

Bodensee!

PRESSEREPORTING 2019

Einzelpressereisen

Gruppenpressereisen

Bloggerreisen

www.bodensee.eu



Übersicht aller Medienreisen 2019

Großbritannien + Irland	Italien	Weitere Märkte*
<i>The Times</i> (Januar)	<i>Touring Magazine</i> (Februar)	@snowflakesfairy <i>Wanderlust</i> (Mai)
<i>DIVA Magazine</i> (März/April)	<i>Gruppenreise 2019</i> (Mai)	<i>CloEtClem</i> <i>Lonely Planet</i> (Juni)
<i>The Telegraph</i> <i>Psychologies</i> (Mai)	<i>Turismo all'Aria Aperta</i> (Juni)	<i>Nomadic Chica</i> (September)
<i>Condé Nast Traveller</i> (Juni)	<i>Itinerari & Luoghi</i> (September)	<i>Moi, Mes Souliers</i> (Oktober)
<i>Irish Examiner</i> (September)	<i>Famiglia Cristiana</i> (September)	<i>The Curious Creature</i> (November)
<i>Gruppenreise 2019</i> (Oktober)	<i>Bell'Europa</i> (Dezember)	
<i>Metro London</i> (November)		

* Zusätzliche Maßnahmen

Großbritannien + Irland

The Times (UK-Exclusive) mit Mike MacEacheran: 08. – 10. Januar 2019

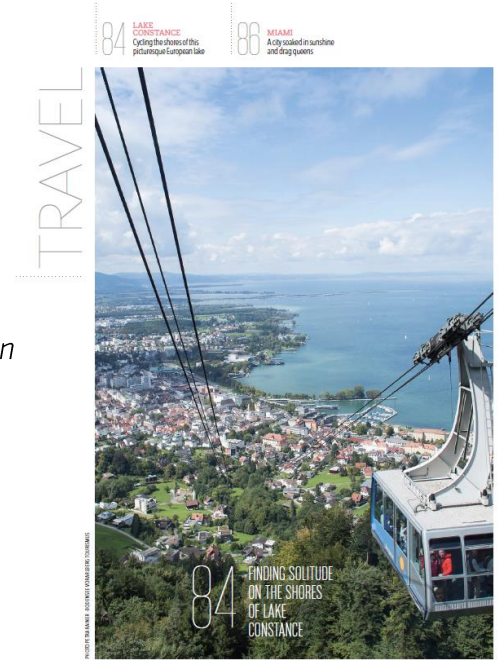
- Thema: „300 years in three days“
- Speziell in Kooperation mit Liechtenstein Marketing zum 300-jährigen Jubiläum des Fürstentums
- Programmpunkte u.a.: Stadtführung Vaduz, Intro zum Jubiläumsjahr, Lama- und Alpakatrekking, Käsespätzle-Kochkurs, Spaziergang entlang des Liechtenstein-Wegs
- Link zum Artikel: www.thetimes.co.uk/edition/travel/a-weekend-break-in-liechtenstein-wg03gcfgw
- The Times: „The Times is one of the UK's top national newspapers with a circulation of over 400,000 and an online reach of over 13 million“



Großbritannien + Irland

DIVA Magazine mit Danielle Mustarde: 28. März – 1. April 2019

- Thema: „Radfahren durch die Vierländerregion“
- Programmpunkte u.a.: Insel Mainau, Konstanz, Meersburg, Friedrichshafen inkl. Besuch des Zeppelinmuseums, Lindau, Pfänder und Radtour durchs Rheintal, Liechtenstein, Rorschach, Stein am Rhein
- DIVA Magazine: „It is a highly-influential magazine in the UK, and it's biggest audience is gay women. It informs its readers about issues and events of importance to gay women, provides articles for discussion, and generally includes inspiring content whether that is lifestyle, travel or fashion. The printed publication has a circulation of nearly 60,000 users“



Großbritannien + Irland

The Telegraph | Psychologies mit Lizzie Enfield: 04. – 09. Mai 2019

- Thema: „Bodensee-Highlights und Wandern in Liechtenstein“
- Programmpunkte u.a.: Konstanz, Insel Mainau, Zeppelin Museum, Radtour von Friedrichshafen nach Bregenz, Käsewanderweg auf dem Pfänder, Wandern entlang des Liechtenstein-Weges
- The Telegraph: „The Telegraph is one of the UK's widest-read national newspapers with a circulation of 360,345. This publication is a top target for Lake Constance.“
- Psychologies: “Psychologies is a glossy magazine aimed at style conscious women who seek to improve their emotional lives. It has a circulation of 60,000. The publication covers relationships, workshops, wellness retreats in the home or on holiday, film & theatre reviews, holiday suggestions for the UK and abroad, restaurant reviews & food.”



Großbritannien + Irland

Condé Nast Traveller mit Olivia Holborow: 01. – 05. Juni 2019

- Thema: „Wandern in der Vierländerregion Bodensee“
- Programmpunkte u.a.: Liechtenstein-Weg, Listory-App, Karren Dornbirn, Bregenz, Lindau, Gartenkulturlehrpfad Lindau, Radolfzell, Solarfahre HELIO, Hohentwiel, Kartause Ittingen, Weinweg Weinfelden
- Condé Nast Traveller: *“In the UK, it is the number one travel publication with an influential print outreach of 81,002 and an even bigger reach online with 1,118,310 unique monthly users. It is aimed at travellers who are looking for unique luxury travel experiences worldwide. The content covers inspiration (where to go and when), destinations, places to stay like the best beach & luxury hotels, style & culture, advice on the best solo travel, best places to photograph a city, food & drink, the best restaurants in the world as well as events and travel tips – it is the holy grail of travel!*
- https://cnda.condenast.co.uk/static/mediapack/tr_media_pack_latest.pdf.”
- Veröffentlichung steht noch aus!

Großbritannien + Irland

Irish Examiner | The Echo mit David Forsythe: 11. – 16. September 2019

- Thema: „Auf den Spuren von Gallus durch die Bodenseeregion“
- Programmpunkte u.a.: Konstanz, Insel Reichenau, Campus Galli, Meßkirch, Ravensburg, Bregenz, Gallusweg von Arbon nach St. Gallen, St. Gallen
- The Irish Examiner: “It is a daily national broadsheet newspaper. It offers national and international news and current affairs: business, finance, politics, law, technology, property, sport, culture, health and topics of general interest. The circulation is 25,419.”
- The Echo: “The Cork Evening Echo is a regional newspaper aimed at readers in Cork, Ireland. It covers news, sports, business, what's on, lifestyle, and travel. The Circulation is 8,559.”

Enjoy a change of scenery in lovely Lake Constance

JUST an hour from Zurich Airport by train, the Lake Constance region is one of the most varied destinations in Europe but is still little known in Ireland.

The locals call western Europe's third largest lake the Bodensee. It forms a natural border between Germany to the north, Switzerland to the south and Austria to the east.

The Lake Constance region is home to a wealth of attractions from UNESCO world heritage sites, charming medieval towns, picturesque islands, cycling and hiking trails and much more, all easily accessible by the many ferries that ply the lake and local train services.

Flying into Zurich from Cork or Dublin, the ever-efficient Swiss Federal Railways service will whisk you to the regional capital Konstanz in just over an hour.

The relaxed atmosphere of this small German city is immediately apparent from the moment you step off the train. The lakeside ambience and the large student population give the city a cosmopolitan feel, with the numerous lively bars and restaurants doing a brisk trade.

Konstanz is famous as the location of the Council of Constance held here in the early 15th century when the only election of a Pope north of the Alps occurred.

The historic building where the papal election took place is now home to an attractive lakeside restaurant, an ideal spot to try some of the excellent local Thurgau wine as you watch the boats come and go in the harbour.

So visit to the region would be complete without taking a boat ride on the lake and the journey to Reichenau Island, an hour or so west of Konstanz by ferry, does not disappoint.

Travelling into the lower lake section, you get a real sense of the sheer size of Lake Constance, with the Alps visible on the horizon as you pass by numerous quaint lake-side villages.

A hidden jewel just an hour from Zurich Airport, DAVID FORSYTHE checks out the Lake Constance region and an area of outstanding beauty

The island itself is a beautiful slice of tranquillity, ideal for walking and cycling. It is home to a monastery and two Carolingian churches that form a World Heritage site with ruins, paintings and artefacts dating back over 1,000 years.

The island is also famed for its vegetable growing and you can sample some of the local produce along with freshly caught fish at one of several hotels and restaurants.

On a fine day, sunsets from the western end of the island overlooking the Rhine can be spectacular.

From Reichenau, travelling east along the north shore of the lake, there are several pretty German towns and villages to explore such as Überlingen, Friedrichshafen (home to the famous Zeppelin airship) and the stunning island city of Lindau.

From here you can take a train across the border into Austria and the city of Bregenz that nestles along the lake's western shore.

The capital of the Austrian state of Vorarlberg the city is a compelling blend of old and new and is home to one of Europe's largest open festivals that takes place on the world's largest floating stage right on the lake.

The city also boasts a stunning old high town (Oberstadt) that perches above the modern town with buildings dating back to the 13th century.

St Gallen was originally the site of a hermitage founded by the Irish monk Saint Gall in the 8th century and locals are still proud of the Irish connection. An abbey and cathedral followed and the town developed into one of the most magnificent baroque complexes in Europe.

The Abbey district of St Gallen has been a UNESCO world heritage site since 1983 and it's not difficult to see why. As well as the stunning

cathedral and beautifully preserved old town, the complex is also home to one of the richest medieval libraries in the world and includes many Irish manuscripts in its collection.

At the museum, it is also possible to view the Plan of St Gall, an architectural proposal for a monastery that is more than 1,400 years old. A national treasure, it is the only surviving drawing of this type from before the 18th century.

After a busy day taking in the many sights of St Gallen, a traditional Swiss meal of Braunsauer Hohl at the Marktplatz restaurant washed down with a local beer is highly recommended.

From here, it's just an hour by train back to Zurich Airport, but before you leave don't forget to stock up on milk, a local speciality, Swiss chocolate!

David was a guest of Bodensee Tourism. www.bodensee.ch

Get there
Swiss International fly direct to Zurich from Cork from April to October and all year round from Dublin to Zurich.
Aer Lingus also fly direct from Dublin to Zurich.

Get around
Swiss railways: www.sbb.ch
Bodensee Ticket (Train and ferries): www.bodensee-ticket.com

Stay
Hotel Constanza, Konstanz: www.hotel-constanza.de
Strandhotel, Reichenau Island: www.lochenerhutte.de
Rohrer Hof, Bregenz: www.hotelwiesner.at
Hotel Lindau, St. Gallen: www.hotel-vadian.com

Eat
Council of Constance, Konstanz: www.bund-louisa.at
Strandhotel, Reichenau Island: www.lochenerhutte.de
Pier in Bregenz: www.pier.at
Restaurant Marktplatz, St. Gallen: www.restaurant-marktplatz.ch



Großbritannien + Irland

Bodensee Gruppenpressereise: 10. – 13. Oktober 2019

- Thema: „Blue-green leisure area: Diving into nature around four countries and one lake”
- Programmpunkte u.a.: E-Bike-Tour rund um Rorschach, Wandern in Liechtenstein, Karren Dornbirn, Schiffsfahrt nach Lindau, Weingut Haug in Lindau, Obst- und Ferienhof Katzenmeier, Insel Mainau
- Teilnehmer:
 - » Amy Sharpe – Sunday Mirror | Daily Express
 - » Jamie Brassington – Express & Star | Stropshire Star
 - » Adam Bloodworth – Metro London
 - » Kate Johnson – Daily Mail
 - » Richard Mellor – Travel Weekly



Großbritannien + Irland

Metro mit James Litston: 21. – 24. November 2019

- Thema: „Weihnachtsmärkte in der Bodenseeregion“
- Programmpunkte u.a.: Konstanz, St. Gallen, Bregenz, Lindau
- The Metro: „The Metro newspaper is aimed at readers in London and in cities across the UK. The content covers news, sport, entertainment, lifestyle and travel. It has a vast outreach nationwide with a circulation of over 874,688. It's online platform <https://metro.co.uk/> has over 2,175,005 monthly unique users, resulting in a significant outreach in print and online.“
- Veröffentlichung Dezember 2019

Italien

Touring Magazine Italien | Capital mit Roberto Copello: 23. – 26. Februar 2019

- Thema: „Ein winterliches Städterlebnis am Bodensee“
- Programmpunkte u.a.: Insel Reichenau, Konstanz, Zeppelin Museum, Lindau, Genusswerkstatt Lindau, Textilmuseum und Stiftsbezirk St. Gallen, Vaduz
- Touring Magazine: Es ist eines der führenden italienischen Reisemagazine mit über einer Million Leser (www.touringmagazine.it)
- Capital: erscheint alle zwei Monate als Management-, Business- und Lifestyle Magazin mit ca. 180.000 Lesern.



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Italien

Bodensee Gruppenreise: 16. – 19. Mai 2019

- Thema: „Frühling am Bodensee“
- Programmpunkte u.a.: MoMö Arbon, Gourmetfahrt auf dem Dampfschiff Hohentwiel, Bregenz, Vaduz, Burg Meersburg, Insel Mainau, Konstanz
- Teilnehmer:
 - » Cinzia dal Brolo – Brescia Oggi
 - » Andrea Dispenza – Milanodabere.it
 - » Tiziana Genise – cosasifa.com
 - » Federica Giuliani – Travelglobe.it
 - » Ettore Pettinaroli – La Stampa
 - » Renata Vesely – Itinerari & Luoghi



Italien

Turismo all'Aria Aperta | Viaggi e Vacanze mit Franca Scotti: 24. – 28. Juni 2019

- Thema: „Kultur in der Vierländerregion“
- Programmpunkte u.a.: Vaduz mit Landesmuseum und Listory-App, Museum Ravensburger, Ravensburg, Meersburg, Kloster und Schloss Salem, Pfahlbaumuseum Unteruhldingen, Burg Meersburg, St. Gallen inkl. Stiftsbezirk
- Turismo all'Aria Aperta: www.turismoallariaaperta.com/
- Viaggi e Vacanze: www.viaggivacanze.info/newsite/
- Auch ihr Mann Giovanni Scotti, namhafter Journalist in der italienischen Medienwelt, hat diverse Artikel zur Bodenseeregion veröffentlicht, z.B. bei Focus On Line



Italien

Itinerari & Luoghi | Girolibero mit Enrico Caracciolo: 02. – 09. September

- Thema: „Mit dem Rad um den Bodensee“
- Programmpunkte u.a.: Friedrichshafen, Lindau, Bregenz, Romanshorn, Konstanz, Stein am Rhein, Insel Mainau, Überlingen, Salem
- Itinerari e Luoghi: www.itinerarieluoghi.it
- Girolibero (Reiseveranstalter): www.girolibero.it/viaggi/dettaglio/lago-di-costanza-classico
- Veröffentlichung steht noch aus!

Italien

Famiglia Cristiana mit Rosanna Precchia: 25. – 28. September

- Thema: „Spirituelle Wege zwischen Mittelalter und Barock“
- Programmpunkte u.a.: Konstanz, St. Gallen, Insel Reichenau, Oberschwäbische Barockstraße
- *Famiglia Cristiana* ist eine der am meist verbreiteten Zeitschriften Italiens mit 867.000+ Lesern und richtet sich an Familien und Personen mit einem christlichen Background: www.famigliacristiana.it

STORIA

**WEEKEND
TRA SITI UNESCO E UNA NATURA TRANQUILLA E RISPETTATA, ALLA
RICERCA DI UN'ALTERNATIVA AL TURISMO DA SCI.**

GUSTO COSANZA ROSSA

Un itinerario turistico attraverso 4 Stati: Germania, Svizzera, Austria e Principato del Liechtenstein. Carte e l'architetto invitano alla scoperta di storia e fede, i vigneti e i frutteti sulle colline, invece, al relax

di Rossana Precchia

Così si visita Wengen, in Alta Svizzera (Germania), nel giorno di San Martino, il 1° novembre, al parroco della Santissima Trinità dedicato al santo che donò il suo mantello per il povero: è così un momento che lo rappresenta domina il cuore della cittadina e al suo fianco parte la bella scalinata che conduce all'albergo costruita tra il 1715 e il 1741 ad ornamento di una grande monastero benedettino, fondato nel 1056 dal conte ducale Gualdo II. La basilica barocca, con le bianche colonne coronate con angeli e una superficie che corrisponde alla metà di San Pietro in Vaticano, ha due meravigliosi fregi gotici con 6.666 candele, costruito in modo da lasciare spazio al suo interno alle sue grandi finestre, sul fondo della chiesa, la reliquia del Santo Sangue di Gesù, portata lì processionalmente dopo l'avvenimento di dopo l'accensione) con uno spettacolo corale dei cantanti choralisti che arrivano da tutta la Germania (e anche da Mantova, che custodisce una parte della stessa reliquia).

L'alta Svevia, paradiso del turismo, dove si possono degustare dolci coltini, dove si fanno cene lavie, le mele e vari frutti. Qui la natura è molto amata e rispettata, in autunno fiori e vegetali sono utilizzati per decorare le chiese A Kirchhof Dillido campestre riciclato in un villaggio-turismo racconta la vita di un tempo. Casa tradizionale dall'alto di paglia, come si usava 500 anni fa, arretri e attenti da lavoro mostrano al visitatore l'ambiente dove si svolgeva la vita quotidiana Per il divertimento dei bambini non mancano gli animali: caprette, maiali, galli, mucche.

PRIMA DI PARTIRE

- [Le tappe del lago d'Iseo:](#)
www.lagodiseo.com/
- Per tutti i consigli, anche in italiano:
servizio@collombiodonne.it
- Viaggia in treno, hai la bestia? o?
[per bit.ly/treno-hai-la-bestia-o?](http://bit.ly/treno-hai-la-bestia-o)
- Breve dell'Euroregione Alto Reno:
www.alto-reno.basilea.ch/en

Un'altra parte dell'Alta Svevia è la cittadina alberghiera del Bad Schussenlocher: qui il monastero si ammira l'ampla

e luminosa sala delle biblicole, con il soffitto affrescato, librerie azzurre, ciascuna con uno scriptorio inteso. Dell'altarario barocco fa parte anche il vicino santuario di Steinhausem, dove la stanza ricorda sotto forma di figure di piccoli uccelli, quasi nascosti tra le immagini sacre.

Sanno nella regione tedesca del Lago di Costanza (Badenewer), che comprende quattro Stati: Germania, Austria, Svizzera e Principato del Liechtenstein, immersi in un paesaggio ricco verde. Costanza, la città del Cantone [Città] (1414-1414) che pose fine allo scisma d'Ocidente, ha un accogliente centro storico dominato dal Duomo. Sul porto si trova l'edificio che accolse i padri conciliari; poco distante c'è l'ex convento domenicano dove fu imprigionato il teologo riformatore Jan Hus oggi diventato un albergo molto bello, lo Stiegenberger Innshofel, con stanze affacciate sul lago e l'oratorio ortodosso Dominikler-Schule in Contratto, con una piacevole gita in battello, si arriva sull'isola monastica di Reichenau, patrimonio Unesco, sede dell'insediamento per l'abbazia benedettina, la cattedrale, le chiese di Santi Pietro e Paolo e di Santa Margherita in questa ci sono bellissimi affreschi dell'anno 1000, un ciclo dipinto alle miniature medievali mostra i miracoli di Gesù. Nella centrale su un diploma creato l'arrivo del 724 del fondatore del monastero, il vescovo Pirminio, fece edificare nell'area un rifugio per donne e feconda. Oggi e viginti propongono anche ogni una sosta con serti di giardini prodotti e vivino locale. Chiude l'itinerario la regione del Lago di Costanza il complesso monastico di San Gallé, in Svizzera, con Biblioteca, biblioteca storica, il Museo di Bodensee si raggiunge da Milano in poche ore di treno, con Trenitalia e Ferrovie federali svizzere.

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Italien

Bell'Europa mit Giovanna Guidi und Gianluca Santoni: 10. – 15. Dezember

- Thema: „Weihnachten am Bodensee“
- Programmpunkte u.a.: Konstanz, St. Gallen, Stein am Rhein, Überlingen und Meersburg, Lindau, Bregenz
- Bell'Europa: „Bell'Europa is a part of the Cairo Communications Group, one of the biggest editorial groups in Italy (www.cairoeditore.it). It is a monthly travel magazine (readers: 150.000) dedicated to the continent Europe, and among the most valuable travel Italian publications. Itineraries and trips are carefully depicted and described, with precious practical information on where to stay/eat do – many readers use therefore Bell'Europa as a kind of destination's guide.“
- Veröffentlichung folgt in 2020!

Weitere Märkte

@snowflakesfairy | Wanderlust Magazine (in Koop. mit TMBW):
14. – 17. Mai 2019

- Thema: „Genuss und Lebensgefühl Deluxe am Bodensee“
- Programmpunkte u.a.: Konstanz, Insel Reichenau, Radolfzell, Halbinsel Hörli, Überlingen, Hagnau, Meersburg, Immenstaad und Tett nang
- Wanderlust Magazine: „Wanderlust is one of the most common British travel magazine, covering adventurous, cultural and special interest travel. It is published ten times a year.“
- Veröffentlichung: www.wanderlust.co.uk/discover/discover-baden-wuerttemberg/



Weitere Märkte

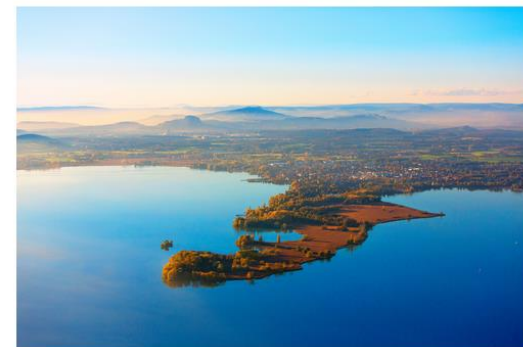
CloEtClem | Lonely Planet (in Koop. mit TMBW): 02. – 05. Juni 2019

- Thema: „Natur und Aktiv in der Bodenseeregion“
- Programmpunkte u.a.: Dingelsdorf, Insel Mainau, Halbinsel Höri, Radolfzell, Friedrichshafen, Hagnau
- Lonely Planet: <https://assets.lonelyplanet.com/assets/bd/media-kit-2018-bde077c57c084cb4a5b0c0abc2234e92.pdf>
- Veröffentlichung: www.lonelyplanet.fr/article/vacances-la-frontiere-de-4-pays-autour-du-lac-de-constance

Vacances à la
frontière de 4 pays
autour du lac de
Constance

Texte par
Elisabeth Blanchet

Mis à jour le : 29 octobre 2019



Weitere Märkte

Nomadic Chica (Resultat ITB-Pressegespräche): 08. – 12. September 2019

- Thema: „Kulinarik und Bodensee Highlights“
- Programmpunkte u.a.: Schaffhausen, Insel Reichenau, Konstanz, Insel Mainau, St. Gallen, Bregenz, Friedrichshafen, Ravensburg
- Nomadic Chica: www.nomadicchica.com/lake-constance-three-countries-one-day-bodensee/



How to visit 3 countries in one day
LAKE CONSTANCE
Germany, Austria, and Switzerland



Nomadic Chica



Weitere Märkte

Moi, Mes Souliers (in Koop. mit DZT Kanada): 07. – 11. Oktober 2019

- Thema: „Der deutsche Bodensee im Herbst“
- Programmpunkte u.a.: Lindau, Tettnang, Friedrichshafen, Meersburg, Konstanz, Insel Mainau
- MoiMesSouliers: www.moimessouliers.org/
- Veröffentlichung steht noch aus!



Weitere Märkte

The Curious Creature | Seeusoon.ca (in Koop. mit DZT Kanada): 29. November – 1. Dezember 2019

- Thema: „Weihnachten am Bodensee“
- Programmpunkte u.a.: Konstanz, Insel Mainau
- Veröffentlichung steht noch aus!