We would like to invite you...
Welcome to Straelen

It is great that you are interested in Straelen. Everything is green – this is our motto. And you can take this in literal sense. Embedded in the picturesque landscape of the Lower Rhine, in the biggest coherent horticultural area of Europe, you will find our Straelen.

Its unique location in the Euroregion Meuse-Rhine-North makes Straelen a perfect starting point to make a voyage of discovery in this “region without borders”. Despite its long history, Straelen is a young and modern town. A walk through the restored town centre will illustrate this fact. On your walk, you can go shopping and visit one of the cozy restaurants or pubs. And the range of cultural activities is equally extensive.

In the same way as tradition and modern age go together in Straelen, young and old people like to settle here. This is hardly surprising since as far as living, working and leisure activities are concerned everything is green in Straelen.

There are many thrilling facets to discover for you in Straelen. The following pages can only give you a first impression. We hope that this impression will arouse your interest to learn more about Straelen.

We are looking forward to seeing you.

*This is the beating heart of Straelen: The market place* — The green couch really exists. It is standing before the town-hall, 4.50 metres wide, 1.70 metres high and 2.20 metres deep. The idea for this couch is taken from a work of the Swiss artist Daniel Spoerri. — The romantic town centre has been lovingly restored.
Straelen is connective

As the saying goes: First impressions count. And this is where Straelen knows how to convince you already. Along wide green meadows, fields and forests – typical for the Lower Rhine area – the journey to Straelen will take you. And the central location of our town is exactly the best starting point to discover the region – by car, on foot, by bicycle or – as people here use to say: “By Fiets”. Our town is conveniently situated and offers an extensive network of hiking and cycle paths.

No matter what direction you come from to Straelen: The many greenhouses surrounding the town like a wreath are clearly visible. If you like, you can take part in a guided “discovery tour” with the subject of horticulture. The location at the A40 makes Straelen a favourable industrial site. From the periphery, you have a wonderful view of Straelen’s silhouette which is determined by the parish church St. Peter and Paul. The place before the church is particularly charming as well. As charming as the complete historical town centre.

The old houses, idyllic places and churches are well tended and cared for. Historical facades rich in details and new buildings form a successful interaction of tradition and modern age. Between them, you will find lovingly arranged flower beds again and again – just as you would expect from a flower town. The oldest building in town is the town archive. It is more than 450 years old. Worth more than having just one look is the European Translators’ College, the worldwide only international working centre for translators of literature.

“The playground at Walbecker Straße is our children’s favourite. They particularly like the climbing frame.”

Louisa, Gabi, Tim and Dianel Heghmann from Straelen

There is always something happening in Straelen – in particularly during the town festival in summer. It is not without reason that the town was awarded Gold in 2005 in the contest “Our town is flourishing!” Typical for the Lower Rhine area are the many old windmills, like the one in the Herongen district, embedded in the densely wooded landscape “Buschberge”. About 70 couples a year get married here: The wedding chapel in the local recreation area “Paesmühle”. 
Good to know!

Stralen is pronounced as “Straelen”. Everyone who knows this will be part of the Stralen population immediately. The name Stralen goes back to the “Knights from Stralen”. In the twelfth century, they controlled the place and had a beam (arrow) in their coat of arms.

The Catholic parish church St. Peter and Paul accommodates a library with more than 110,000 volumes in more than 250 languages. If you want to go shopping, we recommend a visit to the old town centre.

It’s the local heart that beats on the market place. This is where another landmark can be found: The market well. Its figures symbolise the history and social life of Stralen. The figures include bishop, flower girl, merchant and officer and clown. Plainly, it is much more than a mere reminder of the tradition of marksmen’s festivals and carnival. If you believe that these are the only occasions for the sociable Stralen citizens to celebrate, you are wrong. No matter whether you take the town festival in summer or the music festival “Straelen Live”, high spirits are always guaranteed in Stralen.

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My favourite place in Stralen is…

“De Prummenhoek, where I live, that is my favourite place. Particularly because of the fantastic neighborhood there.”

Matthias Drießen, king of marksmen

“My favourite place is the market place. There you caningles nice pubs, it is a stop and shop the center of our town.”

Helga Kwintenberg, queen of marksmen

In Straelen ist immer was los – und ganz besonders viel beim Stadtfest im Sommer. Nicht ohne Grund erhielt die Stadt 2005 Gold im Wettbewerb “Unsere Stadt blüht auf”.

Typisch für den Niederrhein sind die vielen alten Windmühlen, wie die im Stadtteil Herongen, eingebettet in die waldreiche Landschaft der “Buschberge”.

Rund 70 Paare geben sich hier jedes Jahr das Ja-Wort: die Hochzeitskapelle im Naherholungsgebiet “Paesmühle”.

1. The Catholic parish church St. Peter and Paul.
2. The European Translators’ College: a city of its kind. Every place, more than 300 students of literature meet here to work together.
3. Typical for the Lower Rhine area: wide, green meadows and fields.
4. The Prummenhoek, where I live, that is my favourite place. Particularly because of the fantastic neighborhood there.”
Straelen is fun

On land, in water or in the air? By car, with the bicycle, or better on foot or with a canoe? Tradition and history or modern age? Everything goes in Straelen. This way or another – the paths are always short. Either literally or in an entertaining manner, since there is always something to see. This is true for both the town with its old town houses or winding alleyways and for the attractive surrounding countryside.

Owing to the favourable location, in direct vicinity to Weeze airport, and the excellent motorway connection, already the journey to Straelen is relaxing. A hint for motorists: There are sufficient parking spaces in Straelen and they are free of charge. One more reason to leave your car behind, for example, for a sightseeing walk, for a visit to the markets or the atmospheric events that take place regularly.

The Straelen citizens celebrate their festivales as they come. Every two years in spring, the carnival revelers (the “Jekken”) hold their carnival parade. Every summer, the town festival attracts thousands of visitors. In autumn, marksmen’s festival and funfair are on the programme.

“Because it is really romantic there. This is why we like to be at Paesmühle.”

Jasmin and Petra Wagner with dog Emma, guests in Straelen

Award-winning!

Straelen possesses an impressing collection of trophies. These include, among others: Gold in the contest “Our town is flourishing” in the years 2001 and 2005. In 2009, local business development is awarded the “Best Practice” award “ERFOLG” from the ‘Bundesverband Deutscher Unternehmensberater’ (BDU e.V.) (Federal Association of German Management Consultants).

On several signposted skater routes, inline-skaters will find everything they want. Not only a meeting point for motor-home drivers: The motor-home campsite at the swimming pool “wasserstraelen” is also an excellent starting point for a cycle tour through the surrounding area. Full house in the town hall where a wide range of events is offered. Straelen and its surroundings have 275 kilometres of cycle paths. The riding and driving club Straelen regularly organizes thrilling and top-class tournaments. Meeting point for jumble dealers: The bargain market held every week during summer holidays.

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Nodal point Straelen: its unique location in the Euregio Rhine-Meuse-North makes the town a perfect starting point for a discovery tour by bicycle.

The swimming pool wasserstraelen offers sports and fun in refreshing water.

Old stately homes like house Coull remind you of the tradition in the Lower Rhine area.

During a canoeing trip on the Niers you can discover Straelen from the waterway.

Beach handball as a sportive demonstration during the town festival.

"Stroeile Helau" is what the revellers shout at carnival.

The Christmas market attracts visitors in winter. But there is always something going on – markets, readings, and concerts.

Anyone who wants to discover the surroundings can do so on 275 kilometres of signposted cycle paths. The “Agro Route” leads through Straelen, Geldern and the municipalities of Arcen, Lomm and Velden. It is part of the border-crossing leisure time region with its own route called “Fossa Eugeniana”. Straelen really is a “piece of Europe”. Many old stately homes along the way will remind you of history and tradition of the Lower Rhine area. Highlights for tourists: Castle Vlaßrath and house Coull.

You do not need a bicycle to be well on your way, this is also possible on foot. Straelen is even located on the Way of St. James. There is no need for concern, even if you do not want to walk the complete pilgrimage route, there is a lot to discover in Straelen. The extended network of walking paths in the natural park Schwalm-Nette offers good opportunities for walks. Just outside the gates of town, you will find the local recreation area “Paesmühle” with the natural landmark “Seben Quellen”. The romantic-idyllic wedding chapel of the registration office is located here.

Inline skaters as well will find everything they want. The region offers several signposted skater routes, each up to 25 kilometres long. The 60 kilometres long “Fossa Eugeniana” can also be used best by skaters. This also applies for the Niers – namely with a boat during a canoeing trip. And you can "plunge into the floods" in the swimming pool wasserstraelen.

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“We often cycle in the surroundings of Straelen. Mother nature is so versatile in a wonderful way here.”

Jakob Hünnekens (on the right), group of senior bicyclists

“I like to take the route around Straelen through Kastanienburg and Westerbroek. It is challenging and situated in a wonderful landscape.”

Matthias Stienen (sitting), skater group Straelen
The future is growing here

Have you ever thought about where the nice flowers in your vase come from? Or the crispy lettuce on your plate? After a visit to Straelen you will know. “Everything is green”、“Stomach of the region”, or simply “The flower and vegetable town” – these descriptions mean one and the same: Straelen is a centre of horticulture. The town with its 16,000 inhabitants is located in the centre of the biggest coherent horticultural area in Europe.

Nowhere else in Germany more flowers and vegetable are sold. The urban area alone houses 313 firms for horticultural products. Germany’s greatest flower auction is located in Straelen. No doubt – a lot of impressing superlatives. But what exactly is their impact for the town and the people living in it? Firms, innovative technologies and the people behind them – you can discover all this during a “tour of discovery” with the subject of agribusiness. In an informative and entertaining manner, the “agricultural metropolis” will give its visitors detailed information about one of its most important economic supporting leg. Tourism of a particular nature.

Straelen’s horticultural tradition starts in 1910 when a fruit-growing and horticultural association was founded. Only four years later, the first German vegetable auction was carried out similar to the Dutch example. First, mainly vegetables were sold, but later cut flowers have gained more and more importance. In 1953, flowers were sold in the vegetable auction hall for the first time. A German premiere. Since those days, this colourful spectacle has taken place nearly every day.

“I love to pass the vegetable fields and the flower greenhouses by bicycle or with the bus tours. My heart always warms over such a blaze of colours.”
Hans-Hermann Hüßmann, companion during agricultural tours

“I like to walk through the sand dune landscape at Witte Berg with our family dog Paula.”
Karola Gatzweiler, florist

“This is something tasty is growing here: Horticulture in Straelen viewed from a bird’s eye perspective”

The agricultural tours are an experience for young and old

There are 313 firms for horticultural products in the urban area alone

A fascinating highlight: The greatest German flower auction takes place in the Veiling Rhine-Meuse on every working day
Horticultural dimensions

Every year, 450,000 stacking carts with cut flowers are sold in the auction facilities in Straelen. 2,000 market gardens with a production area of 7,000 hectares, 560 of them under glass, are to be found at the Lower Rhine. The area covered by green houses amounts to 2 million square metres only in Straelen. A tour with the subject of agribusiness will let you experience the dimensions of horticulture.

The many green houses in and around Straelen are indispensable in the “agricultural metropolis”.

The cultivation of cut flowers and their marketing are an important economic supporting leg.

In Straelen, everything is served freshly harvested.

Intensive research is carried out in the horticultural centre of Straelen with regard to current horticultural subjects.

Agricultural tours are a particular experience. From cultivation to marketing and processing you can follow the course of horticultural products.

Meanwhile the magnificent sea of flowers is to be found in the auction hall of Veiling Rhine-Maas. Every working day, Germany’s greatest flower auction takes place there. A fascinating highlight – not only for garden enthusiasts. More than 600 customers find a place in the gallery. On one business day, up to 2,500 flower carts are sold by auction. Eight clocks are used in parallel. A round trip through the facilities of the Veiling Rhine-Maas, the merger of the auction sites Herongen, Lüllingen and Venlo, will quickly demonstrate the dimensions of marketing.

Tour operators can offer guided tours that help you to comprehend the several developments of the products. From their cultivation on the field to the glass house to their marketing and processing.

Renowned industrial enterprises set up businesses establishments in Straelen. These include, for example, the company for fresh direct sellers of deep-frozen foods. Every child, not only in Germany, knows products from the companies Bonduelle, manufacturer of ready meals, and Dill, specialist of vegetables and lettuce, as well as from Bofood, suppliers of vegetables and lettuce.

I like to be there whenever I am free. Here – just like in Straelen – you can write and live in a small community together and really well.”

Anneliese Vehreschild likes to go shopping in Straelen.

“I like to sit on the market place: You can relax there and have a wonderful view of the people passing by.”

Sven Kreisig, master gardener in Vorst.
We look forward to meeting you

A well-known proverb is, “Where people sing, you can feel free to settle”. If you follow that proverb, you will not only pay a short visit to Straelen but take some more time to get acquainted with the sociable Straelen citizens.

For example with a typical meal for the Lower Rhine area consisting of asparagus with ham, potatoes and butter with a dark beer or a dry wine. This is also available elsewhere but as crispy and fresh as here at the Lower Rhine it will taste somewhat better still.

In Straelen, a lot of nice pubs and fine restaurants in the lovingly restored houses, partly hidden in the alleyways, invite you to come in.

Somewhat outside of Straelen but just as cozy: Numerous idyllic farm cafés which are typical for the region. And, finally, in one of the inviting locations, you will no longer be able to withstand the hospitality of the Straelen citizens.

“When I go out for a bicycle tour, I like to have rest on the bench at Oberweg. Often I have a book with me and I read there for half an hour.”
Angelika Hoffmann, hotel owner and DEHOGA chairwoman of the district group Kleve

Offers for overnight accommodations range from stylish country hotel to boarding house. Many nice pubs around the historical market place invite you to come in.

There is something for everyone’s taste: Plain Lower-Rhine cooking or international cuisine, beer or wine. And one thing is sure: In Straelen everything is served freshly. Directly supplied by the farmers from the surroundings. Exactly as you would expect it from a vegetable growing town.

As versatile as the leisure time and recreational opportunities in town are its numerous overnight accommodations. The following is true: Whether young family, couple, single or even a complete tour group – in Straelen everyone will find accommodation. Offers for overnight accommodations range from the small cozy boarding house to the stylish country hotel. As a matter of course, a holiday on a farm or in a holiday apartment is possible as well. Simply enjoy some days of well-being in Straelen!

You will find an up-to-date overview of the town’s restaurants and accommodations under www.straelen.de. This site furthermore includes a lot of practical information about history and current subjects as well as all the necessary contact data. Of course, the town also has a Facebook profile.

“Our market place is a very special place for me. It has flair and particularly on Sundays there is a lot to see here.”
Heinz-Gerd Fleuren, local guide
Region without borders

Not only Straelen – the surroundings as well have always something to offer. The town is an optimal starting point to get acquainted with the border-crossing Euregio Rhine-Meuse-North. Detours, for example to the communities of Arcen, Geldern and Nettetal, are always worthwhile!

- A piece of information for everyone who is looking for peace and relaxation: The thermal bath in the Dutch neighbouring town Arcen
- Castle Haag in Geldern was built in the 17th century and is one of the most important moated castles at the Lower Rhine.
- The court of the outer ward is open to the public
- The Krickenbeck Lakes with Castle Krickenbeck in Nettetal are one of the oldest nature reserves in North-Rhine Westphalia

Straelen is colourful, versatile, rich in variety, and fascinating. Just like the Straelen citizens
1064 First mention in a document
1236 The beam (arrow and name giver of the town) is included in the coat of arms of the Straelen knights
1242 Straelen is first mentioned as a town
1266 Duke Arnold of Geldern confirms the town rights
1269 The construction of the canal “Fluss Eugeniana” as a Rhine-Meuse connection (never completed) starts
1302 Founding meeting of the Straelen fruit-growing and horticultural association
1342 Straelen is first mentioned as a town
1364 Duke Arnold of Geldern confirms the town rights
1372 1. Das Große H. im leichten Stadtdruck: Göttingen, your municipality is concerned
1375 Das Kloster und Wasserschloss Münster: Straelen is merged with the districts of Geldern and Münster to form the regional district Münster
1390 1. Das Große H. im leichten Stadtdruck: Urban and environmental protection in urban development
1438 The “Europäisches Übersetzer-Kollegium Straelen e.V.” (European Translators’ College) is founded
1473 Reconstruction and renovation of the town centre.
1494 Gold for Straelen in the federal contest “Our town is flourishing”. The green couch is presented.
1505 Gold for Straelen in the federal contest “Our town is flourishing”. The green couch is presented.
1529 Gold for Straelen in the federal contest “Our town is flourishing”. The green couch is presented.
1540 Gold for Straelen in the federal contest “Our town is flourishing”. The green couch is presented.
2001 Gold for Straelen in the federal contest “Our town is flourishing”. The green couch is presented.
2005 Gold for Straelen in the federal contest “Our town is flourishing”. The green couch is presented.
2009 First prize for Straelen in the federal contest “Our town is flourishing”. The green couch is presented.
2012 Straelen is presented in the North-Rhine Westphalia pavilion at the Floriade in Venlo.

Data, figures and facts

Images

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