

European Capital of Culture Chemnitz 2025 presents itself at ITB 2024 in Berlin

ITB Berlin, the world's leading travel trade show, will take place from 5 to 7 March 2024. The European Capital of Culture Chemnitz 2025 presents itself to an international audience at two locations at the ITB.

With the opening of the European Capital of Culture year on 18 January 2025, the spotlight will be on the Saxon industrial city of Chemnitz, which, together with 38 municipalities from Central Saxony, the Ore Mountains and the Zwickau region, holds the title of European Capital of Culture. A rich common cultural and industrial heritage connects Chemnitz and the surrounding region.

"C the Unseen" – the motto for Chemnitz 2025 is appeal and programme at the same time. The aim is to make the previously unseen and undiscovered visible. Over 1000 events will take place in 2025.

In the exhibition hall for cultural tourism CULTURE LOUNGE (location: hall 8.2), Chemnitz 2025 will be together on a joint stand with the European partner Capital of Culture 2025 Nova Gorica/Gorizia. The city which is located at the Slovenian and Italian border is setting its Capital of Culture year under the motto "Go! Borderless".

More than 60 other cultural projects, destinations and museums from Germany and the world can be found in the CULTURE LOUNGE of the ITB.

As part of the cultural tourism programme of the CULTURE CONFERENCE LOUNGE (Location: Großer Stern, Room VIP-1) the two European Capitals of Culture 2025 will host a joint presentation on 6 March at 12 noon entitled "Transcending borders, discovering the unseen – Spotlight on the European Capitals of Culture 2025".

In the run-up to this presentation, Chemnitz 2025 is invited to take part in a Travel Talk at the booth of "I feel Slovenia" (hub 27, stand 102). The focus will be on the opportunities that the Capital of Culture project brings to tourism as well as successes and challenges in the preparation period.

In addition, the topic of Chemnitz 2025 will be visible at the stand of "Germany travel" within Saxony's presentation. Representatives of the Tourism Associations of the destinations Chemnitz, Zwickau, Region, and Ore Mountains, the Chemnitz City and Tourism Marketing as well as the Saxony Tourism will provide advice on touristic topics such as urban and rural exploration as well as cultural and nature enjoyment. The stand of the German National Tourist Board can be found in the hub27 exhibition hall at booth 201.

At ITB Berlin 2023, around 5,500 exhibitors from 161 countries presented their products and services to more than 90,000 visitors.

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Chemnitz
Kulturhauptstadt
Europas



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Related links to the European Capital of Culture 2025:

General

www.chemnitz2025.de

Press

www.chemnitz2025.de/presse

Related links to the tourism associations of Chemnitz, the surrounding region and Saxony:

Chemnitz Travel

www.chemnitz.travel

Tourismusverband Chemnitz. Zwickau. Region.

www.chemnitz-zwickau-region.de

Tourismusverband Erzgebirge e. V.

www.erzgebirge-tourismus.de

Tourismus Marketing Gesellschaft Sachsen

www.sachsen-tourismus.de

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