HANNOVER
WORK-LIFE-BALANCE
www.VISIT-HANNOVER.com/en
BUSINESS, EDUCATION, LIFE, LEISURE: WORK-LIFE BALANCE IN HANNOVER

Stroll around the Herrenhausen Gardens and the enchanting alleys of the Old Town, relax by Lake Maschsee in the heart of the city or let the sheer diversity of the Hannover holiday region surprise you. The lively city centre is perfect for a large dose of retail therapy before refreshing and replenishing in one of the many restaurants and cafés.

HANNOVER – CENTRAL TRANSPORT HUB IN GERMANY

Hannover’s central location is one of its many trump cards: Direct flights from London, Manchester and Birmingham will whisk you to Hannover in almost no time at all.

The excellent local infrastructure makes Hannover not only a popular travel destination, but also an ideal starting point for trips to Lüneburg Heath, the Harz Mountains and historical Lower Saxon towns such as Celle, Goslar and Hamelin.

WE’RE HAPPY TO HELP YOU

Tourist Information
Ernst-August-Platz 8
30159 Hannover
Tel.: +49 511 12345 - 111
Email: info@hannover-tourismus.de

City tours
City tours and trips, package deals, group offers and advice on activities and excursions
Tel.: +49 511 12345 - 333
Email: staedtereise@hannover-tourismus.de

HotelService
Tel.: +49 511 12345 - 555
Email: hotels@hannover-tourismus.de
www.hannover.de/hotels

VISIT HANNOVER ON FACEBOOK
#VISITHANNOVER ON INSTAGRAM
Hannover’s Highlights

THE OLD TOWN
The historical half-timbered backdrop of the Old Town is one of the city’s best sights. Amble down quaint, narrow streets and discover exclusive boutiques as well as inviting cafés and restaurants. Just a stone’s throw away on the banks of the Leine river, Germany’s oldest flea market takes place every Saturday.

THE NEW TOWN HALL
The New Town Hall is not just a landmark, it also offers visitors an exciting ride to the top of the cupola on the world’s only parabola lift. The dome offers a wonderful view over the whole city, and you can even see the Harz mountains on a clear day.

THE HERRENHAUSEN GARDENS – THE ART OF THE GARDEN AND CULTURE AT THEIR FINEST
Visitors to the Herrenhausen Gardens can experience the very apogee of garden design. The Great Garden is a gem of Baroque garden design and, in the summer months, provides a fascinating backdrop for magnificent illuminations, theatre, concerts and cabaret as well as the prestigious International Fireworks Competition.

HANNOVER ADVENTURE ZOO
A journey of discovery takes you around the world through thoughtfully designed themed areas: how about a safari through the African Zambesi riverscape or an expedition to Canadian Yukon Bay? Or perhaps a visit to the Indian jungle palace, where baby elephants romp around with their mothers? Numerous shows and feeding demonstrations round off the experience.

THE RED THREAD
A 4.2 km path runs through Hannover, leading you to architectural, historical and entertaining sights. Following the Red Thread will bring you new insights and points of view! You can find a brochure to guide you at Tourist Information.

Discover Hannover
Get to know Hannover and fall in love: The all-round worry-free package makes it easy to discover the city on the river Leine – including hotels, tickets to the Herrenhausen Gardens and city tours, the HannoverCard and the Red Thread.

Your package includes:
• 2 nights B&B in a double or single room in a 3-star or 4-star hotel
• 1 HannoverCard for three days
• 1 »The Red Thread« mini city guide
• Admission to the Herrenhausen Gardens

• 1 hop-on/hop-off city tour
• Tickets for the parabola lift in the New Town Hall (March to October only)

Prices from € 155,- per person in a double room
CHRISTMAS MARKETS IN HANNOVER

Three Christmas markets bring holiday spirit to the city centre every year. Fall under the spell of the romantic setting at the Old Town Christmas market, where over 190 stands offer tree decorations, crafts and festive specialties. Meanwhile a Finnish Christmas village enchants visitors at Ballhofplatz, while in the historical village various artisans showcase their abilities. At the Oskar Winter fountain in the heart of the »Wishing Well Forest« is a golden ring that makes dreams come true. One of Germany’s largest pedestrian areas hosts a huge range of shops, making it ideal for a spot of Christmas shopping.

There are highlights outside the city centre too: With the Winter Zoo, the Hannover Adventure Zoo is transformed into a beautiful winter wonderland, while the evenings can be spent marvelling at world-class performing artists at the GOP Wintervariété at Orangerie Herrenhausen.

Christmas shopping in Hannover

Package deal incl. accommodation, 3-course meal, visit to the Wellness Salzgrotte wellness centre and more

Prices from € 115,- per person in a double room

ATMOSPHERIC CHRISTMAS MARKETS IN A HISTORICAL SETTING

Combine your stay in Hannover with a visit to the »9 cities + 1« in Lower Saxony: enjoy the enticing scent of mulled wine and gingerbread surrounded by idyllic half-timbered houses, gothic brick gables and splendid Baroque façades.

www.9cities.de
Anyone looking to experience nature or even just unwind will find what they’re looking for in the Deister Hills, at Steinhuder Meer or in the numerous other local recreation areas!

Steinhuder Meer
MARITIME HOLIDAY JOY
Lower Saxony’s biggest lake, Steinhuder Meer, is a popular destination for sailors, surfers, kite-surfers and bathers. Tourists can sail to the Island of Wilhelmstein on historical sailboats, the »Auswanderer« (»Emigrants«). The lookout towers on the 35 kilometre long circular route offer stunning views.

Marienburg
FAIRYTALE CASTLE IN CALENBERGER LAND
Marienburg sits atop a mountain like a faraway fairytale castle near the town of Pattensen. The last summer residence of the kings of Hannover looks out over the Calenberg countryside. Visitor tours provide interesting insights behind the scenes. Meanwhile a programme of live music and theatre runs during the six summer months.

Deister Hills
EXPERIENCE A GREEN PARADISE
Hikers and cyclists are drawn to the 405 metre high Deister hills with their rich, green scenery and many historical treasures. Impressive manors, village churches and half-timbered houses telling of centuries gone by can be discovered on individual routes.

Horse region
THROUGH NATURE ON HORSEBACK
The countryside and municipalities in the north-eastern Hannover region are especially horse-friendly; equestrian enthusiasts will find excellent bridal paths, routes and tour tips here. Various events such as the top-class races at the Neue Bult race course round off the visit.
It’s not just students that like living in Hannover. Relaxed outlooks on life, pretty squares with cafés and boutiques and plenty of natural beauty – the various areas of Hannover are as diverse as their inhabitants.

**Nordstadt**

**THE NEIGHBOURHOOD FOR INDIVIDUALISTS**
The Nordstadt is home to a colourful population of students, young families, old-timers and no shortage of unique characters, with a relaxed, tolerant and amicable attitude to life. The locals love to meet for a chat in the cafés on Engelbosteler Damm, a picnic on the lawns of the Weifen Garden or a tipple in the various popular bars.

**Linden**

**NO, NOT PART OF HANNOVER...**
...Hannover is an appendage of Linden – all of Linden agrees on that! The areas to right and left of the Limmerstraße and around Lindener Marktplatz host a vibrant hustle and bustle of students, academics, bon vivants and Lindener originals. Linden has an abundance of pubs, cafés, kiosks and restaurants and is a real insiders’ tip with its many small shops and boutiques, the kind which can only be expected in such a laid-back neighbourhood.

**List**

**FAMILY-FRIENDLY CHARM**
Lister Meile and the Podbielskistraße are List’s two main arteries. Families value the peaceful, civil atmosphere, the beautiful Art Nouveau buildings and the wide array of shops in the area. List is a great place to meet for a coffee or a glass of fine wine, go to a concert or enjoy Hannover’s green oasis - the municipal forest of Eilenriede.

**Südstadt**

**A BIT OF EILENRIEDE AND A WHOLE LOT OF LAKE...**
...that’s what makes the Südstadt worth living in. The forest and Lake Maschsee are perfect local recreation spots located just five minutes from the city centre. It’s rumoured that singles prefer this area, maybe because a jog around the Maschsee creates the ideal conditions for a bit of flirting... Recently, more and more students have started moving to the Südstadt, but the area remains comparatively quiet.
Always in the mood to celebrate

It’s almost impossible to list all the opportunities Hannover provides for exuberant festivities. With celebrations big and small, open-air events, live music and offbeat festivals – the event calendar is bursting at the seams. In particular the large events taking place in the summer guarantee an unfettered party atmosphere. Put it in your diary!

INTERNATIONAL FIREWORKS COMPETITION
Every year, five teams from around the world go head to head in the Baroque Herrenhausen Gardens. On five Saturdays, the teams showcase their skills to wow the spectators and judges, while visitors can enjoy a diverse supporting programme in the run-up to the main event.
18 May | 1 June | 24 August | 7 and 21 September 2019

UP TILL THE CRACK OF DAWN
Hannover has something to offer every party animal – the nights fly by here. Whether you prefer clubs, discos or glittering temples of dance – there’s a place for every enjoyment and every musical taste. Dance, party and have fun!

MARKSMEN FESTIVAL
The world’s biggest marksmen festival is the place to be for ten days every year – and not just for the marksmen themselves. Parties, live music, carousels – there’s no reason not to have that extra Lättte Lage, a distinctive Hannover specialty of beer and schnapps, consumed in an equally distinctive manner.
28 June to 7 July 2019

MASCHSEE FESTIVAL
North Germany’s biggest lakeside festival! The maritime summer festival around Lake Maschsee has so much to offer: concerts, culinary delights, atmospheric summer nights, dancing under the open sky and activities on the water.
31 July to 18 August 2019

SCENE TIPS, EVENTS AND NIGHTLIFE: WWW>VISIT-HANNOVER.COM/EN/HANNOVERLIVING
Hannover stands out with its diverse higher education and research landscape – with academic excellence and an almost endless range of studies on offer.

The Gottfried Wilhelm Leibniz University Hannover is the second biggest university in Lower Saxony with around 28,000 students. The Hannover Medical School (MHH) is renowned worldwide and sets international standards with innovative transplant medicine. Other institutions such as the Hannover University for Applied Sciences and Arts, the University of Veterinary Medicine and Hannover University of Music, Drama and Media (HMTMH) offer a wide range of study programmes – from business, law and medicine to science, technology and humanities and the arts.

**WARM WELCOMES**
The Welcome Service for international students provides practical help with issues such as housing and finance, but mainly helps with integration and career prospects with the aim of keeping the newly qualified professionals in Hannover – true to the motto of «Study and Stay».

**AND AFTER UNIVERSITY?**
Hannover is still a good choice: The Lower Saxon state capital is a key location in the North German economy, with outstanding future prospects for professionals thanks to renowned multinationals and pioneering industries. What’s more, a diverse cultural programme, varied local recreation areas and affordable living spaces make for a high quality of life.

STUDYING, WORKING AND LIVING IN HANNOVER - MORE INFO: WWW.VISIT-HANNOVER.COM/EN/SPECIALISTS
As a “startup city”, Hannover has unique strengths. These are defined by a mixture of networked institutions and other interested parties, with the aim of supporting entrepreneurs through all the stages of founding a business. This ranges from role models in the form of successful businesses and mentors, to financing and premises, to the business environment. All that results in a true location advantage for new companies.

Have you always wanted to put your own ideas into action and start something? hannoverimpuls, the business development agency of the state capital and region of Hannover, supports budding entrepreneurs with any issues they may have on their path to self-employment and their own startups:

• support at every stage of starting up and with every relevant issue in the form of events, seminars and workshops
• special programme for female entrepreneurs and founders as well as people from immigrant backgrounds
• startup service for students and scientific collaborators
• business competitions for startups and existing companies with newly opened branches in Hannover
• mediating valuable networks, collaboration opportunities and co-working spaces

Some 2,000 prospective entrepreneurs seek the help of hannoverimpuls every year, with around 400 startups being guided along their path to establishment. The range of business concepts is vast: whether it be food, engineering or the media — startups have successfully established themselves in a number of industries. They all have one thing in common: they thrive thanks to their enthusiasm and their excellent decision to locate themselves in Hannover.

www.hannoverimpuls.de
IDEENEXPO AND CEBIT
The latest crop of academic and technical professionals breathe life into the city – that’s the aim of IdeenExpo, the trade fair which offers solid knowledge transfer along with heaps of fun. CEBIT is Europe’s number one digital event for professionals. Business, leads and ideas – the trio of trade fair, conference and networking event grant a 360° view of digitalisation.
IdeenExpo: 15 to 23 June 2019
CEBIT: 24 to 28 June 2019

THE ROBOTICS EXPERTS OF TOMORROW...
...come from Hannover! It’s here that the future of robotics is extensively promoted: from initial experiences at school, to demand-oriented education and training, to virtual training worlds for businesses. A good example of the holistic thinking dedicated to promoting innovation in Hannover.

FIRST PROOF OF GRAVITATIONAL WAVES
Hannover-based scientists played a significant role in the first-ever successful detection of gravitational waves in September 2015. Two researchers from the Albert Einstein Institute in Hannover were present at the historic moment the signals were detected. The project was awarded the Nobel Prize in Physics.

MANY GOOD IDEAS COME FROM HANNOVER
MADE IN HANNOVER – BIG NAMES BY THE LEINE

Famous brands and multinationals give the economic region international appeal: Bahlsen, KIND Hörgeräte, Komatsu-Hanomag, MTU Maintenance, Rossmann, Sennheiser electronic, Solvay Deutschland, and TUI are all based here. The automotive industry (Volkswagen Commercial Vehicles, Continental, Johnson Controls and WABCO) as well as the insurance and financial services industry (Concordia, VGH, VHV, Talanx with brands such as Hannover Re and Swiss Life, NORD/LB) are of particular significance.

Alongside large corporations, mid-sized companies and many smaller businesses, a flourishing startup scene boosts Hannover’s standing as a place to do business.

THE TRADE FAIR AND CONVENTION CITY IN THE HEART OF EUROPE

Hannover’s tradition as a major global trade fair city extends back more than 70 years. The Hannover exhibition grounds host leading international trade fairs such as CEBIT, HANNOVER MESSE, IAA Nutzfahrzeuge, DOMOTEX, LIGNA, EMO and AGRITECHNICA. Hannover is also an important location for conferences and conventions with a wide range of exceptional venues.

HannoverKongress is your expert partner for events in the Hannover region and will be happy to provide you with tailor-made offers.

HannoverKongress
Tel.: +49 511 12345-444
www.hannoverkongress.de
info@hannoverkongress.de

Central location for business

Anyone looking to choose a location needs facts: The Hannover region is one of northern Germany’s leading economic areas. Europe’s major roads and railways cross paths here. Its outlook as an industrial base, service capital, retail centre and commercial hub is excellent.

500,000 people in taxable employment in the Hannover region

463,000 m² of exhibition grounds – more than anywhere else in the world

1.2 Mio. million trade fair visitors per year

INTERNATIONAL FIREWORKS COMPETITION 2019
The world’s best pyrotechnicians light up the night sky above the
Herrenhausen Gardens.
18 May 2019: France
01 June 2019: Brazil
24 August 2019: Italy
07 September 2019: Czech Republic
21 September 2019: Japan

MARKSMEN FESTIVAL
28 JUNE – 7 JULY 2019
The world’s biggest Marksmen Festival offers folksy hustle and bustle, a huge funfair and a pure party atmosphere. The highlight of the festival is the Marksmen’s Parade on 30 June, with around 12,000 participants accompanied by colourful floats and bands.

CONCERT HIGHLIGHTS
17 May 2019: David Garrett
22 May 2019: Elton John
24 May 2019: Lenny Kravitz (NDR 2 Plaza Festival)
2 + 3 August 2019: Ed Sheeran

MASCHSEE FESTIVAL
31 JULY – 15 AUGUST 2019
Concerts, cabaret and a culinary journey around the world. More than 2 million visitors take part in a massive celebration with Mediterranean flair around Lake Maschsee in the city centre.

CHRISTMAS MARKETS
27 NOVEMBER – 22 DECEMBER 2019
Three Christmas markets bring holiday spirit to the city centre every year. The traditional market is in the old town, with the historical Christmas village and «Wishing Well Forest».

CONCERT HIGHLIGHTS
17 May 2019: David Garrett
22 May 2019: Elton John
24 May 2019: Lenny Kravitz (NDR 2 Plaza Festival)
2 + 3 August 2019: Ed Sheeran

OVERVIEW: 2019 TRADE FAIRS IN HANNOVER
DOMOTEX 11 – 14 Jan 2019
Tire Technology Expo 5 – 7 March 2019
HANNOVER MESSE 1 – 5 April 2019
Routes Europe 8 – 10 April 2019
Labvolution with Life Science Event Biotechnica 21 – 23 May 2019
Ligna 27 – 31 May 2019
IdeenExpo 15 – 23 June 2019
CeBIT 24 – 28 June 2019
EMO 16 – 21 September 2019
Agritechnica 10 – 16 November 2019

For a strong location
Hannover Marketing & Tourismus