

Celebrations for the 10th birthday of the Naturerbe Zentrum Rügen



Prora. On the occasion of its 10th anniversary, the Naturerbe Zentrum (Natural Heritage Centre) Rügen hosted a large-scale celebration on Thursday, 15 June 2023, together with partners and guests from politics, business and tourism.

For invited guests, the celebration began with a reception on the sun terrace of the centre's own Boomhus restaurant. After the musical prelude, the initiators took the floor and warmly welcomed the numerous guests and companions of the Naturerbe Zentrum Rügen. They looked back on the past years and gave an overview of innovations at the location.

Jürgen Michalski, Regional Manager North of Erlebnis Akademie AG, said: "I have accompanied the successful path of our centre from day one. More than 2.8 million visitors have already visited the Naturerbe Zentrum Rügen with its Treetop Walk. This fills me with great pride. At this point, I would like to express my special thanks to our employees, who have played a significant role in the centre's existence."

◀ Bernd Bayerköhler, Susanne Belting, Jürgen Michalski (from left) on the "Adlerhorst" observation tower
© Kathrin Wiener; DBU

About Naturerbe Zentrum Rügen

Treetop Walk

- > Total length: 1,250 metres
- > Tower height: 40 metres
- > Path height: up to 17 metres
- > 52 metre long tunnel slide

Around the Treetop Walk

- > Experience exhibition
- > DBU Natural Heritage Site Prora
- > Baltic resort Binz
- > Conference offers
- > Seminars, events, team training

Gastronomie directly on site

- > Boomhus gastronomy

About Deutsche Bundesstiftung Umwelt

We promote innovative, exemplary projects for the protection of the environment. In doing so, we are guided by ecological, economic, social and cultural aspects in the sense of sustainable development. Small and medium-sized enterprises are a particularly important target group for us. As a foundation under private law, we are independent and politically neutral. Based on our ethical convictions, we are committed to preserving the natural foundations of life: for their own sake as well as in responsibility for present and future generations.

We want to achieve a sustainable impact in practice. Through our work we give impulses and act as multipliers. We discuss relevant environmental issues with the actors involved and seek solutions together. We conserve and promote biodiversity on the natural heritage sites entrusted to us.

www.dbu.de

In Kooperation mit



Bernd Bayerköhler, CEO and Spokesman of the Board of Erlebnis Akademie AG, also thanked all the employees for their commitment and looked back with pride on a successful project: "When the DBU and Erlebnis Akademie AG were able to open the Naturerbe Zentrum Rügen 10 years ago after a construction period of just over a year, there were two major objectives. Firstly, to create an outstanding tourist facility from which the island of Rügen can be viewed from a new perspective. Secondly, to provide a platform that brings visitors closer to the idea and implementation of the National Natural Heritage. Today, it is safe to say that this project has succeeded."

Following the reception, atmospheric live music and show acts by the Sommervarieté Rügen accompanied the guests up to the top of the 40-metre-high "Adlerhorst" (eagles nest) observation tower. At various stages, personal words were spoken by companions and guests from business and politics.

Once at the top, the guests were rewarded with finger food and refreshing drinks and a breathtaking view over the large parts of the island of Rügen and the Baltic Sea.

In addition to the colourful entertainment programme of the ongoing anniversary week, day visitors to the Naturerbe Zentrum Rügen were offered reduced admission and a free guided tour on the Treetop Walk at 2 pm on the day of the celebration. Other hands-on activities around the path ensured creative hustle and bustle and entertainment.

Until Sunday, 18th of June, visitors can look forward to the anniversary programme with a raffle, craft tent and shows by Sommervarieté Rügen as well as an anniversary meal in the Boomhus restaurant. On Saturday, thanks to the Zirkow volunteer fire brigade, guests can get up close and personal with the firefighters' emergency vehicles and equipment. And on Sunday, a bicycle obstacle course awaits children in cooperation with the Sassnitz Police Department. The usual opening hours apply from 9.30 a.m. to 7 p.m., last admission is at 5.30 p.m.

Voices on the occasion of the 10th anniversary:

Susanne Belting, Technical Manager at the DBU Naturerbe, a subsidiary of the German Federal Foundation for the Environment (DBU)

"The construction of the Natural Heritage Centre with the Treetop Walk and the adventure exhibition as well as the renovation of the old forester's lodge ten years ago, with a total investment of 13.5 million euros, is to date the largest educational project that the German Federal Foundation for the Environment and its subsidiary, the DBU Naturerbe, have helped to initiate and promote around its 71 natural heritage sites.

It was and still is important to us that, with the help of the centre, we provide an extraordinary view of the beauty of our approximately 1900-hectare DBU Natural Heritage Site Prora - of the ancient beech forests, the fascinating flint fields or the enchanted Buhlitz peninsula - and at the

same time give an insight into how we protect these special habitats in the National Natural Heritage Site in the exhibition.

Today, after 10 years, I am pleased to see how successfully this 'flagship project' has developed since its opening, and how well it has been received by the island's guests. We thank all the staff for their dedication."

Further information:

Erlebnis Akademie AG (Bad Kötzing) conceptualised and built the popular excursion destination on the island in cooperation with the Deutsche Bundesstiftung Umwelt (DBU). Since then, pioneering nature conservation has been practised on the 1,958-hectare DBU Natural Heritage Site Prora. Topics such as biodiversity, sustainable development, nature tourism and recreation are presented interactively with illustrative and functional models as well as multimedia exhibits. Since its opening, more than 2.8 million visitors have visited the Naturerbe Zentrum Rügen with its Treetop Walk and adventure exhibition.

Press release

Baltic resort Binz / OT Prora

15 June 2023

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About Erlebnis Akademie AG

Erlebnis Akademie AG (eak) is one of Europe's leading providers (construction and operation) of nature-based leisure facilities with nature and environmental education elements. It was founded in 2001 in Bad Kötzing / Bavarian Forest as an AG (public limited company) and has been listed on the m:access of the Munich Stock Exchange since December 2015. In Germany, it currently operates five treetop walks: in the Bavarian Forest (2009), on Rügen including the Natural Heritage Center (2013), in the Black Forest (2014), at the Saarschleife (2016) and on the Baltic Sea island of Usedom (2021). In the Czech Republic and Slovakia, it is involved in a joint venture in the treetop walks in Lipno (2012), in the Krkonoše Mountains (2017), in the High Tatras (2017) and in Rogla, Slovenia (2019). The company maintains two more treetop walks in the Austrian Salzkammergut on the Grünberg in Gmunden (2018) and in the French Alsace (2021). The Treetop Walk Avondale in Ireland (2022) and the Treetop Walk Laurentides in Canada (2022) are the newest facilities of eak. Eak's other recreational facilities include the adventure playgrounds Adventure Forest Sommerberg and Adventure Forest Saarschleife at the Black Forest and Saarschleife sites, the Forest Kingdom at the Bachledka site and the Adventure Forest Alsace in France. Additional projects at home and abroad are in the planning stage.

www.treetop-walks.com/en

Another important component of the Erlebnis Akademie AG is the DoNature gGmbH. This non-profit organisation is committed to the sustainable development of our living environment by combining education and experience in nature. DoNature gGmbH is responsible for environmental education at the German locations and also conducts seminars, events and team training (s.e.t.) with sustainable and nature-oriented aspects.

www.do-nature.de

www.eak-ag.de/en

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www.treetop-walks.com/ruegen/en/

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