



## Deutschlandmuseum: Germany's most popular museum and 2nd place at the German Tourism Award

- The Deutschlandmuseum was awarded second place at the German Tourism Awards
- Since its opening in summer 2023, the museum has established itself as Germany's most popular museum according to the DZT ranking
- The museum captivates with a multisensory exhibition that brings 2000 years of German history to life

**Berlin, 27. November 2024** The *Deutschlandmuseum* in Berlin has achieved an outstanding success at this year's German Tourism Awards and secured second place. This underpins its status as the most popular museum in Germany – a title it has more than earned. Just recently, the *Deutschlandmuseum* was the only German museum to be nominated in the European Museum of the Year Awards 2025.

Since its opening in summer 2023, the *Deutschlandmuseum* has quickly become one of the country's top attractions. In the current survey by the German National Tourist Board (DZT) of the most popular sights among international tourists, the museum ranks seventh, surpassing renowned destinations such as the Oktoberfest in Munich and Neuschwanstein Castle.

The *Deutschlandmuseum* has already received several international awards, including the THEA Award for Outstanding Achievement in Hollywood and Europe's Leading New Attraction at the World Travel Awards. With a multisensory exhibition that brings 2000 years of German history to life, it captivates visitors from around the globe. The immersive approach, making historical events such as the Battle of the Teutoburg Forest or the fall of the Berlin Wall tangible and experiential, significantly contributes to the high ratings.

The German Tourism Award honours forward-thinking ideas that implement innovative and professional experience and service offerings. The focus is on degree of innovation, quality & customer orientation, economic viability, and ecological & social sustainability.

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Berlin, 27. November 2024

**Deutschland Museum DM GmbH**

Amtsgericht Charlottenburg  
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Press release 04/2024 of 27. November 2024

With the request for publication



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»We are proud that our work and our unique concept not only appeal to our visitors but also to renowned award committees,« says Robert Rückel, Director of the *Deutschlandmuseum*. »These accolades motivate us to continue offering the highest standards in presenting history.«

Berlin, 27. November 2024

### **About the Deutschlandmuseum**

The *Deutschlandmuseum* takes an innovative approach to the presentation of history, bringing it to life by drawing its visitors into an immersive experience of the past. The museum is the latest instalment of Robert Rückel's story of success in the museum sector. After working as the founding director of the *DDR Museum* in Berlin, he moved on to become director of the *German Spy Museum* before realizing his latest new creation set in the heart of Berlin.

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