

## Pressemitteilung · Press Information

### Why Cologne? Here are ten indisputable reasons

- **Central: optimal accessibility at the heart of Europe**
  - Cologne Bonn Airport: Hub for numerous low-cost carriers
  - Less than an hour's reach to Frankfurt/Main and Düsseldorf Airports
  - The Thalys Train: European urban centres just a short train ride away  
Brussels (2 hours) and Paris (4 hours)
  - Centrally located on the Rhine - one of the most vital hubs in West Europe
  
- **Historic: 2,000 years of history – Germany's oldest metropolis**
  - Roman heritage, such as the Praetorium or the world-famous Dionysos mosaic at the Roman-Germanic Museum
  - A captivating array of medieval city gates, the medieval town hall, Museum of the City of Cologne with exhibits from medieval times to the present
  - Distinctive, historic old town scenery on the banks of the Rhine
  - Today: Germany's fourth largest metropolis, with more than one million residents
  
- **Cultural: One of Europe's leading cities for art and culture**
  - 12 Romanesque churches
  - More than 40 museums (including the Roman-Germanic Museum, Wallraf-Richartz Museum & Fondation Corboud, Museum Ludwig, Kolumba – and many more)
  - New Culture Centre at Neumarkt, opening Winter 2009
  - Over 120 galleries; 1,100 professionals in the fine arts; 200 music ensembles; 170 recording labels; 60 theatres and cabarets
  - lit.COLOGNE, Europe's largest international festival of literature
  
- **Distinction: Cologne Cathedral, a UNESCO World Cultural Heritage Site**
  - Germany's largest Cathedral, the third tallest in the world and over 750 years old
  - Designated a World Heritage Site in 1996 and the embodiment of high gothic cathedral architecture in its purest and most pristine form
  - Home to the renowned Shrine of the Magi
  - Germany's most visited tourist attraction (6.5 million visitors per year)
  
- **Bustling: Centre for trade fairs and conventions**
  - Koelnmesse - hosting almost 70 fairs and exhibitions each year, 32,000 exhibitors, and 2.3 million visitors from over 200 nations
  - Leading trade fairs: International furniture convention, Anuga, Art Cologne, photokina
  - Ready to accommodate visitors at its 256 Hotels with 26,000 beds
  - Cologne Convention Bureau: The new umbrella organisation for Cologne's trade fair business
  
- **Eventful: Premiere events for all seasons**
  - Annual events: Cologne Carnival, lit.COLOGNE, Cologne Lights,

**KölnTourismus GmbH**  
*Cologne Tourist Board*

Kardinal-Höffner-Platz 1  
50667 Köln Germany

**Claudia Neumann**  
Leiterin | Head of  
PR & Internet

T +49.(0)221. 221 26015  
F +49.(0)221. 221 23320  
presse@koelntourismus.de

Information und Buchung  
*Information and Booking*

T +49.(0)221.221 30 400  
F +49.(0)221.221 30 410

info@koelntourismus.de  
www.koelntourismus.de

- Cologne Pride, c/o pop, the Long Nights of the Cultural Institutions, Cologne's Christmas markets – and much more
  - Mega-events: World Youth Day 2005; FIFA World Cup 2006; World Championship Handball; German Protestant/Evangelical Congress 2007; Finale of the World CyberGames 2008; Gay Games VIII Cologne 2010 - the largest international LGBT sports competition; 2010 World Cup Ice Hockey Championship
- **Cosmopolitan: An open and multicultural lifestyle**
- People from 181 countries and 250 diverse cultures live in Cologne
  - Over 200 foreign cultural initiatives, three state-funded cultural institutes, 15 "twin cities" in Europe alone, and 23 throughout the world.
  - Cologne's 70,000 university students makes it the most populous university town in Germany
  - Vibrant night life: A major German city with the highest density of pubs and 3,300 gastronomic establishments
  - Cologne's vast gay and lesbian community help shape the Cityscape: of every 10 inhabitants of Cologne identifies as being of a same-sex orientation.
- **Traditional: Karneval and Kölsch culture**
- The world-famous tradition, Cologne Carnival – "The fifth season of the year" as the locals put it – with millions of onlookers at the Shrove Monday Procession
  - Kölsch – the standard top-fermented beer – served by a specially trained pub waiter (known as a "Köbes"), with 24 varieties of Kölsch available
  - Local specialties, like "Halver Hahn" or "Himmel un Ääd"
- **Modern: The nightlife district and the shopping miles**
- Rheinauhafen - the hip new alluring district and innovative business and cultural centre, with galleries, showrooms, trendy cafés and restaurants
  - Quaint yet exclusive designer boutiques and studios in the "Belgian Quarter"
  - Cologne's Schildergasse: bestowed the 2008 distinction as Europe's most frequented shopping street, with more than 17,000 passers-by every hour
- **Compelling: Vibrant metropolis with inimitable range of offerings**
- Curiosities: Chocolate Museum, German Sports and Olympics Museum, Duftmuseum Johann Maria Farina (Fragrance Museum), 4711 House in the Glockengasse
  - Opening of the Odysseum in Spring 2009: Massive, interactive experience centre for the entire family, with more than 5,500m<sup>2</sup> of experimental areas
  - Cologne Zoo - the third oldest Zoo in Germany, with a 20,000 m<sup>2</sup> elephant park and the young elephants Marlar, Ming Jung and Maha Kumari
  - Cologne's astounding panoramic view of the Rhine - which can best be admired through a ship ride - as with the Köln Düsseldorf Rheinschiffahrt (KD).
  - Monty Python's Spamalot: The latest wild and zany musical at Musical Dome
  - Daily excursions to the Castles of Brühl: UNESCO World Heritage Site (since 1994): Augustusburg Castle; The Falkenlust Hunting Lodge, and Brühl Gardens