

THE BEST GERMAN CREATIVE DESTINATION IS...



Die Gewinner des Wettbewerbs "**Best German Creative Destination**" stehen fest!

These awards were created by the international organization **Creative Tourism Network®** and aim to enhance and support German destinations that rely on creative tourism.

Creative tourism guarantees a model of **sustainable tourism** that responds to the new demand of travelers in search of **authentic and creative experiences**, generating a **value chain** that benefits local areas and communities.

The international jury, consisting of **tourism marketing and creative industries experts**, had the task of selecting this year's winners from the diversity of destinations that applied from all over Germany. The main criteria were use of **creativity to design authentic experiences, diversification of the tourism offer by enhancing intangible cultural heritage and creation of a local ecosystem**.



Creative Tourism Network®
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The winners will benefit from the **international promotion** of the **Creative Tourism Network®**, a webinar to **raise the awareness** of their local stakeholders on creative tourism, as well as from the synergies generated within the year **2021**, declared "**International Year of the Economy Creative for Sustainable Development**", by the United Nations.

The 5 winners are:

Best Strategy for the Development of Creative Tourism Germany (Category Strategy)
Urbanana (North Rhine-Westphalia)

Best German Creative Lifestyle Destination (City Category)
Freiburg (Baden-Württemberg)

Best German Creative Region (Region Category)
Ferienwelt Südschwarzwald (Baden-Württemberg)

Best German Creative Sensory Destination (Sensory Category)
Rüdesheim am Rhein (Hessen)

Best German Creative Rural Destination (Town Category)
Bad Säckingen (Baden-Württemberg)

Creative Tourism Network®: WHO WE ARE

Based in Barcelona, the **Creative Tourism Network®** is the international reference organization for the **development and promotion of creative tourism**. It brings together destinations from around the world, recognized as **CreativeFriendlyDestinations©** by the Network, for their commitment to sustainable tourism and the values it transmits.



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ITS MISSIONS

-The identification and **support of destinations** with potential for the development of creative tourism, in order to convert their differentiated offer into a value chain for their own territory.

- **Consultancy, training and project support** through the organization of seminars and tailor-made technical visits led by our team of experts gathered within the Creative Tourism Academy.

-The **identification of creative tourists** and market research in this evolving sector.

-The promotion of "**Creative Friendly©**" **destinations** through a panel of services (included in the subscription).

-The annual organization of the **Creative Tourism Awards**.

-**Academic research**, bringing together practitioners-theorists, development of specific studies on good practices in creative tourism, **scientific publications**.

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