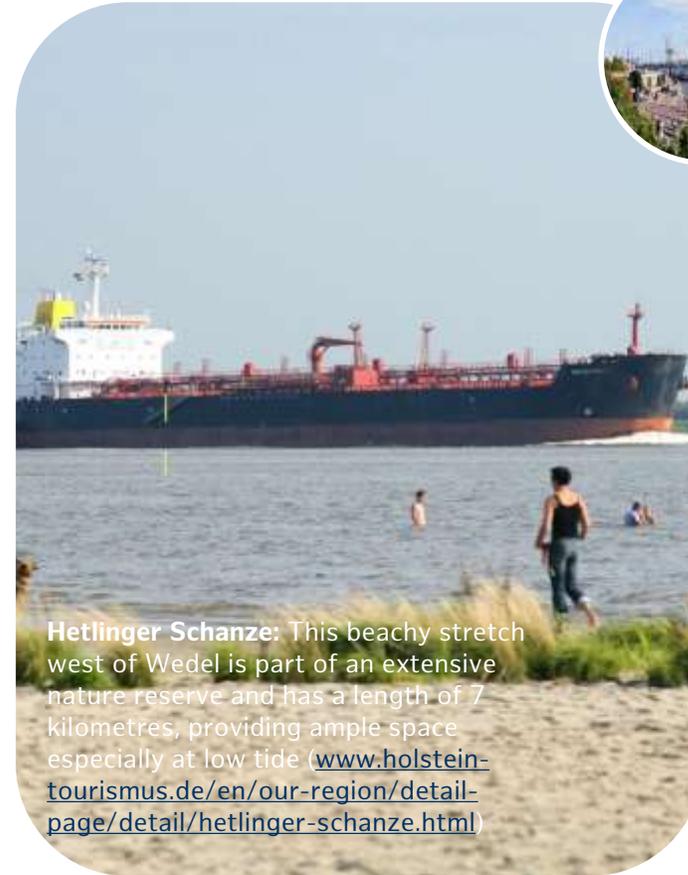


Central Park: Urban beach club with a laid-back atmosphere in the middle of the Schanzenviertel. Here you can play table tennis, enjoy a good drink and dig your toes into the sand (www.hamburg-travel.com/shopping-enjoying/the-nightlife-scene/central-park-hamburg/1)



Dock13 (Oevelgönne): Beach club with a view of the impressive container terminals on the other side of the Elbe (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/zum-alten-lotsenhaus/)

5 X ELBE BEACHES TO STROLL ALONG:



Hetlinger Schanze: This beachy stretch west of Wedel is part of an extensive nature reserve and has a length of 7 kilometres, providing ample space especially at low tide (www.holstein-tourismus.de/en/our-region/detail-page/detail/hetlinger-schanze.html)



Oevelgönne beach: Chill out on a deck chair, relax on the beach with a beer or take your volleyball skills to the test (www.hamburg-travel.com/see-explore/maritime-hamburg/wittenbergen-elbe-shore/)

Blankenese beach: At this peaceful destination in Hamburg's west, guests can find small beach hotels, restaurants, and bathing spots (www.hamburg-travel.com/see-explore/maritime-hamburg/the-elbe/blankenese-shore-beach-holiday-in-the-middle-of-hamburg)

Falkenstein shore: A little quieter than other beachy stretches, this is a popular place for long walks throughout the year (www.hamburg-travel.com/see-explore/green-hamburg/parks-green-spaces/falkensteiner-beach)

Wittenbergen shore: At the most westerly stretch of the Elbe beaches, the sand is a bit finer than elsewhere. From here, you have an excellent view of the lighthouse and the passing ships (www.hamburg-travel.com/see-explore/maritime-hamburg/elbe-beach/)

STORY SUGGESTION 2: A CYCLE TOUR ALONG HAMBURG'S URBAN SHORE

Germans love their rules, so here are two basic rules for you when planning your cycle tour along Hamburg's urban shore. First, you want to make sure you travel from west to east – i.e. from Wedel / Blankenese to HafenCity or Entenwerder. That's because you want to harness the tailwind coming from the North Sea. Second, you want to allow plenty of time – even though the route might seem quite short for an experienced cyclist (about 17 km from Blankenese to the HafenCity). That's because you want to accommodate at least three or four stops for refreshment or picnic breaks. If you follow these two basic rules, you will be sure to experience a highly diverse and utterly inspiring maritime excursion that is unparalleled among European metropolitan regions.

Your journey begins in the city centre, where you take your bike on the S 1 or S 11 to Blankenese. Pushing your bike downhill through the picturesque stairs quarter, you will reach the beach of Blankenese, a former fishing village and now a well-to-do Elbe suburb. Fancy a tasty lunch? "FISCHclub Blankenese" offers a great choice of maritime dishes – or perhaps try a fish roll at the "Op'n Bulln" on a pontoon. Your route continues in the direction of Hamburg's city centre. Cycling along the Elbwiesen nature reserve, you will follow the path of the river, passing yacht clubs (to the right) and stately villas (to the left). If you are in a competitive mood, you can take up a race with one of the giant ships arriving with the tide at the container terminals on the other side of the Elbe.

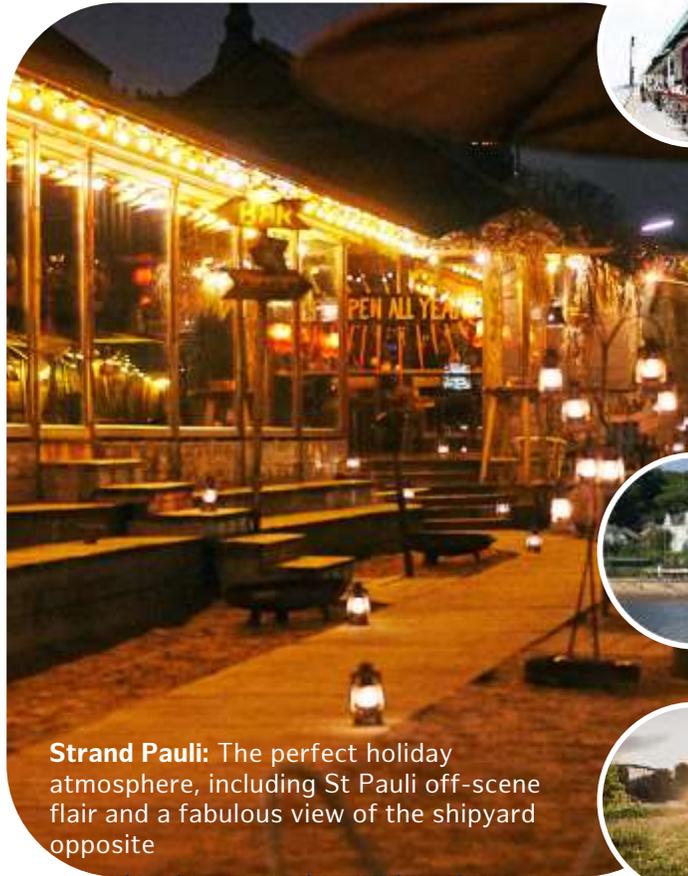
(story continued)

The south side of the Elbe is also home to the world's third largest aircraft workshops – the Airbus plant in Finkenwerder, the birthplace of the A320 holiday planes and the legendary A380 double-decker. Passing various beer gardens, you will now reach the romantic highlight of your tour: the Lime Tree Terrace of the Hotel Louis C. Jacob, also known as the “Liebermann Terrace”, named after the famous impressionist painter, who captured the beauty of this place in 1902. Here you can enjoy your afternoon tea in a truly unique setting. A little later, as you reach the Teufelsbrück jetty, you will take a short detour to the Jenischpark, an English-style landscaped park that is also home to the Jenisch Haus and the Ernst Barlach Haus – the cultural highlight of your cycle tour. A few minutes later, you will pass the “Alter Schwede”, a glacial erratic with a weight of more than 200 tonnes. You will then reach Oevelgönne, a lovely village with a great choice of eateries and some old captain's cottages (you are better off pushing your bike now). Here you can also find the Strandperle, the mother of all Hamburg beach clubs – ideal for a cool bottle of beer and a well-deserved rest on the beach.

Leaving the Oevelgönne museum harbour behind you, the scenery becomes more urban: at Alter Fischereihafen, you can grab a fresh fish roll from the fish wholesalers, and on Saturday mornings you can treat yourself to oysters and champagne in one of the small fish restaurants opposite. By the way, Hamburg’s famous fish market is held every Sunday from 5 to 9:30 a.m. outside the historic fish auction hall. A must for all guests, it can be enjoyed first thing in the morning or at the end of a St Pauli party night. The route along the St Pauli Landungsbrücken (excellent fish rolls also at “Brücke 10”) will be a bit busier, until you reach your final destination – the Elbphilharmonie in the HafenCity. Make sure to check out the Plaza viewing platform for a gorgeous panoramic view. And if you’re still bursting with energy, you can continue along the cycle path to the Entenwerder peninsula for coffee at Public Coffee Roasters and a slice of cake at Entenwerder1 – a pontoon café on the Northern Elbe that is popular among locals.

Hamburg on a bike www.hamburg-travel.com/see-explore/routes-tours/bicycle-tours

5 X REFRESHMENT ALONG HAMBURG'S URBAN SHORE



Strand Pauli: The perfect holiday atmosphere, including St Pauli off-scene flair and a fabulous view of the shipyard opposite

www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/beach-club-strandpauli/



FISCHclub (Blankenese): Great choice of fish dishes on a pontoon moored off Blankenese (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/fischclub-blankenese)



Lime Tree Terrace at the Hotel Louis C. Jacob (Nienstedten): Afternoon tea on the famous terrace painted by Max Liebermann, with a magnificent view over the Elbe (hotel-jacob.de/en/restaurants-bar/lime-tree-terrace/)



Strandperle: The ultimate Elbe experience. Watch the ships passing by, dig your feet into the sand and dream away the afternoon with a fish roll in your hand (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/strandperle/)

Café Entenwerder1: A coveted place off the beaten track, this eatery on a floating pontoon serves breakfast, seasonal dishes, craft beer, and excellent coffee from Public Coffee Roasters (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/entenwerder-1/)

5 X CYCLE TOURS & CYCLING TIPS



11 cycle routes in Hamburg: www.hamburg.mitvergnuegen.com/2016/11-fahrradrouten-in-hamburg/



6 bike excursions across Hamburg's surrounding region: www.geheimtipphamburg.de/geheimtipp/mit-uns-auf-radtouren-kommen-6-strecken-die-euch-richtig-einheizen/



Day-to-day cycling in Hamburg: fahrrad.hamburg/en/



Bike rentals: StadtRAD Hamburg (stadtrad.hamburg.de/en) for shorter trips & Hamburg City Cycles (www.hhcitycycles.de/en/) for longer excursions and guided cycle tours

Exploring Hamburg by bike
<https://www.hamburg-travel.com/see-explore/routes-tours/bicycle-tours>

3 HAMBURG'S URBAN SHORE: MEDIA TIPS & CONTENT



WHERE TO FIND?



5 X WEB TIPS ON LIFE ON THE WATERFRONT



Life on the water: www.hamburg-travel.com/discover-hamburg/waterfront-city/life



Discovery tours along the Elbe: www.hamburg-travel.com/see-explore/routes-tours/along-the-elbe



Walking routes along the Elbe: www.hamburg-travel.com/see-explore/routes-tours/maritime-tour-entlang-des-elbstrandes



Houseboat rentals in Hamburg: hamburg.mitvergnuegen.com/2019/11-hausboote-die-ihr-in-und-um-hamburg-mieten-koennt-2/



Behind the scenes of a floating coffee roastery: www.waterkant-touren.com/die-schimmende-kaffeeroesterei/

Content on Hamburg's urban shore

for free editorial use:

<https://mediaserver.marketing.hamburg.de/web/3e0c6d447d11e85f/stadtk-ste---kampagne-wind-weite-wasser/>

SUSTAINABLE HAMBURG

THINK GREEN. ENJOY HAMBURG.



SUSTAINABLE HAMBURG: THINK GREEN. ENJOY HAMBURG

What is one of the main components of a city break in close touch with nature? Well, nature itself. Today, metropolitan regions are increasingly taking steps to ensure that nature and natural resources are used in a responsible manner. In Hamburg, a fresh breeze can also be felt when it comes to sustainability, as the city's ecosystem of fair fashion, regional and seasonal cuisine, as well as sustainable mobility and upcycling projects continues to grow and thrive. Using the ICE, you can travel to Hamburg in a climate-friendly way, and thanks to Hamburg's extensive and eco-friendly public transport network, including port ferries and the StadtRAD bike rental system, even families don't need a car to get around. In fact, Hamburg's local public transport system is entirely CO2 neutral.

Quite aptly, Hamburg Tourismus has launched the digital Hamburg CARD Green, which can be easily downloaded to your smartphone. Thus, you can enjoy unlimited mobility throughout your stay, with free travel by underground, suburban rail, buses and port ferries – in addition to countless opportunities to explore the real Hamburg. Plus, the card offers discounts at numerous sustainable attractions across Hamburg.

For example, from the Steinstrasse bus stop in the old town, lovers of regional cuisine can walk over to the Hobenköök – a market hall with Hamburg delicacies and an adjacent restaurant. Even sustainable overnight stays are easy in Hamburg: the Raphael Hotel Wälderhaus at Inseipark Wilhelmsburg, for instance, offers a holistic holiday experience amidst a forest atmosphere. And all those who would like to spend the night in a super central location will find sustainable accommodation at the Scandic Hamburg Emporio.

More info on sustainable Hamburg at www.hamburg-travel.com/discover-hamburg/experience-sustainability/

1

SUSTAINABLE HAMBURG: LISTICLES



PLACES TO GO



5 X RETAIL SHOPPING BEYOND THE HIGH STREET:



Stückgut Hamburg: Package-free supermarket, with branches in Ottensen and St Pauli: www.stueckgut-hamburg.de/

All my friends (Schanzenviertel): Sustainable concept store on Schanzenstrasse, featuring a wide range of eco labels under one roof
www.hamburg-travel.com/shopping-enjoying/shopping-in-hamburg/all-my-friends/

Lockengelöt (Karlinenviertel): Upcycling store on Marktstrasse, offering a great range of creative furnishings and accessories
www.lockengelot.com

Mr & Mrs Green (Karlinenviertel): Ethical fashion labels in one place on Marktstrasse
www.mr-mrs-green.com/

Glore Hamburg (Altona / Karlinenviertel): Sustainable concept store, with branches in Altona and the Karlinenviertel
www.hamburg-travel.com/shopping-enjoying/shopping-in-hamburg/glore-altona/

5 X SUSTAINABLE RESTAURANTS & CAFÉS:



Hobenköök (city centre): Low German for "harbour kitchen", this is a culinary hotspot at the interface of the old town and the Hafencity. A perfect mix of market hall, restaurant and catering, with a focus on regional and seasonal food
[\(www.hobenkoeock.de/\)](http://www.hobenkoeock.de/)

In guter Gesellschaft (Karlinenviertel): At Hamburg's very first zero waste café, you can enjoy your afternoon tea with an eco-friendly edge (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/in-guter-gesellschaft/)

100/200 kitchen (Rothenburgsort): A somewhat different fine dining experience: the team of 100/200 embraces the nose-to-tail concept, according to which nothing goes to waste (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/)

Wolfsjunge (Uhlenhorst): This recent winner of a green Michelin star has a focus on original home-made cuisine. Only certified organic ingredients sourced from regional producers are used here (www.hamburg-travel.com/shopping-enjoying/restaurants-cafes/restaurant-wolfsjunge/)

Aendré: (Hoheluft): Hamburg's very first conscious café, with an excellent choice of vegan delights. The café's sunny terrace is a perfect place for an eco-friendly start to your day. (www.aendre.de/)

5 X SUSTAINABLE HOTELS IN HAMBURG:

Raphael Hotel Wälderhaus (Wilhelmsburg):

Situated on the Elbe island of Wilhelmsburg, this 3-star superior hotel lures guests with a modern, eco-friendly design and a holistic concept

(www.raphaelhotelwaelderhaus.de/en)

PIERDREI Hotel (HafenCity): The hotel's 212 rooms from small to extra-large, the outdoor stage, childcare services, the terraced roof and the campsite at a lofty height ensure a unique mix of hospitality and entertainment (www.pierdrei-hotel.de/en/home)

25hours Hotel Hamburg HafenCity: Urban, quirky interior design with an authentic port flair. The 170 original "guest berths" bear the marks of 25 (real or fictitious) sailors. The respective logbook in each room provides the full story (www.25hours-hotels.com/en/hotels/hamburg/hafencity)

Scandic Hotel Hamburg Emporio (city centre): Unique combination of Nordic design, sustainability and functionality. The hotel's interior design is shaped by the element of water, creating a direct link to the locality (www.scandichotels.com/hotels/germany/hamburg)

Lindner Park Hotel Hagenbeck (Stellingen): This 4-star hotel is a zoo-themed hotel that exudes the exploratory spirit of the 19th century. Each of the rooms retells the story of the discovery of a particular species (www.lindner.de/en/hamburg-park-hotel-hagenbeck/welcome.html)

More tips on sustainable overnight stays in Hamburg:
www.hamburg-travel.com/discover-hamburg/experience-sustainability/sustainable-accommodations

2 SUSTAINABLE HAMBURG: STORY SUGGESTIONS



PLACES TO GO



STORY SUGGESTION

FOCUS ON GREEN TOURISM:

A PERFECT DAY IN SUSTAINABLE HAMBURG

Hamburg is not only one of Europe's most exciting city destinations, but also one of the greenest. As well as being home to the Elbphilharmonie Hamburg, renowned international museums and countless other places of interest, Hamburg is one of the most natural and greenest cities in the world: in fact, 540 square kilometres of the municipal area are covered by parks, wooded lands, and nature reserves. And arriving in Hamburg is just as green: from all major cities in Germany, Hamburg can be reached in just a few hours using the ICE train – with no flights involved and a minimum carbon footprint.

Off to a good start

You can start your perfect eco-friendly day in Hamburg with a visit to a farmers' market – such as the beautiful Isemarkt in the district of Eppendorf. Here you can browse through fruit, veg, flowers and other fresh produce from the Hamburg region. For sustainable retail shopping, you can head over to the Schanzenviertel, the Karolinenviertel, Ottensen or St Pauli, where innovative shops and stores such as Bidges & Sons and "All my friends" offer a great range of sustainable, fair-trade and upcycling fashion items – many of these handmade and created by local designers. When it comes to sustainable neighbourhoods, the HafenCity, Hamburg's innovative urban development project at the port, is of course also worth mentioning. Here, the "Osaka 9" pavilion provides unique insights into the HafenCity's sustainability concept. All year round, ample green spaces such as the Stadtpark in Winterhude and the "Planten un Blomen" park in the old town are popular destinations for Hamburg's locals, providing rest and relaxation in the middle of the city.

(story continued)

From coffee breaks to dinner nights

Fancy an eco-friendly coffee break? Hamburg is home to many cafés that take ethics to another level, e.g. with fair-trade coffee and coffee from local roasteries such as Elbgold and Burg. Traditional cafés such as “BioKonditorei Eichel” and “Kleine Konditorei” in Eimsbüttel, “Café unter den Linden” in the Schanzenviertel and the family-owned regional chain “Eis Schmidt” are but a few examples reflecting the gradual shift towards sustainability. Likewise, there are more and more restaurants with a focus on organic food and regional products. When it comes to vegetarian and organic cuisine, “Tassajara” in Eppendorf is a real pioneer. “Wehmann's Bistro” on the Elbchaussee and the HACO restaurant in St Pauli are further proof of the growing environmental and health awareness in Hamburg’s gastronomic scene. Meanwhile, the “Hobenköök” near the port is celebrated by the foodie community for its delicious Northern German creations – and for its attached market hall with fresh groceries from the region. And if you prefer a more modest dinner experience, why not pop over to “Schmitt Foxy Food” in the Schanzenviertel, where you can indulge in organic quality bratwurst and currywurst.

Low-impact overnight stays

Your eventful day in Hamburg is coming to a close and you head back to your eco-friendly hotel. For all nature lovers, the “Raphael Hotel Wälderhaus” is definitely worth trying: ever since its opening as part of the 2013 International Building Exhibition, this innovative project on the Elbe island of Wilhelmsburg has been attracting a lot of attention. Built from timber and other natural materials, the 3-star hotel also includes a restaurant with a strong focus on sustainability. Low-impact accommodation and high environmental standards are also provided e.g. by the Scandic Hamburg Emporio in the city centre, offering guests an eco-friendly environment with natural wooden floors. Hotels bearing the “Certified Green Hotel” label, such as Privathotel Lindtner in Heimfeld, excel at ensuring sustainability by meeting strict criteria including eco-friendly energy and water supplies, sensible waste disposal, a sustainable food concept, and much more.

More information and inspiration on sustainable Hamburg:

www.hamburg-travel.com/discover-hamburg/experience-sustainability/

3 BLOGGER'S TIPS ON SUSTAINABLE HAMBURG



WHERE TO FIND?



5X VEGAN & VEGETARIAN HOTSPOTS RECOMMENDED BY INTERNATIONAL BLOGGERS:

www.mostlyamelie.com/vegan-hamburg/

www.thenomadicvegan.com/vegan-hamburg-germany/

www.veggiedesserts.com/vegan-hamburg/

www.annetravelfoodie.com/best-food-hamburg/

www.veganhamburg.com/en

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