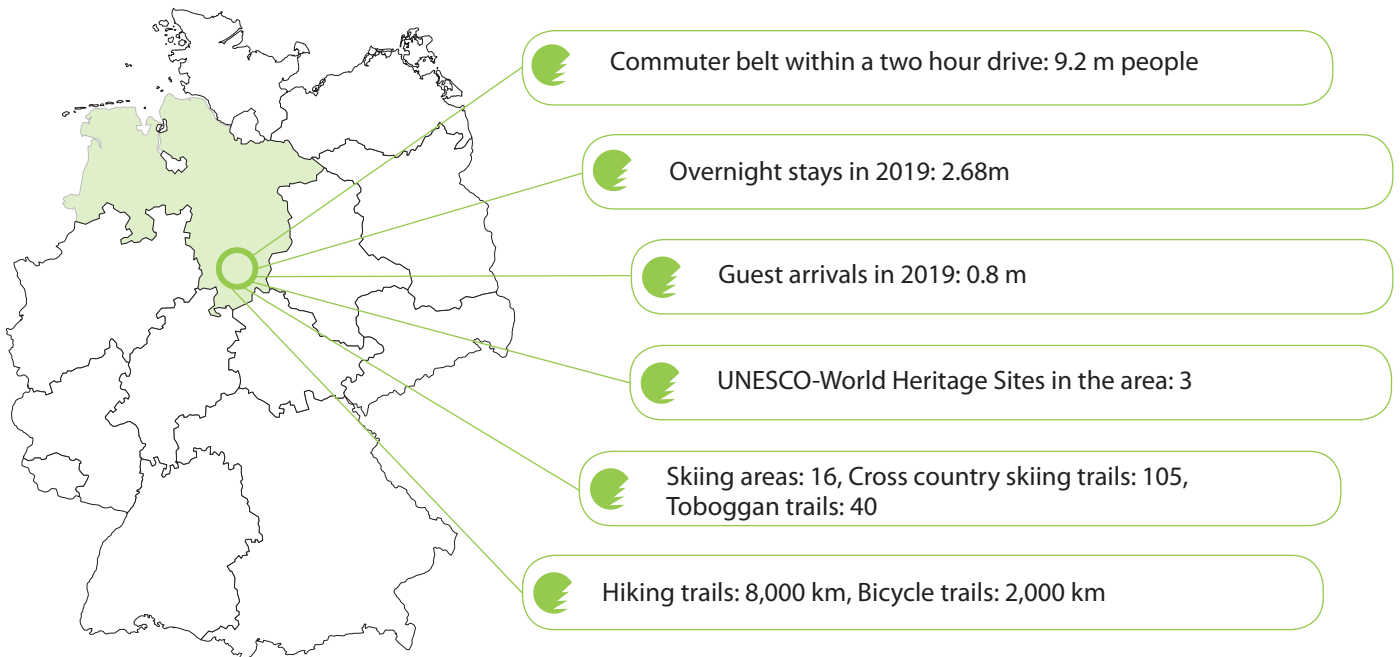


## Economic Region of Goslar: Tourism in Dynamic Transition



The district of Goslar is centrally located between Hannover, Braunschweig and Göttingen. The region lives from the wealth of nature in the Harz Mountains and the wealth of ideas of the many people living here. Short distances, economical prices and a diverse landscape of companies form the basis of an ideal investment location. The unmistakable Harz landscape provides the background for numerous high-tech enterprises and scientific facilities.

The most northern mountain range in Germany with its highest elevation, the Brocken (1,141 metres), offers a unique interplay of leisure, health and culture beside its scenic diversity. For some years the number guest staying overnight has been increasing. In 2019 the district of Goslar achieved 2.68 m overnight stays. Time has come to benefit from the current dynamics in tourism economy in the region of Goslar.

## Touristic Services within the Scope of Accommodation, Leisure and Culture

### Accommodation industry and facilities: chances for investment at any level

The number of overnight stays of national and international guests in the region of Goslar has lastly increased to a significant extent. This growth is also reflected in the diverse offer in hotel infrastructure. The development of a broad spectrum in accommodation industry has proven to be effective within the last years. A good price-service-ratio at any level of requirements and distinct quality awareness are walking advertisement for our region. The varied offers in the field of gastronomy and trade are a further tourist magnet and form a good basis for your new site.

### Leisure, health and sports: potential for attractive business models

The commuter belt of 9.2 m people with a two hour drive results in an enormous potential as a recreational area available nearby. Winter tourism attracts among others by down hill tracks, toboggan trails, cross country skiing trails, snow shoe hiking tours and international sports events. Even such extraordinary offers as "Naked tobogganing Race" have become a somewhat national highlight. Offers in summer include known hiking trails such as the Harzer-Hexen-Stieg, a large cycle and mountainbike routes network, the traditional equestrian race course in Bad Harzburg, wall climbing and canoe riding. The solitude of the Harz Mountains makes them in particular suitable for people wanting to experience an unforgettable wellness and health holiday.



### **Culture in the Harz Mountains: centre of world heritage sites**

The region of Goslar is nationwide a unique agglomeration of 3 world heritage sites in total – here in the district of Goslar and its vicinities. These include: the historic town of Goslar with the Rammelsberg Museum and Visitors' Mine Works and with the Upper Harz Water Management System as a masterpiece of medieval art of engineering, the historic town of Quedlinburg with the collegiate church St. Servatius, the Cathedral and the church St. Michaelis in Hildesheim and the Fagus-Factory in Alfeld as unique relic from Bauhaus style. The Harz Mountains have been known for their legends, myths and its extraordinary magic hundreds of years old. Our history becomes alive at traditional medieval markets and festivals and 17 visitors' mines in total.

## **Tourism Industry: Competitive and Locational Advantages at a Glance**

### **Qualified workforce for tourism**

At present approx. 4,600 people are employed in tourism in the region of Goslar. The requirements of this industry increase annually and necessitate well-trained personnel. Here you get the opportunity to find or train your future employees at 5 vocational schools in the field of hospitality industry. The vocational college of hotel industry in Bad Harzburg is specialized on medium and senior management in hotel industry and gastronomy. In the vicinity the University for Applied Sciences Ostfalia in Salzgitter, the University for Applied Sciences in Wernigerode and also the University of Göttingen offer studies in tourism and sports management. Both are very popular studies and continuously provide qualified junior staff.

### **Market potential for investors**

The number of guest arrivals is reflected in the growth of the region of Goslar. Since 2010 the Upper Harz Water Management System is as a newly classified world heritage site a further guarantee for increasing numbers of tourists. Attractive destinations combined with a first-class hotel industry are important prerequisites for economic success. Resulting from the demographic change a new profitable target group has been envisaged. The generation 50+ pays more attention to quality and increases the requirements to age-appropriate leisure activities. In this field again you may benefit from attractive network partners in the field of tourism and marketing. Harzer Tourismusverband e.V. (HTV) and the Goslar Marketing GmbH (GMG) are only a few of possible contact partners for further information.

### **Attractive locations in the Western Harz Mountains**

The region of Goslar is characterized by a unique solitude situated within the nature of the Harz Mountains coupled with the nearness to the urban centres of Northern Germany. This attractiveness, however, also results from the diverse and comparably economical palette of offers of both land and structures existing in the region. In particular for high-end hotel projects and inventive investment ideas in the field of „nursery homes/ living in old age“ a number of available sites have been identified and are available on short term. Also a number of well operated owner hotels with growth potential are looking for qualified successors.

### **Advantageous frame conditions for entrepreneurial commitment**

To you as an investor interested in the development of an entrepreneurial site in the region of Goslar we provide all services through one institution. WiReGo (the economic promotion agency of the region of Goslar) assists you in seeking a site as well as in securing overall financing through various financial partners ranging from loans, venture capital to existing subsidy programmes. Furthermore we put you in touch with important contacts in the region, whether industrial, administrative or scientific. Through our support you will from the beginning be provided with optimal conditions for your economic success in the region of Goslar. Find more information about the assistance programmes of WiReGo at: [www.wirego.de](http://www.wirego.de)