

RURAL DISTRICT
MECKLENBURG LAKE DISTRICT
TOURISM



WIRTSCHAFTSFÖRDERUNG
MECKLENBURGISCHE
SEENPLATTE



This is where economy starts.

Tourism in the Mecklenburg Lake District

- Immediately available industrial and commercial areas of 1,000 m² to 127 ha in Germany's largest rural district
- Best investment climate with attractive funding conditions for investment, innovation, digitalisation, qualification among others
- Favourable trade tax rates; swift approval procedures; low cost level
- High life quality in a historically developed landscape with plenty of touristic, natural and cultural highlights
- Extensively available childcare free of charge; various recreational opportunities and offers; attractive and affordable housing options
- Modern infrastructure to roads, tracks, air and water in the hub between Central, North and East Europe
- Interesting branch and company mixture: food and nutrition; agriculture, forestry, fishery; commerce; services; logistics; medical and health industry; tourism, engineering; metalworking; vehicle supply industry; construction industry and building materials industry; renewable energies
- Attractive perspectives for qualified workers and managers; future-oriented research institutions; functioning practical networks; short distances between strong partners

Nature tourism: Individual, healthy, safe.

- For the fourth time in succession, Mecklenburg-Western Pomerania is the most popular home destination of the Germans with 26 % of all travel bookings in 2019 (5.1 % of all travels of min. 5 days stay made in 2019) ahead of Bavaria, Schleswig-Holstein and Lower Saxony; on the international scale in fourth place after Spain (12.7 %), Italy (8.7 %), Turkey (6.3 %)

- The Mecklenburg Lake District ranks among the most popular domestic German travel destinations in terms of holiday travels with children under 14 years (fifth place after Baltic Sea, North Sea, Bavaria, Berlin, Baden-Wuerttemberg)
- One of the most favourite nature holiday regions in Germany (1,117 natural and connected lakes, Müritzer National Park, UNESCO-world heritage "Alte Buchenwälder – Old Beech Forests", 7 natural parks with more than 1,500 kilometres of cycle paths and hiking trails)
- Partial regions, different in geography, nature and culture, however complementing one another within the options of the individual nature holiday: Müritzer+ (large lakes with maritime flair against the backdrop of a picturesque old town), the Mecklenburg Small Lake District (camping and canoe resorts in densely wooded lake scenery), the Mecklenburg Schweiz (landscape shaped by the ice age with lots of historic castles, manor houses and manorial villages)
- Accommodations from January to November 2019: 3,709,297 (+ 5.5 % compared with 2018); average stay 3.7 days
- Overnight stay on camping sites from January to November 2019: 989,842 (-0.6 % compared with 2018); average stay 3.7 days
- Number of accommodation providers Nov. 2019 (private holiday apartments etc. excluded): 454 (+ 6.4 % compared with 2018)
- Max. number of the sleeping accommodations offered in 2019: 49,119, average utilization January to November 2019: 28.1 %
- 2 health spas (Feldberg, Waren (Müritz)); 1 health resort (Malchow); 6 advertised holiday resorts (Göhren-Lebbin, Klink, Mirow, Rechlin, Röbel (Müritz), Wesenberg)

*Tourism report 2019 TV MSE, 29.10.2019, Statistic report G413 2019 11;

*Travel analysis 2020 Research Group Holiday and Travel 2019



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AGRONEUM Alt Schwerin ■ BÄRENWALD Müritzer gGmbH (Bad Stuer) ■ Blau-Weisse- Flotte (Waren/ Müritzer, Malchow, Mirow) ■ Ferienpark Mirow GmbH (Mirow) ■ Ferienpark Müritzer (Hafendorf Rechlin) ■ Ferienland Salem (Malchin) ■ Hotel Gutshof Woldzegarten (Leizen) ■ Müritzeum GmbH (Waren/ Müritzer) ■ Peene Marina Demmin ■ Resort Fleesensee GmbH (Untergöhren) ■ Schlosshotel Burg Schlitz (Hohen Demzin) ■ Schlosshotel Kittendorf (Kittendorf) ■ Schloss- und Wellnesshotel Schloss Klink (Klink/ Müritzer) ■ Schloss und Gut Ulrichshusen (Ulrichshusen/ Tressow) ■ Seeschloss Schorssow (Schorssow) ■ Schliemann-Museum Ankershagen ■ Van der Valk Naturresort Drewitz (Nossentiner Hütte) ■ Yachthafen zur Müritzer „Marina Eldenburg“ (Waren/Müritzer) ■ 3 Königinnen Palais Mirow ■ 12.18. Fleesensee Schlosshotel GmbH (Göhren-Lebbin) ...



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All offers for available locations on the internet: <https://karte.mse.digital>