portrait
The Hannover region – a great place to live: central and cosmopolitan

The quality of life in the Hannover region gets top marks again and again. Those who live here rave about the perfect blend of urban convenience and nature, the ideal environment for work, family and leisure, as well as the excellent transport infrastructure. Hannover offers exciting variety, with everything one could want in close proximity. It is a cosmopolitan and cultural centre, and beckons with unique festivals and thrilling sports events. More and more business travellers and tourists appreciate this.

The state capital of Lower Saxony and hometown of universal genius Gottfried Wilhelm Leibniz pitches itself as a cosmopolitan area for innovation, characterized by an intensive dialogue between science and commerce. This creates potential for growth and dynamic entrepreneurship, which not only benefits the conventional industrial and service sectors, but also helps the cultural and creative industries to flourish. Hannover is a centre of excellence in this regard – of worldwide renown having named a UNESCO City of Music.

Hannover’s urban vitality is expressed in top class cultural events in theatre and opera, and offers a superb range of museums, exciting nightlife and a shopaholic’s paradise. Attractions such as the famous Herrenhausen Gardens and the unique Hannover Adventure Zoo, legendary major events such as the Maschsee Festival or the world’s biggest marksmen’s fair and exhilarating sports events fascinate locals and tourists alike. Visitors love the perfect transport connections of the state capital of Lower Saxony and hometown of the universal genius Gottfried Wilhelm Leibniz – the perfect transport connections which make Hannover a hub for a dynamic and modern city.

The high-speed ICE train network and the roads to and from Hannover, as well as the excellent airports, make it easy to visit Hannover in one day or stay overnight. Whether you are on a city trip or a business trip, you can easily reach Hannover with the Deutsche Bahn or the airport shuttle. Hannover’s central location in the heart of Europe at the heart of Europe makes it an ideal starting point for trips to Hamburg, Berlin, Bremen and Prague. Hannover is a centre of excellence in this regard – of worldwide renown having named a UNESCO City of Music.

Find out about Hannover on the www.visit-hannover.com website or the mobile app "Hannover in 360°". You can also download the Hannover City Guide from the site. Enjoy exploring Hannover and the attractions of Lower Saxony in 360° Panorama.

Visit Hannover, the perfect city region!
صنع في هانوفر

مساحة للأبدان

تعد منطقة هانوفر من المناطق الاقتصادية الرائدة في شمال ألمانيا. تحتضن العديد من المواقع الإنتاجية في المنطقة، بما في ذلك العديد من محطات الراديو والتلفزيون الخاصة من هانوفر، التي تبث الأسماء التجارية ذات الانتشار الشعبي.

العلامات التجارية ذات الانتشار الشعبي تمنح هانوفر شهرة عالمية كمنطقة اقتصادية ذات جاذبية خاصة.

MTU

بالإضافة إلى ذلك، هناك العديد من المواقع الإنتاجية الأخرى في المنطقة، بما في ذلك العديد من المواقع الإنتاجية الخاصة بالصناعة، مثل شركة Volkswagen Commercial Vehicles، والوهمت، وشركة MTU Maintenance.

أسماء رائعة على نهر الليين

العلاقات التجارية في هانوفر صنعت منها شبه مناطق اقتصادية جاذبة، وذلك من خلال تواجد العديد من الشركات العالمية في المنطقة. ومن بين هذه الشركات، شركة Volkswagen Commercial Vehicles، والوهمت، وشركة MTU Maintenance.

Famous brands give the economic region of Hanover international appeal: of particular note is the automotive industry with technological giants such as Volkswagen Commercial Vehicles, Continental, Johnson Controls and WABCO. Companies such as Bahlsen, BAUKING, BREE, Heise, KINO Hängerei, Kamatou, MTU Maintenance, Rossmann, Sonimtronic electronic, Solvay Deutschland, TUI and VGH are all headquartered here. Major insurance providers such as Concordia, VGH and Hanover, and the Talanx group with brands like Hannover Re and HDI are headquartered here, as is the financial service provider Swiss Life. The unique architecture of the Rödersgässchen area and the Talanx group with brands like Hannover Re and HDI are headquartered here, as is the financial service provider Swiss Life. The unique architecture of the Rödersgässchen area and the Talanx group with brands like Hannover Re and HDI are headquartered here, as is the financial service provider Swiss Life.

Made in Hanover

Space for innovation

The Hanover region is one of northern Germany’s leading economic areas. Its outlook as an industrial base, service capital and commercial hub is excellent. This is based on its steady structural growth which combines conventional key industries and pioneering sunrise industries. Hannover is an internationally renowned trade show and conference location.

The region is also one of the most successful retail locations in Germany. Other excellent features include its central geographic location and its optimal transport infrastructure.

Last but not least, the wide range of cultural events and varied recreational areas ensure a high quality of life. The region’s strong competitiveness is reflected in its GDP and GVA: both are significantly above the national average.

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Support for success stories

Economic development in the state capital and the region of Hannover is marked by cooperative support for start-ups and companies planning to locate here as well as for increasing the innovative capacity of existing businesses. In particular there is a focus on the areas of energy and mobility, digital economy and production engineering, life sciences and medical engineering as well as creative industries and multimedia.

For example, HALLE 96 on the Hanomag site is a vibrant new centre for those with a creative flair. Other success concepts include the start-up competitions "Plug & Work" and the ideas incentive "StartUp-Impuls ideas competition".

The Hörregion Hannover project – a platform for technology, health education and sound experiences – is a spectacular example of location marketing, as the number of top class businesses, institutes and different institutions related to hearing is a unique selling point.

The internet portal for skilled workers in Hannover offers a comprehensive service for business start-ups, jobs and work, education and training as well as university studies. The free app "Hannover Pro" provides lots of information about the location in a compact form.

Driving growth: the health economy

The health economy, which already employs over 70,000 people in around 3600 enterprises, holds a special place in the region by virtue of its dynamic growth. It is based on institutions held in high international regard such as the Hannover Medical School (MHH), the University of Veterinary Medicine Hannover Foundation (TiHo) and the International Neuroscience Institute (INI). The high quality research and university landscape provides businesses with opportunities for intensive scientific cooperation. Right beside the MHH, the Hannover Medical Park provides an ideal environment. The Klinikum Region Hannover, one of the biggest community clinic enterprises in Germany with ten hospitals, has an excellent reputation. One of the highlights in the industry is the BIOTECHNICA, the biggest European trade show for life sciences. It is held every two years at the Hannover showgrounds.
First class research landscape

Four universities, one university of applied science and several renowned private academies mean that Hannover as a scientific centre offers excellent quality of research and a wide range of courses. There are around 44,000 students in total in the state capital. Thanks to the practice- and future-oriented nature of their course, many graduates from Hannover universities also start their professional careers here.

The Gottfried Wilhelm Leibniz University Hannover is the second biggest university in Lower Saxony with over 25,000 students and more than 180 full-time and part-time courses in nine faculties. Around 10,000 students are matriculated in the five faculties of the Hochschule Hannover (HsH). The Hannover University of Music, Drama and Media (HMTMH) holds a very special place as the only music university in Lower Saxony. Regular events such as the IdeenExpo and the Maker Fairs also inspire the next generation for science and technology.

Science and commerce go hand in hand

The high rate of knowledge transfer between universities and businesses is exemplary and creates a fertile space for innovation. For example, Hannover’s research centres in the fields of production technology and laser technology are first class. The Hannover Centre for Production Technology (PZH) in Garbsen puts the motto “Science and industry under one roof” into practice. 260 scientists work together here with partners from industry. The Laser Zentrum Hannover is another major driving force behind attracting firms and industry-oriented training. This independent establishment researches, develops and offers advice in the fields of photonic technologies and laser technology and is one of Europe’s leading institutes.

First class medicine

With 3,400 students, Hannover Medical School (MHH) is the biggest medical training school in Germany. It is one of the world’s leading transplant clinics. The MHH is closely linked with the companies in the neighbouring Medical Park. This is also where the impressive building of the INI specialist clinic (International Neuroscience Institute) is located. The Hannover University of Veterinary Medicine (TiHo), which numbers over 2,500 students and dates back to 1778, is likewise of international renown.

The collaboration between science and the economy

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A world-leading trade fair city

Hannover’s tradition as a major global trade fair city extends back 70 years. The Hannover showgrounds – the biggest in the world – set the standard in terms of facilities, architecture and planning reliability for all kinds of event. It consists of a total of 28 halls and pavilions as well as spacious open areas and is the stage for leading international trade fairs such as DOMOTEX, CEBIT, HANNOVER MESSE and IAA Cars. The jewel in the crown is the Convention Centre, which won the Location Award for its futuristic and multifunctional design. A new hall complex opened in 2015 offering additional event formats.

Moreover, HannoverKongress, the service operated by Hannover Veranstaltungs GmbH, is your partner for the comprehensive organisation of your event. Applying the motto “HANNOVER: THE MEETING PLANET – wide awake and night”, the conference city of Hannover, Hannover Veranstaltungs GmbH works together with Deutsche Messe AG and the Hannover Congress Centre (HCC) to form a powerful team creating an all-round worry-free package.

First class hospitality

The conference city – diverse and professional

Professional and warm hosts throughout the city and region help make every type of event a success – be it conferences, family celebrations or big events. According to a survey conducted by Cvent, the leading event management platform, Hannover is among the 25 best meeting cities in Europe, and ranks fourth in Germany behind Berlin, Frankfurt am Main and Munich. Accommodation is available in all classifications at over 340 hotels and guesthouses offering approximately 30,000 beds.

Unique locations guarantee maximum individuality – the Palace of Herrenhausen, the Wilhelmstein island fortress or the Adventure Zoo to name but a few.

For a complete overview please go to the location search at www.hannoverkongress.de/english. A big plus: there are many experiences on offer to complete your business trip. After your meeting, why not head to a sports event, to the theatre or to a folk festival? You don’t have to go far for interesting variety and exciting side events.

Information on trade fair and exhibitions

Hannover Kongress | Vahrenwalder Str. 7 | 30165 Hannover
Tel.: +49 (0) 511 / 1234-444 | info@hannoverkongress.de | www.hannoverkongress.de

Information on venues for conferences and conventions

Hannover Kongress | Vahrenwalder Str. 7 | 30165 Hannover
Tel.: +49 (0) 511 / 1234-444 | info@hannoverkongress.de | www.hannoverkongress.de

Information on venues for conferences and exhibitions

Deutsche Messe | Messegelände | 30521 Hannover
Tel.: +49 (0) 511 / 89-0 | info@messe.de | www.messe.de

Hannover Kongress - Location Award 2015

Domstahlhalle in the HCC - Location Award for its futuristic and multifunctional design. A new hall complex opened in 2015 offering additional event formats.

Hannover Adventure Zoo

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Perfectly networked

The Hannover economic region benefits hugely from its central location in the European transport network. The A2 and A7 motorways, the main north-south and east-west road links, intersect here. Deutsche Bahn's high speed ICE train network provides a direct connection to all of Germany's main cities.

Hannover's central bus station (ZOB) is one of the most modern in Germany. Buses from all the main intercity routes and major tour operators stop here. All major European holiday destinations can be reached directly from Hannover Airport.

The Mittelland Canal, Germany's longest man-made waterway, connects Hannover to the continent's biggest sea and inland ports.

Environmentally friendly throughout the region

According to a survey by the Fraunhofer Institute, the Hannover region is one of the most important logistics locations in Germany. Experts put this down to the positive local conditions for investment, good infrastructure facilities, costs and its geographical position. This is confirmed by the high level of greenfield developments. Today 54,000 people are employed in around 3000 logistics firms in the region – including giants of the industry such as Dachser and DHL as well as the distribution centres of Mercedes-Benz and Rewe. As an expanding cross-section industry, logistics continues to play a key role in economic development. Industrial real estate is regularly monitored to help ensure that there is enough workspace available to meet the demand for start-ups and growing companies. Last but not least, Hannover is the venue for the CeMAT every two years, the world's leading trade fair for intralogistics.

Booming logistics industry

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Culinary diversity

From rustic to exquisite

Excellent restaurants, traditional inns, international specialities and modern event catering – the options are endless for food lovers in Hannover. International chefs invite you to sample creative cuisine ranging from distinctive Afghan flavours to delicious Vietnamese specialities. The most discerning foodies can enjoy haute cuisine that gets top marks from restaurant testers again and again. Folk festivals, beer gardens and beach clubs make for fun day trips. Passenger boats on Lake Maschsee and the Mittelland Canal offer maritime flair.

Not to mention the state capital’s traditional indoor market with over 70 stalls for you to wander around and browse – and for a wide range of dishes and snacks or a cappuccino to keep you going.

Come dine in the region

Famous regional specialities include Burgdorfer asparagus and Steinhuder smoked eel. Meat lovers rave about the local sausages, Hannoversche Bouillonwurst and Calenberger Pfannenschlag. Welfenspeise – a pudding made from vanilla and wine – is a sweet tribute to the Kingdom of Hannover. Lüttje Lage is a high-proof speciality made of beer and schnapps, which is traditionally – and oddly – drunk from two glasses at the same time.

The invention of a top-fermented beer by Cord Broyhan in 1526 led to the establishment of the Gilde Brauerei, Hannover’s longest running business. HennePilsner is another traditional brewery and there are several craft breweries producing first class beers. The many farm shops in the towns and communities of the region offer delicious souvenirs.

Dance all night

Hannover is a favourite hang-out for party people – not just at the weekend. The dance floor scene is constantly reinventing itself and offers many exciting locations. Between clubs and large discos, there’s something for everyone. Venues such as Palo Palo, Osho, Faust-Gelände and Café Glocksee are forever-young classics. Creative promoters are forever coming up with exciting and spectacular party formats. Moreover, stylish cocktail bars, quaint pubs and original live clubs guarantee a rich nightlife. One of the biggest events of its kind in northern Germany is the indoor music festival, “Der Sonne entgegen”. The salsa and tango argentino scenes are also particularly vibrant. Both dances are offered by numerous dance schools.

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Come dine in the region

Famous regional specialities include Burgdorfer asparagus and Steinhuder smoked eel. Meat lovers rave about the local sausages, Hannoversche Bouillonwurst and Calenberger Pfannenschlag. Welfenspeise – a pudding made from vanilla and wine – is a sweet tribute to the Kingdom of Hannover. Lüttje Lage is a high-proof speciality made of beer and schnapps, which is traditionally – and oddly – drunk from two glasses at the same time.

The invention of a top-fermented beer by Cord Broyhan in 1526 led to the establishment of the Gilde Brauerei, Hannover’s longest running business. HennePilsner is another traditional brewery and there are several craft breweries producing first class beers. The many farm shops in the towns and communities of the region offer delicious souvenirs.

Dance all night

Hannover is a favourite hang-out for party people – not just at the weekend. The dance floor scene is constantly reinventing itself and offers many exciting locations. Between clubs and large discos, there’s something for everyone. Venues such as Palo Palo, Osho, Faust-Gelände and Café Glocksee are forever-young classics. Creative promoters are forever coming up with exciting and spectacular party formats. Moreover, stylish cocktail bars, quaint pubs and original live clubs guarantee a rich nightlife. One of the biggest events of its kind in northern Germany is the indoor music festival, “Der Sonne entgegen”. The salsa and tango argentino scenes are also particularly vibrant. Both dances are offered by numerous dance schools.
Celebrations and festivals

A diverse range of cultural offerings and fantastic events bring hundreds of thousands of visitors to Hannover year round. Traditional folk festivals offer highlights for every age group. Open air festivals draw in crowds of fans. In a nutshell, there’s a lot going on in Hannover!

Relaxed walks beside the glistening water, irresistible cuisine and enticing concerts to indulge your senses – it can only be the Maschsee Festival!

Hannover is UNESCO City of Music!

In 2014 Hannover was named UNESCO City of Music and is thus part of the Creative Cities Network, which includes cities such as Dublin, Montevideo and Melbourne. One of the reasons for these accolades is the range of genres and events: for example, approximately 100,000 visitors come to see hundreds of musicians turn the city into a unique open-air stage for the Fête de la Musique. Jazz fans make a pilgrimage to enjoy swinging hannover, which is held in front of the New Town Hall on Ascension Day. The MADALA Webeat Festival, the Fährmannsfest festival, Hannover's International A-cappella Week and CHORTAGE HANNOVER enable you to discover exciting new talent. The TUI Arena, Expo-Plaza and the HDI Arena are the venues for the biggest concerts. Superstars such as Herbert Grönemeyer, Bruce Springsteen, U2 and AC/DC have all graced the stage here.

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History, nature and art

In Hannover, the very journey is the destination for art lovers: the city's Sculpture Mile, the splendid Nanas by Niki de Saint Phalle and the BUSHSTOPs provide an artistic encounter at every turn. A total of over 200 sculptures, statues and installations reflect an impressive range of art in public spaces. The Hannover Sprengel Museum is one of the leading venues for 20th and 21st century art. Its extension is one of the city's greatest cultural projects. The Kunsthalle Hannover and the Kunsthalle Bremen are two other widely known museums for contemporary art. The Niedersächsisches Landesmuseum Hannover is more than just a family museum, offering a huge range of artefacts. It includes natural history, an ethnological and archaeological collection, as well as a collection of paintings and coins.

The August Kestner Museum traces history from the ancient world to the present. The Wilhelm Busch – German Museum for Cartoons and Drawing offers satirical fun for the whole family, while the Historical Museum exhibits the history of the state and city. Baroque treasures, famous figures from Hannover's history and the substantial ensembles of the Herrenhausen Gardens are promoted here. Archaeology, natural history and ethnology are also major features of the museums in the region.

The museums in the region also offer a top notch hands-on experience: kitted out in a helmet and protective coat, visitors can follow the "black gold" trail in the mines of Besucherbergwerk Klosterstollen Barsinghausen. Imagine yourself taking off at the Eastern Aviation Museum. Or flying high in the World of Aviation at Hannover Airport. Marvel at the history of rail technology at the Tramway Museum in Sehnde-Wehmingen. And in Stiernhude, the Fotomuseum’s and Wehmers' Museum looks back at life over 100 years ago on Lake Stiernhude. Travel back in time at the toy museum next door. Finally, the Tramway Museum in Sehnde-Wehmingen offers a fascinating display of historical railway engineering.

History comes to life in the region

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مجموعة متنوعة من المسارح

 سواء الدراما أو الأوبرا أو الباليه أو العروض المتعددة أو الفنون الصغيرة، كل هذا يتوفر في هانوفر. وفقًا لذلك، يتم تمثيله في مساحة واحدة في جميع أنحاء المدينة، كما تشمل بعض الأماكن المدهشة للتمثيل.

 يقع مسرح دايستر المفتوح في "بارزينغ هاوزن" ومسرح الغابات المفتوح في أوركسترت هانوفر. لذا يوفر مسارح دايستر المناظر الطبيعية للعروض الفنية. ويتكون نموذجًا من المسارح والقاعات الفنية في الضواحي الخضراء. ويتكون هذا من المباني لمهرجان الصيف في ألمانيا، حيث يستخدم المتنزهات المحيطة بالنجوم الملونة في شبرنجه فولكسن، بالإضافة إلى العديد من الفعاليات السنوية في Isernhagenhof في هانوفر، الذي يعتبر من أكبر المهرجانات في شمال ألمانيا. وتشهد مهرجانات الصيف في هانوفر، والتي تقام كل ربيع، رفع الستار على مهرجانات متنوعة من الموسيقى والرقص، ولا سيما في هانوفر.

 الناس يجدون أن هذه المناظر الطبيعية أن تكون التكوين المثالي للعروض الفنية، حيث أن الهواء الطبيعة ينمو وتتطور، ويروج للعديد من الأعمال الفنية والترفيهية.

 Contact in the HMTMH، مسرح دايستر المفتوح في "بارزينغ هاوزن" ومسرح الغابات المفتوح في أوركسترت هانوفر.

 العربية

 المسارح في المنطقة

 تعتبر هانوفر، إحدى أكبر المدن الثقافية في ألمانيا، ممارسة في مسرحية ورقص. وتشمل مهرجانات الصيف في هانوفر، والتي تقام كل ربيع، مهرجانات متنوعة من الموسيقى والرقص، ولا سيما في هانوفر.

 تشمل هذه المهرجانات العديد من الأعمال الفنية والترفيهية، وتشمل هذه المهرجانات مهرجانات الصيف في هانوفر، والتي تقام كل ربيع، رفع الستار على مهرجانات متنوعة من الموسيقى والرقص، ولا سيما في هانوفر.

 A variety of theatres

 Whether drama, opera or ballet, musicals, variety shows or cabaret – every category and genre is represented at over 60 venues in the state capital and throughout the region. The programmes also include many plays for children and young people.

 The Niedersächsische Staatsoper Hannover with its opera and drama sections ranks among the best in Germany. Brilliant casts, renowned directors, authors and choreographers set the standard again and again, even at an international level. The opera ball is a social event par excellence, held every February with a new theme.

 The Freies Theater Hannover offers 14 free stages which are funded by the state capital and enable special talent to be discovered. The same goes for the three puppet theatre groups that run the programme in the Theaterpuppen theater.

 Theatres in the region

 At Hermannshof in Springe-Völksen, a parkland in the Deister hills becomes the backdrop for performing arts. Visitors to Landestrost Castle in Neustadt am Rübenberge can enjoy performances in a historical setting. The barn at Isernhagenhof serves as a rustic theatre and concert hall in the green outskirts. The Deister open-air theatre in Barsinghausen and the Osterwalde open-air and forest theatre stage cultural delights under the starry sky. The many concerts held at the Kulturkino theatre in Hannover, Masala Festival، مهرجان ماسالا، هانوفر.

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Müllerwapp playground – a child's paradise. Pygmy goats, bush pigs and the smallest cattle in the world can be found in the large African petting field, the "Zambezi-Kraal". From December to February, Meyers Hof is transformed into a spectacular winter wonderland with tobogganing and an open-air ice rink, gift market and mulled wine village.

Wonderfully exotic: Hannover Adventure Zoo

Unique themed areas offer fun and adventure for young and old! The Hannover Adventure Zoo showcases over 2000 animals in settings that closely resemble their natural habitats. On a boat trip across the Zambezi you can almost reach out and touch hippos, rhinos, flamingos and giraffes. The evolution trail takes you from the African savanna to the rain forest. Companions and porch will accompany you along the way. Baby elephants romp around in the Indian jungle palace. Kangaroos, emus and wombats await you in the outback. Come face to face with wolves and gorillas. What's more: the ZOO PANORAMA – the first in northern Germany – is a huge rotunda with 360-degree images by Berlin artist Yadegar Asisi.

Farm life in Lower Saxony is depicted in the scenery in Meyers Hof. You'll hear plenty of "Look out, here I come!" on the three dry toboggan runs stretching up to 70 metres long in the Müllerswapp playground – a child's paradise. Pygmy goats, bush pigs and the smallest cattle in the world can be found in the large African petting field, the "Zambezi-Kraal". From December to February, Meyers Hof is transformed into a spectacular winter wonderland with tobogganing and an open-air ice rink, gift market and mulled wine village.

Unforgettable underwater worlds

Not far from the Herrenhausen Gardens you can discover the habitats of 2500 marine species in 37 tanks. The SEA LIFE aquarium presents an impressive and unique range of marine life. Find out all you need to know on exciting tours through the waters of local rivers and shores, all the way to the Atlantic, Pacific and the rain forests. The eight metre long glass tunnel of the ocean basin in all that separates visitors from sharks and eels.

The interactive JUNGLE EXPEDITION allows you to get up close when the water dragons, piranhas and co. are being fed. A ranger explains how visitors can protect the rain forest ecosystem. The glass bridge in the rain forest will then offer you a bird's eye view of the entire setting.

Primitive habitat

The Springe Bison Reserve (Wisentgehege) south of Hannover provides a comfortable home for 100 wild animals and offers nature lovers an unforgettable experience. Mysterious wolves, elegant otters, brawny bison, magnificent brown bears and majestic birds of prey are captivating sight in the 90-hectare wildlife park. The Forest Education Centre stimulates the imagination and curiosity of younger visitors. The Bison Reserve is also available as a natural setting for parties and conferences. The Springe wolf evenings for groups are an exclusive highlight.
The numbers of sports clubs in the region are roughly 290,000, with over 1,000 sports clubs for all tastes. From inline skating to zumba, everyone can find a sport to suit them. Paths around Lake Maschsee and in the municipal forest of Eilenriede are popular with joggers, walkers and skaters. There are also many hiking and cycling trails throughout the region, and there is plenty on offer for equestrians too. Very popular events for all include skate by Hannover 96 at the SeaTree climbing and adventure park in Mardorf, the Springe high ropes offering a course of tree climbing for staff training. The Springe high ropes also help create a vibrant atmosphere in the city.
Enticing retail worlds

Whether a long shopping trip or a quick errand – Hannover offers a fantastic shopping experience thanks to its wide range, compact size and sophisticated transport network. Its appeal extends far beyond the local region. The pedestrian precinct is one of the most popular shopping strips in Germany. Few other cities boast so many shopping centres and arcades, specialist shops and eateries with such easy access.

The city – exclusive and individual

All around the Königsbrunnen, the heart of central Hannover, huge investments and the branches of prominent brands send out a clear signal. Hannover’s appeal as a shopping centre is still on the up.

The Ernst-August-Galerie is an ultra-modern shopping mall with 150 shops and eateries offering an abundant lifestyle. Alternatives to suit every pocket include the Käthe-und-Saint-Phalle-Promenade, the Königsbrunnen-Passage and the Galerie Luisenstraße. Facing the opera, haute couture and exquisite jewellery beckon on Georgstraße, Hannover’s exclusive promenade. The fine addresses continue in Luisenstraße, Theaterstraße and Königstraße. There are restaurants, bistros and cafés dotted all around offering a break from shopping. A stroll around the Markthalle is a particularly enjoyable experience. Here you can enjoy the Old Town with its half-timbered houses, elegant boutiques and quiet pubs. The flea market on the banks of the Leine in the Old Town is a cultural treat not to be missed every Saturday! Both in the state capital and the 20 towns and communities in the Hanover region, many “open Sundays” offer a relaxed shopping experience and surprising fringe events.

Christmas markets

Festive sounds, romantic lights, enticing aromas: the Christmas market lends the historical Old Town a unique atmosphere. Glassblowers, potters and candlemakers show off their skilled craftsmanship. Around 170 stands invite you to stroll, poke around, browse and feast. One of the annual highlights is the Evening Christmas Village, including an authentic Luminara tent on Ballhofplatz, where you can find Finnish specialists and crafts. With a walk around the area you’ll discover a historical Christmas village showing medieval city life in all its tranquillity. Wunschbrunnenwald, an area of around 400 square metres with 50 trees, provides added ambiance amid the tumultuous festive period.

Shopping par excellence

www.VISIT-HANNOVER.com
The Herrenhausen KunstFestSpiele in May is a diverse festival with musical theatre, concerts, performances and installations. Venues include the Great Garden, the Galerie and the Orangerie as well as other theatres throughout the city. From May to September visitors are enchanted by amazing works of art in the sky, perfectly synchronised to music, at the International Fireworks Competition where the best pyrotechnicians try to outdo each other. Designed like an amphitheatre, the Garden Theatre is a beautiful backdrop to open-air cultural events. The traditional “Little Festival in the Great Garden” presents over 100 acrobats, mime artists and musicians. This festival is held over many summer evenings in this spacious environment and its baroque atmosphere. During cooler months, the Galerie and Orangerie become highly sought-after venues for classical concerts and the GOP winter variety show.
Hanover holiday region

A city break with the exciting diversity of a state capital can be perfectly combined with a variety of nature experiences in the Hanover region. The vast, beautiful landscape offers many leisure and relaxation opportunities. If you want to be outdoors, retrace history or simply unwind, you’ll soon be won over.

Active in nature
Lower Saxony’s biggest lake, Lake Steinhude, is a popular destination for sailors, surfers, kite-surfers and bathers. The 35-kilometre circular route offers beautiful natural sights. Tourists can sail to the island of Wilhelmstein on historical sailboats, the “Auswanderer” (emigrants). Horse lovers will find their paradise in Burgdorfer Land, Wedemark and Neustädter Land – whether on their own horse, a hired horse or socially in the carriage. For walkers there are appealing tours, especially in and around the Deister hills, which rise to a height of 405 metres and where mountain bikers will also find fantastic trails. BMX bikers will love the steep, high jumps on the dirt track at Wennigsen. Other popular recreational spots around the state capital include the Koldingen lakes, Wippenspark in Wennigsen and Langenhagen and Lake Altwarmbüchener. Geocaching Hannover offers a popular and fun way of discovering the many facets of the region – there are four exciting GeoTours through the city and region as well as one through the Adventure Zoo.

The magical Welfenschloss
Approximately 20 kilometres south of the state capital, Marienburg Castle sits on a hilltop close to the town of Pattensen. The last summer residence of the kings of Hanover looks out over the Welfenschloss, this grand neo-Gothic castle was built in the mid-19th century by King George V as a gift to his wife, Marie. Visitor tours provide interesting insights behind the scenes. And the castle is open to the public as a museum rich in history, and in the evening it is lit up to create an exciting evening atmosphere.

For many visitors and locals, the best way to experience the city and region of Hanover in all its facets is by bike. The region of Hanover has developed a total of 1000 kilometres of cycle paths in close cooperation with its 21 local authorities: the bicycle region. A total of 15 signposted routes in the shape of a star start at Lake Maschsee, in the centre of Hanover, and lead into the region and beyond to neighbouring districts. There is also a thermal cycle path, the north Hanover moor route, the 160-kilometre long Grüner Ring, Deisterkreisel and the route around Lake Steinhude. “Experience Hannover” allows you to discover the state capital along six selected routes. There is extensive information about all the routes available in the tourist information office, bookshops and online – including lots of tips for sights, eating out and places to linger.

Anchorage of birds and motorists
In front of the castle stands the railway station, now a symbol of Hanover. After the castle grounds, you will find yourself in the centre of Hanover. The city centre is a unique place to walk with its wide pedestrian area, beautiful architecture and many elegant stores. A popular meeting place is the Bürgerbrunnen, the famous fountain at the heart of Hanover.

Calenberg countryside
The castle of Marienburg, the last summer residence of the kings of Hanover, looks out over the Calenberg countryside. This grand neo-Gothic castle was built in the mid-19th century by King George V as a gift to his wife, Marie. Visitor tours provide interesting insights behind the scenes. And the castle is open to the public as a museum rich in history, and in the evening it is lit up to create an exciting evening atmosphere.

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9 cities + 1 in Lower Saxony

The cities of Braunschweig, Celle, Gottingen, Goslar, Hamelin, Hannover, Hildesheim, Lüneburg and Wolfenbüttel as well as the Autostadt in Wolfsburg are insiders’ tips for a city break in North Germany. The nine cities are all well worth a visit and a tour through them will allow you to experience a diverse region with its unique mix of history, modern city life and nature.

Further west in Hamelin, in the idyllic Weserbergland, the legend of the Pied Piper can be found everywhere. In the summer season, visitors can experience the famous fairytale live every Sunday at noon with the Pied Piper open-air production.

The starting point is the Lower Saxon state capital of Hannover. Just 30 kilometres away, Lüneburg is renowned for its Roman churches, including the UNESCO World Heritage Sites of the Hildesheim Cathedral and the St. Michaelis Cathedral. At the new Hildesheim World Heritage Visitor Centre, interactive stations provide information about the UNESCO World Heritage Sites.

History, modern, unique

Historical, modern, unique

The Hanseatic city of Braunschweig is also a modern city rich in tradition. Historical buildings and squares, such as the Castle Square with the Lion Statue, attend to over a thousand years of history. Directly neighbouring Braunschweig is the Lesding town of Wolfenbüttel. The grand palace in Wolfenbüttel shines with noble splendour. The peaceful Old Town is distinguished by more than 600 half-timbered houses. The old imperial city of Goslar lies on the northern edge of the Harz mountains, the highest uplands in North Germany. The historical old town and the Hannewoernere are mines are UNESCO World Heritage sites. And then on to southern Lower Saxony in Gottingen: the tradition-rich university city has produced over 40 Nobel Prize winners. Almost 30,000 students and a wide range of cultural offerings bring youthful flair to the medieval city.

Tradition and Modernity

Half-timbered houses and flair

In the residential city of Celle, over 450 lovingly restored half-timbered houses form the largest unified ensemble of these buildings in Europe. The Celle Palace is among the most beautiful Gaujain palaces and one of the oldest royal houses still in existence today. After a journey through the unique landscape of Lüneburg Heath, you’ll reach the old Hansematic city of Lüneburg. In the Middle Ages, Lüneburg was one of the richest cities in North Germany. This legacy can still be seen today in the magnificent homes with their brick gables. Tip: combine your journey through history with a trip to the world of mobility at the Autostadt in Wolfsburg, the big Volkswagen adventure theme park.

In Lower Saxony, you will find a unique mix of history and modernity. Enjoy your stay in Braunschweig, the Lessing town. Further west in Hamelin, in the idyllic Weserbergland, the legend of the Pied Piper can be found everywhere. In the summer season, visitors can experience the famous fairytale live every Sunday at noon with the Pied Piper open-air production.

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Discover the city centre together - Erleben Sie eine Führerleistung im Zentrum der Stadt.

Visitor information
www.visit-hannover.com

The HannoverCard is the inexpensive way to explore the city and the surrounding region. It not only entitles you to free travel on all buses and trains throughout the entire GVH network, but also grants a wide range of discounts, for instance on guided city tours and at many museums, theatres and restaurants.

The HannoverCard is available from the Tourist Information office at Ernst-August-Platz 8.

The Red Thread

This 4,200-metre long guide will lead you to architectural, historical and entertaining highlights in Hannover. Follow the "Red Thread" for a guided tour with a difference. An information brochure to accompany you on the trail is available from Tourist Information.

The Red Thread tour is also available as an App for your iPhone in four different languages. Download the App "Roter Faden" in the App Store.

The Red Thread

垢 at Ernst-August-Platz 8