The Hannover Marketing & Tourism Ltd. Launches its summer campaign: Holidays in the Hannover Region - culture, events, enjoyment of nature and urban lifestyle

Wednesday 11 June, 2025

The Hannover Region, with its vibrant state capital and 20 neighbouring municipalities, is causing an international sensation this summer - with an extraordinary mix of cultural diversity, lively festival dynamics and inspiring art and leisure experiences - including important anniversaries that are setting special accents this year.

Hannover Marketing und Tourism Ltd. (HMTG) has launched an extensive multi-channel campaign to position the region's tourism potential in other European countries. It is aimed specifically at visitors from the Netherlands, Denmark, Austria, Switzerland, the UK and Germany.

In addition to traditional out-of-home and digital out-of-home media (OOH & DOOH), the campaign includes Spotify audio adverts, targeted Google Ads and social media measures via Meta (Facebook & Instagram). Country-specific access to the campaign page leads directly to the experience content.

Whether world tour stars on stage, spectacular open-air experiences by the water or centuries-old festival traditions: The city and region of Hanover offer an unrivalled density of events this summer. With iconic formats such as the **Maschseefest** - the largest lake festival in Germany -, the **Schützenfest** Hannover - the largest “marksmen-festival” in the world -, the **Park Weekender** including the **Glitterbox** Open Air premiere in Germany and concerts by international stars such as 50 Cent, Will Smith, Post Malone, Sting, Linkin Park and the Scorpions, Hannover is ideally positioned internationally as a cultural and event location.

The museum landscape will also contribute to the region's cultural appeal in 2025: The Sprengel Museum Hannover is presenting an outstanding exhibition, among other things:

‘Love you for Infinity’ is showing works by **Niki de Saint Phalle**
together with works by **Yayoi Kusama** and **Takashi Murakami** for the first time.

The **anniversary of the Royal Gardens of Herrenhausen**, which are celebrating their **350th anniversary**, will provide a special setting in 2025. The world-famous baroque gardens will provide a magnificent backdrop for the **International Fireworks Competition**, high-calibre classical concerts and numerous events. The historic ambience provides every event with an extraordinary atmosphere.

It is not only the state capital of Lower Saxony that attracts visitors - the surrounding region with its 20 municipalities is also a multifaceted destination for nature-based recreation. Numerous hiking and cycling trails criss-cross the varied landscape around the **Deister**. The lake **Steinhuder Meer** or the **Blue Lake in Garbsen** offer numerous opportunities for water sports, local recreation or camping.

Riding stables and nature experience offers such as moorland walks are integrated in many places.

A special attraction is the ‘Festive Weekend’, which takes place in mid-August. A maritime programme with music and culinary delights awaits guests around the lake Steinhuder Meer. The highlight is the colourful fireworks display over the water at night.

Central location and optimal accessibility

Hanover is located in the heart of Europe and is an important transport hub with excellent connections and infrastructure. Hannover-Langenhagen International Airport connects the region with destinations worldwide, as do the ICE train station and a dense motorway network.

In addition, the green metropolis scores points for its bicycle-friendly infrastructure and excellent public transport network. Thanks to the closely timed public transport system, all highlights can be reached quickly and easily. Sustainable mobility and a wide range of leisure activities combine to create a harmonious overall experience for those seeking local recreation, active holidaymakers and guests from abroad.

All content leads to the curated highlight portal via your specific country-dependend here:
www.visit-hannover.uk

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