



Hello everyone.

It's a great pleasure to welcome you today and to introduce one of Germany's most magical travel routes — the **German Fairy Tale Route**, celebrating its **50th anniversary**.

Where Fairy Tales Live

- More than 1000 kilometers of Route
- More than 60 towns and villages
- Countless Fairy Tales, Legends and Sagas
- Traditions and culture
- Picturesque villages with half-timbered houses
- Stunning nature and 11 Nature Parks
- Many Castles and Palaces

20.10.2025

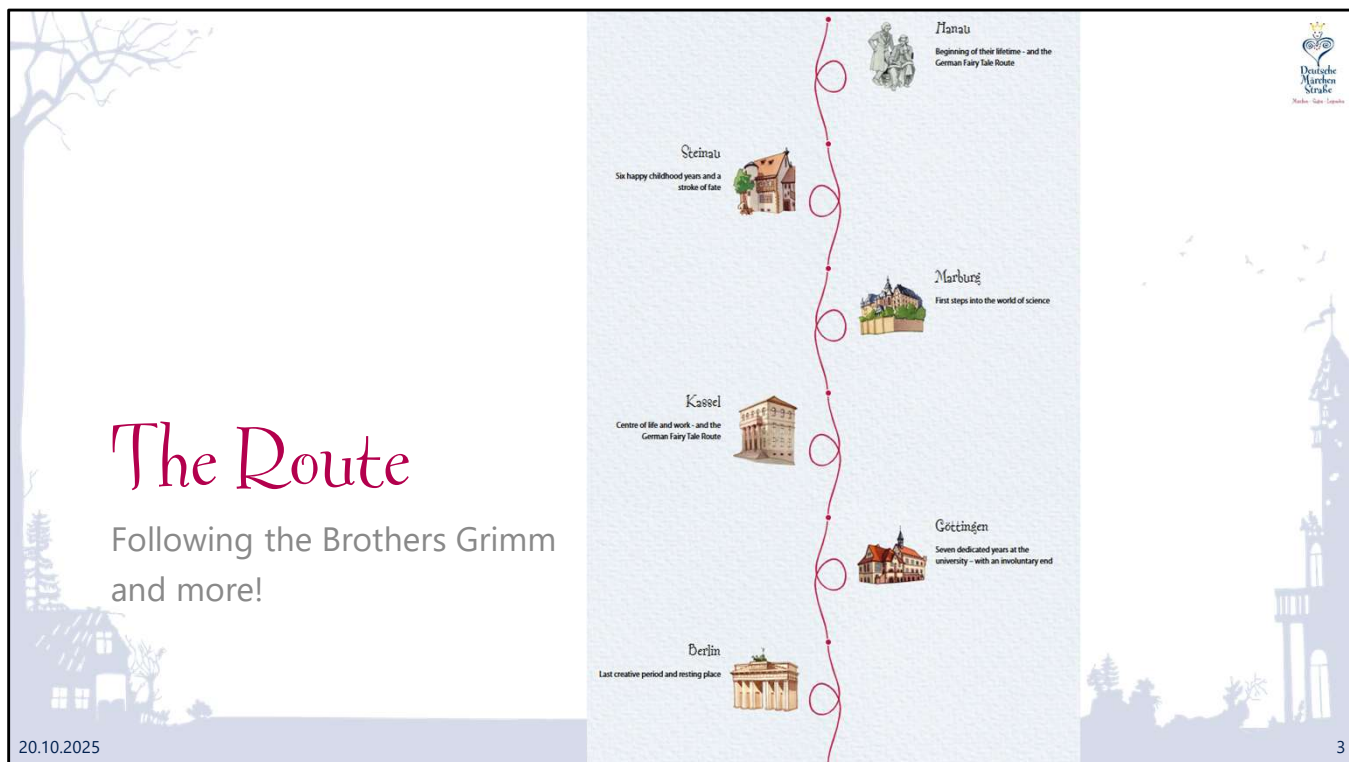


Deutsche
Märchen
Straße
Fairy Tale Route

2

Stretching **over 1,000 kilometers** — **from the River Main to the North Sea**, the German Fairy Tale Route is one of **Germany's TOP 3 scenic routes** and officially ranked among the **TOP 100 sights in Germany**.

This unique route includes more than 60 towns and villages, many castles and palaces, romantic villages with half-timbered houses and eleven nature parks inspiring the fairy tales we love.



The route follows the real-life footsteps of the famous **Brothers Grimm — Jacob and Wilhelm.**

They lived and worked in **six historic towns**, five are located along this route:



The Brothers Wilhelm und Jacob Grimm were born in **Hanau** in 1785/1786 – their **National Monument is the starting point of the German Fairy Tale Route.**



Palace Philippsruhe is surrounded by a large park, while it hosts the historical museum and the GrimmsMärchenReich, an interactive museum on everything concerning the grimmes.



A highlight is the Brothers Grimm Festival, which reimagines different fairy tales every year and entertains adults and children equally.



The Brothers Grimm house in **Steinau** was formerly a magistrate's house and the home of the Grimm family. Today it hosts a museum.



Grimm enthusiasts can discover the childhood places of the Brothers Grimm together with Fairy Tale Characters.

->VR Stadtführung



The medieval flair of Marburg impressed the Brothers Grimm and inspired them to their ideas for creating the collection of Tales.



Marburg Castle



Marburg: Grimm path

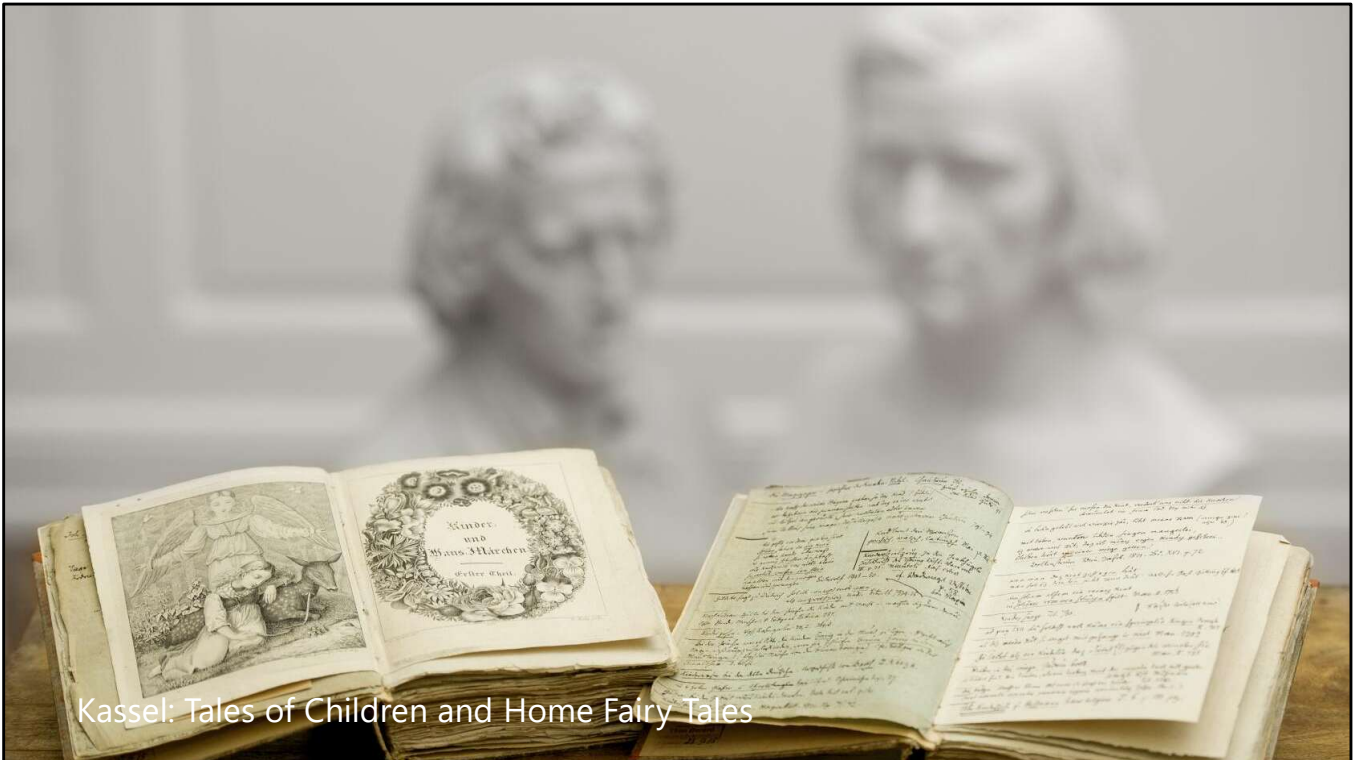
The "Grimm path" with its art installations referring to famous fairytales still leads through Marburg old town.



The Grimm Brothers lived and worked in Kassel for 30 years.



The Brothers Grimm lived in Kassel for 30 years. Their favorite place was the mountain park. The Wilhelmshöhe Mountain Park with its water displays are an UNESCO World Cultural Heritage site. (historically and technological unique)



Kassel: Tales of Children and Home Fairy Tales

Also located in Kassel, the interactive Grimmwelt museum has the personal copies of the Tales of Children and the Home by the Brothers Grimm with notes. They have been a part of the world document heritage of UNESCO for 20 years. The museum also celebrates their 10th anniversary.



The German Fairy Tale Route connects more than the places where the brothers grimm lived: It's a living world of **legends, landscapes, and local characters** you can experience even today



You can stroll through the forest where Red Riding Hood was once on the way to visit her grandmother, or...



Visit Mother Hulda's house with fresh snow falling, ...



Have an audience with Sleeping Beauty at her castle,



Visit enchanting villages with half-timbered houses,



See romantic castles and sleep like royalty.



Dr. Eisenbarth, the Baron of münchhausen and many more guide trough the dark streets, history, and legends. Which childhood hero would you like to meet along the Fairy Tale Route?



You can even watch the local saga of the Pied Piper of Hamelin, who still summons the children of the town and leads them away.



Or experience maritime flair in Bremen and find the famous Bremen Town Musicians.



Since we are celebrating our anniversary until Spring 2026, you are having more opportunities to meet fairy tale characters.



On the topic of Christmas: Of course the Christmas Markets are especially magical with Fairy Tales!



Shared stories and
childhood memories

Many of you already know the Grimm fairy tales — you learned about them in school, you grew up with them on TV or in books.

But along the German Fairy Tale Route, you can **feel where those stories truly belong** — in real landscapes, real castles, and real towns that continue to inspire the imagination of generations.

It's a journey that combines **European heritage** with **universal childhood memories**.



It's not just a trip — it's a journey **into the heart of imagination.**

Thank you — and we hope to welcome you soon
"where fairy tales live."

Scan for more information and media kit!

Service & Contact

Deutsche Märchenstraße
Kurfürstenstraße 9
34117 Kassel

Jessica Kleiner
+49 561 920 47 916
Jessica.Kleiner@deutsche-maerchenstrasse.de



Please scan for more information and the media kit.

Thank you for your attention.