



The *Deutschlandmuseum* in Berlin Named Germany's Most Popular Museum Ranked 7th in the German National Tourist Board's Top 100

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Berlin, August 15, 2024 Since its opening in the summer of 2023, the *Deutschlandmuseum* in Berlin has quickly established itself as one of the country's leading attractions. In the latest survey conducted by the German National Tourist Board on the most popular sights among international tourists, the *Deutschlandmuseum* was ranked seventh. This achievement places it ahead of renowned sights like the Oktoberfest in Munich and Neuschwanstein Castle, officially recognizing it as Germany's most popular museum.

Berlin, 15 August 2024

Since its doors first opened just over a year ago, the *Deutschlandmuseum* has consistently held a top position among Germany's tourist attractions. In addition to its recent ranking in the GNTB survey, the museum has already garnered internationally recognized awards, including the THEA Award for Outstanding Achievement in Hollywood and won the Europe's Leading New Attraction category at the World Travel Awards.

With a unique concept that presents 2,000 years of German history through a multisensory exhibition, the *Deutschlandmuseum* captivates visitors from around the globe. From the Battle of the Teutoburg Forest to the Middle Ages and the Fall of the Berlin Wall, the museum brings historical events and locations to life through visual, auditory, olfactory, and tactile experiences. This immersive approach has significantly contributed to the museum's high ratings and international acclaim.

»We are extremely proud that the *Deutschlandmuseum* has quickly assumed such a significant role in both German and international tourism. The recognition by our visitors and the outstanding placement in the DZT ranking affirm our vision of presenting history in an innovative and engaging way,« says Robert Rückel, Director of the *Deutschlandmuseum*.

More than 25,000 users from over 20 countries participated in the survey between March and July 2024, naming their favorite tourist destinations in Germany. The official results of the current Top 100 ranking have been available online since August 15, 2024.

Deutschland Museum DM GmbH

Amtsgericht Charlottenburg
HRB 242649B, GF: Robert Rückel

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Petra Hedorfer, Chairwoman of the DZT Board, emphasizes the importance of the ranking: »For more than ten years, the Top 100 ranking has provided Germany's tourist destinations and attractions with a snapshot of their international visibility and popularity online. At the same time, our partners in German tourism receive confirmation of their successful international marketing efforts. The strong participation in the survey is also a vote of confidence in the strength of the Germany travel brand in the international competition.«

About the *Deutschlandmuseum*

The *Deutschlandmuseum* is an innovative and immersive experience museum. Through its interactive tour, history comes alive. The museum is part of the success story of Robert Rückel, the founding director of the DDR Museum in Berlin and director of the German Spy Museum.

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