

Press Release Testing LutherCountry, June 2018:

## Testing LutherCountry: German travel destinations seek a visitor to review a trip to LutherCountry

### A free journey to Germany awaits the ideal “tester”

Taking a close look at a map of Europe is like studying the site plan of a huge history theme park, with exhibits that tell the stories of the earliest periods of western culture. They trace the origin and journey of a great idea and showcase astonishing architecture. Quite a few revolutionary ideas are presented in the German section of this theme park called “Europe”, one of the foremost ones being the Protestant Reformation.

This special section – **LutherCountry** – will open its doors to one chosen “tester” and their travel companion for free in October 2018! “**Testing LutherCountry**” will include flights to Germany, a rental car, eight overnights in a double room, and nine days simply packed with a thrilling program that will take them through LutherCountry. Plus an extra €500 in pocket money. The “testing trip” will take place **from October 24 to November 1, 2018**.

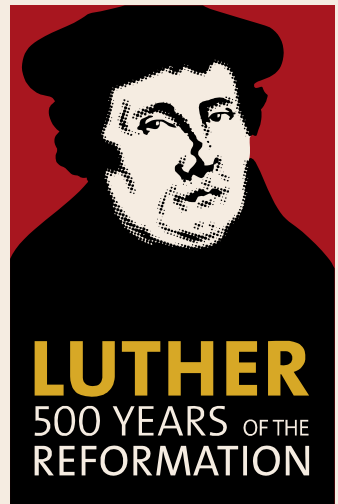
The “tester” and the traveling companion will explore some of the most important locations Martin Luther passed through on his journey to reforming Christianity, including his academic domain in Wittenberg, the door he nailed his ninety-five theses to, and his chamber in Wartburg Castle where he sought shelter after the Diet of Worms and translated the New Testament into German. The accommodation we have lined up for the “tester” and their traveling companion is no less unique: The five-star *Romantik Hotel* at Wartburg Castle, the Augustinian Monastery in Erfurt, and the charming Luther Hotel in Lutherstadt Wittenberg, where they will also attend the thrilling Reformation Festival on October 31, to mention but a few.

North Americans, seize your chance for a free ticket now!

All that is required in return for this free, once-in-a-lifetime experience is your **creative documentation of the trip** in the form of a travel diary, videos and photographs, which will convey all your impressions of the journey to the LutherCountry community. All you need to do is **complete the online form (Registration is open until August 10)**, describe your **personal connection to Martin Luther and Germany**, and provide evidence of your **special skills** that make you the ideal LutherCountry “tester”.

Further information and online registration for Testing LutherCountry are available on our [website](#). And don't forget to visit our social media channels: [Facebook](#) and [Instagram](#).

No real Luther fan should miss out on this opportunity!



[www.visit-luther.com](http://www.visit-luther.com)

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**TourComm Germany on behalf of**

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[www.visit-luther.de](http://www.visit-luther.de)

Thuringia Tourist Board  
Germany, Free State of Thuringia  
[www.visit-thuringia.com](http://www.visit-thuringia.com)

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## How we can help

Whether you are looking for more information on “Testing LutherCountry”, require suggested driving routes in and around LutherCountry, looking for in-depth information on LutherCities, or need the perfect pictures, we’ll be happy to help! Please visit the [“Press Area”](#) on our website to get free access to a range of useful resources, as well as our latest Press Kit. And if you have any further questions, please do not hesitate to get in touch!

### For further information

Please visit: [www.visit-luther.com](http://www.visit-luther.com) or



### Visitor information and Where to Stay

Please go to: [www.visit-luther.de](http://www.visit-luther.de) or [www.visit-thuringia.com](http://www.visit-thuringia.com)

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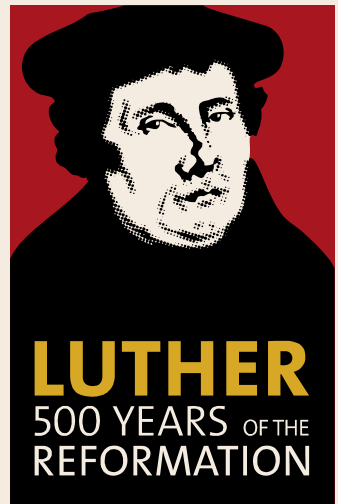
## About LutherCountry: Where you can walk in Luther’s footsteps

Would you like to step inside the very room in which Martin Luther translated the New Testament into German, or admire the pulpits from which he preached and where pastors still preach today? Do you want to taste beer brewed the way Martin Luther liked it? Then come and visit **LutherCountry**, where you can explore Luther’s old stomping grounds and much more!

**LutherCountry** is situated in the heart of Germany and has so much to offer, from fascinating churches and museums for the believers and history or culture fans among you, to beautiful landscapes that could be straight out of a children’s picture book.

What do the places in **LutherCountry** all have in common? Centuries ago, they were the stage for Martin Luther’s tumultuous life and thus played a special role in the Reformation, which changed the way people thought about so many aspects of daily life. Martin Luther’s influence spread through Western Europe and, with European settlers, to the United States.

Although Luther lived five centuries ago, his presence is still tangible today. Grab your suitcase and come experience the unforgettable – **LutherCountry** is waiting to be discovered!



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