

PRESS KIT

SEA. PASSION. LIFE.







ONE ISLAND. ONE PARTNER. MANY POSSIBILITIES.

The Sylt Marketing GmbH (SMG) is the official organisation for touristic marketing of the island Sylt. The central focus of the brand management for the island Sylt lies on press and public relations. We are happy to assist in concerns to touristic coverage and to keep you informed. Subsequently we provide you with current and general information about Sylt.

Further press releases can be found in chronological order on the press site of www.sylt.de. You are in need of imagery? In our media portal on "medienportal.sylt.de" you will find a large selection of pictures of the island. You would like to receive press releases or stories about Sylt on a regular basis? Feel free to subscribe to our press service. If you have any questions or would like to research on Sylt do not hesitate to contact us.

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WELCOME TO SYLT

Sea, Passion, Life

Sylt is more than an island. For many regular visitors to the island, it's a philosophy. Who visited Sylt once will certainly come back.

Despite being less than 100 km², Germany's northernmost island offers a fascinating array of natural and landscape formations: roaring surf on the west side and the calm wadden sea in the east. Unspoilt dunes and lush green dykes. Flowering heaths and majestic cliffs. As bustling and varied, diverse and glamorous as Sylt may appear, the soul of the island is gentle, sensitive and above all vulnerable. Nearly half the small island has been declared a conservation area or nature reserve, the wadden sea lining Sylt's coast is even listed as a UNESCO World Heritage Site, making it officially one of the most significant natural monuments in the world. Even the climate is appealing, with minerals and trace elements from the fine spray of surf floating in the breeze from the north sea wind. Enjoy the healthy bracing climate to the full on a stroll along the water's edge. The spa facilities are the perfect supplement to the island's natural healing factors. Opt for the basic "Relax on Sylt" package and add any number of treatments. In addition to that, there are 12 wonderful villages which all have their individual charm.

The conservation has been high on Sylt's list of priorities for a very long time, about half of the island is under protectorate. The wadden sea of Sylt is even listed as world natural heritage UNESCO which means it is officially one of the most important natural monuments worldwide. The climate is also very special: The breeze of the north sea wind contains minerals and trace elements of fine atomised sea water of the breakers. Nearly 40 km of sand mark the border of the western coast. There are numerous possibilities for long walks or a spirited jump into the refreshing breakers. Sylt does not only keep you fit, it also brings you into a good mood. Exercising within the nature of Sylt releases happy hormones. Surfer, kite surfer and sailor are riding the waves along the western coast of the island. Others prefer firmer ground and exercise at the beach. Cyclist and walker may choose their routes from over 200 km of tracks and golfers find a huge variety

of courses. Who just prefers to watch athletes may for example visit the German Polo Masters Sylt or the Windsurf World Cup Sylt. The island most certainly offers entertainment on an international level all year long.

When being on Sylt you should always listen to your good feeling. Why so? Well, culinarily Sylt is a real highlight. There are more than 200 restaurants reaching from a casual bistro at the beach to gourmet restaurants. Not only attract the outstanding restaurants guests from near and far but also the local products of the sea or kitchen gardens are well-known across the borders of Sylt and leave their mark on the image of the island. Next to sun, beach and beach chair, Sylt offers a diverse programme of creativity and tradition. There are several events like the Kampener Literatursommer or the Kammermusikfest that show a great variety of well-chosen concerts and readings. All in all Sylt shows an exciting variety: It is a paradise for families, loners, day dreamers, night owls, nature lovers, culture interested people and gourmets. It is a tonic for friends of wellness and an El Dorado for athletes. More information about holidaying on Germany's northernmost island is available at www.sylt.de.

What makes Sylt so unique is the interplay of contrasts.



ONE LOVE

Sylt, the Place of Desire

Nature lovers and peace lovers, those who are health conscious and take things slow, wine lovers and party animals, gourmets and families – they all love the diversity of the island. Sylt touches the soul without imposing itself. How does that work?

What is it about this island? Is there a formula that would explain the amazing effect of Sylt on its visitors? Is it the clear and fresh air, the climate and the light that outshines everything else? Are these the things that put everything else in the shade? Or is it simply this unique island nature, which is sometimes lovely and sometimes rough but always breathtaking. Or is it the people, the islanders as well as the guests, who create the special flair of the island?

The only thing that is certain is that it took time for Sylt to reveal its secret. Until 1850 the island was populated only by sailors, fishermen, farmers and their families. At that time no one came here for fun. It took Gustav Ross, a medical doctor from from Altona, who landed on Sylt more accidentally and he was surprised: “A magnificent sea, a beach spread for miles like a delicious velvet carpet, the most fantastic world of dunes, the beauty of the whole island.” But the highly impressed Ross did not stop there. He got the skeptical residents of Sylt to open their first hotels and guesthouses and also to advertise a little for a summer holiday in the North Sea paradise. The start of a story of success, in which Sylt was able to develop into the tourist destination of today.

Often Artists, Painters and Writers were the first to understand the island’s multifaceted beauty. “I have lived deeply on this shattering Ocean” described for example literature “Nobelpreis” -winner Thomas Mann his impressions in Kampen in 1927 in the guest book of the actress Clara Tiedemann, owner of the guesthouse “Haus Kliffende” between 1925 and 1955. Some did not just visited from time to time. They have decides to move on the Island for good. For example the artist Günter Rieck, who turned today’s “Kupferkane” into a workshop and artist’s studio. Or the painter Siegward Sprotte, who established in his studio in Kampen his popular studio talks with German cultural celebrities. Robert Musil, Max Frisch and Martin Walser also visited Sylt, surrounded by the celebrities

of their time. Romy Schneider, Axel C. Springer, Gunter Sachs – they were all there, except for his wife at the time, Brigitte Bardot although this is claimed in pretty much every magazine. But that’s the thing about Sylt – the island simply inspires people’s imagination and makes almost anything seem possible.

Out of gratitude I want to return.

Thomas Mann

But Sylt is not in any way a funfair or a north sea Disneyworld. Of course there are some exceptions. Sylt in its diversity is an individual place, that surprises and touches people. Even guests who have been coming to the island for years and believe to know and understand everything about Sylt. Thomas Mann has also written about this: “Out of gratitude I want to return. Of course, you should never want to repeat, but it is certain from the beginning that next time will be different.”

This idea did not sadden him. Thomas Mann came back, several times and apparently to his great pleasure. He loved that Sylt always presented itself to its guests in new settings, always shows fresh faces again and again, revealing surprising new things. You can rely on them: The places of the silence, the loneliness and the beauty of untouched nature. The “Weiße Kliff” between Munkmarsch and Braderup, the “Ellenbogen”



in List, the northernmost part of Germany, the “Rote Kliff” in Kampen and the “Morsum Kliff” in the east of the island. The romantic paths between Rantum and Hörnum on the southern tip of the island with wide views of the shimmering puddles of the Wadden Sea.

All that, always there and yet never the same. You just should not make

the mistake of overloading yourself with plans and expectations. Who knows where the perfect moment, the happy hour, the ideal day is waiting for you? This knew also Thomas Mann, a Sylt lover, who once said: “Not luck or misfortune “It’s not luck or misfortune – it’s the deepness of life what matters.” By the way, he wrote these lines on the island of Sylt. Can that be a coincidence?



Natural Beauty

Nature is Sylt's most important capital. Protecting and conserving – it is a key task for the islanders.

Fine sandy beaches in the west, the broad expanse of the Wadden sea in the east, an idyll between dunes and dykes. Lush green meadows, heather blossom and breathtaking cliffs. Despite its relatively small size – Sylt is just under one hundred square kilometers – the island has a multitude of fascinating and diverse landscapes to offer. As early as 1923, individual areas were put under conservation; now, one in seven square metres of Sylt is a landscape conservation area and one in three is a nature preservation zone. Today, about 50 percent of the entire island consists of a conservation area. In summer 2009 the wadden sea around Sylt was listed as a UNESCO World Heritage Site. In 1985, the entire area between the northern tip of Sylt and the mouth of the river "Elbe" was designated as the "National Park Schleswig-Holsteinisches Wattenmeer" which puts it in the very highest protection category; the nomination as a world heritage site gives this protection international recognition.

The sensitive coastline around Sylt requires particular protection. No other north frisian island is so utterly exposed to the force of the north sea as Sylt. Every time the "Blanke Hans" storm rages, it takes yet another piece of the coast back into the sea thus removing yearly 1 to 4 metres of the western coast. To give the island better protection, in summer 2007 the "Sylt Coastal Protection Foundation" was set up. "In this day and age of climate change, Sylt is taking responsibility both for itself and for others", says the foundation's chairman, Helge Jansen. For more information about the various donation schemes set up by businesses on Sylt and for details of how much has been donated so far, visit the foundation website at www.sylt.de/stiftung-kuestenschutz.

The natural elements not only present their full beauty to visitors – occasionally they can also unleash their terrifying power, as both islanders and visitors experienced during the last winter storms. To allow visitors to feel and understand the incredible strength and power of the elements and their impact on the maritime environment, a centre was built in List: the "Erlebniszentrum Naturgewalten" (The Centre of Experiencing the Elements). Located close to the harbour, this 3300 m² exhibition centre presents the elements in an emotionally appealing and highly educational way, teaching

visitors many fascinating facts about nature and the elements. The exhibition, which covers indoor and outdoor areas, is divided into three main topics: "The Powers of the North sea", "Living with the Elements" and "Climate, Weather and Climate Research". How fast do shifting dunes move? What is the secret of the tides? How do seabirds survive in a hurricane? Answers to these questions and more information about the Erlebniszentrum Naturgewalten can be found online at www.naturgewalten-sylt.de.



Nature is the most important asset.

Culinary Delights

Fish or oyster, award-winning cuisine or a beach bistro – Sylt offers culinary delights for all tastes and inclinations. Fame of Sylt’s wonderful fresh dishes, often made of local ingredients, has spread far beyond the shores of the island – which comes as no surprise, considering that strict critics from international gourmet bibles regularly award best marks to the island’s ambassadors of good taste.

A relaxed beach bistro or an elegant gourmet restaurant: Lovers of good food are definitely spoiled by all these choices of different restaurants on the island. With over 200 restaurants and eateries, Sylt has a higher density of culinary choice than most major cities. Right at the top of the delectable menus are dishes made from regional produce from the island’s fishing nets and herb gardens.

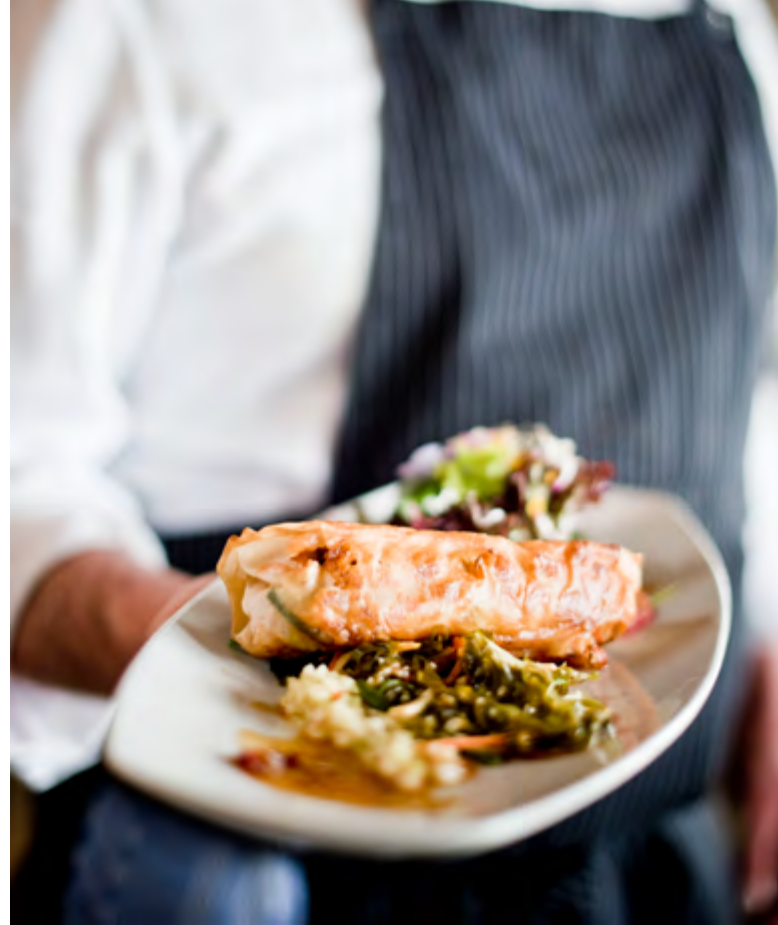
Nowhere else are the oysters as fresh as they are on Sylt: these delicacies are cultivated on Germany’s only oyster farm on a 30 hectare area in the wadden sea off the coast at List. Local products are very popular. Therefore producers and consumers founded the association “FEINheimisch”. The starred chef Holger Bodendorf (“Landhaus Stricker”) has been member of the association for a long time now and support the association with his knowledge and experience.

Sylt offers both – variety and class: the strict and highly demanding critics from the gourmet bibles Guide Michelin and Gault&Millau have yet again been more than generous with their praise and stars for Sylt’s chefs. With two stars, the “Söl’ring Hof” in Rantum will continue to be the measure of all things. In 1993, Johannes King got the first star for the restaurant, in 2004 the second one and has defended them ever since. In 2022, he handed over the restaurant to Jan-Philipp Berner, his chef for many years. Felix Gabel from the “Kai 3”, located in the Hotel “Budersand” in Hörnum and Holger Bodendorf from “Bodendorf’s” located in the “Landhaus Stricker” in Tinum and Nils Henkel from “Tipken’s by Nils Henkel” located in the Severin*s Resort & Spa in Keitum have also been awarded a star.

Wine enthusiasts will be delighted to hear that since 2009, Sylt has its own vineyards cultivated in Keitum and are therefore titled as Germany’s most northern vine. Three Winegrowers cultivating vine stocks on different areas can already look back on eight vintage years.







SYLT'S STAR CHEFS

Guide Michelin & Gault&Millau 2024

Sylt is famous for its outstanding gastronomy beyond the island's borders. Several of Sylt's restaurants have repeatedly been awarded highest honours by such renowned food guides as the Michelin and the Gault&Millau. In the following you will find an overview of the awards given by the famous Michelin Guide and the Gault&Millau Guide.

Guide Michelin

DORINT SÖL'RING HOF

CHEF: Jan-Philipp Berner

CONTACT: Am Sandwall 1, 25980 Rantum

Fon: (0)4651 8362 00, www.soelring-hof.de

MICHELIN-STERNE: 2

BODENDORF'S AT HOTEL LANDHAUS STRICKER

CHEF: Holger Bodendorf

CONTACT: Boy-Nielsen-Straße 10, 25980 Tinum

Fon: (0)4651 88 99 0, www.landhaus-stricker.de

MICHELIN-STERNE: 1

KAI3 AT HOTEL GOLF & SPA BUDERSAND

CHEF: Felix Gabel

CONTACT: Am Kai 3, 25997 Hörnum

Fon: (0)4651 46 07 0, www.budersand.de

MICHELIN-STERNE: 1

TIPKEN'S BY NILS HENKEL AT SEVERIN*S RESORT & SPA

CHEF: René Verse

CONTACT: Am Tipkenhoog 18, 25980 Keitum

Fon: (0)4651 46 06 60, www.severins-sylt.de

MICHELIN-STERNE: 1

The Guide Michelin awards one to three stars to a small number of restaurants of outstanding quality. Stars are awarded sparingly; in Germany there are ten restaurants with three stars, 49 with two stars and 280 with one star in Germany. Since 2020, they have also been awarding the Green Star for sustainable operations. 77 restaurants were awarded with it in 2024.

Gault&Millau

DORINT SÖL'RING HOF

CHEF: Jan-Philipp Berner

CONTACT: Am Sandwall 1, 25980 Rantum

Fon: (0)4651 8362 00, www.soelring-hof.de

THREE RED CHEF'S HATS

JM AT HOTEL JÖRG MÜLLER

CHEF: Jörg Müller

CONTACT: Süderstrasse 8, 25980 Westerland

Fon: (0)4651 27 78 8, www.jmsylt.de

TWO BLACK CHEF'S HATS

KAI3 AT HOTEL GOLF & SPA BUDERSAND

CHEF: Felix Gabel

CONTACT: Am Kai 3, 25997 Hörnum

Fon: (0)4651 46 07 0, www.budersand.de

THREE BLACK CHEF'S HATS

HARDY'S AT HOTEL STADT HAMBURG

CHEF: Ulrich Person

CONTACT: Strandstraße 2, 25980 Westerland

Fon: (0)4651 85 80, www.hotelstadthamburg.com

ONE RED CHEFS HAT

TIPKEN'S BY NILS HENKEL AT SEVERIN*S RESORT & SPA

CHEF: René Verse

CONTACT: Am Tipkenhoog 18, 25980 Keitum

Fon: (0)4651 46 06 60, www.severins-sylt.de

ONE RED CHEFS HAT

Gault&Millau is one of the most influential french restaurant guides.

FUN FOR EVERYONE

Family Island

Discovering the “Forest of legends”, getting a guided tour through the wadden sea, or being a pirate on the “Gret Palucca”. Kids are never gonna get bored on the island Sylt. Two times a year the tourism services of the island and the “Sylt Marketing GmbH” organize the “family weeks”. A programm for families with lots of fun activities.



The family weeks take place during spring and autumn and offer a wide ranged program of activities for kids and the entire families. About 50 events promise a lot of fun for young and old. For little gourmands there will be different cooking classes hosted by some of the top chefs of Sylt. So, if you are looking for a good time, be our guest! For more information please contact: Sylt Marketing GmbH, phone: 04651 82 0 20, www.sylt.de/familienwochen

A boat trip is fun and a pleasant way of transportation, especially when it takes you to the beautiful neighbouring islands Amrum and Föhr or the tiny Halligen islands. Calls of “seal ahoy” rather than “island ahoy” can be heard during a boat trip to the seal banks approaching List and Hörnum. Swords are even drawn in List several times a week: “board the ship” is the command given to those who set sail with the Gret Palucca. At the seamen’s employment office at the port in List, kids get kitted out in true pirate style with striped shirts and eye patches under the guidance of head pirates, who also teach the aspiring pirates a lesson on the laws of the sea. With a proper mutiny, lots of yelling and loud cheers, the aspiring pirates set off on their adventure and waste no time in capturing the captain, who is left with no choice but to hand over the secret treasure map. More information on all trips are available online at www.adler-schiffe.de, phone: 04651 987 088 8, Adler-Schiffe

Experiencing the wadden sea the best way possible with the guides of the “Schutzstation Wattenmeer” or the “Naturschutzgemeinde Sylt (NSG)”. The NSG also offers a pirate walk where the children are looking for a lost treasure in the wadden sea. A visit of the NSG-Naturzentrum in Braderup is as exciting and insightful as the feeding of the predators in the “Arche Wattenmeer” of the Schutzstation Wattenmeer located in Hörnum. You will also discover animals that are usually living unseen. Are barnacles infectious? Will the scorpion sting? Questions over questions that will be answered by experts. For more information contact **Naturschutzgemeinschaft Sylt**, phone: 04651 44 421, www.naturschutz-sylt.de or **Schutzstation Wattenmeer**, phone: 04841 66 85 30, www.schutzstation-wattenmeer.de

When the sun is hiding behind big clouds it is time for the Aquarium Sylt in Westerland. The aquarium invites visitors to explore over 2,000 fish swimming in the 25 seawater pools. Feeding time is just as fascinating as walking through the underwater tunnel, while a leopard shark, a pair of southern stingrays and other colourful tropical fish glide through the water. If that animates you to play in the water yourself, you can visit the “Sylter Welle” in Westerland. Huge slides, a wave imitating pool and a Viking ship provide plenty of bathing fun. For more information contact **Sylt Aquarium**, phone: 04651 836 252 2, www.syltaquarium.de or **Sylter Welle**: www.sylterwelle.de, phone: 04651 998 111



There is lots of action all year long!









Sporting Island

Sylt is always on the go. International sporting events provide entertainment on the island all year round. The North sea around Sylt offers perfect conditions for all types of water sports. Golfers have the choice of four different golf courses on the island. There are many more options to get active.

On the water – kitesurfing, surfing, sailing, stand up paddling

The north sea around Sylt offers ideal conditions for people who love water sport. Not only pros can go on the water. Beginners have many choices to try any type of water sport. The fact that there are opportunities for everyone makes the island so popular. On the west coast of Sylt the surf is rough and choppy, presenting thrilling challenges or not only experienced surfers but also for experienced sailors. Every year, the world's best surfers and stars of the international surf community come to Sylt to take part in exciting competitions and championships.

The biggest windsurf event worldwide with the unique Super Grand Slam and the highest prize money of the PWA World tour is a mixture of sport, lifestyle and party. There are athletes competing against each other in wave riding and freestyle to become World cup champion. But before all that the Summer Opening takes place in Westerland. This event is the start of the water sport season. It is a mix of windsurfing and kitesurfing. National and even international athletes compete against each other to become the German champion. More relaxed but not less thrilling is the longboard festival at the beach restaurant "Buhne 16" in Kampen. It is the only longboard festival in Germany.

The Sylter Catamaran Club is hosting the Cat Festival Sylt. Part of this Event is the long-distance regatta with 60 sea miles in front of Sylt. Also happening in this time are the Sylt sailing weeks. Both of these events are made for everyone who loves sailing. Also beginners are welcome. There are plenty of surfing and kitesurfing schools that help beginners. Also sailing beginners may learn from the coaches here. When the sea is as calm as a lake it is time for stand-up paddling, called SUP. Who always wanted to walk on the



water while doing an overall body workout, should register for a SUP course.

Ballgames: Golfing, tennis and boule

The golf courses of Sylt are truly beautiful places. Not only for the breathtaking views, but also for the wide and great greens. They offer the ideal training and playing conditions for golfers of all levels. Golfers have a choice of four courses: an 18-hole course near the lighthouse in Kampen of the "Golf Club Sylt", the 18-hole course of the "Marine Golf Club" close to the airport in Tinum and, the 18-hole course of the "Morsum Golf Club". Since summer 2008 golfers can also work on their handicap in the south of the island. The 18-hole course of the "Golfclub Budersand" Sylt in Hörnum offers imaginative and demanding courses as well as fascinating

views across the north sea to the neighbour islands of Föhr and Amrum. From the highest point of the course you can even see the wadden sea and the waves of the north sea at the same time. People who would like to play on several courses should try the “Golfhopping” . This means, that you can play at three different golf courses. More information about the “Golfhopping” on www.sylt.de www.sylt.de/entdecken/sport/golfen

If you prefer tennis over golf, the “Tennisclub Westerland” is the ideal place for you. The club owns ten tennis outdoor courts as well as three indoor courts. It is the perfect surrounding for a fun time with family and friends. The “Avenarius Park” in Kampen offers a field of 17 x 32 meters which is the ideal place for boule. The equipment can be borrowed by the Tourismus-Service Kampen.

On Foot: jogging or walking

You can always and almost everywhere go jogging on the island. Whether you prefer jogging on a sandy ground, grass or paved tracks – it is completely up to you. The Sylt Race takes place in March and leads from List to Hörnum which is a distance of 34,55 meters. A run that only takes 10 km but also leads through a lovely landscape takes place in Rantum – the run around the “Rantumbecken”. Those who want to relax a bit more may walk along many different tracks. On our homepage www.sylt.de you can find several ideas where to walk including a detailed description.

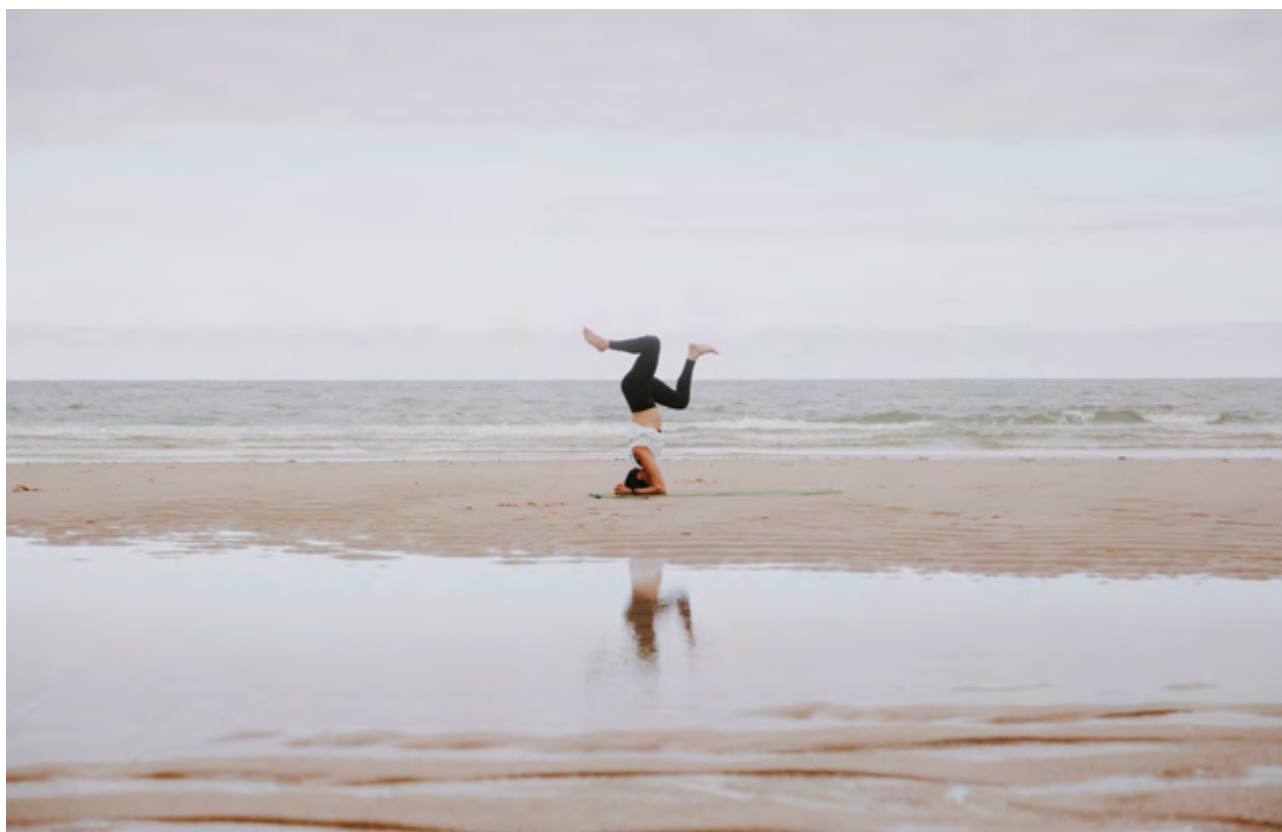
Sylt is always on the run.

In the saddle: cycling or riding

Cycling from north to south on Sylt? No problem. Who wants to discover the island this way just has to follow the “Inselbahntrasse”. A well-laid-out, 200-km network of cycle paths awaits cyclists. In case the power is not enough to cycle back, you can go by bus. The busses on Sylt do not only transport humans but also their bicycles. If you would like to discover the island eco-friendly and with less effort you could borrow an electric bike. Going for a ride on the horse in the early morning at the beach or through the wadden sea makes the heart of riders and horses beat faster. Experienced and unexperienced riders are more than welcome in the stables in Keitum, Morsum, Tinum, Wenningstedt and Braderup.

Fishing

Sylt is also the perfect place for everyone who enjoys fishing. It is a very special experience to cast your fishing rod into the sea. One thing is important though. Guests need a fishing licence and for inland water an additional permit.





Cultural Island

At the beginning of the 20th century, Sylt was a popular holiday destination for artists looking to swap the hectic of the city life for the calmness of the island to find new inspiration for their work. Inspired by that history, there are many cultural events like the „Kampener Literatursommer“ or the „Kammermusikfest Sylt“.



Different exhibitions and presentations turned the “kunst:raum Sylt Quelle” into a meeting point for culture lovers from all over Germany. The “Sylt Foundation” initiates and supports innovative projects to encourage cultural dialogue and artistic interaction. They connect artists all around the world. A space outside of the sylt quelle is used for open-air events, presentations, concerts, podium discussions. Further information about the Sylt Foundation and its range of events can be found online at www.syltfoundation.com

Germany’s northern cultural forum ist the legendary “Meerkabarett” (Ocean Cabaret). They are presenting an exciting program of cabaret, comedy and music. Further information is available online at www.meerkabarett.de There are also several chamber concerts in a private atmosphere during the festival of chamber concerts. Since 2012, Claude Frochoux, cellist and the festivals’ art director invites renowned international artists who will entertain the audience and fill the whole island with classical music. During the festival, the artists unite creatively and play in alternating formations in a relaxed and lightsome atmosphere. For more information visit www.kmfsylt.de

Getting interesstes in more events? The event location “Kursaal3” in Wenningstedt offers a wide ranged programme including comedy, concerts, plays and more. Homepage: www.kursaal3-sylt.de

Where culture lovers found inspiration between a never-ending horizon and lovely hospitality, the power and magic of words live on to this day. Great writers, ambitious journalists, famous publishers and promising new authors have been coming to Kampen for over 100 years – and continue to do so. Peter Suhrkamp, Ferdinand Avenarius, Thomas Mann, Max Frisch and Axel Springer have all been there. The tourism service of Kampen built the “Kampener Kunstpfad”. That is a trail through Kampen where you can find 32 boards with quotes of memorable writers, journalists, publishers and authors on it, who have made Kampen to what it is today. The 32 boards are located in prominent locations around the village. Part of the art trail is being financed by auctioning paintings of the painter Siegward Sprotte, who lived in Kampen. He passed away in 2004. Further information can be found online at www.kampen.de

Musical entertainment can also be found in the churches of Sylt. Every week a concert takes place in the St. Severin’s church in Keitum and the St. Nicolai church in Westerland. The concerts are held every Wednesday in St. Severin’s and every Sunday in Westerland’s St. Nicolai Church.

On July 11, the “Benen-Diken-Hof” invites you to the ballet. On the open-air stage of the Hotel located in Keitum, young dancers and the international solo dancers of the Danish Verdensballett will present a mix of of classical and modern ballet parts, scenes from the well-known operas as well as exciting violin productions.



Keitum’s two museums offer a vivid insight into the ancestor’s life of Sylt’s inhabitants: while the “Altfriesisches Haus” (Old Frisian House) shows a faithful reconstruction of 18th century home decor, the wide variety of exhibits on display in the “Sylt Museum” (Sylt’s local history museum) fascinates with interesting informaitions about the captains and whale catchers who once lived on Sylt. Even a visit to Sylt’s “underworld” is possible: a hill called Denghoog, next to the church in Wenningstedt. Hidden underneath a green space and a layer of soil is the most significant burial site of Schleswig-Holstein located. It is open for the public. For more information visit www.soelring-museen.de There are many creative and inspiring exhibitions on the island. Sylt has a great selection of galleries. For example the city gallery in the “Alte Post” in Westerland, where different exhibitions take place over the year. Further information and a list of all Sylt galleries are available at www.sylt.de



SYLT FEELS GOOD

Island of Wellness

Sylt feels good! The air on the island is clean and pure. The healthy climate of the north sea and a huge selection of wellness offers makes sure that every trip to the island is relaxing for body and soul.

Salt on the skin and a fresh breeze of the sea are only few elements of the popular climate of Sylt. The air has a lot of minerals and at the same time it is free of charge. This is the reason why long walks at the coast are not only good for your physical fitness but also show pure healing power.

Next to the natural healing factors there are several wellness institutions on the island that use Thalasso and healing slit and rely on the healing power of the sea. This Nordic combination is completed by traditions of countries like Shiatsu, Reiki or treatments with herbs, chocolate or hot stones. Most of the hotels who have their own spa area offer a all-in-one package that can be booked in advance. Visitors that would like to decide spontaneously depending othe weather or the mood may also choose from a great choice of different treatments.

The largest choice of treatments is available at the “Syltiness Center” in Westerland, which is located right behind the dunes. Visitors may relax in the whirlpool that contains water of the sea or may enjoy a treatment with seaweeds or hot stones. The “Sylter Heilschlick” (some kind of mud) is extremely fine and consists of minerals like calcium, potassium, phosphor and Sulphur. This special mud is heating up the skin slowly and carefully. Especially after a long walk at the beach, the “Sylter Heilschlick” stimulates he metabolic process and the blood curculation.

A hot tip for cold days: When visiting one of the four saunas at the beach along the west coast people experience an emotional roller coaster between hot flushes and goose-pimples. First visitors are sweating in the sauna while looking at the waves and afterwards they can refresh themselves with a cool dip into the north sea. The Frisian type of Wellness feels so good! On a virtual walk on the island you can find more information about the huge variety of wellness programs: www.sylt.de



Sustainable Island

Many People all over the island are committed to more sustainable living and vacationing on Sylt. The projekt „Lebenswert – Nachhaltiges Sylt“ (Worth Living – Sustainable Sylt) aims to make their commitment visible to the public.

For several years now the interest in sustainability has been getting bigger for locals and guests. Because they speak for themselves: sea levels will rise by 1.2 meters by the end of this century – and this is a serious threat to the island and the people who live on it. But can we, Sylt residents and holidaymakers, make any difference at all? And what can we do to protect the island sustainably from the developments or to bring it into balance? The need to become even more sensitive for what each individual can contribute to more sustainability at the sea and in island tourism, is beyond question. But what does that mean? What exactly does the term sustainability stand for, which everyone is talking about. There is a very concrete concept behind it: Sustainability or sustainable development means using natural resources only to the extent that they can be renewed, and meeting the needs of the present in a way that the possibilities of future generations are not restricted - economically efficient, socially right and ecologically acceptable.

Using the natural resources only as far as they are able to renew themselves.

Originally, the term comes from forestry. The basic idea is that only as many trees should be felled in a forest as many as can grow back in the future. This provides a longterm future for the forest.

We all are responsible to protect Sylt. In this context, a lot is happening on Sylt. Initiatives such as “Bye Bye Plastik” or “Klare Kante Sylt” are committed to a clean island. One thing they focus on is the Sylter tapwater. It is clean and healthy to drink, which means no one has to buy water in plastic bottles. Citizens’ associations such as “Merret reichs – aus liebe zu Sylt” (Merret had enough – for the love of Sylt) are campaigning for more co-determination and a self-confident island identity. The nature conservation organizations, with their nature conservation ambassador and broad support from the island’s population, are organizing a Sylt sustainability week and the building committee of Sylt has approved the accommodation concept and sends an important signal for securing permanent living space.

Currently, we are working with the “Landschaftszweckverband Sylt” and the project manager for climate protection and sustainability on a climate protection concept for the island. We are also working on a concept for the development of sustainable mobility and reducing motorized individual transport. This is happening in cooperation with the “Sylter Verkehrsgesellschaft” (Sylt transport company) and the “Energieversorgung Sylt (energy supply Sylt). Together with the tourism organizations we will do everything to take structural measures to reduce the rise in CO2 emissions on the island.

Is that enough? Not yet. But it is a beginning, a committed that more and more people are willing to do something. People who live on the Island as well as guests. Many people want to live, work and vacation more sustainably. That includes a growing awareness of the sensitivity of the island’s ecosystem as well as social responsibility. A trend? “No, a necessity,” says Sylt Marketing Managing Director Moritz Luft.



SEASONS

The Four Faces of Sylt

Sylt is worth a visit any time of the year. At least once. All four seasons are as diverse as the island itself. The beautiful spring in which the season starts, the exciting summer with many events and attractions and the stormy autumn where it is time to get cozy. Many people also claim, that you only get to know the real Sylt in winter.

Spring, finally! The island took the winter coat off and is enjoying the first warm rays of sun. There's something in the air: the scent of spring flowers, fresh grass and the anticipation of a long summer. The desire to fall in love with the island all over again. Time for the first bike tour of the year across the dune landscape, down to Hörnum or up to the northern part of the island, known as the "Ellenbogen" (elbow). Take a deep breath. Finally back on Sylt! The first spring lambs are grazing on the dykes and there's something going on down at the beach. The first "Strandkörbe" (beach chairs) are finding their way back to the beach. Winter is officially over!

Summer on Sylt. Sounds like the title of a wonderful fairytale – which it is. A fairy tale of long sunny days that never want to end, of warm summer nights at the beach, and of the light of dawn and the beautiful sunsets at the beach. The wind is losing its edge. Even the sea is calming down and warming up. Goodbye goosebumps. It's that time of year, when suddenly anything seems possible: swimming, sunbathing, walking through the mudflats, searching for shells, bike riding, concerts, parties, picnics at the beach, the smell of barbecued seafood. The island is in perfect condition. And although it is high season, silence and calmness are always just a few steps away.

Autumn: the pace slows as the long holidays come to an end and the island becomes more peaceful. Nature, on the other hand, becomes a flurry of activity, inviting visitors to open-air concerts on the beach. A feast for the senses and the soul. The salty air

soothes the bronchia. A touch of summer is still in the air and the north sea is still warm. A walk at the beach for hours and hours. Get cozy in one of the beach chairs when the sun disappears. Or even slip into a neoprene suit: this season is real fun for expert surfers and kite surfers.

Winter: in the clear light of a winter's day we see a completely different side of the island. Winter is the season when the tourists are happy to share the beaches with the locals. It is getting a bit more quiet on the island. And the Season of the year is done. A stroll along the beach in the cold wind, a little break in a cafe and a hot cup of tea to warm up. That is the sound of a perfect winter day. On the 21st of February the "Biikebrennen" – a huge burning pile of wood – says goodbye to the cold season. See you soon spring!

**The four seasons
are as diverse as the
island itself.**





FACTS & FIGURES

Sylt...

... is the **largest German island in the north sea**, occupying an area of about

38 square miles

... **33%** of the island are dunes, the remaining surface consisting of marshland and “geest”.

... has its own dialect, called “Söl'ring”. It is spoken by **4%** of the population and is a type of Frisian.



... became an island about **8,000 years ago**, when it was separated from the mainland.

... is on the same latitude as the English city “**Newcastle upon Tyne**” and the southernmost tip of **Alaska**.



... counts two unique shifting sand dunes, which migrate eastward up to **4.4 yards** every year.

... has got **12 churches**, 8 of them Protestant, 3 Catholic and 1 New Apostolic.

... measures

66 miles

in circumference.

... offers living space for up to **2 million organisms** per square metre in the wadden sea.

... has **eleven villages** and **one town**.

... has yearly about

1750

hours of sunshine.

... extends **22.2 miles** from north to south and between **383 yards and 7.8 miles** from west to east.

... is protected by dikes over a distance of

22 km

... is located **5 to 12 miles** off the mainland.



FACTS & FIGURES

Sylt...



... is home to about **20,000 inhabitants**.

... can accommodate

62.500

visitors at a time.

... attracts more than **800,000** visitors every year.

... **millions of birds** rest in the **wadden sea**.

... up to **2500 different animals** and **150 plant species** live in the "Braderuper Heide".

... has around **8.000 "Strandkörbe"** (beach chairs) during the season.

... you can work on your handicap on **four different golf courses**.

... there are **4 lighthouses** and one "Quermarkenfeuer".

... finds its highest natural elevation in the "**Uwe Düne**" in Kampen, which rises **52,5 meters** above sea level.

... usually the wind blows from the west.

... has about **300 sheep** living in the wild.

... keeps bakers busy: during summer season they produce more than

200.000

buns a day.

... has the only German oyster farm. About **one million** oysters are harvested every year.





GOOD TO KNOW

Typically Sylt



LIGHTHOUSES

Navigational aids for passing ships and coastal landmarks – Lighthouses are not only functional but also fulfill a symbolic role. The oldest lighthouse on the island was built in 1855 in Kampen. Ever since then the 40 meters lighthouse has been beaming its light up to 40 kilometers out to sea. In 1978 the last lighthouse keeper left and it is now electronically remote-controlled from the mainland – just like the other lighthouses and beacons in List and Hörnum.

At first, the lighting apparatus in the Kampen lighthouse was operated with petroleum, which at that time was such a novelty that it had even merited a place at the Paris World Exhibition a few years previously. The Hörnum lighthouse has been keeping ships on course since 1907. Curious feature: From 1914 to 1933 Germany's smallest school could be found in one of the lighthouse's rooms: Only two to five children were taught here. The Hörnum lighthouse is also the only one which can be visited. Even weddings are possible in the lofty heights of the building.

DUNES

What the alps are to the Bavarians, are the dunes to the Frisians. The most recent dune formations on Sylt are around 3000 years old, while the oldest date back 8000 years. These fissured hills of sand were formed by strong winds blowing sand from the sea and piling it up into raised land along the coast. The highest dune on Sylt, and the highest elevation on the island, is the "Uwe Düne" in Kampen, which is 52,5 meters high. The "Uwe Düne" is named after Uwe Jens Lornsen, a former freedom fighter. To reach the top of the dune you have to climb up 109 steps. It's worth making the effort. The platform provides walkers with a wonderful view of Sylt and up to Denmark. Prominent features are the two impressive "wandering" dunes in List, which are over 30 meters in height and which move about five meters a year due to the effects of the wind. „This remarkable natural phenomenon“ made a profound impression on the author Thomas Mann: „You only need to imagine there are four times as many dunes to believe that you are in the Sahara.“



THATCHED ROOFS

The thatched roofs are very special and unique. Several of them go back to the 18th century, an time of wealth that inspired many to start bulding. While stone and lime

had to be shipped from Holland, the supporting beams for the masonry could often be found close to the doorstep: If a ship ran aground the carpenters of Sylt profited from it. Houses were generally built in the usual wind direction, so that storms raging from the sea were only confronted with a relatively small face. Humans and animals usually lived under the same roof, sheds and barns formed an important part of the house. The roofs were covered with reed stalks which at that time grew a lot on the island. Today, of course, most of the island's reed beds are conservation areas, which means that thatch has to be imported from Austria, Hungary or Turkey. Thatched roofs not only look attractive, they are also very functional. In the winter they store the heat in the house, while in summer they help keep the air cool. These special and unique roofs last at least 30 years.

A PLACE IN THE SUN

Around 8.000 "Strandkörbe" (beach chairs) are located at Sylt's beaches in summer. These form an ideal place for sunlovers, who want to be sheltered from the wind. Strandkörbe have become a popular souvenirs of Sylt. A local company, the beach manufacture in Rantum, have even delivered them to New Zealand, Australia and South Africa. A total of 2000 to 3000 beach chairs leave the island each year, to find a new home on a balcony in Bavaria or a terrace in Thuringia. Building a "Strandkorb" takes time. Many different craftsmen work together in close partnership. The quality pays off: The baskets can withstand wind and weather for around 20 years. In addition to the classic two-seaters, single and three-seaters are also enjoying growing popularity.



LOCAL COSTUMES

Tradition in its entire splendor: There is never a shortage of interested people whenever the groups from the Sylt Association perform local dances in traditional dresses. What today may appear as an exotic kind of way to dress, was once a traditional costume on the island: The first drawing traditional Sylt costume goes back to the year 1597. The costumes got popular in the 18th century: The natives of Sylt lived a good life, which was also reflected in their dresses: The men wore velvet and silk, while the women wore dresses with golden coins on it for their wedding. But this highpoint was soon followed by its decline. The "bathing director" of Sylt recorded in 1904 that „the traditional costume has almost completely been forgotten about and has only survived in some of the headscarfs wrapped around its owner,„. In 1933 the doctor Knud Ahlborn in Kampen observed with regret: „It would be extremely desirable for the local dress to appear again instead of the plain mass-produced clothes, which are typical in any German town or city.”



WADDEN SEA

A walk among the wadden sea is a real must do for all visitors to Sylt. The guided tours, organized almost everytime of the year by the administrative office of the health resort and nature conservation associations, provide an insight into a fascinating ecosystem, which is announced a "UNESCO world natural heritage" since 2009. The tidal shallows may indeed look like a lifeless grey mass of mud at first sight. But despite this, the variety of living organisms is astonishing: One square meter is occupied by up to two million organisms – hardly any other ecosphere on the planet exhibits such a rich variety of life. Along with the mountains of the Alps, the wadden sea represent the last extensive natural landscape in central Europe. In 1985 the entire tidal shallows of Schleswig-Holstein – extending over an impressive 2850 square kilometers – were declared a national park, in other words they were awarded the highest protection status. We advise against exploring the tidal shallows on your own: small channels which run through the wadden sea become quite dangerous currents when the water rises and have prevented many innocent souls from making it to the shore safely.

GETTING THERE



BY CAR

The “DB Sylt Shuttle” and the “RDC Autozug Sylt” transport locals and guests from the mainland to the island and back. In Niebüll cars, trucks, motorhomes, caravans and motorcycles are loaded onto the train and carried via the “Damm” to Westerland on Sylt. Trains leave every 30 to 90 minutes – depending on the season. The ride takes about 45 minutes. Reservations are possible on the website of the cartrains.

DB Sylt Shuttle

phone: +49 (0) 800 822 83 83 (charged service number)
www.syltshuttle.de

RDC Deutschland GmbH

Fon: 04661 / 7368727
www.autozug-sylt.de/en/

BY TRAIN

If you prefer leaving your car at home, you can reach Sylt comfortably by train. There are several direct connections from Hamburg as well as inter-city connections from other big cities offered daily by the “Deutsche Bahn”. In addition, DB Regio has many regional transport options available, for instance a train between Hamburg/ Altona and Westerland called RE6 runs on an hourly basis.

DB Reise-Service

phone: +49 (0) 180 / 6 99 66 33 (charged service number)
www.bahn.de

DB Regio AG

phone: +49 (0) 180 / 6 99 66 33 (charged service number)
www.dbr regio.de

BY AIRPLANE

The fastest way to get to Germany’s most famous holiday island is by air. There are national and international flights all year round. The airport is located close to Westerland. Parking lots, cabs as well as car rentals are available.

Flughafen Sylt GmbH

phone: +49 (0) 4651 / 92 06 12
www.flughafen-sylt.de

BY FERRY

You can also get to Sylt by a ship: two modern ferries carry passengers and vehicles from Rømø, Sylt’s Danish neighbour island, to List. The mini-cruise across the north sea takes about 40 minutes. The ferries leave up to 32 times a day. A reservation for your own car is free of charge and recommended especially during the summer.

Rømø-Sylt Linie GmbH & Co. KG

phone: +49 (0) 461 / 86 46 01
www.syltfaehre.de



EXPLORING SYLT

Portrait of the Island

One island, five municipalities and 12 villages each with a unique and individual charm – the exciting Westerland, the classy village of Kampen and the green oasis in the east of the island where you can find Keitum, Morsum, Archsum, Tinum and Munkmarsch. Wenningstedt and Braderup are separated by a huge field of heath while Rantum is located right between the seas. List is the harbor village in the North and Hörnum the one in the south. Sylt shows many facets that make the island so unique.



ARCHSUM, KEITUM, MORSUM, MUNKMARSCH, TINNUM – THE RURAL CHARM OF THE ISLAND

Five locations in the east: Tinnum, Keitum, Munkmarsch, Archsum and Morsum share the honor of being the green heart of the island. Here nature shows itself in all its magnificence. Broad expanses of fields and lush meadows stretch beyond green dykes, the Morsum cliff towers majestically above the wadden sea, while the heath gently moves in the wind. Beautiful cycle and footpaths offer the perfect opportunity for an active holiday. It is easy to forget your cares at the beaches on Sylt. Old Frisian holiday homes with their traditional thatched roofs lend the villages their character, custom and traditions are at home on Sylt.

HÖRNUM – SYLT'S SUNNY SOUTH

Hörnum – sun, sea and more: While the youngest members of the family are playing in the “largest” sand pit in the world, parents can relax in one of the beach chairs and enjoy the sun or have a dip in the sea for a cool refreshing. The harbour of Hörnum is full of comfortable tour boats which invite you to step aboard for various sightseeing tours – discover Sylt’s neighbour islands Amrum and Föhr and the tiny low-lying Hallig islands. Cruise past the seal banks or discover what marine delicacies are dragged from the depths of the sea by trawl nets.

LIST – UP IN THE NORTH

Standing on the northernmost tip of the island and claim to be “the northernmost person in Germany”. This is what you can do in List. The village has a lot more to offer besides this: wide beaches, an unspoiled dune landscape, and a varied programme of events as well as a bustling harbour in an otherwise dreamy village. Do not forget to visit the “Erlebniszentrum Naturgewalten”.

KAMPEN – SYLT'S MOST ELEGANT LOCATION

Small but sophisticated. Exclusive and cosmopolitan. Chic and charming. This is Kampen. Nature reveals itself here in all its beauty: Beaches of fine sand and the red cliff and blooming heathland. Right in the middle: The “Uwe Düne”, at 52,5 metres the highest elevation on the island. A modern village, the legendary “Whiskymeile” with its fascinating restaurants, bars and clubs and the attractive golf course – these are just some of the many facets of this impressive village.

WENNINGSTEDT-BRADERUP – THE IDEAL DESTINATION

The twin parish of Wenningstedt-Braderup is immensely popular for families, and there is a good reason for this, as families are well catered for: Whether mini-golf or trampoline bouncing, painting courses or pony riding – the youngest guests are always well entertained. The greater part of Wenningstedt is situated directly on the west coast and offers a wide sandy beach set against the backdrop of majestic cliffs. At the heart of the village is the idyllic



“Dorfteich” (village pond) right next to the church “Friesenkapelle”. The Denghoog is also in Wenningstedt, an impressive megalithic tomb which is around 5000 years old. It is situated close to the pond and open to the public.

WESTERLAND – THE ISLAND PULSE

Westerland is the most alive village of the island. All visitors find themselves here at some point – usually when arriving by train, or later if they come shopping. With just under 10,000 inhabitants, Westerland is the island’s only town. The pedestrian precinct forms the centre of the town with its numerous shops, cafés, pubs and restaurants. Westerland thrives on variety: While smart apartments lend the health resort an urban flair, idyllic Frisian houses cluster around the old village church in the traditional heart of the town. Westerland will guarantee a holiday rich in variety to suit all tastes: Whether bathing or surfing, tennis or cycling, theatres or music on the shore, wellness or shopping – in Westerland you will find everything.

RANTUM – SYLT'S NARROW WAISTLINE

In Rantum you are very close to the sea. Only a few hundred meters separate the roaring west coast from the quiet wadden sea in the east. And between the seas: A wide expanse of nature with unspoiled dunes, nestling against the thatched houses which are very typical on the island. To the north of Rantum lies a nature reserve for birds that is home to some of the most diverse species in Northern Germany: Ornithologists from all over Germany travel here to watch more than 50 different species of birds coming to the “Rantumbecken” to breed or stop over. A visit is worthwhile not only for bird watchers: The embankment which surrounds the “Rantumbecken” offers an extensive walk which allows you to cross the wadden sea with almost dry feet.



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