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The *Deutschlandmuseum* receives top award in the tourism industry: Berlin Museum wins »Europe’s Leading New Tourist Attraction 2024« category of the World Travel Awards

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Berlin, 7 March 2024 The *Deutschlandmuseum* wins »Europe’s Leading New Tourist Attraction 2024« at the World Travel Awards (WTA).

Opened in summer 2023, the *Deutschlandmuseum* story of success continues: the latest prize comes hot on the heels of the THEA-AWARD – the »Oscar of the entertainment industry«. Established in 1993 to reward outstanding achievements in all key areas of the travel, tourism and hospitality industry, the World Travel Awards is recognized worldwide as the most prestigious award in tourism.

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The WTA jury and industry voters were impressed by the creativity and innovation of the *Deutschlandmuseum*, which takes a worldbuilding approach to enable visitors to immerse themselves in and interact with the sights, sounds and feel of places and events from the past 2000 years of German history. The museum was conceived by a team of historians, museum educators, history teachers and game developers led by Director Robert Rückel and designed by Chris Lange, the former head designer of Europa-Park.

Reacting to the latest award for his brainchild, Robert Rückel told us: »The award serves as further confirmation that we have succeeded in finding a completely new way of presenting history. The leading attraction in Europe is not an exhibition of waxworks, a rollercoaster ride or a Disney castle, but a historical museum!«

About the *Deutschlandmuseum*

The latest addition to the museum scene, the *Deutschlandmuseum* provides its visitors with an interactive and immersive experience that brings history to life. It is the next chapter in Robert Rückel’s success story following his achievements as the founding director of the DDR Museum and his relaunch of the German Spy Museum.

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