

## Press Release

### **Discover and Experience Stuttgart**

#### **Stuttgart-Marketing GmbH's offers in 2026**

With the Stuttgart Citytour, the StuttCard and a wide range of tours on offer the Stuttgart-Marketing GmbH invites you to delve into Stuttgart's history. And if you also book your accommodation through Stuttgart Marketing in one of its partner hotels, you'll also receive a free ticket for the Verkehrs- und Tarifverbund Stuttgart (VVS) (Stuttgart Transport and Tariff Network).

#### **ErlebnisCard Discovery Ticket**

More than 70 cultural and leisure options are bundled in the ErlebnisCard Region Stuttgart. This discovery pass is valid for 365 days and is aimed specifically at the inhabitants of the Stuttgart region. Card holders can explore all the fascinating possibilities of the Stuttgart region and enjoy free admission to over 70 partner institutions – including museums, palaces, thermal spas and guided city tours. The personalised discovery ticket is obtainable in digital form or as a hard ticket under [www.erlebnisregion-stuttgart.de](http://www.erlebnisregion-stuttgart.de) as well as from the "i-Punkt" Tourist Information and other sales outlets in the region.

#### **StuttCard**

The StuttCard is the ideal companion for a short visit to Stuttgart. Whether for museums, mineral spas or excursions – the digital card gives tourists free admission and other benefits at 59 partner institutions in Stuttgart and the surrounding region. It's available for 24, 48 or 72 hours and can be purchased online under [www.stuttcard.com](http://www.stuttcard.com) or also, with additional information, from the "i-Punkt" Tourist Information, Market Square Stuttgart.

#### **Stuttgart Region online**

Two websites provide all the most important information about the city of Stuttgart and the surrounding region. Whereas [www.stuttgart-tourist.de](http://www.stuttgart-tourist.de) focuses on the city itself, [www.erlebnisregion-stuttgart.de](http://www.erlebnisregion-stuttgart.de) is aimed mainly at local inhabitants who would like to get to know Stuttgart and the surrounding region better and perhaps explore new destinations for outings.

#### **Stuttgart Guide**

The Stuttgart Guide is the app für Stuttgart – no matter whether you're planning a day trip, a longer city break or are simply new to the city. The app provides not only a digital map but also a

comprehensive overview of Stuttgart's current events, tourist attractions and highlights. You'll find the app in the Google and Apple Playstore under "Stuttgart Tourist Guide".

### **Digital Pedestrian Navigation System (FLS)**

The first prototype of the digital pedestrian navigation system appeared at the end of October 2022 in Stuttgart's city centre. Since the middle of June 2023 there has also been a second FLS stele on Sporerplatz, in the immediate vicinity of the Market Hall. The smart signposts are equipped with three 360-degree rotatable arrows which provide regularly up-dated information on a daily basis in German and English about current events and Stuttgart's main attractions. The arrows point in the direction of the location in question. Additional information can be found under [www.digitales-fls.de](http://www.digitales-fls.de).

### **Stuttgart Citytour**

Discover Stuttgart on a red, open-top bus: the routes of the hop-on/hop-off buses of the Blue and Green Tours access many of Stuttgart's attractions. The **Blue Tour** is in operation all year round and lasts around 100 minutes, taking in Stuttgart's most important places of interest – Palace Square, the Mercedes-Benz Museum, the vineyards and the Weissenhof Estate. The **Blue Tour** circuit has eight stopping points. The double-decker buses of the **Green Tour** take you through the south and west of Stuttgart, with eight different stopping points where you can get off and on as you please. The SWR TV Tower, Stuttgart's main landmark, is also part of the Citytour route. The Green Tour is in operation from the end of March to the beginning of November. Also between the end of March and the beginning of November the **Stuttgart Wine Tour** shows you Stuttgart's wonderful vineyard scenery. During the approximately 35-minute tour, wine and nature lovers can get on and off the bus at nine stopping points and visit various wineries, the Stuttgart Museum of Viniculture or the Royal Burial Chapel on the Württemberg.

### **Stuttgart Tours**

Our 2026 Stuttgart tours invite visitors to get to know Stuttgart from different angles and immerse themselves in the past and present of Baden-Württemberg's state capital. There are numerous tours and walks on offer between January and December 2026. For an overview of the tours available, please visit [www.stuttgart-tourist.de/en](http://www.stuttgart-tourist.de/en).

### **Rooms with bus and train travel included**

Visitors who reserve rooms through Stuttgart-Marketing in one of its many partner hotels are sent a free bonus ticket for the local public transport network along with their confirmation of booking. The ticket – a service of the Stuttgart-Marketing GmbH, the Stuttgart Transport and Tariff Union (VVS) and the German Hotel and Restaurant Association e.V. – guarantees up to eight days of free travel in the entire VVS tariff area. With free mobility on the whole of the transport network, guests can discover Stuttgart's unique location, the wonderful views and attractive places of interest in the

region. For each single room or single adult booking, one accompanying child of up to 14 years can also travel free of charge. For each double room or two adult bookings, two accompanying children of up to 14 years can also use the ÖPNV public transport network at no extra cost. This extra can be booked online under <https://book.stuttgart-tourist.de>.

Additional information on these offers under: [www.stuttgart-tourist.de](http://www.stuttgart-tourist.de)

Information about the Stuttgart Region at: Stuttgart-Marketing GmbH, "i-Punkt" Tourist Information, Marktstraße 2 (in the House of Tourism at Stuttgart's Market Square) Phone: +49 711-22 28-0, [info@stuttgart-tourist.de](mailto:info@stuttgart-tourist.de), [www.stuttgart-tourist.com](http://www.stuttgart-tourist.com)

Hotel rooms: Phone: +49 711-22 28-100, [hotels@stuttgart-tourist.de](mailto:hotels@stuttgart-tourist.de)

Sightseeing tours: Phone: +49 711-22 28-123, [touren@stuttgart-tourist.de](mailto:touren@stuttgart-tourist.de)