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City marketing

Heimat Shoppen 2026: "We'll pack your suitcase"



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Bocholt. September is all about 'Heimat Shoppen'. To mark this year's 'Heimat Shoppen' days on **11 and 12 September**, visitors to Bocholt town centre can look forward to an exciting prize draw.

We'll pack your suitcase

Under the slogan "**We'll pack your suitcase**", numerous retailers in Bocholt have donated their products for a special prize draw. The task: to estimate as accurately as possible the total value of a suitcase filled with a variety of items - including the suitcase itself.

The three people who guess the total value correctly or come closest to it will each win one of the three suitcases. All three suitcases contain identical contents, although some items are available in different colour variants.

From **1 to 12 September**, the suitcases will be on display in the shop windows of **Intersport Pieron** (Rebenstraße), **Der Nähkasten** (Osterstraße) and **Tara-M** (Shopping-Arkaden). Anyone interested can go there to get an idea of the contents. Further insights will be available from **1 September** on the social media channels of **@bocholterleben**. The individual products and the participating retailers will be showcased there, providing further clues as to the total value.

Entry forms and prize draw boxes are available in most participating shops. Once the promotion has ended, the actual total value of the suitcases will be announced publicly. The winners will be notified personally. Should several people have submitted the same estimated value, the winner will be decided by drawing lots.

The prizes will be presented during the **Bokeltsen Treff** on **27 September**.

""Without the tremendous support of the participating shops and partners, a campaign like this would not be possible,"" says Maren Weitauer, project manager for city marketing.

The following are taking part in the campaign: Hausfelder, Haus der Weine, Der Nähkasten, Intersport Pieron, Dörner & Dörner, Kaffee Imping, Konditorei Winkelmann, Currywurst Tempel, Anna - Das bin ich, the Tourist Information Centre, the Shopping Arcades, Marc O'Polo, Leder Berensen, Tempton Personnel Services, Saint Georges, Eiscafé Cortina, Apollo Optik, Tara-M Woman, Real Nails, Schuh Okay, Jeans Fritz, Müller, Borggreve Jewellers, Hermeier Jewellers, Tara-M Man, Asia Point, Papiermarkt, Thalia, H Vision Hairdressers, alltours and Hungerkamp.

Shop Local

The city centre initiative **"Heimat Shoppen"**, run by the Chambers of Industry and Commerce in North Rhine-Westphalia, was launched in 2014 by the Chamber of Industry and Commerce for the Middle Lower Rhine. The North Westphalia Chamber of Industry and Commerce, which oversees the campaign in the Münsterland region, is taking part in the promotional campaign for **the 11th time** this year, in partnership with the town of Bocholt.

The aim of the initiative is to raise awareness of the importance of local retail, the hospitality sector, service providers and weekly markets. They bring town centres to life, secure jobs and make a significant contribution to the local quality of life.

The Chamber of Industry and Commerce is also supporting the 'Heimat-Shoppen' Days in Bocholt by providing **10,000 of the popular 'Heimat-Shoppen' paper bags**.

"We'll pack your suitcase" is a joint campaign organised by **Stadtmarketing Bocholt**, **ISG Altstadt Bocholt** and the **Shopping-Arkaden** advertising association, and is supported by the **City of Bocholt**.