



Potsdam Alter Markt (c) DZT Francesco Caravillano

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Brandenburg up to date: concerts, festivals, new neighbourhoods, anniversaries & co.

In the first edition of the TMB Press News 2025, you can expect the following topics:

Season Openings: **The "Baum & Zeit" treetop path** in Beelitz takes visitors high into the treetops, offering breathtaking views of the surrounding nature while walking at dizzying heights.

Over 30 castles and gardens in Berlin and Brandenburg will offer fascinating insights into the history of the Prussian monarchy starting April 1, 2025, inviting visitors on vivid journeys through time.

The **new display depot of the Filmmuseum Potsdam** in Babelsberg presents around 750 objects and 400 documents of film history, allowing visitors direct and in-depth access to the world of cinema through interactive stations and digital information.

The Großräschener See, created from a former open-pit mine, will be opened for tourism and recreational activities in April 2025.

Anniversaries: In 2025, the 80th anniversary of the end of World War II and the liberation of the Sachsenhausen and Ravensbrück concentration camps will mark the liberation of Germany from National Socialism. We will introduce some important memorial sites, such as the Seelower Heights, the Ravensbrück Memorial and Museum, and the Sachsenhausen Memorial and Museum.

Concerts, Festivals, Anniversaries & More: Brandenburg is the perfect backdrop for an extensive range of events. Whether in castles and parks, on nature stages, or even casually on the beach – the event calendar is well-filled. We've compiled some highlights, including the **Brandenburg Summer Concerts**, the **Elbland Festivals**, the **2nd GREEN VISIONS Film Festival POTSDAM**, and events from **rock, pop, techno, and jazz**. Additionally, the **Brandenburg Water Festival** will take place again in the summer.

With **new, sometimes unusual accommodations**, the overnight segment continues to evolve. Brandenburg's hosts are welcoming guests with hotel openings, a caravansary, and sleeping options in mini towers.

Lastly, we present the **Polish holiday map of the Lausitz Lakes region**, newly released in March 2025, and provide an update on the **Brandenburg tourism statistics for 2024**.

Die TMB Tourismus-Marketing Brandenburg GmbH wurde 1998 gegründet. Als Destination-Management-Organisation ist sie für die langfristige und

nachhaltige Positionierung sowie Entwicklung und Vermarktung der touristischen Angebote im Land Brandenburg verantwortlich. Hierzu zählt insbesondere die Markenführung der touristischen Marke Brandenburg und der damit verbundene Markenprozess. Die Gesellschafter der TMB sind das Land Brandenburg (59 Prozent), die Vereinigung Brandenburgischer Körperschaften zur Förderung der Brandenburgischen Tourismuswirtschaft GbR (36 Prozent) und die Berlin Tourismus & Kongress GmbH (visitBerlin) (5 Prozent).

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