



Berchtesgaden Salt Mine

Official Press Release

Berchtesgaden Salt Mine, February 2017

500 Years of active salt mining

The Berchtesgaden Salt Mine is celebrating a unique birthday in 2017 with many visitor attractions

The Berchtesgaden salt mine, one of the most important tourist attractions in Germany, is celebrating a special birthday in 2017. In 1517 the unique chronicle of 500 years of uninterrupted salt mining began in the depths of the Bavarian Alps. 380,000 visitors from Germany and abroad visit the visitors' mine every year. Many guests are unaware that in addition to the publicly accessible visitors' mine, hard work has been going on in the mine for 500 years. The anniversary is a welcome opportunity "to give visitors a fascinating insight into the dogged work of miners and innovative technical developments," says Peter Botzleiner-Reber, Tourism Manager. A comprehensive overall concept with image, actions, events and various advertising measures was developed together with the Munich advertising agency marcon. For the first time, a large-scale photoshoot was carried out in the area where active salt mining takes place, and the work of the miners was documented in high-quality photographs, which also allow impressive views of salt mining taking place on the huge 50 meter long screen in the waiting area of the display mine. A creative hand was also applied in the redesign of the outer façade of the visitors' area. Promotions, events and a new spectacular laser show round off the birthday concept. The highlight of the series of events is the traditional, full-day mountain festival on Whit Monday, 5th June 2017. A church procession and miners' pageant with many chapels from the region, the service in the Berchtesgaden Stiftskirche with Cardinal Marx, Archbishop of Munich and Freising, together with pastor Msgr Dr. Thomas Frauenlob, and the official ceremony in the Berchtesgaden Congress House with invited guests, as well as a festive stage programme presented by Markus Othmer, create the appropriate setting for a great birthday celebration.

Press contact

Südwestdeutsche Salzwerke AG

Salzbergwerk Berchtesgaden

Magister Peter Botzleiner-Reber

Bergwerkstraße 83 | 83471 Berchtesgaden | Telephone: +49 8652 6002 5315 | Fax: +49 8652 6002 5060

peter.botzleiner-reber@salzbergwerk.de | www.salzbergwerk.de

marcon.

Agentur

Stefan Bruckner

Hauptstraße 1 | D-82008 Unterhaching | Telephone: +49 89 55 05 201 12 | Mobile: +49 172 911 6007

stefan.bruckner@marcon-int.de | media@marcon-int.de | www.marcon.de