

Press release

Very British 2014: The royal fever in Hannover

Hannover Marketing & Tourismus GmbH (HMTG) launches its advertising campaign for Lower Saxony's state exhibition in honor of the 300th anniversary of the German-British personal union.

The countdown for the huge state exhibition of Lower Saxony in the anniversary year of the Anglo-German personal union has started: On Mai 17, the attractive show entitled "The Hanoverians on Britain's Throne 1714 – 1837" will open its doors. Under the slogan "five locations – one royal theme", the State Museum of Lower Saxony, the Herrenhausen Palace Museum, Hannover's Museum of History, the Wilhelm Busch Museum – German Museum for Caricature and Critical Graphic Art as well as the Residence Museum in the Castle of Celle will provide the visitors with fascinating insights into the multifaceted era of the personal union. A trip to the Marienburg Castle is also worth the effort: Starting at the first of May, the castle inherits a special exhibition that presents Hannover's royal crown with scepter and bridal crown.

Right before the start of the state exhibition, HMTG's accompanying advertising efforts in form of a thematically coordinated, nationwide campaign reach their climax. In the previous two years, the state exhibition has already been advertised at the ITB and several other travel fairs, with newspaper supplements, postings and adverts throughout Europe, especially in England and the Netherlands. Now, a Germany-wide campaign shall get visitors from far and wide enthusiastic about the royal year in Hannover.

Therefore, around 300 large-scale posters in various cities within a distance of 150 km around Hannover display expressive images of exhibits and exhibition centers. Special eye-catchers are the 60 city-light posters at bus stops and the totaling 50 advertising columns that should get everyone excited about the exhibition program. Moreover, 40 flags with images of the royal theme - situated at the Maschsee lake, Friedrichswall, Steintor and Leibnizufer – function as a guide to the main exhibition centers. In addition, a series of advertisements in the train schedules of the German Railways transports the campaign's motives across Germany.

Advertisements are also placed in Barden-Wuerttemberg: In Stuttgart, 137 city-light posters and 66 city-light columns invite the people to visit the state exhibition and other attractions of Hannover. This is the continuation of a co-operation with Germanwings: In February, HMTG and the airline have already set the mood in the subways and tube stations of London for a visit to Hannover during the British year.

"The connection to England has greatly influenced Hannover. In 2014, the city celebrates its British roots and is entirely marked with the sign of the Union Jack. We sincerely invite both domestic and foreign visitors to use the British year as an opportunity to visit and explore Hannover", says Hans Christian Nolte, executive director of Hannover Marketing and Tourismus (HMTG).

For those who would like to use the British year for a journey to Hannover, HMTG has organized group arrangements and overnight packages. An overview is provided [here](#).

All the information about the state exhibition and the events during the British year can be found [here](#).

Further press photos as well as press releases are provided under www.visit-hannover.com/en/press.

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