Turniergesellschaft Luhmühlen mbH

18th November 2026

Preserving tradition, shaping the future: Luhmühlen gears up for its anniversary year

Proven structures, new responsibilities and a very special anniversary year: Turniergesellschaft Luhmühlen is once again relying on familiar faces for 2027. Ellen Jühlke takes over as sole Managing Director and Lisette Buhr becomes the new Press Officer, while Julia Otto bids farewell after 28 years. At the same time, all eyes are on the 70th edition of what is today the Longines Luhmühlen Horse Trials and the upcoming start of ticket sales.

Luhmühlen, November 2026. For decades, the Longines Luhmühlen Horse Trials have combined sporting tradition with continuous development. With an experienced team and clearly defined responsibilities, Turniergesellschaft Luhmühlen mbH (TGL) is setting the course for the coming season. Building on many years of experience, long-standing partnerships and fresh ideas, the organisers aim to continue the success story of this international eventing competition well into the future.

Familiar faces in new roles

In Ellen Jühlke, the TGL is led by someone who has been closely connected to the event for many years. A member of the management team since the 2026 event, she now takes on overall responsibility for the company. She knows the event, how it works and the people behind it from many different perspectives. Alongside the organisational and strategic development of the Longines Luhmühlen Horse Trials, she will also take over the sponsorship and TV portfolios previously managed by Julia Otto.

“Luhmühlen thrives on its unique history, the commitment of so many people and the close bond with our partners. At the same time, expectations of an international sporting event are constantly evolving. Our aim is to preserve what has proven

successful, bring in fresh ideas and continue to develop the Longines Luhmühlen Horse Trials together with our team and our partners," said Managing Director Ellen Jühlke.

The TGL is also opting for continuity in its press and public relations: Lisette Buhr takes on the role of Press Officer. A long-standing member of the Longines Luhmühlen Horse Trials press team, she will be working at the event for the 20th time in 2027. In her new role, she will be responsible for coordinating the press team, looking after the media and organising the press conferences.

Julia Otto bids farewell after 28 years

At the end of 2026, Julia Otto will leave Turniergesellschaft Luhmühlen after 28 years to take on a new professional challenge. She played a key role in organising and developing the event from the early years of the TGL, which was founded in 1998. In October 2002, she became Managing Director and, over the decades that followed, helped turn Luhmühlen into one of the most important eventing venues in the world. Most recently, as Commercial Manager, she was responsible for the sponsorship and TV portfolios of the Longines Luhmühlen Horse Trials.

"Having helped shape Luhmühlen as a venue for international eventing over so many years will always remain an important part of my story," said Julia Otto. She extended special thanks to the TGL's former shareholders, who accompanied her for much of her career, as well as to the current shareholders, her team and all supporters. Looking ahead to future events, Otto added: "I'm delighted that Ellen Jühlke will be taking over my areas of responsibility as Managing Director."

Finally, she sent her warmest regards and thanks to the national and international eventing community, which has accompanied and inspired her over so many years. "I'll take away countless memories, and I will always remain connected to equestrian sport," said Otto.

The TGL would like to thank Julia Otto for her wholehearted commitment and her many years of dedication to the sport of eventing. In particular, the reliable partnerships she built and nurtured with sponsors and supporters have had a lasting impact on the development of the event.

Almost seven decades of international eventing

Major eventing competitions have been held in Luhmühlen since 1958. What began as a "Military" has grown into one of the most important international venues in eventing. Six European Championships (1975, 1979, 1987, 1999, 2011 and 2019) and the 1982 World Championships underline Luhmühlen's standing in the sport. Since 2005, the event has been staged at the highest international level of eventing.

In 2027, the internationally renowned event will take place in Luhmühlen for the 70th time. The anniversary year offers the perfect opportunity to look back on the sporting highlights, remarkable personalities and defining moments of its history, while also looking firmly to the future.

Ticket sales open on 20th November

From 17th to 20th June 2027, the Longines Luhmühlen Horse Trials will once again bring top international riders and equestrian fans from all over the world to the Lüneburg Heath. The programme features the Longines CCI5*-L and the CCI4*-S Meßmer Trophy, which also hosts the German Championship.

Tickets go on sale on 20th November 2026 at 10 am (CET). Early-bird prices are available for selected ticket categories until the end of February 2027. Information on ticket options and how to book will be published on the official website at www.luhmuehlen.de.

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About Luhmühlen

Since 1958, Luhmühlen has hosted major international eventing competitions, including six European Championships (1975, 1979, 1987, 1999, 2011 and 2019) and the 1982 World Championships. This makes Luhmühlen one of the most frequently used championship venues in the sport. Since 2005, Luhmühlen has competed at the highest level of the sport and is today one of only six five-star events in the world. Visitors can look forward to a family-friendly event on Hamburg's doorstep, in the heart of the Lüneburg Heath.