

Sønderjylland -the *gateway* to Scandinavia





Introduction to *Sønderjylland*



East Coast Route

The Danish region Sønderjylland is situated in the southern part of the Jutland Peninsula.

It borders to Germany in the south and the peninsula is bounded to the west by the North Sea and Wadden Sea, and

to the east by the Baltic Sea and the Little Belt.

Here, in the southern part of the country, you will find an unspoiled and authentic piece of Denmark.

From the deep forests to the sloping hills, from the quiet fjords to the roaring sea, from sunshine

to storm surges, from flora to fauna.

Ever since our ancestors settled here thousands of years ago, we have learned to live with and from whatever nature has offered us. Where we have tamed it, cattle, crops and fruit trees adorn our fields.

But Sønderjylland also offers wild and unspoiled nature; a landscape formed by the strong forces of nature.

The east coast was shaped by the ice and melting water of the Second Ice Age forming soft rolling hills, fjords and lakes.

The west coast is still being shaped by the roaring North Sea, the tides, the storm surges and the western winds. Here the land is fairly flat, with an occasional hill, the fields are wide, with wind crooked trees.

Dikes, locks and pumping stations were built to keep out the water, creating polders, marshland and mudflats.

How to get there

Alsie Express, Sønderborg



Sønderjylland has its own airport just outside Sønderborg, with daily flights to and from Copenhagen. The 35-minute flight in the spacious aircraft offers a comfortable and fast way to get to the region.

From Billund Airport it is only an hour's drive by car to Haderslev in the north of the region, and from Hamburg it is a two-hour drive to the border.

Coming from the south, there are international train connections to Padborg in the south of Sønderjylland, via Hamburg or Flensburg. There are direct trains from Copenhagen to Sønderborg every other hour.

By car, Sønderjylland is the first region you enter when coming from the south. From Copenhagen it is a three-hour drive.



©Colourbox

Tour de France

in Sønderjylland



East Coast Route, ©Haderslev

The third stage of the Grand Départ of the Tour de France 2022 starts July 3rd in Vejle. Approximately 90 km of the 182.2 km long stage runs through the eastern part of Sønderjylland, passing the market towns of Haderslev and Aabenraa on its way to the finish in Sønderborg.

The hilly landscape between Haderslev and Aabenraa offers the final categorized climb of the stage.

Both towns have special Tour de France programmes planned for the July 3rd, offering activities, happenings, music entertainment and areas where spectators can see the riders pass by.

We have collected information about the stage, the programmes, the hotspots and lots of other tour-related information on our website visitsonderjylland.com/tourdefrance_uk



View over Sønderborg Harbour from Point of View, Alsik Hotel

Third stage finish in *Sønderborg*

The third stage of the Grand Départ finishes in the regions' largest town, Sønderborg, which is located on the island Als. Its vicinity near the German border, its university and a relatively large number of multinational companies, make it a real countryside metropolis.

The town is connected with the mainland by two bridges. The route will pass the historic battle fields west of the town and cross the beautiful steel tied-arch bridge 'Christian X' over the Als Sund.

In the late noughties, world famous architect Frank Gehry

made a masterplan for the north side of Sønderborg harbour, that was to transform the area from industrial harbour into a new city district featuring a multi-cultural centre, a performing arts centre, residences and offices.

Now, 15 years later, many of the buildings have been erected and stand in harmony with the medi-aeval castle and coloured houses that adorn the southern side of the harbour.

Once the riders have crossed the bridge, they will ride along the harbour to the outskirts of the town, from where they can sprint the last 200 meters to the finish line.

Along the route and in the finish zone, there will be hotspots with big screens, food stands, toilets and entertainment throughout the day.

For more information see sonderborg.dk/en/tour2022/

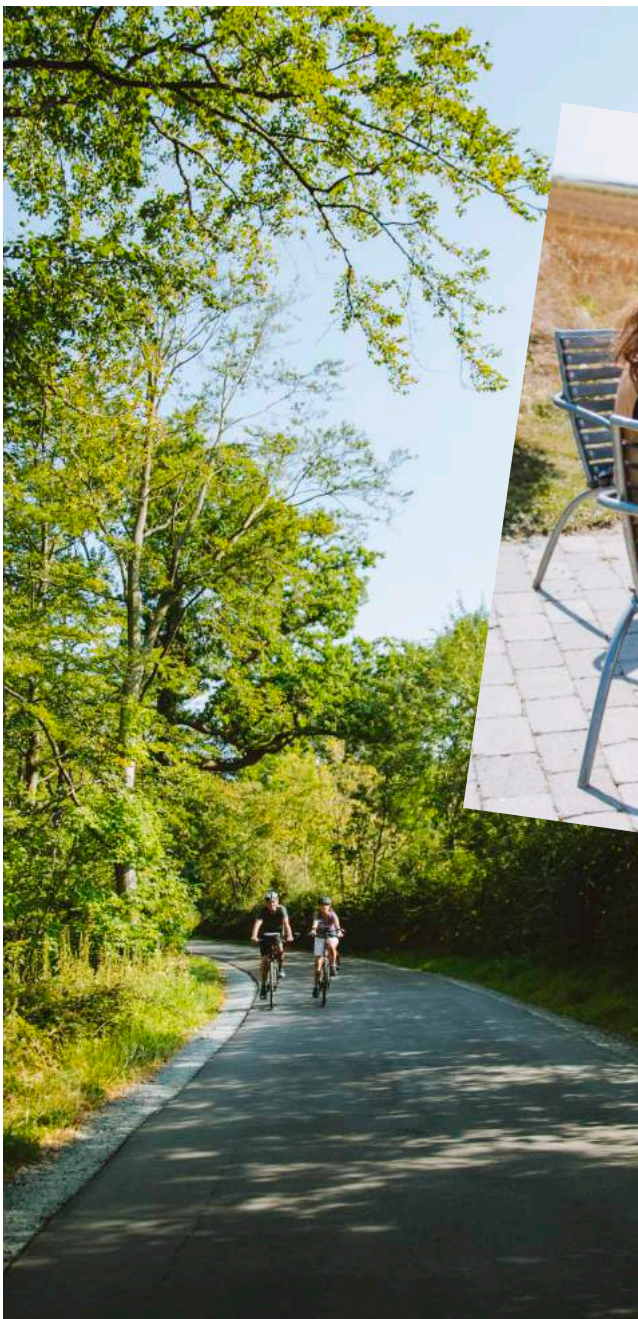
From March 23, 2022, the 100-day countdown for the Tour de France is celebrated in the Danish tour-towns. The 100-day countdown programmes can be found at visitsonderjylland.com/tourdefrance_uk from the beginning of 2022.

Cycle holidays *for families*





Cycle holidays *for couples*



Cycle friendly Sønderjylland

Sønderjylland was made for cycling, with everything from traffic free trails and gentle country lanes to challenging off-road mountainbike trails.

Our cyclist-friendly infrastructure includes more than 3,000 km of signposted bicycle routes, a network of so-called Bike Friends and over 50 Bike Repair Stations. This makes the region ideal for being explored on two wheels. Cross-country routes like the award-winning 'Baltic Sea Cycle Route' N8, combined with our regional and local loops allow you to discover our remarkable history, taste the local cuisine and explore our contrasting landscapes.

From tourers with bikes laden with panniers to leisure cyclists and cycling families – Sønderjylland has a route for everyone.

And although world famous riders will not be cycling the tarmac of Sønderjylland until 2022, already this year it will provide a chance to get a preview of what awaits the riders.

A guidebook for the entire route will be published during 2021, and ten new cycle routes have



Bike Repair Station

been drawn up, featuring different themes, based on the Tour de France Route. They are laid out as loops that follow sections of the route of the third stage of the Tour. The 25-50 km routes are suitable for both families with children and experienced riders.

Cycle routes

Denmark has a solid network of national cycle routes, some of them are also part of the international Eurovelo cycle route network.

Four of the national long-distance-routes run through Sønderjylland, and with its vicinity near the border, the region is the perfect place to start a cycling holiday.

National Routes

- National Route 1 (Eurovelo 12): North Sea Cycle Route
- National Route 3 (Eurovelo 3): Hærvejen - the ancient road
- National Route 5: The East-coast Route
- National Route 8 (part of it is also Eurovelo 10): The Baltic Sea Route

Besides the national routes, the Tour de France route and the regional routes, the area offers many smaller local routes and loops.

For a complete overview of the cycle routes see: visitsonderjylland.com or for entire Denmark: cycling.waymarkedtrails.org



What makes *Sønderjylland* cyclist friendly

Bike Friends:

Bike Friends are here to make your cycling holiday a bit easier.

A Bike Friend can be an accommodation, an attraction, a shop, a bakery or even an individual.

At a Bike Friend you can borrow tools to repair your bike or you can use the toilet, fill or buy a bottle of water, charge your e-bike, use wifi or store your bicycle secured. Bike Friend accommodations also offer lunch-packs to cyclists.

Bike Stations:

Over 50 bicycle repair stations are spread throughout the region. They can be used for free to repair or adjust your bicycle.

Smart Benches:

In Sønderjylland you will find 3 smart benches placed along the Tour de France route. At a smart bench you can charge your device and you can use wifi for free.

Luggage transport:

For cyclists who do not want to carry their own luggage, we offer

a luggage-transport and transfer service. Several cycle holiday-packages that are on offer, include this luggage transport. The providers we work with are all licensed hauliers, and both you and your luggage are insured.

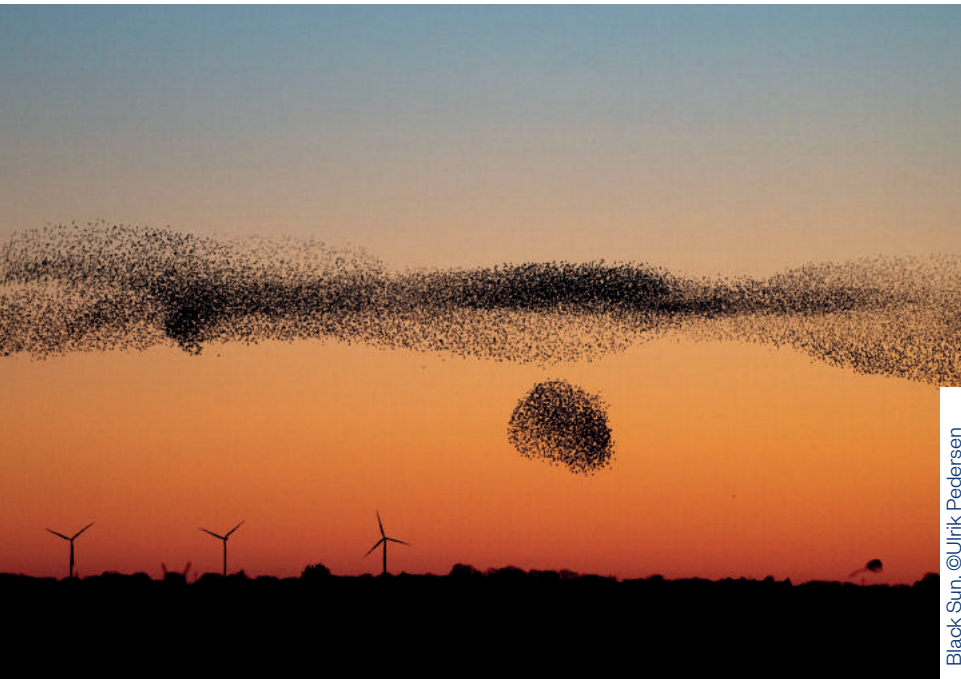
Bike-rental:

It is easy to find a bike to rent, both traditional and electric bikes. Bags and helmets can be rented too. The rental companies also offer pick-up and drop-off at your accommodation.

What makes Sønderjylland *unique*



Oysters picking. ©Claire Droppert



Black Sun. ©Ulrik Pedersen

Our nature

The boundary of the ice sheet from the last Ice Age (Weichselian Glacial) divides the landscape of Sønderjylland into two. To the west you will find flat countryside with an occasional hill, the Wadden Sea with its islands, polders and marshes. The Wadden Sea is a National Park and listed as Unesco World Heritage.

To the east you will find a moraine landscape with tunnel valleys, fjords, islands, soft rolling hills and lakes. Forests with trees hanging over the beach, crystal clear water, cliffs, coves and pebbled beaches.

Our history

Sønderjylland is the newest part of Denmark. Until 1864 it was a Duchy under Danish flag, but when Denmark lost the war against Prussia in 1864, Denmark lost its duchies and thus 1/3 of its land, leaving Sønderjylland under German rule.

After WW I, inhabitants of the former duchies were allowed to vote whether they wanted to be part of Denmark or Germany, and the path of the border was decided on the hand of the outcome of the referendum. In 1920 the northern part of the duchy once again became part of Denmark.



War of 1864, Dybbøl



Sønderjysk Kaffeboard

Denmark was neutral during WW I but because Sønderjylland was under German rule, local men had to fight for the German army. 35,000 men were sent out, and nearly 6,000 never returned. Most towns and villages have monuments that honour the fallen soldiers.

Our landscape also tells the history of Sønderjylland. For example, the line of WWI-bunkers and batteries that runs from Rømø in the west to Aarø Sund in the east, memorials and graveyard and a zeppelin base in Tønder; they are all vivid reminders of this war

At the border to Germany, you will find Denmark's only prisoner camp from WW II. It is one of Europe's best preserved prisoner camps. Today the Danish National Museum has an exhibition in one of the barracks and the watch tower of the camp.

Our language

The region has a very strong dialect, and even within the region, there are large varieties. Common for all is, however, the way we greet – MOJN – and it is used both as a greeting when we meet, but also when we leave, thus meaning both hello and goodbye.

Our food

When Sønderjylland was under German rule, the inhabitants tried hard to keep their Danish traditions alive. They met in city halls to sing songs and talk Danish. Officially this was not allowed, but it was not possible for the authorities to stop these meetings.

Normally Danes would finish meetings with drinking coffee and eat cakes, but this wasn't possible without an alcohol permit. Therefore they started to drink coffee and eat cakes – with each housewife bringing a cake. Soon the tables were filled with lots of layered cakes, sponge cakes, waffles and biscuits.

This tradition of meeting and eating lots of cakes is still something we do in Sønderjylland, and also visitors can join the famous 'Sønderjysk Kaffeboard' - as the coffee table is called - on several occasions. Tickets need to be bought in advance, because it is very popular.

In Sønderjylland you will find one of Denmark's largest organic farms – Gram Slot. The company's products are sold through the supermarket chain Rema1000, but they also sell

their products from their shop at the castle.

Sønderjylland has a large number of organic fields /farms – its total area being almost 1/3 of Denmark's total organic area. You will find many small farm shops and stalls along the road where you can buy produce of the day. Especially strawberries, eggs, potatoes and vegetables.

During the period under German rule, butchers learned the craft from their German colleagues, producing a richer product and using different techniques, that are still in use today. Sønderjylland is famous for its meat and charcuterie, e.g. its salami sausage called Sønderjysk Spegepølse.

Love oysters? Then Sønderjylland is the right place to be. On the mud flats of the Wadden Sea you can pick your own oysters, directly from the sea bed. In October, the oyster is celebrated during the Oyster Festival at the Wadden Sea island Rømø. With international Michelin chefs competing for the title 'Oyster Chef of the Year'.

Unique experiences you don't want to miss

When paddling around Sønderjylland by bike, there are some unique experiences you should not miss:

Tilting at the ring – in the middle ages, when knights were practicing jousting, the game of tilting at the ring became a popular sport. The Danish king Christian IV was very fond of the game and ever since the sport has been played in Sønderjylland. Nowadays, tournaments take place throughout the region all summer, and every town or village has its own tournament, including parades, food-tents with traditional 'tilting'-sausages and town fêtes. The parades in Sønderborg and Aabenraa are the largest with up to 500 participating horses.

Black Sun (Sort Sol in Danish) – The murmuration of the starlings, forming black clouds in the sky

Picking oysters directly from the mudflats. At low tide, the mudflats of the Wadden Sea lie dry, and an abundance of oysters meet your eye. Oysters can be picked and eaten as long as the sea water is cold. Best experience is always with a guide who knows all about the tide, oysters and where to find the best ones.



Tilting at the ring

Marsh Tower – See the Wadden Sea landscape from above. The Marsh Tower opened 2021 and is designed by world famous architect Bjarke Ingels. Its special design, that looks like a dna string, allows you to go up and down on different sides of the tower. The tower is 25 meters high, but as it stands on a 9-meter-high hill it offers views across the Wadden Sea and its islands Rømø, Sylt, Mandø and Fanø from 35 meters height.

Rømø – Part of Unesco World Heritage Wadden Sea and National Park. Here you can pick your own oysters or visit Northern Europe's widest beach. At low tide the beach can get up to 4 km wide. Here you can enjoy activities such as beach-sailing, blokart, kite-surfing. You can

even drive with your car on the beach.

Tønder Marsh – The marshlands of Tønder and the polders between the old and the new dike provide habitat to many species. Here you will be able to see eagles, swans, geese, cranes and several large birds of prey. The marshlands is also home to a wide variety of herbs and edible plants.

Tønder – Denmark's oldest market town: Tønder was the first town in Denmark to get market rights. The old town used to be the largest port of northern Europe, with ships bringing goods to and from the West, which then were transported by land to Flensburg and Aabenraa and from there transported to



and from the East. After Tønder became part of Germany in 1864, Esbjerg became the largest port of Denmark.

Zeppelin base – Foundations of the large zeppelin halls are still visible in the forest north of Tønder. The hangar has recently been renovated. A small museum next to the base tells the story of the Zeppelins and its base in Denmark

Sønderjysk Kaffebord – Large coffee table with at least 14 different types of layered cakes, sponge cakes, waffles and biscuits.

Northern Defense Line – A line of 800 WW I-bunkers from Rømø to Aarø Sund of which many are still intact.

1864 – The war between Denmark and Prussia, its final battles took place near Sønderborg. Gravestones, crosses, trenches, memorials and a historic battlefield center that tells the story of the soldiers who fought on either side of the frontier.

Camp Frøslev – A prison camp from WW II. One of the best-preserved camps in Europe. With

museum, watch tower and an exhibition about the white busses of the Bernadotte operation. The exhibition contains the last original white bus that still exists.

Bike-ferry to Germany – From the peninsula of Broager you can sail across the Flensburg Fjord to the small village of Langballig in Germany. The small ferry can carry 12 passengers and you can bring your bike. This way you can make your own loop combining the Eurovelo 10 and Baltic Sea Route that run on either side of the border, passing the towns of Glücksburg and Flensburg on the German side and Kruså and Gråsten on the Danish side.

The sea captain's house – An 18th century family estate belonging to one of the whaler captains that lived on the island. The house has thousands of Dutch tiles and paintings, a sperm whale skeleton and exhibitions.

Wegner – Furniture architect famous for his beautiful chairs. Born and raised in Tønder, Wegner himself handpicked and donated 34 chairs to the local museum. Climb the water tower of Tønder and try each of the chairs yourself. When reaching

the top, you are rewarded with a stunning view over Tønder and the marshlands towards the Wadden Sea.

Universe Science Park – Take a science park and mix it with an attraction park, the result: Universe Science park. Here young and old can play themselves through the wonderful world of science, explore natural phenomena, test and compare body and mind with people of the same age, taste and smell themselves through the flower- and herb garden and get to know all about Danfoss and its founder.

Rønsdam – Denmark's oldest road: at the border of Rønsdam, where Hærvejen (the ancient road) enters Denmark, you can see the pavement of the oldest road of Denmark. The Hærvejen – national cycle route 3 - brings you to Viborg in the north and Schleswig /Danewerk in Germany in the south. The Hærvejen was used by armies, oxen drivers and pilgrims. Fun Fact: on either side of the border at Rønsdam, you'll find a 'ground telephone' that enables you to talk to each other across the border.

Usefull links

Contacts, Press and SoMe

Usefull links

- Tour de France Grand Départ official website letourcph.dk/en
- Third stage of the Grand Départ letourcph.dk/en/stages/stage-3
- Our region visitsonderjylland.com
- Third stage of the Grand Départ – Sønderjylland visitsonderjylland.com/tourdefrance_uk
- Finish of the third stage- Sønderborg sonderborg.dk/en/tour2022/
- Cycling in Sønderjylland visitsonderjylland.com/tourist/experiences/active-together/cycling

Press photos

- Material for Sønderjylland skyfish.com/p/dssj-presse
- Tour de France press photos /material skyfish.com/sh/7d4065c23c9328ff6f-c8ad1cace02364cc154b42/3f1e0567/1914071/50397876

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