

## The Myth of Heidelberg!



Ruins of a castle full of secrets, a picturesque old quarter, the lovely Neckar Valley?this fascinating triad stands for Heidelberg, Germany?s most romantic city at the foot of the Königstuhl mountain. Every year, more than three million visitors enjoy the **varied places of interest**, the pleasant **cosmopolitan atmosphere**, as well as the feeling of **safety and cleanness**. To enjoy Heidelberg means?

### Experiencing history:

For centuries, Heidelberg was a focal point of German history and a residential capital for German electoral princes. The building of the famous castle took more than 200 years (1400 ? 1619). Begun as a well-fortified complex, it attained its representative character over the span of history, and today presents itself as an **imposing assemblage of castle ruins**. A gorgeous stand of venerable trees adorns the **spacious park**. The castle cellar is the home of the world?s largest wine cask, with a capacity of over 220,000 liters.

In 1386, the electoral prince, Ruprecht, founded the **first university on German soil**, which still places its unique stamp upon the life of the inner city. Through the centuries, the ?Ruperto-Carola University? maintained its prominent worldwide reputation, and in 2008 was named as one of nine national ?**Universities of Excellence**? in Germany.

Discovery tours in the old quarter and castle, leisurely walks on the Philosophenweg (Philosopher?s Way), and a ride on the historic mountain railway to the top of the Königstuhl mountain, situated more than 500 meters above the city, will offer you glimpses into Heidelberg?s colorfully varied history.



## Experiencing Shopping, Gastronomy and Culture:

In all its romance and tradition, Heidelberg is known for its vibrant vitality, as befits a university city. A variety of coffee houses, specialty stores and boutiques mark the Hauptstraße (Main Street), Heidelberg's best-known shopping area, as a **shopping paradise**. The numerous stores in the side streets provide a multifaceted range of offerings, from precious historic objects to the most modern avant-garde fashions.

**Regional and international restaurants** invite you to linger and let gourmet cuisine entertain your taste buds. Numerous original cafés and bistros offer pleasant stopovers during your shopping bustle.

Hardly any city of comparable size in Germany offers such a **variety and richness of cultural activities** as Heidelberg: theater, concerts, opera against the scenic backdrop of the castle, festivals in the old quarter at different times of the year, the Mannheim-Heidelberg International Film Festival, museums, and exhibitions ? there is certainly a wealth of entertainment.



## Experiencing Nature and the Outdoors:

A walk along the high-set Philosophenweg (Philosopher's Way) is a delightful opportunity to become intimately acquainted with the romantic image of the city. Because of the mild, partially Mediterranean climate, exotic plants thrive here, such as cypresses, pomegranate trees, palms and Mediterranean pines. The Heidelberg municipal forest and neighboring Odenwald as well as the lovely Neckar Valley offer multiple opportunities for restorative **excursions into nature**.

The broad range of interesting destinations in the surrounding area makes Heidelberg even more attractive. Whether visiting the **casino in Baden-Baden**, **wine-tasting along the famous German Wine Route** or **shopping in Frankfurt** ? the possibilities are endless.

## Experiencing Business and Science:

The life sciences, environmental management and information technology are the core competencies of the scientific and business sites in Heidelberg. ?Made in and by Heidelberg?: Located in Heidelberg are **firms with a worldwide reputation**. The Heidelberg **Technology Park**, with over 60 firms and institutions is one of the most important European centers for the life sciences. The University, the European Molecular Biology Laboratory (EMBL), and the German Cancer Research Center (DKFZ) are among the **foremost research institutions in the world** for basic research.



**Heidelberg Marketing GmbH** has set as its goal to offer our guests an unforgettable stay:

### Services:

- Hotel rental and transfers and much more.
- Guides, Tours of the City, All-inclusive packages
- Rental of the Heidelberg Convention Center, one of the most beautiful meeting sites in Germany, and other rentals, as well as management and planning of congresses, meeting and incentives.

International Office: Heidelberg ([www.heidelberg-university-hospital.com](http://www.heidelberg-university-hospital.com))

- Advising, information und guidebooks

**A special tip:** The **HeidelbergCARD** offers free fare on busses, on trains, for the mountain railway and free admission to the castle (with a guided tour) as well as admission to many museums?and also discounts for dining and shopping. It may be obtained from the Tourist Information Booth at the main railway station or at City Hall.

### **General Information and Ordering Guidebooks:**

Telephone 06221-14220

E-Mail: [info@heidelberg-marketing.de](mailto:info@heidelberg-marketing.de)

### **Reservations and Booking of Hotels, Tours, Packages, etc.:**

Telephone 06221-142223/-24/-25/-26

E-Mail: [reservation@heidelberg.de](mailto:reservation@heidelberg.de) or [guide@heidelberg.de](mailto:guide@heidelberg.de)

### **Tourist Information at the Main Railway Station**

Telephone 06221-19433

E-Mail: [touristinfo@heidelberg.de](mailto:touristinfo@heidelberg.de)

### **Information about Meetings and Congresses and Booking:**

Telephone 06221-142218 or 118

E-Mail: [meet@heidelberg.de](mailto:meet@heidelberg.de)

Internet: [www.meet-heidelberg.de](http://www.meet-heidelberg.de)