



# PRESS RELEASE

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## **“Bremen – more than just a fairy tale”:** New campaign presents Bremen as a versatile, open-minded destination

The innovative ‘[Bremen – more than just a fairy tale](#)’ campaign launched by Bremen Tourism this spring presents the city as a versatile, open-minded and future-thinking destination for travellers. The campaign is based on the impact of the legendary Musicians of Bremen, combining cultural heritage with contemporary AI presentation to encourage visitors to experience Bremen.

### **The theme of the campaign is the Musicians of Bremen**

The campaign focuses on the Musicians of Bremen, but not in the form of the traditional fairy tale figures, instead they are a more contemporary interpretation as AI-generated characters, each with their own personality symbolising courage, variety and change. The story of the four animals making their journey together becomes a metaphor for the values that make Bremen what it is today: a city whose strengths lie in diversity, courage, openness and cohesion. This is the dynamic that [Bremen Tourism](#) aims to emphasise in the new campaign.

At the same time, ‘More than just a fairy tale’ showcases the different adventures to be had in the city. Each animal represents a central focus of the Bremen 2030+ tourism strategy. The donkey stands for cultural heritage and tradition, while the dog represents the green city on the river, with lots of outdoor fun and an excellent quality of life. The cat embodies the varied foodie scene in Bremen, while the rooster symbolises the art, culture and science of the city.

### **AI-assisted recordings spark an interest in exploring Bremen**

The campaign is based on strong visual narratives and insights into the life of the city. The AI-generated Musicians of Bremen have been seamlessly embedded into real photo and video recordings taken across key locations in the city. The idea is that the authentic, amusing scenes inspire travellers to explore all the different aspects of Bremen.

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[‘Bremen – more than just a fairy tale’](#) will be live until August 2026, based on an integrated communication approach focussing on moving image formats used in digital channels and on social media, among other platforms. One of the real highlights is the special 3D screen on Potsdamer Platz in Berlin which kicked off the media campaign in line with ITB at the beginning of March 2026.

### **Sustainable boost to tourism and the economy**

The campaign will be complemented by targeted measures in other European countries in order to raise Bremen’s international profile and drum up excitement. Increasing visitor numbers will provide a sustainable boost to tourism, hospitality and retail and make a positive contribution to the development of the city.

‘Bremen – more than just a fairy tale’ is an opportunity for the Hanseatic city to shine as a place that is both honouring its history and looking bravely towards the future and as a destination which surprises people, inspires them and brings them together.