



**DISCOVER
STUTT GART**



Inspirational experiences

MEETINGS IN STUTTGART UNLOCK IDEAS

Stuttgart is synonymous with the automobile. This was where it came into being and where its future now begins. But the city has so much more to offer. Here, where tradition and innovation meet, commerce, culture and the Swabian way of life combine to form a fortuitous synthesis.

Dynamic, globally networked, with inhabitants from 170 different countries. The capital of Baden-Württemberg, the federal state with the highest export rate in Germany, stands out as the mecca of the automotive industry and one of the foremost high-tech centres for mobility, aerospace technology, engineering, creative industry and green tech.

But that's not all: With castles and palaces that bear witness to a glorious past, and state-of-the-art, future-oriented architecture, Stuttgart spans a range from the past to the here and now. Art flourishes here, and time and again visitors to the region are impressed by the wealth of its cultural heritage, its leisure options amidst beautiful scenery and its historical sites.

The hearty Swabian cuisine includes specialities such as *Maultaschen* (filled pasta), *Spätzle* (noodles) and of course the legendary *Zwiebelrostbraten* (fried steak with onions). From Michelin-starred restaurants to the cosy "Besenwirtschaften" ("broom taverns" run by vintners), there's something to suit every guest's palate. This is a gourmet's paradise... and the region's wines have been amassing awards in competitions for years now. And yes: hospitality is of prime importance in this epicurean "Ländle".

A wide range of locations and hotels for every kind of meeting, congress or event – this is how the Stuttgart Region presents itself. We look forward to welcoming you!

Stuttgart Convention Bureau

A department of the Stuttgart-Marketing GmbH and the Regio Stuttgart Marketing- und Tourismus GmbH



We are your partners

STUTTGART CONVENTION BUREAU

The Stuttgart Convention Bureau (SCB) – a department of the Stuttgart-Marketing GmbH and Regio Stuttgart Marketing- und Tourismus GmbH – is the central and impartial point of contact for the state capital of Stuttgart and the surrounding region for event organisers from companies, associations and institutions, as well as for event agencies.

Event planners benefit from the team’s extensive expertise and receive professional advice and support for the organisation of congresses and other events in the Stuttgart Region. The team markets the congress destination both in Germany and abroad. The SCB’s strategic partners are: the ICS International Congress Center Stuttgart/ Messe Stuttgart (Trade Fair Centre), the Liederhalle Culture and Congress Centre, Stuttgart Airport, WRS (Stuttgart Region Economic Development Corporation), congress centres in the Stuttgart Region and the local hospitality sector.

NEUTRAL
WELL NETWORKED
COMPETENT
SERVICE-ORIENTED



Plan your event with us

OUR SERVICES



- ✓ **Free advice** for planning your event
- ✓ **Free information material** for your planning
- ✓ **Contacting** congress centres, conference hotels and event locations
- ✓ **Arranging and administrating** hotel room contingents and arranging accommodation for congress participants free of charge
- ✓ **Free online hotel booking tool** for your own event website
- ✓ **Fringe programmes**
- ✓ **“Umwelt-Plus” Deutsche Bahn (German Rail) Event Ticket** at a discount
- ✓ Sales of the **ÖPNV 3-Day Congress Ticket** for the local public transport network with a discount
- ✓ Sales of the **StuttCard** Discovery Ticket, which gives you free admission to museums and places of interest
- ✓ **City guides and visitor care** in all main languages
- ✓ **Ticket contingents** and advance ticket sales for events in Stuttgart and the region
- ✓ Contacting and coordinating **professional service partners**
- ✓ **Services related to advertising your event:** texts, photos, films, tourism brochures
- ✓ **Assistance with official congress applications** / preparing bid books

We'll be happy to provide free advice with no obligation on your part:

**STUTTGART CONVENTION BUREAU
 STUTTGART-MARKETING GMBH**

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GOOD REASONS FOR CHOOSING THE STUTTGART REGION



160.000
COMPANIES



26
UNIVERSITIES
AND ACADEMIES

1/3 
OF THE URBAN AREA
CONSISTS OF WOODLANDS
AND PUBLIC GREEN AREAS



#2
IN GERMANY FOR
PATENT APPLICATIONS



200
CONFERENCE VENUES



#1
CITY OF CULTURE
2012, 2014, 2016
AND AGAIN 2018



>100
FLIGHT DESTINATIONS



2,7
MILLION INHABITANTS



25.000
HOTEL ROOMS

HIGH-TECH AND GLOBAL PLAYER

- Germany's third-largest conurbation with a population of 2.7 million
- Home to many global leaders (e.g. Daimler, Bosch, Porsche, Stihl, Kärcher, Festo, Trumpf)

LEADING INNOVATION REGION

- Second-largest number of patent applications per capita
- Highest density of research institutes
- Leads the field in research and development funding

EXCELLENT TRANSPORT INFRASTRUCTURE

- Connections to more than 100 flight destinations
- High-speed ICE and TGV rail links
- Motorway connections in all directions
- Award-winning regional transport network

QUALITY OF LIFE AND ATTRACTIONS

- Stuttgart Beer Festival and Stuttgart Wine Village
- Mercedes-Benz Museum and Porsche Museum
- State Gallery and Stuttgart Museum of Art
- State Opera and Stuttgart Ballet
- Königstrasse, Breuninger flagship store and Outletcity Metzingen (Hugo Boss etc.)
- Europe's largest zoological-botanical gardens: the Wilhelma
- The world's first television tower
- Old and New Palaces
- Weissenhof Estate – UNESCO World Cultural Heritage Site
- Ludwigsburg Royal Palace
- Swabian cuisine and award-winning gastronomy
- Mineral spas, palaces and gardens
- Picturesque half-timbered towns, such as Esslingen, Waiblingen, Schorndorf, Marbach am Neckar
- Christmas markets in Stuttgart, Ludwigsburg and Esslingen



Stuttgart at the hub

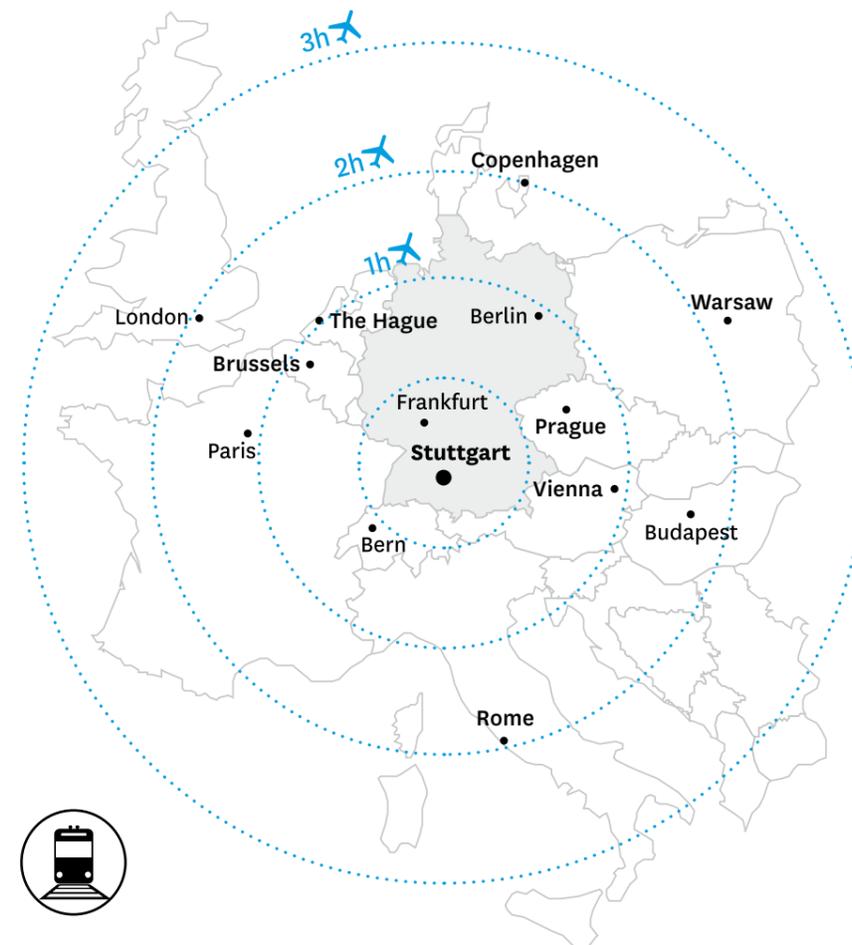
INFRASTRUCTURE FOR FIRST-CLASS CONNECTIONS



STUTTART AIRPORT

Some 55 airlines offer direct flights to Stuttgart, from more than 100 destinations to over 30 countries. Stuttgart Airport registered nearly 12 million passengers in 2018 – and it's the only airport to boast a Michelin-starred restaurant: the Top Air. The modern terminal stands out by virtue of its architecture, short distances and wide range of shops and restaurants. Checking in is fast and uncomplicated.

> www.stuttgart-airport.com



STUTTART MAIN STATION

With around 160 connections daily, Stuttgart's main railway station is an important hub of international rail travel. The railway network with ICE, TGV and IC trains provides convenient direct links between Stuttgart and many German and European cities.

> www.bahn.com



Stress-free and relaxed through the Region:

The Stuttgart Region has an excellent regional transport network. The 3-Day Ticket of the VVS Transport and Tarif Union (Verkehrs- und Tarifverbund) is ideal for congress participants, giving unlimited, eco-friendly and convenient travel by S-Bahn or Stadtbahn trains or by bus in Stuttgart and the surrounding area.

> www.vvs.de





TIPS FOR YOUR GREEN MEETINGS
This signet will aid you in your search for locations in our online database by taking you directly to sustainably-oriented conference venues.

Future-oriented

RESPONSIBLE MEETINGS

CSR-COMPLIANT PLANNING

- Advice on sustainable events
- Broad network of event venues with a sustainable bias
- Compliant services
- Meetings with a social footprint
- Global Destination Sustainability Index, and rightand fair Sustainability Code

CITY SURROUNDED BY GREENERY

- Around one third of the urban area consists of woodlands and public green areas
- Stuttgart is one of Germany's largest wine-growing communities
- Historical inner-city vineyards – one of Stuttgart's distinguishing features

SUSTAINABLY MOBILE

- Action programme "Sustainably Mobile in Stuttgart": multimodal mobility concepts
- fairport STR: business success and sustainability performance are inextricably linked; EMAS Management, fairport codex

INCLUSIVE CITY

- Stuttgart's "Integration Alliance":
- Around 40 per cent of Stuttgart's inhabitants have a migrant background

LIVEABLE REGION

- One of the 10 safest cities in Germany
- No. 1 City of Culture in 2012, 2014, 2016 and again 2018
- Regional cuisine and starred gastronomy
- Swabian hospitality

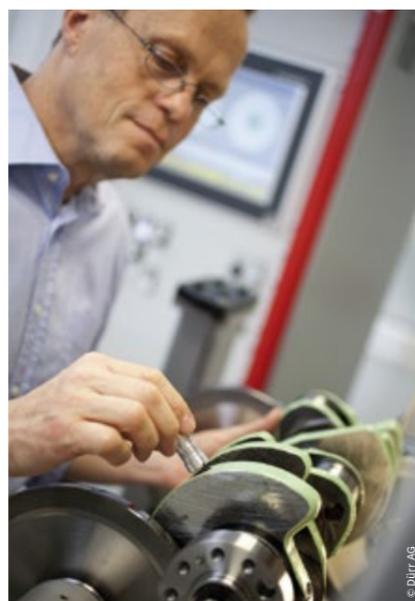
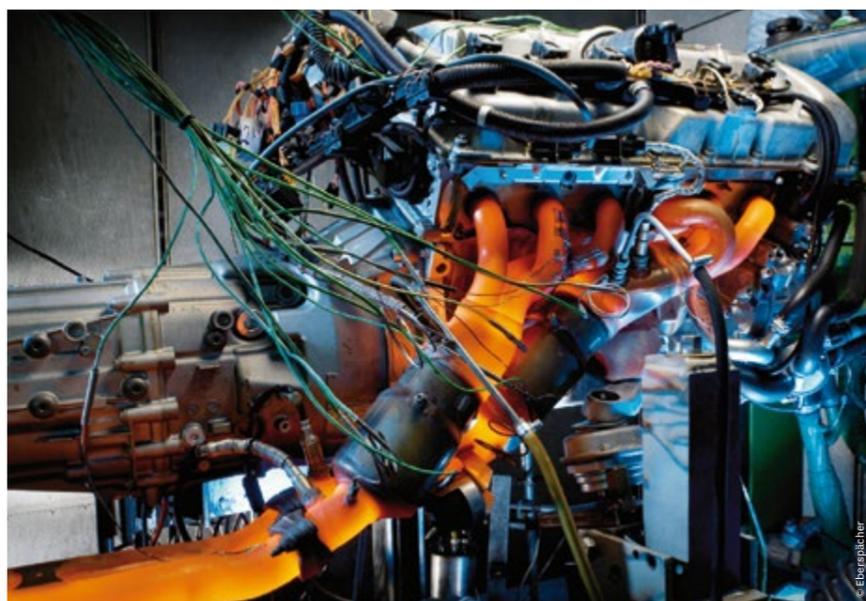


**SUCCESSFULLY SUSTAINABLE
SUSTAINABLY SUCCESSFUL**

Stuttgart competence

HIGH-TECH AND GLOBAL PLAYER

Few other locations in Europe can match the Stuttgart Region as centre of high technology and innovation. In all, some 160.000 businesses are based in the area of Stuttgart. They include not only numerous international enterprises, but also countless highly specialised medium-sized and smaller firms, many of which lead the field in their particular technology.

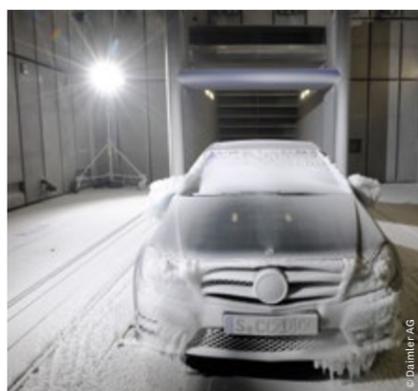


INNOVATION MEETS INSPIRATION

ARENA2036 – THE FLEXIBLE FACTORY FOR THE CARS OF THE FUTURE

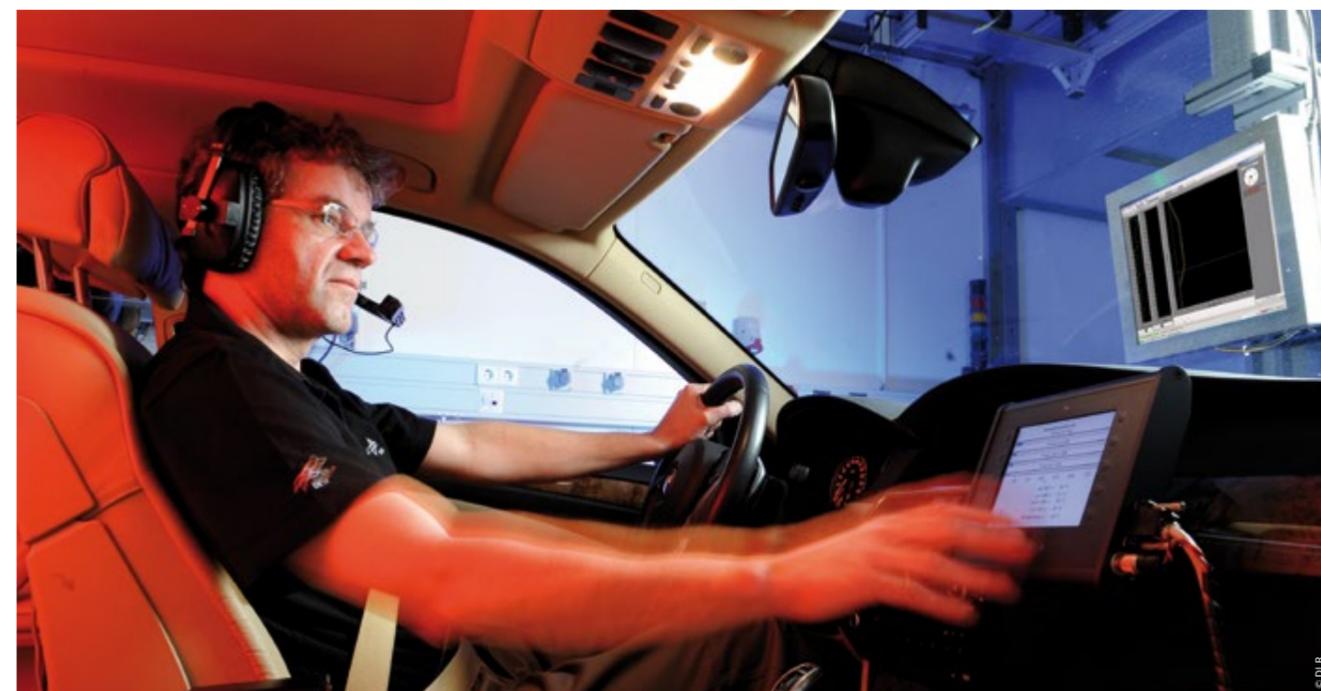
This new initiative bundles the Stuttgart Region's available competencies currently involved in lightweight construction and production. ARENA2036's contribution is to strengthen the position of Baden-Württemberg and Germany as global leaders in the automotive industry. This requires close interlinkage not only of science and commerce, but also of lightweight construction research with production technologies, such as is only practicable on a research campus.

For the ARENA2036 project Stuttgart and the surrounding area offer an outstanding constellation of partners, whose production and lightweight construction competencies throughout the region can now be systematically bundled. To date the network of partners has 30 members.



VEHICLE CONSTRUCTION / ELECTROMOBILITY

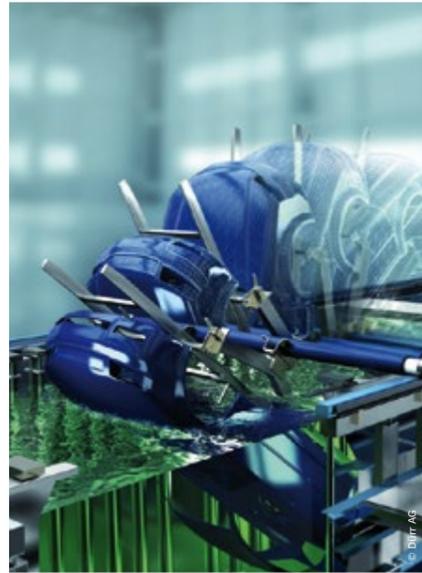
Stuttgart – the cradle of automobility – continues to be one of the world's leading centres for vehicle construction. To quote the former CEO of the Daimler AG: "We once invented the automobile – now we're reinventing it." Around 200,000 people are employed in the region's automotive sector, with an annual turnover of ca. 40 billion euros in vehicle construction alone. Around the premium automobile producers Daimler and Porsche and the world's largest automotive supplier, Bosch, a unique and innovative mix of component suppliers and specialised service industries has developed over the years. The university city of Stuttgart has a whole series of leading research centres and faculties in this field. The German Aerospace Center (DLR) operates its own institute for innovative vehicle concepts, focusing on new materials, lightweight construction design and emission-free drive systems.





ENGINEERING

Traditionally, engineering has also played a leading role in the Stuttgart Region. Tools and special-purpose machinery as well as product-related services enjoy an excellent reputation all over the world. With some 73,000 employees and an annual turnover of around 22 billion euros, engineering is the second-largest technology sector in the area. It includes global market leaders such as the laser specialist Trumpf, the world's largest producer of paint systems, Dürr, the Schuler AG, the Putzmeister Maschinenbau AG, or Stihl, Kärcher and Festo, to name but a few – all of them highly innovative, medium-sized companies synonymous with precision and first-class production processes. Stuttgart University boasts Germany's biggest engineering faculty with 36 institutes. Esslingen University, too, is renowned for its outstanding engineering department.



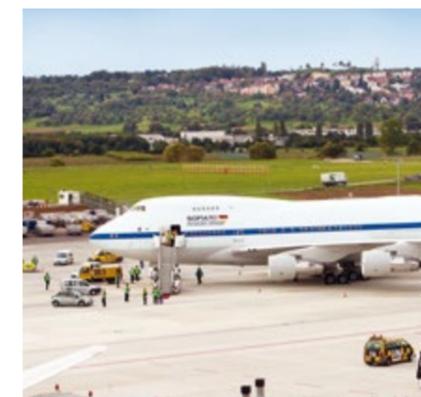
THE FACTORY OF THE FUTURE – INDUSTRIE 4.0

Around 100 companies, 15 research and educational facilities, and various competency centres and organisations work together in the "Netzwerk für Produktionstechnik Manufacture-BW e.V." Their goal: the factory of the future.



AEROSPACE

Stuttgart University has Europe's largest faculty for aerospace technology and geodesy. Around 80 per cent of Germany's aerospace engineers study here. The Baden-Württemberg Aerospace Center (RZBW) is regarded as the largest and most important aerospace research and training facility in the whole of Europe. More than 40 per cent of all those employed in the German aerospace sector work in Baden-Württemberg, and six institutes of the German Aerospace Center (DLR) are located in Stuttgart.



FINANCIAL SERVICE PROVIDERS

Germany's second-largest stock exchange is to be found in Stuttgart. It is the European market leader in the secured derivatives sector. The Stuttgart finance cluster comprises some 100 companies.

UNIVERSITIES AND RESEARCH INSTITUTES

The Stuttgart Region has around 55,000 students in 26 universities, colleges and academies. Four Fraunhofer Institutes, one Fraunhofer Information Centre, two Max Planck Institutes and many other renowned research and development facilities supplement the research sector.



CREATIVE ECONOMY

With over 10,000 companies and a turnover of 7 billion euros, creative economy plays a key role in the region. Traditionally, this is a centre of the printing and publishing sector, with over 250 publishing firms. It is known for its innovative advertising agencies, design and architectural bureaux, for event planners and animated film producers and as the home of Oscar award winners. The Stuttgart Media University and the Baden-Württemberg Film Academy in Ludwigsburg enjoy an excellent reputation worldwide.

In 2012, 2014, 2016 and again in 2018 the Hamburg Institute of International Economics (HWWI) ranked Stuttgart in first place among 30 competitors as Germany's leading centre of culture.

Stuttgart's first-class cultural programme ranges from museums of art and orchestras, a variety of music festivals and architectural highlights to the State Theatres with the world-famous Stuttgart Ballet, the award-winning Opera House and innovative theatre productions.



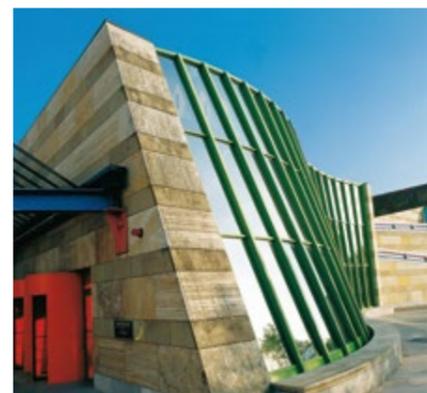
INTERNATIONAL BUILDING EXHIBITION IBA 2027 - STADTREGION STUTTGART

Exactly 100 years after the avant-garde of European architects presented what was then their radical "Housing Programme for Modern City Dwellers" at the Weissenhof Estate in Stuttgart, the International Building Exhibition (IBA) 2027, "StadtRegion Stuttgart", aims to find entirely new answers to the question of our way of life, our habitation and our work in the digital and global age.

Partners in the project are the state capital of Stuttgart, the Verband Region Stuttgart and the Stuttgart Region Economic Development Corporation (WRS), the Baden-Württemberg Chamber of Architects and Stuttgart University.



EXPERTISE MEETS VISION



Places of Interest

CULTURAL ENTHRALLING

MERCEDES-BENZ MUSEUM

With its shiny, silver-metallic architecture the Mercedes-Benz Museum resembles a DNA spiral: the double helix. Extending over nine different levels, the exhibition takes visitors through some 130 years of automotive history. There are 160 vehicles on display, while film clips, music and additional exhibits make history come alive again. The journey through time starts with the early pioneers and their conveyances and ends with the legendary Silver Arrows and present-day record-holders.

PORSCHE MUSEUM

Here, too, the extraordinary architecture takes one's breath away. The museum seems to float weightlessly above ground level. A long escalator takes visitors up to the first exhibits. 80 vehicles are on display, including such classics as the 356, the 911 and the 917 – and of course the VW Beetle, perhaps Ferdinand Porsche's most famous invention, has a place of honour. The museum also has a special workshop for restoring classic vehicles which is still much in demand – after all, around 70 per cent of all the Porsche models ever built can still be seen on the roads today.

STUTT GART STATE GALLERY

As one of Europe's foremost art galleries, the Old State Gallery dating from the 19th century is home to paintings from the Gothic to the Romantic eras. The adjoining New State Gallery, a masterpiece of Postmodernist architecture designed by the British architect Sir James Stirling, presents modern works from the Expressionist period up to Picasso's late oeuvre as well as contemporary art.

TELEVISION TOWER

Stuttgart's Television Tower was the first of its kind in the world and is still today the city's main landmark. Standing on a hill overlooking the town, it can be seen from afar. From the observation deck there are fantastic views over the surrounding countryside.

WILHELMA

Europe's largest zoological-botanical gardens are well worth a visit at any time of year. The combination of 10,000 varieties of animals and plants and beautiful buildings in the Moorish style delights young and old alike.



STUTT GART MUSEUM OF ART

In the evening the filigree glass cube seems to float over the pedestrian precinct like a light sculpture – an invitation to visit the exhibition inside. An absolute highlight is the largest public collection of works by Otto Dix, one of the most prominent artists of the New Objectivity movement, with more than 300 of his paintings, drawings and graphics.



OLD PALACE WITH THE WÜRTTEMBERG STATE MUSEUM

Originally built in the 13th century as a small moated castle, today's Old Palace impresses visitors with its magnificent Renaissance inner courtyard, the 16th-century knights' staircase and the Protestant palace chapel dating from 1562.



THE OPERA HOUSE

Honour to whom honour is due. Built between 1909 and 1912, the Opera House is home to the famous Stuttgart Ballet founded by John Cranko and to the Stuttgart State Opera Company, which for several years in a row has been awarded the title of "Opera House of the Year".

PALACE SQUARE

Stuttgart's Palace Square with the New Palace is located right in the heart of the city and is a popular promenade and meeting place. At its centre is the Jubilee Column, erected in 1841 to commemorate the 25th anniversary of King Wilhelm I's reign.



First port of call for our guests:

TOURIST INFORMATION "I-PUNKT" STUTT GART
Königstrasse 1 A
70173 Stuttgart

TOURIST INFORMATION CENTRE, STUTT GART AIRPORT
Terminal 3, Level 2
70629 Stuttgart

info@stuttgart-tourist.de
> www.stuttgart-tourist.com



Festivals

TRADITIONAL HOSPITABLE

STUTTGART SPRING FESTIVAL

Spring comes to Stuttgart in the middle of April – when for three weeks the Spring Festival draws visitors from far and near to the Cannstatter Wasen fairground. Enjoy the special atmosphere of this sociable festival, with rides at the funfair, Swabian specialities like grilled chicken or cheesy noodles, and of course grilled sausages and freshly-tapped beer.

STUTTGART SUMMER FESTIVAL

On the second weekend in August Palace Square and the adjoining park are transformed with lots of enchanting, white pavilions. Musicians and entertainers come from all around to perform on the five stages: jazz, rock, swing, South American rhythms and operetta music are then the order of the day. To go with them there are nearly 30 stands serving delicious food and exquisite drinks.

STUTTGART WINE VILLAGE

When more than a million visitors from all corners of the globe come to Stuttgart at the end of August in order to sample Swabian specialities accompanied by fine local wines in the cosy arbours in the heart of the city, there must be a good reason. Swabians know all about good food – and more wine is drunk here than anywhere else in Germany. Perhaps this has something to do with the high incidence of literary talent and inventive genius to be found here...?

STUTTGART BEER FESTIVAL

This has its origins in the years of deprivation and famine: King Wilhelm I and Queen Katharina endowed this popular festival on the Cannstatter Wasen fairground back in 1818 in order to instil hope in their subjects of better days to come. Nowadays no-one need worry about not finding enough to eat and drink here at Germany’s second-largest festival of this kind. What’s more, in recent years younger visitors have also taken to wearing traditional dress. At the Stuttgart Beer Festival they join with millions of guests from Germany and abroad to enjoy the unique atmosphere in the beer tents, with brass bands to accompany the grilled knuckles of pork and other tasty specialities. The Stuttgart Beer Festival is held every year at the end of September.

STUTTGART CHRISTMAS MARKET

Fairy lights everywhere, smells of cinnamon and vanilla, grilled sausages and mulled wine, nostalgic carols in the background – from the end of November to 23rd December the air in Stuttgart is full of Christmas in the truest sense of the word. One can hardly imagine a more beautiful setting for the Christmas Market than the medieval Old Palace, the towers of the Collegiate Church and the Baroque architecture of the New Palace. There are more than 200 lovingly decorated stalls selling everything the heart could wish for.





Excursions

UNIQUE MEMORABLE

BAROQUE SPLENDOR – LUDWIGSBURG PALACE

To the north of Stuttgart there's the Baroque palace of Ludwigsburg, known as the "Swabian Versailles" and the largest complex of its kind in Germany. Immerse yourself in history when you visit some of its over 400 rooms, and gain an impression of what the life of the aristocracy was like in the 18th century!

STUTTART FOR WINE LOVERS – THE NECKAR VALLEY AND THE TOWN OF ESSLINGEN

Surrounded by vineyards and forests, Stuttgart is an ideal starting point for delightful tours along the River Neckar, with wine tastings and a visit to the 1,200-year-old town of Esslingen with its medieval centre, churches, monasteries and the remains of the former town fortifications. Not to be missed: the Old Town Hall with its impressive Renaissance façade and carillon.



HOHENZOLLERN CASTLE AND THE SWABIAN ALB

The ancestral seat of the royal house of Prussia towers proudly over the valley like a castle from a fairy tale. First documented in the 11th century, the castle was restored and extended in the 19th century by the Hohenzollern family. Equally unforgettable is the Alb Escarpment – its mighty, 200-km-long cliff edge separates the plateau of the Swabian Alb from its foreland. It is the nucleus of the Geopark Swabian Alb, a UNESCO World Natural Heritage Site with a 200-million-year-old geological history. Visitors are enthralled by the unique scenery with its wealth of culture.



METZINGEN: A SHOPPER'S PARADISE

The home town of Hugo Boss offers a unique and stylish shopping experience in modern inner-city surroundings with award-winning architecture. Only 30 minutes away from Stuttgart and the airport you will find a wide range of premium and luxury brands in flagship outlets.



UNESCO WORLD HERITAGE SITE – MAULBRONN MONASTERY

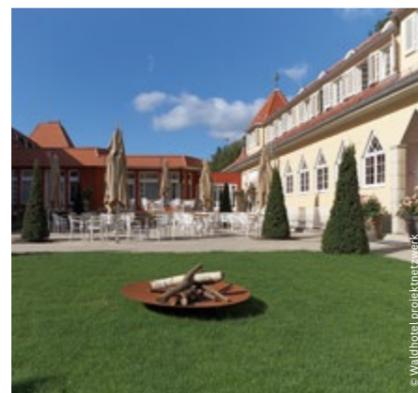
A little town to the northwest of Stuttgart boasts the best-preserved medieval monastery complex north of the Alps. It was built in the 12/13th centuries by Cistercian monks. After the Reformation the monastery became a leading centre of learning, producing such geniuses as Friedrich Hölderlin, Johannes Kepler and Hermann Hesse.



STUTTART VIEWS

Thanks to Stuttgart's unique topography, several ways lead uphill from the centre of town to places with wonderful views. The many "Stäffele", or flights of steps, take you past architectural gems, or through parks and woodlands. Tours through the vineyards in and around Stuttgart also climb the heights. Along the hills overlooking the Neckar or the Rems rivers it's easy to forget that you're right in the middle of the country's most flourishing economic region. Countless cosy wine taverns along the routes invite you to sample Swabian specialities and delectable wines.





WHAT A DIFFERENCE A STAY MAKES

Well catered for

ACCOMMODATIONS FOR YOUR PARTICIPANTS

WIDE RANGE

The attractiveness of the Stuttgart Region reflects in the development of new hotel projects. From luxury five star hotels to guest houses and youth hostels – Stuttgart offers a wide range of accommodations that cater for every taste and budget.

OUR SERVICE

With the online booking system of Stuttgart-Marketing GmbH / Stuttgart Convention Bureau, guests can reserve hotel rooms quickly and easily by internet. Special hotel room allotment services are offered. Accommodation services are free of charge.

HOTELS IN THE STUTTGART REGION

CATEGORY	5*	4*	3*	2*
HOTELS	4	75	187	39
NO. OF ROOMS	592	9,327	6,565	1,855

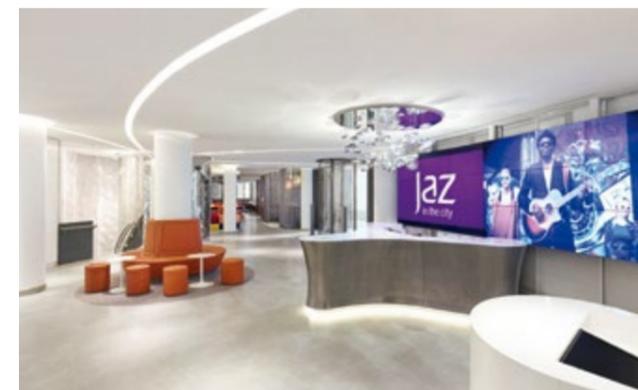
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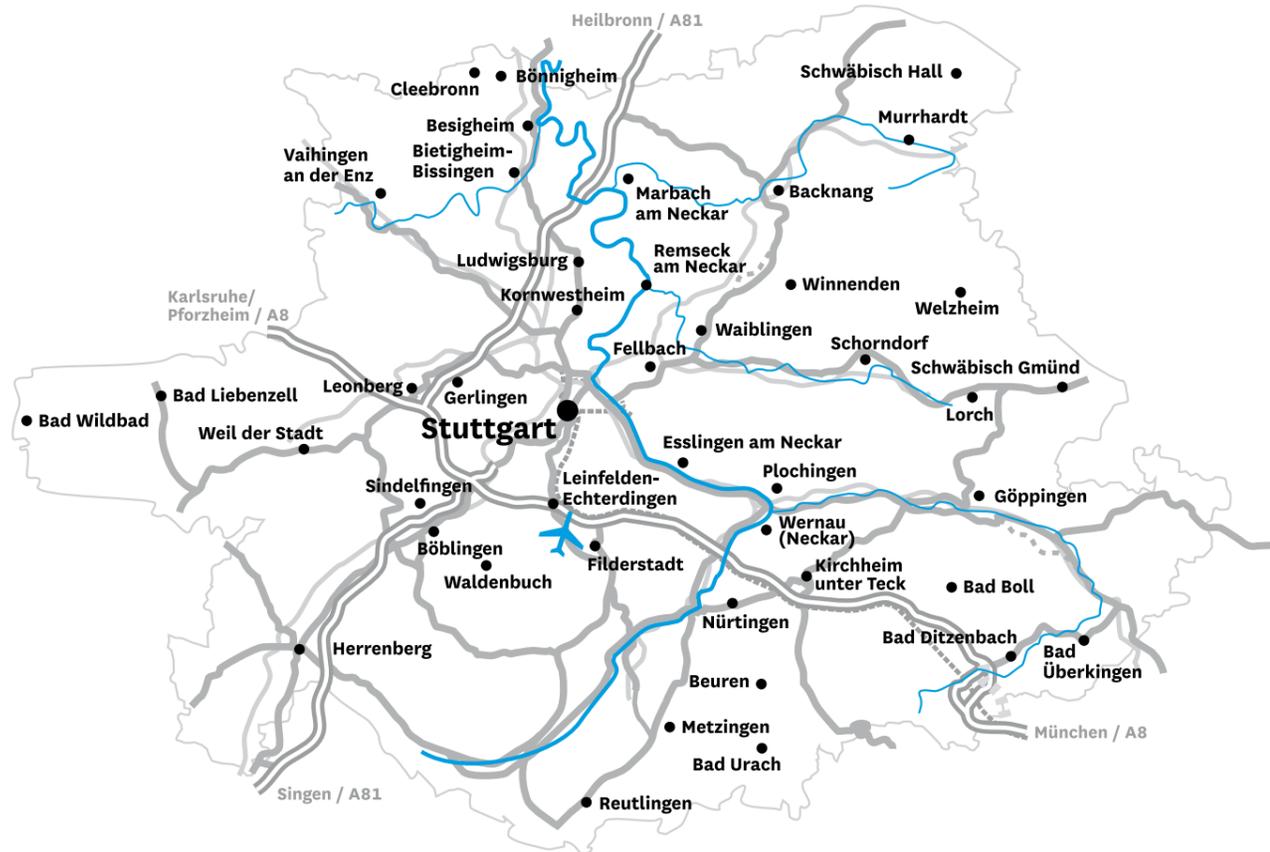
For the next few years, more hotels with approx. 3,000 rooms are expected to open.

SELECTION OF FIRST-CLASS HOTELS

HOTEL	NO. OF ROOMS
SI-Suites	192
V8 Hotel Motorworld Region Stuttgart	187
Park Inn by Radisson	181
Jaz Stuttgart	175
Arcotel Camino	168
Steigenberger Graf Zeppelin	155
Althoff Hotel am Schlossgarten	106
Waldhotel Stuttgart	94
Maritim Hotel Stuttgart	550
Dormero Hotel Stuttgart	454
Mövenpick Hotel Stuttgart Airport	340
Holiday Inn Stuttgart	321
Le Méridien	292
Stuttgart Marriott Hotel Sindelfingen	260
Pullman Hotel Stuttgart Fontana	252
Parkhotel Stuttgart Messe-Airport	216

When you book an accommodation through the Stuttgart-Marketing GmbH you will receive a special free ticket for the local public transport network from numerous partner hotels as an extra bonus on the part of the Stuttgart Marketing GmbH. Service provider: Verkehrsbetriebe Stuttgart (Stuttgart Public Transport Services). Valid until 31 Dec 2021.





Room for every taste

STUTTGART OFFERS DIVERSITY

UNIQUE LOCATIONS FOR UNFORGETTABLE EVENTS

STUTTGART CONVINCES

The Congress Region of Stuttgart has “something of everything”: the premier league of the German trade fair and congress locations, a congress city in the heart of town, modern conference centres with individual charm, classic and design-conscious hotels, locations with views, venues with that certain (automobile) drive.

The variety of the Stuttgart Region is also reflected in its special locations: economic and innovative strength in exciting automotive

settings, art and culture in a unique architectural ambience, viniculture in a rustic, cosy atmosphere, palaces and gardens with the flair of bygone ages.

Whether you prefer a central location in the heart of town or an idyllic natural setting – the Congress Region of Stuttgart convinces by the diversity of its conference options, its numerous offers for sustainable event concepts and its competent partners.



For your online research

DIGITAL MEETING GUIDE

- **By the type of venue:** congress centre / conference hotel / special location
- **By the location of the venue:** Stuttgart or the surrounding region
- **By the size of the event:** rooms / floor area / number of participants
- **By thematic focus:** mobility / culture / wine / architecture

WWW.CONGRESS-STUTTGART.COM

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Responsible Printing



Subject to change