



PRESS RELEASE

February 2026

Cultural events in Bremen 2026: A year full of music, art and tradition

Bremen is gearing up for a year's worth of highlights and a broad selection of [events for visitors](#) from near and far. In 2026, the Hanseatic city will once again be transformed into a stage combining cultural diversity and an international atmosphere, with everything from fantastic live music and street art in the summer through sporting challenges to traditional carnivals.

Lively kick-off in the spring: jazzahead! brings together musicians from all over the world

The event calendar kicks off with the [jazzahead!](#) music festival from 22-25 April 2026. International jazz greats and innovative newcomers will transform the Messe Bremen exhibition centre into a creative hotspot for music lovers, specialist visitors and curious newbies. The festival is considered one of the most important of its kind in Europe and includes concerts, exhibitions and inspirational fringe events to get the whole city tapping its feet.

Art, concerts and exercise under the Bremen summer skies

In Bremen, the summer months are all about chance encounters and creative diversity. At the beginning of June, the [Festival La Strada](#) (11th – 14th June 2026) is full of spectacular street art, acrobatics and theatre in the heart of the old town, all part of Bremen's [summer of events](#). The festival has drawn in up to 100,000 visitors a year since it was first held in 1994. The [Breminale](#) from 1st – 5th July boast a varied programme of open-air music and cultural events. From indie to electro, from regional newcomers to international acts, this popular festival held on the Osterdeich attracts a relaxed audience that spans all generations.

In the warmer months, the miles of cycle paths and the Bremen bicycle culture are an invitation to explore the cultural treasures the Hanseatic city has to offer by bike as well as on foot. The [GFNY \(Gran Fondo New York\)](#) international race series is also making a perfectly-timed stop in Bremen on 30 August 2026. Amateur and professional cyclists

Further information for editorial staff:
WFB Wirtschaftsförderung Bremen GmbH
Marco Skora – Tel. + 49 (0)421 / 30800-24
skora@bremen-tourism.de – www.bremen.de/tourismus
Ansgaritorstraße 11 – 28195 Bremen



can tackle a 60 or 110 kilometre course giving them the chance to qualify for the legendary GFNY World Championship in New York City. It is a sporting event that provides lots of entertainment and excitement for competitors and spectators alike.

Celebrations of German Unity Day and the Freimarkt await in the autumn

There is a real stand-out event in Bremen in autumn 2026: This year, it is the Hanseatic city's turn to lead the nationwide [celebrations of German Unity Day on 3 October](#). Based on the motto ONE COUNTRY – MANY STRENGTHS, the old town in Bremen will be converted into a huge stage for culture, exchange and conversation between the 2nd and 4th October. As well as interactive exhibits and presentations on the theme of democracy, visitors can enjoy a creative family area and a gourmet walk dotted with delicious treats of all kinds.

There is no shortage of indulgence at this year's [Freimarkt](#) either. As one of the oldest and largest carnivals in Germany, this autumn fair on the Bürgerweide between 16th October and 1st November combines centuries-old carnival culture with modern rides, foodie treats and a wide range of fringe entertainments. The Medieval market on the market square and the grand carnival procession are among the highlights of the Freimarkt.

The year is rounded off by Bremen's traditional Christmas markets

At the end of the year, the traditional [Bremen Christmas market](#) from 23rd November to 23rd December 2026 is full of twinkling lights and North German hospitality, making it the perfect opportunity for an enjoyable stroll around the UNESCO World Heritage Town Hall. Alongside the traditional Christmas market, the magical [Schlachte-Zauber](#) on the Weser is teeming with maritime flair, with a pirate village and wonderful glittering lights around the harbour.

Fabulous package deals for Bremen events in 2026

The city of Bremen offers some great package deals for its international visitors: accommodation, city guides, admission tickets and all sorts of extras can be easily combined and booked online. The [Bremen Tourismus](#) website provides a good overview of the package deals for the stand-out events of 2026.