

## Saxony-Anhalt Tourism Award 2025: A Wealth of Ideas from Every Region of the State

**Strong response to the Saxony-Anhalt Tourism Award: By the application deadline, a total of 44 entries had been submitted across the three categories – SUSTAINABILITY, DIGITALISATION, and INNOVATION – more than doubling participation compared to 2023.**

The entries come from all tourism regions of Saxony-Anhalt: 21 in Sustainability, 7 in Digitalisation, and 16 in Innovation. Regionally, the Harz – the most visited tourism destination – leads with 16 applications, followed by the Altmark with eight, the Halle–Saale–Unstrut region with seven, the Magdeburg–Middle Elbe holiday region with six, and the Anhalt–Dessau–Wittenberg World Heritage region with seven.

**Dr. Robert Franke, Managing Director of the Investment and Marketing Corporation Saxony-Anhalt (IMG)** on the Tourism Award competition: “The applications reflect the innovative strength and creativity of the tourism industry. New ideas are being transformed into bookable offers. I look forward to the jury’s decisions.”

The expert jury, chaired by **State Secretary Stefanie Pöttsch**, will select the winners on 3 September 2025. The official awards ceremony for the Saxony-Anhalt Tourism Award will take place on 28 October 2025 at the Hyparschale in Magdeburg for invited guests.

The competition was launched in March 2025 at the ITB in Berlin by **Sven Schulze, Minister for Economic Affairs, Tourism, Agriculture and Forestry**. The winners will receive prize money of 5,000 Euro along with an honorary certificate and a trophy in recognition of outstanding achievements in Saxony-Anhalt’s tourism industry. In addition, they will be awarded the “Golden House Number.”

### Background:

#### Winners of the Saxony-Anhalt Tourism Award 2023:

- **Sustainability:** The inclusive multi-generational Marienhof, operated by the Protestant Foundation Neinstedt, was honoured for its commitment to inclusion and sustainability. Located near the Teufelsmauer in the Harz region, the barrier-free Marienhof is a popular destination for visitors of all ages. People with disabilities work in the farm shop, café, and bakery, or contribute to landscape maintenance. The inclusive *Engelsmühle* adventure play area offers children an engaging way to learn about farm life.
- **Digitalisation:** Set-Jetting UG from Halle received the award for its project *Set-Caching*, a mixed-reality app that revitalises cultural heritage through interactive missions and personalised photo tours, while strengthening film tourism. The initiative is aimed particularly at attracting a new and younger target audience.
- **Innovation:** The Harz Tourism Association (HTV) was recognised for its project *Brockenbande*, which developed and implemented a communication and product strategy for the Harz tourism destination. The initiative is designed to inspire schoolchildren to discover the Harz through playful learning.

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Additional assets available online: [Photos \(1\)](#)

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