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City marketing

A little piece of Bocholt for your home: new online shop launched

Discover Bocholt, give the gift of Bocholt and show your love for your hometown: a new online shop featuring a range of Bocholt products is launching at www.bocholt.store . This has been announced by Bocholt City Marketing. More than 60 souvenirs, gift ideas and products from or related to Bocholt can be selected there round the clock, paid for online and ordered for home delivery. The shop is the digital complement to the range available at the Tourist Information Centre.

The online shop features a modern design in the Bocholt style. Filter and sort functions make it easier to find the right items. A range of popular payment methods are available.

The range is divided into three sections: "Cycling and Exploring", "Lifestyle and Indulgence" and "Town and Gifts". In this way, the shop highlights different aspects of Bocholt - from its reputation as a cycling town, through the regional way of life, to souvenirs and gift ideas.

Order online or browse in-store



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A popular accessory: the Bocholt bicycle bell is available from the Tourist Information Centre and, from now on, from the online shop as well.

"Our aim was to link the high street with the digital world. The online shop perfectly complements the range of services offered by the Tourist Information Centre on Nordstraße", says Ludger Dieckhues, Managing Director of Stadtmarketing. All the products on offer can still be viewed and purchased there. In addition, most items are now also available for delivery.

With **"Click & Collect"**, the shop also links the two services: customers order and pay for their products online and then collect them from the Tourist Information Centre. This allows for flexible shopping plans, whilst maintaining the personal advice and in-store shopping experience.

The shop is aimed at visitors looking for a memento of their stay, as well as residents of Bocholt. With these products, they can show their connection to their town, give a piece of Bocholt as a gift, or incorporate familiar motifs and special features of the town into their everyday lives.

The city brand is visible in everyday life

The online shop was created as part of the [city branding process](#). The product range is being further developed and specifically expanded to include items that have a distinctive and recognisable connection to Bocholt and can be designed in the Bocholt style. This means you'll find bicycle bells and cycle maps alongside popular classics such as pins, breakfast boards, wine glasses and much more.

"A city brand isn't brought to life by a logo. It comes to life wherever people experience Bocholt emotionally, show their connection to the city and pass on positive stories. "The products typical of Bocholt in the shop bring a little bit of that city spirit into everyday life"," says Karsten Tersteegen from the Bocholt Economic Development and City Marketing Association. "Visitors and locals can browse and order online, whilst the Tourist Information Centre remains a personal and central point of contact in the town centre."

The range is regularly updated and supplemented with new or seasonal items. The city marketing team therefore recommends an occasional visit to www.bocholt.store [↗](#).

Anyone wishing to be kept up to date with new products can [follow](#) [↗](#) the official city marketing channels "**Bocholt erleben**" on [Instagram and](#) [↗](#) [Facebook](#) [↗](#). New items from the shop are showcased there first.