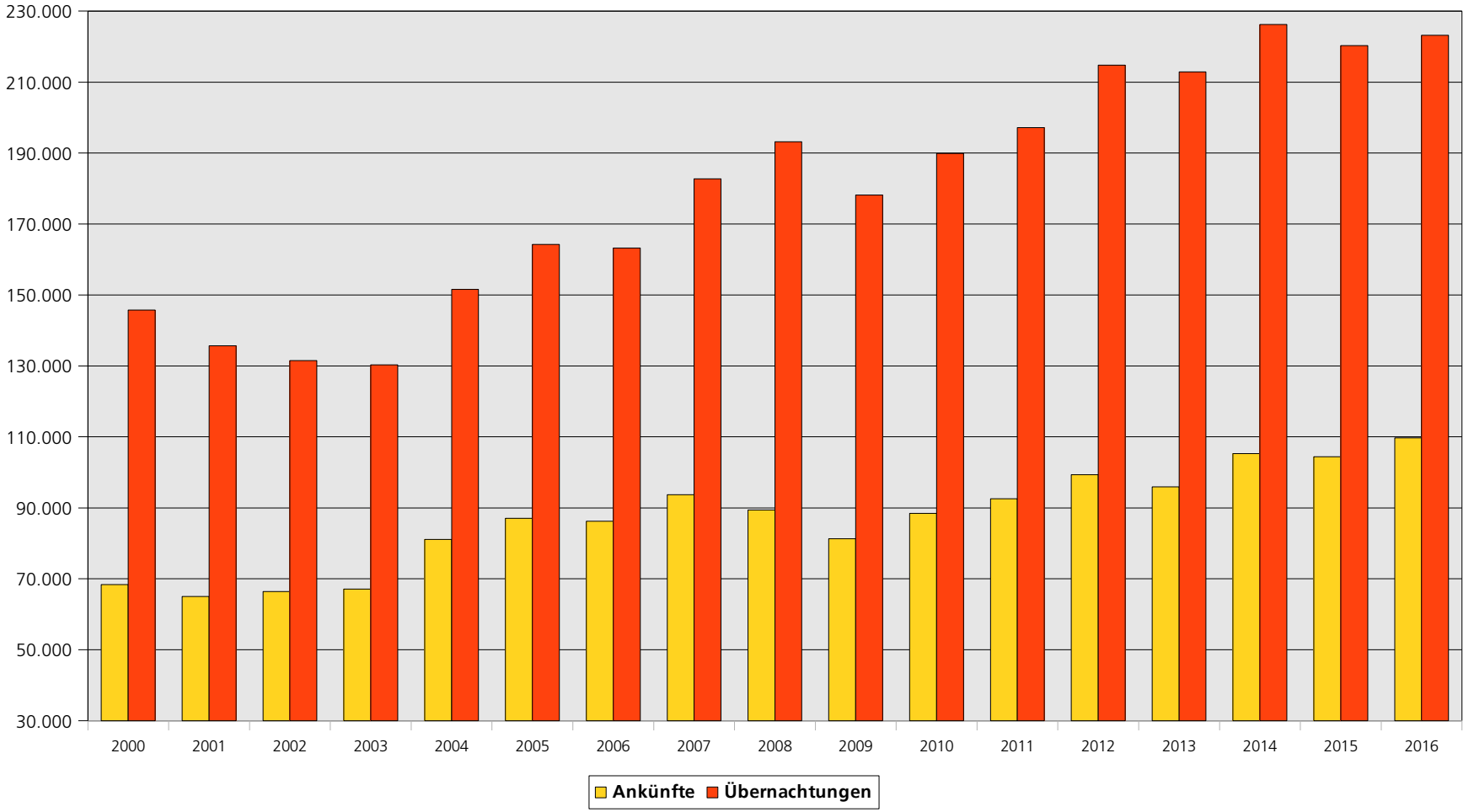
Touristik und Marketing Schwäbisch Hall Jahresabschluss 2016

SchwäbischHall

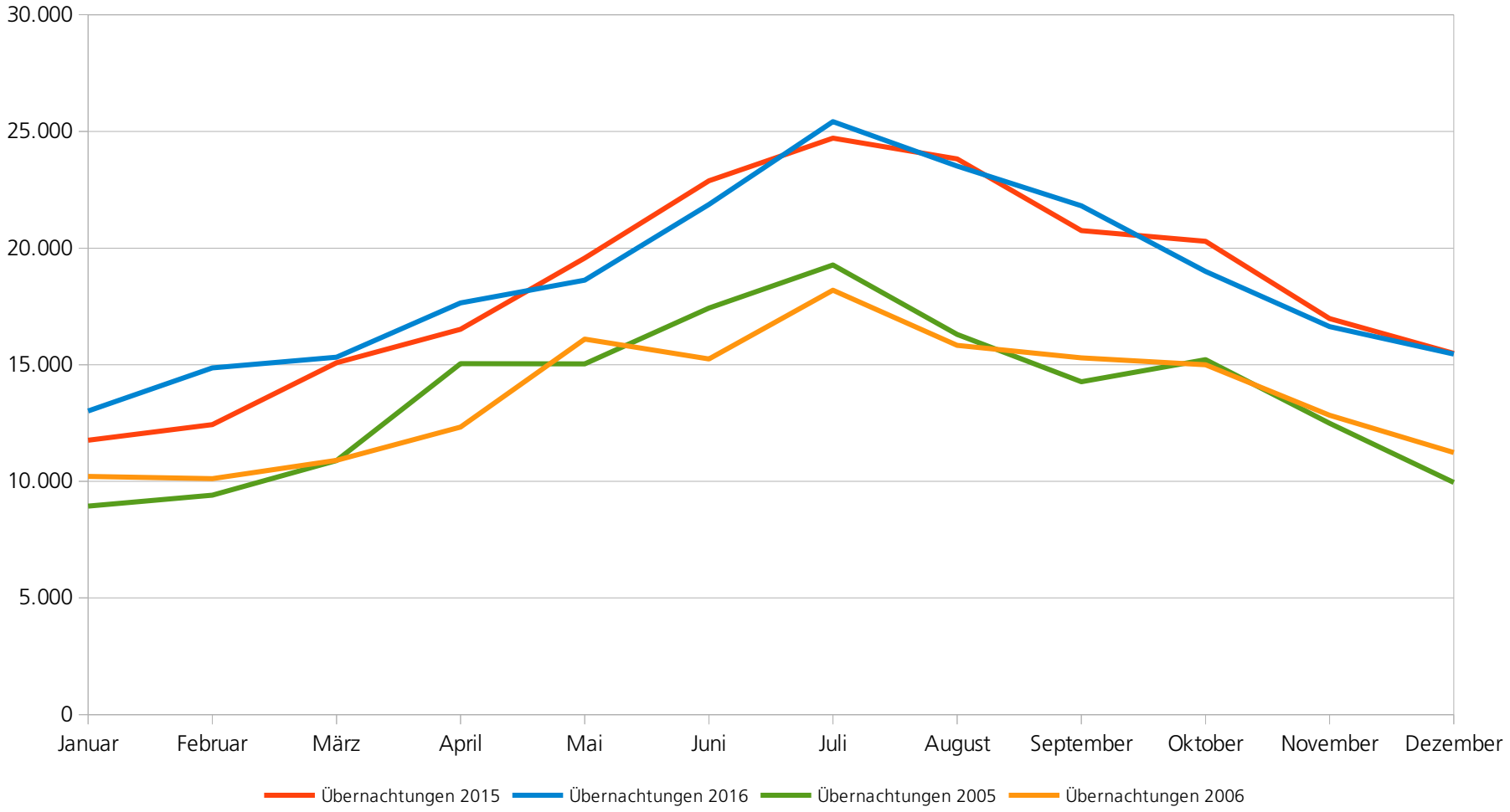
Beherbergungsstatistik
2000 bis 2016



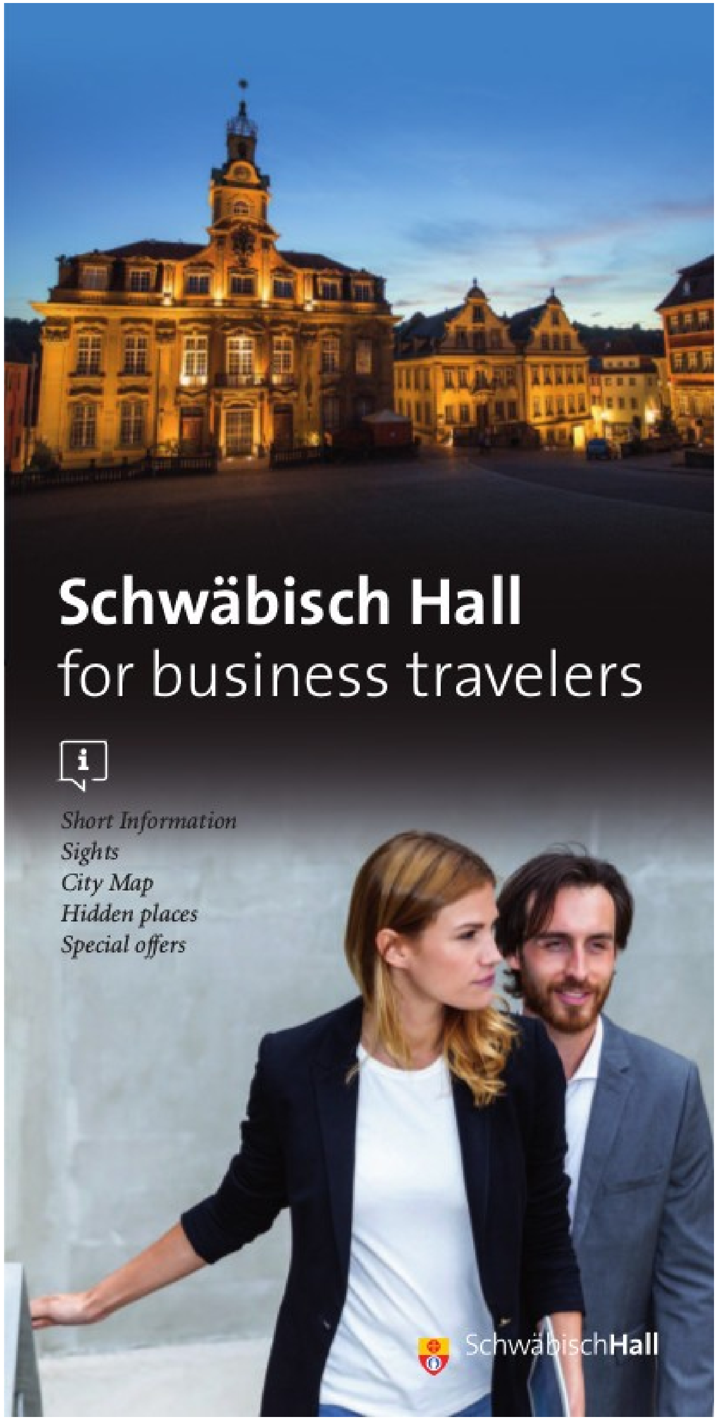
SchwäbischHall

Übernachtungszahlen nach Monaten

2005/2006 und 2015/2016



SchwäbischHall



Schwäbisch Hall
for business travelers

Short Information
Sights
City Map
Hidden places
Special offers

SchwäbischHall

Special offers

HALL IS(S)T GUT A culinary tour through the city. You will enjoy the combination out of a guided tour and culinary specialities. The guide will show you the most important sights and restaurants and you will be treated to regional and seasonal food.

BREWERY AND MORE A guided beer tasting tour. After a big city tour, the master brewer will explain all steps necessary for a beer to be ready for the tap.

WHISKEY TASTING Taste a variety of whiskeys together with your friends or colleagues and enjoy delicious food.

FREILICHTSPIELE FESTSPIELTAG Be part of the open air performances on the steps of St. Michael's.

CHRISTMAS MARKET Experience Christmas atmosphere on the market square with special attractions and music every day.

CULTURE AND EVENTS Enjoy one of the plays on the steps of St. Michael's or experience one of our concerts or literature events.

Tourist Information

Foto Eva Maria Kraiss

TIPS

for the latest events: www.schwaebischhall.de/termine

Go out and explore

GERMAN RESTAURANTS
Maultaschen, Spätzle & Co

BRAUEREIGASTHOF ZUM LÖWEN
Mauerstr. 17
Tel. 0791 2041622

ENTENBÄCK
Steinerner Steg 1
Tel. 0791 97829182

Foto Achim Mende

GOLDENER ADLER
Am Markt 11
Tel. 0791 94664680

GASTHAUS SONNE
Gelbinger Gasse 2
Tel. 0791 970840

KRONPRINZ
Bahnhofstr. 17
Tel. 0791 97700

SUDHAUS AN DER KUNSTHALLE
Lange Str. 35/1
Tel. 0791 9467270

MICHELIN

RESTAURANT EISENBAHN
Karl-Kurz-Str. 2 (5 km)
Tel. 0791 930660

REBERS PFLUG
Weckriedener Str. 2 (5 km)
Tel. 0791 931230

BARS, PUBS AND CLUBS
in the city center

Foto Denise Öffner

ALTE WACHE
Am Säumarkt 12
Tel. 0791 94687377

BÜSCHLERKELLER
Am Markt 12–13
Tel. 0791 75890

CAFE & BAR ILGE
Im Weiler 2
Tel. 0791 9463547

DISCO BARFÜßER
Am Markt 4
Tel. 0791 855348

JENSEITS KOCHERS
Weilertor 14
Tel. 0791 75870

KULTBUCHT
Haalstr. 9
Tel. 0791 20490246

MOLLY MALONE
Sporersgasse 4
Tel. 0791 94664764

OLLI'S CAFE & BAR
Untere Herrngasse 2
Tel. 0791 9413790

SUITE 21
Neue Str. 21
Tel. 0791 71684

Gestaltung © green design Elke Müller / Titelfotos: Achim Mende / mauritius

Souvenirs

REGIONAL PRODUCTS
in the city center

FOOD MARKET
Wednesdays and Saturdays on the market square

MARKET HALL
Kornhausstr. 6

CAFÉ ABLEITNER
Bahnhofstr. 5

CAFÉ AM MARKT
Am Markt 10

CAFÉ HAMMEL
Schulgasse 1
Ask for „*Comburg Möndchen*"!

SOUVENIRS
The Tourist Information offers a large selection

FURTHER INFORMATION

TOURISTIK UND MARKETING SCHWÄBISCH HALL
Denise Öffner
Am Markt 9
74523 Schwäbisch Hall
Telefon 0791 751-221
denise.oeffner@schwaebischhall.de
www.schwaebischhall.de

Welcome to Schwäbisch Hall

DEAR BUSINESS TRAVELERS
Welcome to Schwäbisch Hall. We are glad to have you here. Explore the harmony of the past and the present in the historical old town with its small streets and wooden bridges. Enjoy the regional and seasonal food of our various restaurants. Experience Schwäbisch Hall at one of our numerous events which take place throughout the year or visit one of our sights. Say goodbye to Laptop & Co. and start your relaxed end of the working day. We wish you a great evening!

Foto mauritius

TIP You can get the *Schwäbisch Hall App* for free in the Google-Play Store or in the App-Store. We also have *free Wifi* in the city center.

Foto Achim Mende

Sights

1 / ST. MICHAEL'S CHURCH *Am Markt* / Open: 1.3.–14.11. Mon 12 a.m.–5 p.m., Tue – Sat 10 a.m.–5 p.m., Sun from 11.30 a.m. / 15.11.–28.2. Mon 12 a.m.–2 p.m., Tue – Sat 11 a.m.–3 p.m., Sun from 11.30 a.m. Experience the Romanesque-Gothic Church with lots of artwork.

2 / HÄLLISCH-FRÄNKISCHES MUSEUM *Keckenhof* / Open: Tue – Sun 10 a.m. – 5 p.m. / *Admission free* / Learn more about the history of the city and the region and look at the rare Jewish synagogue.

Foto Eva Maria Kraiss

3 / KUNSTHALLE WÜRTH *Lange Straße* 35 / Open: Every day 10 a.m.–6 p.m. / *Admission free* / You can see spectacular exhibitions of 20th and 21st century art.

Foto Kunsthalle Würth

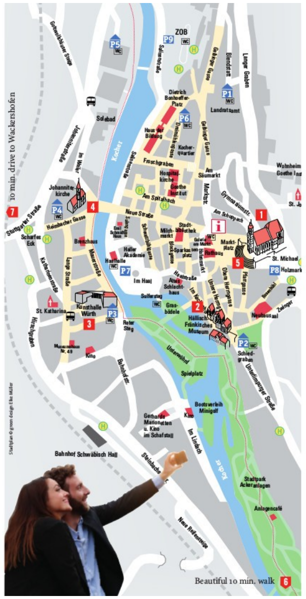
4 / JOHANNITERKIRCHE *Im Weiler* 1 / Open: Tue – Sun 11 a.m. – 5 p.m. / *Admission free* / Exhibition of famous works of art by the Old Masters.

5 / OPEN-AIR THEATER Don't miss the open-air theater at the market square in summer. www.freilichtspiele-hall.de

6 / GROSSCOMBURG MONASTERY *Steinbach* / Short guided tours: 1.4.–31.10. Tue – Fri 11 a.m. 1, 2, 3 and 4 p.m., Sat+Sun+Holidays 2, 3, 4 p.m. / Entry with guided tour 5,– € / Visit the castellated monastery and church.

7 / HOHENLOHER FREILANDMUSEUM *Wackershofen*
Open: 13.3.–30.4. and 1.10.– 6.11. Tue – Sun 10 a.m.– 5 p.m. / 1.5.–30.9. every day 9 a.m. – 6 p.m. / Entry 7,– € / 70 originally rebuilt houses make you feel the past in this open air museum.

Foto Jürgen Weller Fotografie



Stadtplan © green design Elke Müller

City Tours

TIP

AFTER WORK TOUR every Tuesday 6 p.m.
If you want to learn more about the city, you can take part in a **CITY TOUR**. During the tour through the old part of the town you will enjoy 2500 years of history. Discover St. Michael's church, walk along the small streets and see Haal square with its brine fountain.

PUBLIC GUIDED TOUR May – October every Saturday 2.30 p.m. *Meeting point* at the market square, no registration required.

NIGHT WATCHMAN TOURS "Listen people from everywhere, the night watchman invites you to Schwäbisch Hall. He shows you the city at night and how the watchman was watching over the city."
October – March every 1. Saturday/month 7.15 p.m., *Meeting point* at the market square.

Foto Achim Mende

DON'T MISS

Hidden places

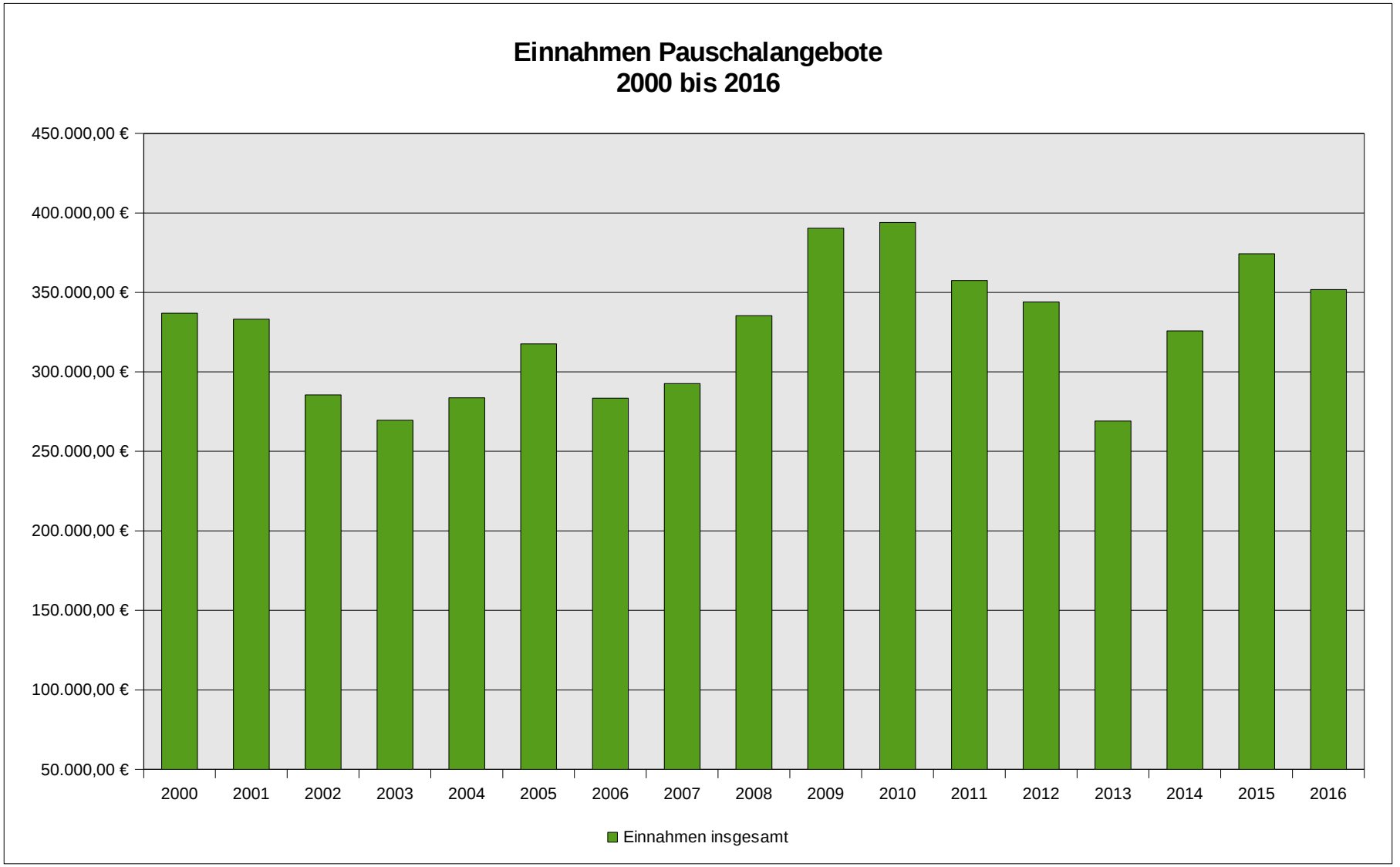
TOUR IN THE TOWN HALL LIBRARY You can see books of the 14th century as well as historic maps of America or New Zealand. **PHARMACY TOUR** Feel the 447 years of history of the "Löwen" pharmacy. **DIETER FRANCK HOUSE** If you are interested in art, you will love this place! **HAALAMT** Get an insight into the salt simmerers' tradition and the salty history of Schwäbisch Hall. **KUNSTVEREIN** Contemporary art in a unique place **MINIATURE GOLF** Facility with 12 holes on the island of Unterwöhrd. **EMIL SCHMIDT HOUSE** You can see an old forge. **GLASBLÄSEREI ARTICUM** Experience the art of glass making. **CELLAR TOUR** Shows you the Underground of Schwäbisch Hall. *Further information* Tel. 0791/751-221.

SchwäbischHall

Stadtführungen

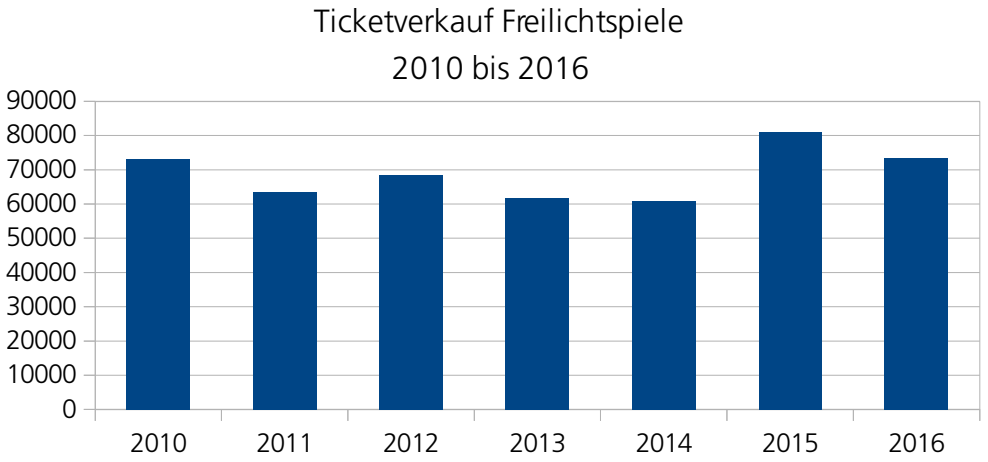
SchwäbischHall

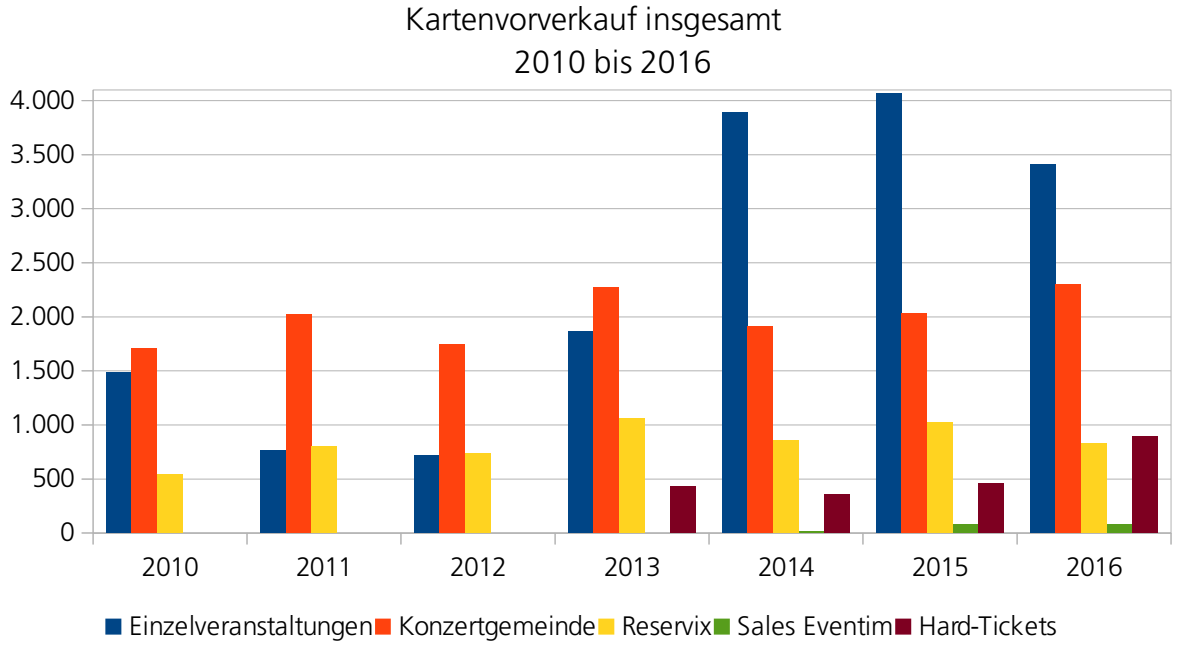
Pauschalangebote



SchwäbischHall

Kartenvorverkauf





SchwäbischHall

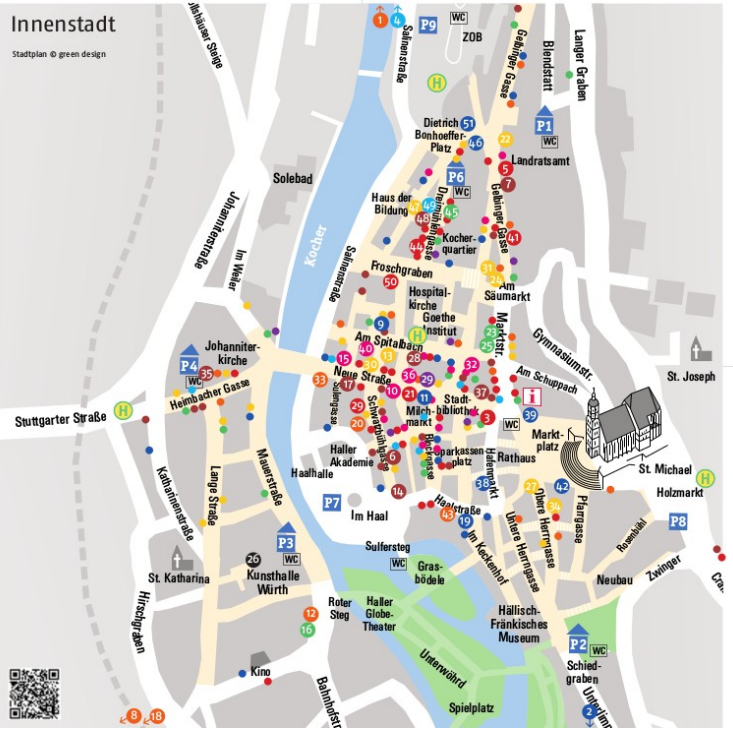
Weihnachtszauber

Besucherzahl: 245.000

SchwäbischHall

Stadtmarketing

Schwäbisch Hall Aktiv
Tradition trifft Zukunft



SchwäbischHall

Kontaktpunkte

Tourist Information
13.000 Besucher monatlich

Museen
Hällisch-Fränkisches Museum,
Kunsthalle Würth,
Freilandmuseum, uvm.

Stadtmagazin HallO
4x im Jahr

Homepage Tourismusstadt
27.500 Besucher monatlich

Historische Altstadt
Mit einem der schönsten Marktplätze Süddeutschlands

Mailingaktionen
6: FLS, Touristik, Weihnachten, Bus- und Gruppenreisen

Facebook Stadtportal Schwäbisch Hall
3.005 „Gefällt-mir" Angaben

Handel
Einkaufsstadt mit Tradition
Und Zukunft

Newsletter
1-2 x pro Monat an 700 Adressen

SHA-APP
3.000 Downloads
500 Zugriffe pro Tag

Gastronomie
Über 70
gastronomische Betriebe

Pressereisen

WLAN
Kostenfreies WLAN
in der Innenstadt

Info-Terminal

Messen
9 Messebesuche: z.B.
CMT, Heimattage BaWü,
Laga

I-Punkt und Flughafen Stuttgart

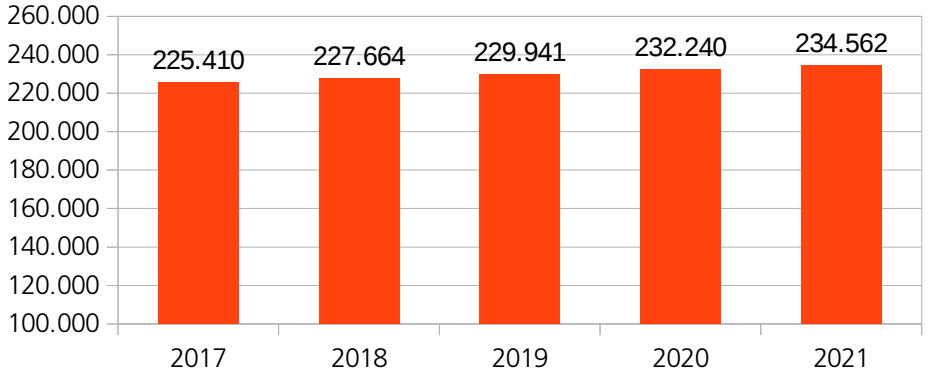
Fernsehturm Stuttgart
ca. 500.000 Besucher pro Jahr

Landesgartenschau Öhringen 2016

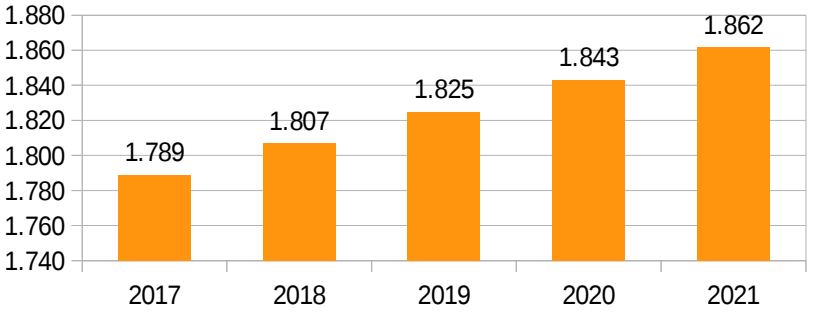
Tourist-Info

SchwäbischHall

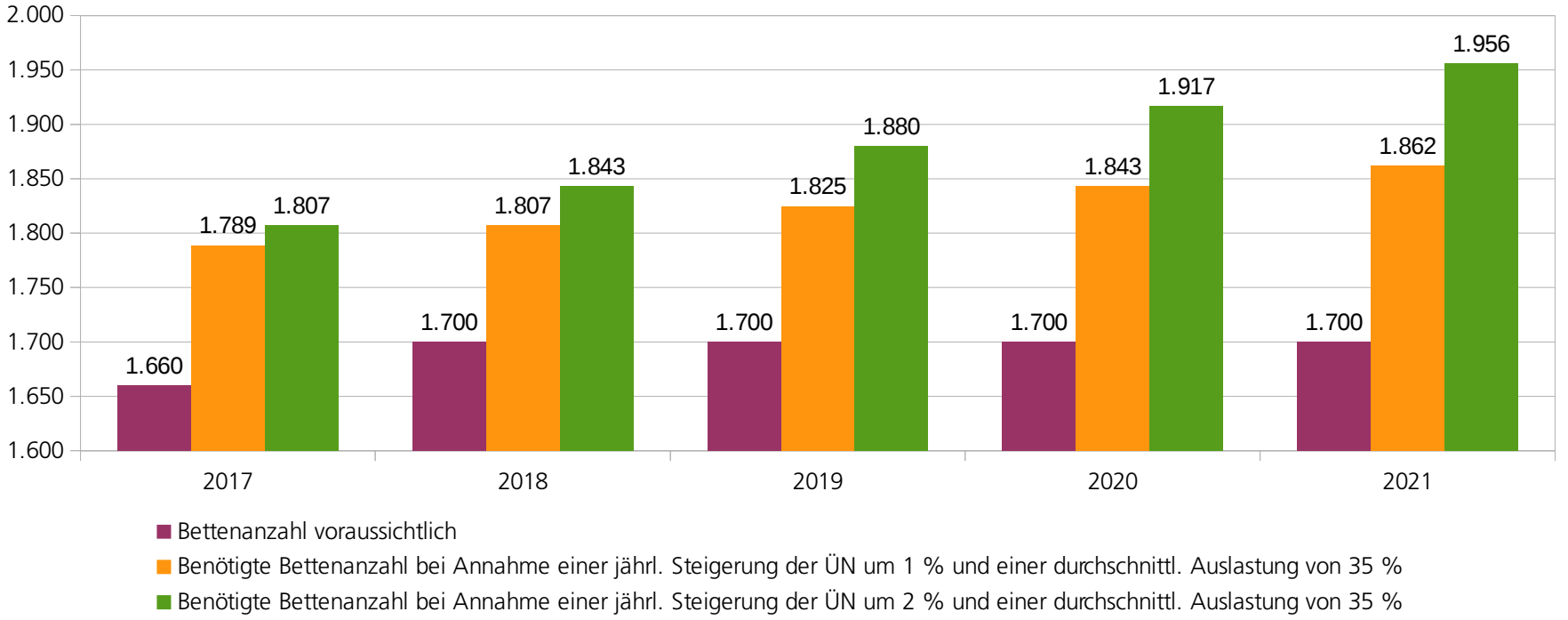
Übernachtungen 2017 bis 2021
bei Annahme einer jährl. Steigerung von 1 %



Benötigte Betten um Nachfrage zu befriedigen
bei Annahme einer jährl. Steigerung der ÜN um 1 %
und einer durchschnittl. Auslastung von 35 %



Bettenanzahl 2017 bis 2021



Vielen Dank für Ihre Aufmerksamkeit!

SchwäbischHall