



# PRESS RELEASE

March 2026

## **Travel sustainably and earn rewards: the BremenPay reward scheme launches in May 2026**

Bremen is making sustainable travel really attractive in May 2026: The new [BremenPay](#) reward scheme is a way for the city to honour sustainable travel to the city and eco-conscious behaviour while here by offering bonuses of all shapes and sizes, from free coffee to discounts on admission to famous museums. The aim of the promotion is to increase awareness of sustainable travel while at the same time reinforcing the positive effects of tourism for Bremen.

### **Rewards for longer stays, arriving by train and getting about by bike**

The scheme is supported by more than 30 partners from the hotel industry and the culture and leisure sectors, including Deutsche Bahn, the ATLANTIC Hotel and the Übersee Museum Bremen. It offers tangible incentives in return for responsible behaviour and longer stays in the city. For example, if you arrive by train, you are given a voucher for the DB on-board café. Guests who spend at least two nights at selected hotels can enjoy discounts on the daily rate. There are freebies for cyclists, including a free coffee or a bag of popcorn. And reduced admission prices for those taking the bus to various attractions.

### **Easy to get started using the interactive map**

A photo or a train ticket purchase is all the evidence you need of a 'good deed'. A conscious decision was made not to use an app, which should make it easier to access the scheme. An interactive map on the [Bremen Tourismus](#) website also provides a good overview of the companies taking part, together with the relevant promotions and discounts. This makes it quick and easy to plan a sustainable break in Bremen.

### **BremenPay makes the Hanseatic city a pioneer in sustainable city tourism in Germany**

The scheme follows in the footsteps of a successful pilot in Copenhagen (CopenPay) and positions Bremen as a pioneer in sustainable city tourism in Germany. It reflects the central behavioural trends of modern travel: more and more visitors are looking for individual experiences, authentic encounters and environmentally-friendly offers.

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BremenPay turns the month of May into a special travel experience for all visitors to the Hanseatic city. The promotion is an innovative, sympathetic demonstration of how sustainable city tourism can be made tangible and experienced hands-on, adding value for visitors and the city in equal measure.

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