

HEIDELBERG THAT'S WHY



Heidelberg

MICE DESTINATION



Congress Center



- **NEW Opening 2023**
- **1,800 m² photovoltaic system**
- **3,300 m² green area on the roof**
- **Flexible room concept** on 3 levels, **6,633 m²** dialog area
- 10 rooms with a total of **3,800 seats**
- **Rooftop space**
- **Chef's Table "The Kitchen"** with 55 seats
- **Media Studio** for live streaming & video production
- **State-of-the-art technology setup**, 5G, hybrid event capabilities
- Located in the middle of the world's largest **passive house development**
- **Ventilation system with heat recovery systems**
- **Gold certificate** from the **Germany Society for Sustainable Building Council**

Worth knowing

- **Germany's oldest** university with excellence cluster status
- **Renowned university hospital**, a leader in **medicine and research**
- **Hotspot for science & research** with world-leading institutions (**4 Max Planck Institutes, German Cancer Research Center, European Molecular Biology Laboratory**)
- **An international tourist city**
- **UNESCO City of Literature**
- **Germany's youngest city**



Hotels

- **More than 85 hotels and 8,000 beds**
- 2023/2024: Construction of 5 hotels with a total of 1,090 rooms

Green city on the river



- **70 % green space**, located between Königstuhl & Heiligenberg with the river Neckar running through the middle of the city.
- **Sustainability** stands as a central pillar:
 - Heidelberg is a **"Global Green City"** - an award from the United Nations
 - Issuing of the **Environment & Sustainability Prize Award** from 2013
 - Own local sustainability brand **"Genial Regional"**
 - Officially designated **Fairtrade Town**
 - Awarded for **bicycle-friendly community**



Event venues

- Exceptional & **diverse event locations** (e.g. famous castle, event ships, historic "Stadthalle" etc.)
- **Individual meeting rooms** for workshops and seminars
- **Tailor-made meetings** with a flexible framework

Incentives

- Many offerings for **unique experiences** (e.g. guided tours of the Old Town/The Castle, boat trips, museum visits or culinary highlights)
- **Varied gastronomic offers**, traditional student culture in the Old Town

Meeting-Infrastructure

- **Central location** nation-wide and in the Rhine-Neckar metropolitan region.
- Good connections by **train, plane and car**
- Short distances & **modern public transport infrastructure** within the city
- Train to Conference within **2 minutes**



Heidelberg Events

- **Varied events throughout the year**
- e.g. romantic **Christmas market**, wine village, castle illuminations or **Heidelberg Autumn**

Full-Service Offer

- Strong connection between the Convention Bureau, Heidelberg Congress, Tourist Information, and Events under one roof
 - Short distances
 - Hotel room booking service
 - Location finding
 - Service provider portfolio & event services
 - Supporting programs & incentives
 - Tourist Consulting & Souvenirs