

From Horses and other passions - Premium Lifestyle in Germany

**“The average provides consistency and eternity to the world,
the Extraordinary its Value.” Oscar Wilde**



Black Forest Cherry Cake, German Sausage and Beer, Boris Becker, Angela Merkel, Jilsander, Joop, Michalsky, Schiller, Bach, Mozart, Goethe, Riesling and Eiswein, Rhine and Mosel, buying cheese and meat products at agricultural farmstalls and smelling cows and green fields....list is long considering German's History, Reputation, its Values, Brands and Lifestyle. Leisure, Holidays, Sports in Germany especially Equestrian Sports Tradition have long tradition and high reputation worldwide.

An old saying says, “Tradition means not to pick up ashes, but, to keep the flame burning.”

A visit to Stuttgart will enliven your senses. Rich with culture and history together with new experiences to delight travellers, Stuttgart currently is enjoying a veritable renaissance. A vibrant melting pot where past and future collide perfectly.

Enjoy the new Arts Galleries and the Contemporary Museum of Arts, the beautifully renovated New and Old Chateau in the historical heart of Stuttgart, cutting-edge designed Daimler Museum, Porsche's equivalent museum attracting huge amounts of visitors, its green parks, so called “Green Heart of the City”, which invites you to relax in one of the well embedded beer gardens, the old city with some of the most traditional and renowned shopping arcades in Germany. Come and visit Ludwigsburg “Bluehendes Barock” (Radiant Baroque) and its former summer residence Chateau Solitude.

"Fitness, Fun, Fascination - all this is equestrian sports". Germany created and inspired this slogan by outdoor sports embedded into its Ecotourism.

Internationally, Ecotourism is defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people." (The Ecotourism Society) The same definition was given by the Swedish World Wide Fund for Nature (WWF) in 1994 and by the [Swedish Ecotourism Association](#) in 1996. It is for riders who are ready to go on the big riding adventure. Who want to meet some of the world's most charismatic horse people, and... ride their fabulous horses in a few, handpicked destinations, to make sure that the quality of the experience is secured. And to get close to the local horse culture.

Agreeing upon what Ecotourism really is, this means that those who work with or participate in Ecotourism activities should follow the following principles:

- Minimize impact on the destination's nature and culture
- Sustain the local economy
- Work in a sustainable way, both in the office and on location
- Actively contribute to the conservation of nature and culture
- Promote the joy of discovery, knowledge and respect
- Ensure safety all the way through the activities, and be a trustworthy business partner

Reason more to be prepared for a stunning tour to the countryside, heading to Marbach. Main stud farm Marbach with its traditional horse parade the international renominated Horse Breeding Compound Marbach, in the heart of the Swabian Alb, yearly attracts several 10thousands of fans, horse owners, investors and breeders. For two weekends in September/October several breeds are presented. A 3-hours lasting equestrian performance on a high level.

Beside, Marbach, which has been founded at the end of the 16th Century, is the oldest and biggest of the four Wurttemberg Horse Breeding Compounds (www.gestuet-marbach.de)

Boss, Joop, Nike, Puma, Diesel, Bally, Schiesser or Strenesse, just a few of the total 50 brands' outlets you can find at Metzingen.

Germany offers all and everything on highest level of quality.

Next Friday blog: "Finest wines in Germany"

By the way, did you know, that the last original wild horses come from Mongolia? The Mongolian Wild Horse from Takhi, Asiatic Wild Horse so called Przewalski-Horse.