

Destination

Frankfurt 2011

www.frankfurt-tourismus.de

www.itwalliance.com

Frankfurt am Main, known more often as just Frankfurt, is a lively and exciting German city in the heart of Europe.

Destination Frankfurt has been produced by the International Travel Writers Alliance with the support of the Frankfurt Tourist+Congress Board.

It provides a media resource for Alliance members and other professional travel writers, editors, broadcasters and photographers.

The Frankfurt Tourist+Congress Board will be delighted to provide travel journalists with more information and to discuss potential press trips.

Gisela Moser

Manager International Marketing



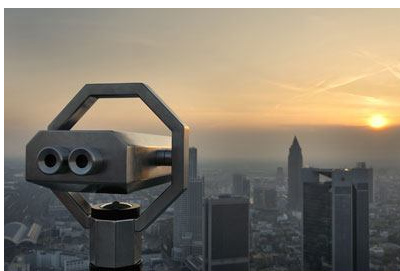
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Destination

Frankfurt 2011

Frankfurt : a city of commerce and culture

A city of commerce

The German city of Frankfurt is a bustling metropolis in the heart of Europe.



Sitting on the Main River, it is the financial centre of Germany and the largest financial centre in continental Europe.

Frankfurt is also seat of the European Central Bank, the German Federal Bank and the German Stock Exchange.

Frankfurt Airport is one of the world's busiest international airports and its Central Station is one of the largest terminal stations in Europe, with excellent connections to European destinations.

A city of culture

The cosmopolitan nature of Frankfurt has helped create a vibrant, multicultural city with a great deal for the visitor to enjoy.

Frankfurt Museum Embankment

Leading the list is Frankfurt's unique museum embankment with its cluster of thirteen museums on the southern banks of the riverside promenade and another thirteen in close proximity.

The area is also one of green banks and landscaped parks and gardens providing art, culture, recreation and relaxation.

The *Museum Embankment Festival*, held on the final weekend of August, is one of Europe's largest cultural celebrations with participating museums opening late into the night and performance stages, stalls and stands lining the riverside promenade to offer live music, food and entertainment.

The city also has 60 theatres and independent theatre groups, including *The English Theatre* - Europe's largest English-language theatre.

Frankfurt Cathedral was built in the 14th and 15th centuries with emperors of the Holy Roman Empire crowned Kings of Germany in the church from 1356 and emperors-elect crowned here from 1562 to 1792.

The city's most historical landmark, the three-gabled façade of the Römer, was chosen as Frankfurt's town hall in 1405 and remains the seat of Frankfurt's lord mayor.

Celebrated poet and author Johann Wolfgang Goethe, Frankfurt's favourite son, was born in the city in 1749. His birthplace, *The Goethe-House*, has been restored to its original condition, offering visitors an insight into his life and times.

Germany's first national assembly met in St.Paul's Church in 1848, forming the basis of the country's modern-day constitution

Working with the Alliance

Destination Frankfurt has been produced by the International Travel Writers Alliance and the Frankfurt Tourist+Congress Board.

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The Frankfurt Card

The **Frankfurt Card** is the city's *Super-Saver Card* for visitors to Frankfurt.



The card gives access to the city's public transport system and a range of discounts and reduced-price admission to many of the city's cultural attractions.

Individual Tickets

- 1-Day Ticket EUR 8,90
- 2-Day Ticket EUR 12,90

Group Tickets (max. 5 persons)

- 1-Day Ticket EUR 18,00
- 2-Day Ticket EUR 26,00

(Prices valid until 31/12/11)

Discounts and incentives include :

- free and unlimited travel on public transport within the city districts and Frankfurt International Airport
- 20 - 25% off motorised city tours and 50% off admission to 24 Frankfurt museums, the Palmengarten (Botanical Gardens), the Zoological Gardens and the Frankfurt Airport Visitors' Terrace at Terminal 2
- 15% off admission to Oper Frankfurt (Frankfurt Opera) and Schauspiel Frankfurt (Frankfurt Theatre); excluding premieres and special performances
- 20% off river cruises within Frankfurt as well as cruises departing for other destinations, and
- discounts at participating restaurants, cafés and bars

The card also entitles holders to a free *Frankfurt Welcome* brochure.

The Frankfurt card is available from :

- the Frankfurt Tourist Information Office Main Train Station and the Römerberg Tourist Information Office and Frankfurt Airport, Hotels & Tours (Terminal 1: Arrival Hall B), and
- the Mobility Information Centre, An der Hauptwache and at selected hotels and all Ticketcorner distribution centres

The FIFA Women's World Cup



The FIFA Women's World Cup 2011™

The FIFA Women's World Cup, which is played every four years by women's national football teams of FIFA member states, is recognised as the most important international competition in women's football.

The finals will be held in Germany between 26 June and 17 July 2011.

Frankfurt will host two group matches, a semi-final and the final of the tournament.

Frankfurt will be in party mode throughout the World Cup with a focus on the 'fans zone' in the Frankfurt Football Gardens.

This will be situated on the southern banks of the River Main between Untermainbrücke (Lower Main Bridge) and Holbeinsteg (Holbein Footbridge).

From here, fans from all nations will be able to watch the matches on two large screens floating on pontoons in the middle of the river.

The Frankfurt Football Gardens are always worth a visit.

In addition to the vast gardens themselves there is the chance to try regional and international cuisine and enjoy live music and performances staged with the Frankfurt skyline as a backdrop.

To welcome the start of the Women's World Cup, Frankfurt will host a grand public party on Saturday 25 June 2011, when the River Main will be transformed into a multimedia show with live performances, videos, light, sound and pyrotechnics.

This celebration will be repeated every Saturday during the tournament.

www.fifa.com/womensworldcup and www.fifafrauenwm2011.frankfurt.de

The Frankfurt Christmas Market

A highlight of Frankfurt's winter season is its traditional Christmas market, held annually on the Römerberg. This year's event takes place from 23 November to 22 December 2011.



One of Germany's oldest and most popular Christmas markets is held around the Römerberg and Paulsplatz.

On sale are Christmas gifts, especially traditional craftwork including cribs, toys, wood carvings, marionettes and Bethmännchen candies made in Frankfurt.

Guided tours of the market are available.

There's a gigantic Christmas tree, hot mulled and apple wine and, of course, a large supply of sausages.

Such is its draw that the Frankfurt Christmas market has been exported and is now held in Birmingham, Manchester, Edinburgh and Leeds.

www.frankfurt-tourismus.de

Other major events in Frankfurt

Frankfurt will stage over 100 street festivals, cultural celebrations, markets, folk fairs and other events during 2011 including :

Apple Wine at the Römer at Römer City Hall 13 March 2011

The third international apple wine show, entitled "Apple Wine at the Römer", offers an in-depth look at Frankfurt's most popular beverage.

Held at the Roman Halls, the event gives apple winemakers worldwide the chance to present themselves and their wines.

www.apfelwein-im-roemer.de

Imperial Ivory at Liebieghaus Skulpturensammlung to 26 June 2011

This exhibition at the Liebieghaus, organised in co-operation with the Viennese Art History Museum, displays ivory works from the most famous carvers of the baroque age, including Adam Lenckhardt, Johann Caspar Schenck, Mathias Rauchmiller and Matthias Steinl.

www.liebieghaus.de

Surreal Things : sculptures and objects from Dalí to Man ray at Schirn Kunsthalle to 29 May 2011

Featuring some 150 masterpieces, this exhibition concentrates on three-dimensional surrealist art.

The artists on show, representing the surrealist epoch from 1925 to 1945, include many world famous figures, such as Duchamp, Magritte, Dalí, Picasso and Miró.

www.schirn-kunsthalle.de

Frankfurt Music Fair at Messe Frankfurt 6 to 10 April 2011

The Frankfurt Music Fair is known to be the world's leading music fair with visitors finding everything from instruments and tutoring to sheet music and live performances.

The event also offers workshops, concerts, demonstrations and discussion sessions.

www.musikmesse.de

Spring Dippemess at Festplatz am Ratsweg (Ratsweg Fairground)

15 April to 8 May 2011

Spring Dippemess is a traditional folk fair featuring a large arts & crafts market and fairground rides.

www.frankfurt-tourismus.de

Eschborn-Frankfurt City Loop throughout downtown Frankfurt and the Frankfurt Rhine- Main Region 1 May 2011

This cycle race follows the route of the traditional *Around the Henninger Tower* race and features 14 cycling competitions and a fringe programme for cycling fans.

www.eschborn-frankfurt.de

Museum Night in Frankfurt City Centre 7 May 2011

Fifty participating museums and galleries keep their doors open late into the night, combining art and culture in a unique experience.

www.nacht-der-museen.de

Green Sauce Festival 20 to 28 May 2011

Goethe's favourite dish and Frankfurt's most popular delicacy is honoured with a seven-day celebration!

Each day of the festival, visitors have the opportunity of picking a winner from the many cooking teams sent forth by Frankfurt's hotel and restaurant trade.

The "Green Sauce Champion 2011" is chosen from from the seven daily winners.

www.gruene-sosse-festival.de

Wäldchestag in Frankfurt City Forest 11 to 14 June 2011

This traditional forest festival – Frankfurt's "national" holiday – attracts visitors with high-tech rides, culinary delights and a colourful entertainment programme.

Major events in Frankfurt (cont)

Rose and Light Festival at the Palmengarten

10 to 13 June 2011

This festival at Frankfurt's botanical gardens features guided tours, lectures, live music and a children's programme.

The highlight of the weekend is the light festival when thousands of tea lights illuminate the garden and a massive fireworks display is a fitting climax.

www.palmengarten-frankfurt.de

Opera Square Festival

26 June 2011

A music festival featuring everything from jazz to world music.

www.opernplatzfest.de

The FIFA Women's World Cup

26 June to 17 July

See feature above.

www.fifafrauenwm2011.frankfurt.de

An Exhibition in Darkness: "Blind Passenger – A Journey to a Land Unknown at Dialogue Museum Frankfurt

5 July to 21 August 2011

Frankfurt's most unique museum takes visitors on a trip to an unknown destination, in absolute darkness. There's also the chance to win an overseas trip to the destination in question.

www.dialogmuseum.de

European Ironman Championships in Frankfurt and surrounds

24 July 2011

Many of the world's leading triathletes compete for Europe's most coveted Ironman title.

www.ironman.de

Christopher Street Day at downtown Frankfurt

29 to 31 July 2011

Participants of one of Germany's most popular gay parades turn the city centre into a rainbow of colours.

www.csd-frankfurt.de

Main Festival Römerberg at Main Embankment

5 to 8 August 2011

A folk fair featuring food, entertainment and rides and games of skill.

www.frankfurt-tourismus.de

Apple Wine Festival at Roßmarkt

12 to 21 August 2011

This excellent festival focuses on Frankfurt apple wine, the locals' beverage of choice.

www.frankfurt-tourismus.de

Museum Embankment Festival along Museum embankment (Schaumainkai, Untermainkai)

26 to 28 August 2011

Europe's largest cultural festival features arts and crafts stalls, live music, world cuisine and Frankfurt's museum row.

A special festival button offers low-price admission to museums.

www.museumsuferfest-frankfurt.de

Rheingau Wine Market along Fressgass' (downtown Frankfurt's culinary mile)

31 August to 9 September 2011

A festival featuring fine food and wine from 30 vineyards from the nearby Rheingau, one of Germany's most renowned winegrowing regions.

www.frankfurt-tourismus.de

Autumn Dippemess at Festplatz am Ratsweg (Ratsweg Fairground)

9 to 19 September 2011

Traditional folk fair featuring a large arts & crafts market and high-tech rides.

www.frankfurt-tourismus.de

International Automotive Fair (IAA) at Messe Frankfurt (Frankfurt Fair & Exhibition Centre)

15 to 25 September 2011

The IAA is the world's largest passenger car exhibition.

www.iaa.de

Major events in Frankfurt (cont)

Jazz zum Dritten at Römerberg

3 October 2011

The highlight of the year for jazz enthusiasts, featuring German and international jazz greats performing live in Frankfurt's old town centre.

www.frankfurt-tourismus.de

Frankfurt Book Fair at Messe Frankfurt (Frankfurt Fair & Exhibition Centre)

12 to 16 October 2011

The leading international fair on the subject of books, literature and print products of every variety – from comics to lyrics. This year's theme country is Iceland.

www.buchmesse.de

BMW Frankfurt Marathon through Downtown Frankfurt

30 October 2011

A first-class sporting event which also features a superb street festival and children's programme.

www.frankfurt-marathon.com

42nd German Jazz Festival Frankfurt 2011 at HR Broadcasting Hall

End of October 2011

Jazz legends and up-and-coming musicians meet at the Hessian Broadcasting Company's renowned music hall.

www.hr-online.de

Beckmann & America at Städel Museum Frankfurt

8 October 2011 to January 2012

The Stadel, with its new underground exhibition hall, reopens with this exhibition on Max Beckmann and his stay in the United States (1947-1950) - a time that greatly influenced his artistic style.

www.staedel-museum.de

Frankfurt Christmas Market in Römerberg and St. Paul's Square

23 November to 22 December 2011

See feature above.

The Apple Wine

While Apple Wine has been associated with Frankfurt for over 250 years its history goes back much further than that, being a common drink over 1,200 years ago.



The wine (also known as ebbelwei, äbbelwoi, äppler or stöffche in the local dialect) is a stimulating, low-alcohol drink.

Large-scale Apple Wine manufacture began in the 16th Century, when vine disease was decimating the grapes in vineyards, and reached a peak in the mid-18th Century.

Today Apple Wine is also readily available in shops and restaurants throughout the city.

Traditionally, apple wine is served in a Bembel, a blue-grey crockery jug and drunk from the Gerippte, a slightly ribbed glass.

Old Sachsenhausen district, which is located on the South bank of the Main river, in the city center, opposite the Old Town is Frankfurt's apple wine district.

The pubs that produce their own 'Apfelwein' can be identified by a wreath of evergreen branches hanging outside the location or a similar image included on their signs.

During the summer strawberries are often added to apple wine to create an Apple Wine punch. During the colder months it is often infused with spices and served hot.

Cultural Frankfurt

Frankfurt well deserves its reputation as a cultural metropolis.

The **Frankfurt Museum Embankment** has one of the finest concentrations of museums in Europe and the performing arts are equally well represented.

www.kultur.frankfurt.de

The performing arts



Oper Frankfurt is Germany's best opera house.

www.oper-frankfurt.de

The museums

Most renowned

The Liebieghaus is a museum of ancient sculptures within a former mansion and its adjoining parklands.

The Städel Art Institute, originally opened in 1878, was donated to the City by Johann Friedrich Städel, a local merchant and art collector.

The art gallery presents works by European artists from the 13th to the 20th Century and includes old masters such as Dürer, Elsheimer, Rembrandt and Botticelli.

An extension to the museum will open in the Autumn of 2011.

The Museum of Modern Art houses a major collection of post-World War II and includes everything from pop art to current styles including works by Roy Lichtenstein, Andy Warhol, Frank Stella and Joseph Beuys

International theatre

The English Theatre is Europe's largest English-language theatre and there are some 30 independent theatre groups based in the city.

For contemporary dance visit **Bockenheimer Depot** and take in a show by the renowned Forsythe Company, the brain-child of the world-famous choreographer, William Forsythe.

The **Künstlerhaus Mousonturm** stages dance, theatre and music performances by national and international artists.

Many other smaller performance venues are located throughout the city.

The Schirn Kunsthalle/Exhibition Hall presents changing exhibitions featuring works by renowned artists from various countries and periods as well as photographic exhibitions.

Kandinsky, Miró, Picasso, Guido Reni, Chagall, Mexican art and many other interesting exhibitions have been attracting thousands of visitors to the Schirin for many, many years.

Other museums

The Bibelhaus am Museumsufer, the "House of Bible" focuses on the history of the "good book" in a modern and adventurous manner, covering everything from the early beginnings in a nomad's tent to today's multimedia.

The Caricatura – Museum of Comical Art is home to a collection representing the "New Frankfurt School", featuring works by Germany's most popular satirists and political cartoonists.

Other museums [cont]

The German Architecture Museum, opened in 1984, presents a comprehensive collection of 19th and 20th Century blueprints, drawings, sketches, designs and models.

The German Film Museum is the first of its kind in Germany with a cinema that runs special theme-related film series.

The Historical Museum provides a colourful history of Frankfurt with pictures, photographs, prints, furniture, fabrics, household items and trade tools.

These show how the people of Frankfurt lived, worked and played throughout the ages, from mediaeval times to present day.

The Museum of Applied Arts.



This museum has 30,000 objects including a range of arts and crafts, minute treasures made from glass, porcelain, ceramics, bronze, ivory and gems, rugs, furniture, mediaeval manuscripts and printed objects.

Carmelite Monastery, built between the 13th and 15th Century, is today home to both the **Institute for City History and the Archaeological Museum**.

This museum presents a near-complete collection of archaeological finds from the provincial Roman city of Nida (now the northern Frankfurt suburb of Heddenheim).

The Goethe House and Goethe Museum at Großer Hirschgraben 23, is a tribute to the city's favourite son Johann Wolfgang von Goethe.

Goethe's reconstructed birthplace provides insights into the day-to-day life and times of the Goethe family, a typical 18th Century middle-class family.

The Heinrich Hoffmann Museum celebrates another well-known Frankfurt native, the psychiatrist Dr. Heinrich Hoffmann, author and illustrator of the famous children's book, "Struwwelpeter".

The Icon Museum at the Deutschordenshaus houses portraits of saints of Russian, Bulgarian, Yugoslavian and Greek origins

The Jewish Museum, in the former Rothschild Palace, built in 1821 provides graphic insight into Jewish family life in Frankfurt, offering a close look at Jewish customs, celebrations and traditions.

The model of Frankfurt's Jewish ghetto, known as the "Judengasse", built to a scale of 1:50 according to the original street plans, is particularly impressive.

The Museum of Communication houses graphic collections and documents on the history of communication dating from the Counts of Thurn and Taxis to modern times.

Historical and highly technical telecommunications are displayed alongside artworks reflecting the artists' engagement with communication.

The Museum of Regional Art in the Giersch House opened in 2000 and is dedicated to the history of art in the Frankfurt Rhine-Main region.

The Museum of World Cultures/Gallery 37 has been incorporated into three semi-detached historical villas and stages extensive theme-based exhibitions highlighting the contrasts between different peoples, cultures and religions.



The museum has Europe's largest collection of contemporary "third-world" art.

The Senckenberg Museum of Natural History, situated near the university in the district of Bockenheim is Germany's largest science museum.

Its collection of dinosaurs and great whales from previous geological eras is regarded as the most significant in all of Europe.

Historic Frankfurt

Römerberg

The historical old town centre, including its splendid half-timbered houses, was rebuilt according to the original plans in 1986. It now represents a classic example of the traditional half-timbered architectural style of times gone by. Every single house bears its own name.

In the 17th Century, the corner house, named "Grosser Engel", became the home of Frankfurt's first bank.

Römer (City Hall)



The city's first town hall was soon too small to accommodate the needs of this flourishing city. It was torn down in 1415 prior to commencement of construction on the cathedral tower.

The city council was initially accorded the right to build a new town hall in 1329.

Finally, in 1405, the council decided to buy two existing houses instead.

These two houses, named 'Römer' and 'Goldener Schwan', have served as the home of Frankfurt's town hall ever since.

Thirteen large halls were constructed on the ground level and made available for lease during trade fairs. The Kaisersaal, or "Emperor's Hall", was built around 1612.

There are many suggestions as to the origin of the name 'Römer' meaning Roman.

One of them states that the merchant who lived there until the building was purchased by the city transacted the majority of his business with Italy, and in particular, Rome.

The Kaisersaal, or Emperor Hall, which is the best-known room of the Römer, is located above the Römerhalle on the second floor.

During the Holy Roman Empire, coronation banquets took place there. Today, the Kaisersaal is well-known for its collection of 19th Century portraits of all the emperors.

The Emperor's cathedral



The present-day Frankfurt Cathedral was originally a Carolingian chapel. Although called a cathedral since the 18th Century, it never was an episcopal church in the true sense.

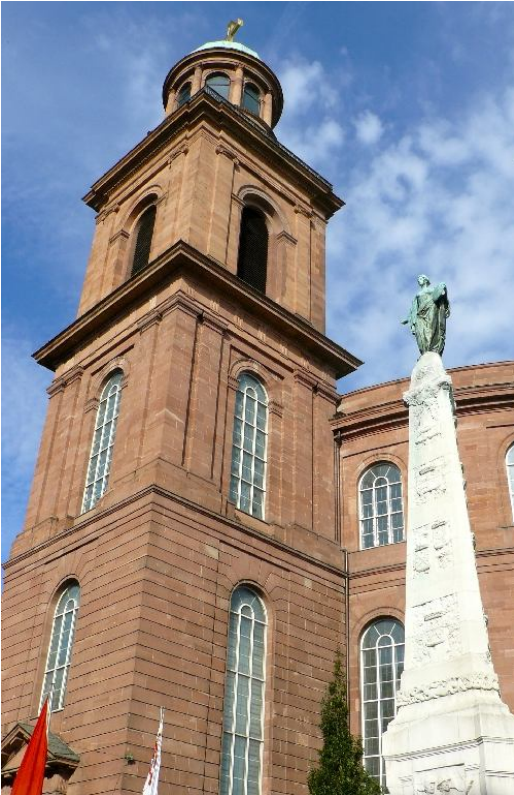
With the relocation of the coronation ceremonies for Holy Roman kings from Aachen to Frankfurt in 1562, the monastery received the honorary title of "cathedral", which has remained to this day.

On 14 August 1867 a fire ravaged much of the cathedral. Soon thereafter, the cathedral was comprehensively reconstructed in neo-Gothic style under the supervision of Franz Josef Denzinger.

Air raids at the end of Second World War once again badly damaged the cathedral. Reconstruction work lasted from 1950 to 1953.

www.dom-frankfurt.de

St. Paul's Church (Paulskirche)



Consecrated in 1833, this church served as the seat for the first German national assembly in 1848.

This, in turn, provided the basis for Germany's present-day constitution.

Today, the site hosts award presentations as well as political and cultural events.

Old Sachsenhausen

Old Sachsenhausen, with its Apple Wine pubs, the historic half-timbered houses and narrow alleys stands for Frankfurt's coziness and hospitality.

From 1390 onwards, Frankfurt boasted a city wall with nine towers that also enveloped the district of Sachsenhausen.

Sachsenhausen remained a village until the end of the 19th Century, serving as Frankfurt's fish, fruit and vegetable supplier.

Today it welcomes visitors with a host of restaurants and night time entertainment.

Old Opera House (Alte Oper Frankfurt)

Alte Oper was designed by the architect, Richard Lucae, who became director of the Berlin Architecture Academy. Frankfurt's citizens originally donated over 480,000 gold marks for its construction.

The final construction costs amounted to over five million gold marks. Kaiser Wilhelm I inaugurated the opera house on 20 October 1880.



The "Old Opera" was built at the height of the renaissance period, from 1872 to 1880.

The building was destroyed during the bombings of 23 March 1944 and after the war the ruins were, for many years, known as "Germany's most beautiful ruins".

An initiative by Frankfurt residents saw the reconstruction of the building, which lasted from 1976 to 1981 and cost DEM 300 million.

Today, Alte Oper serves as a concert venue and congress centre.

www.alteoper.de

Modern Frankfurt



For a city largely lost during World War II, Frankfurt has managed a stunning resurgence.

It is now one of Germany's most vibrant and modern cities and one of the world's important financial hubs.

The European Central Bank is based in Frankfurt as is the HQ of the German Bundesbank, a result of the merger between the Bank of German States and the Federal State Central Bank.

Commerzbank-Tower

Architect Sir Norman Foster designed the 259 metre tower, which serves as the headquarters of the Commerzbank. The nine integrated garden landscapes located on the upper levels make the tower a unique architectural experience.

Main Tower



Opened in 2000, the headquarters of the State Bank of Hesse and Thuringia features the city's first publicly accessible observation platform located 100 metres above the streets of Frankfurt.

www.maintower.de

Deutsche Bank Twin Towers

The twin towers of the Deutsche Bank headquarters are called "Credit and Debit" by locals.

The colours of these glass towers change depending on viewing angle. From above, they reflect the ground, appearing black and from the ground, they reflect the blue sky.

Deutschherrnviertel / Main Plaza

This New York-style high-rise features a Lindner Hotel & Residence with 118 hotel rooms.

Saalgasse



The unique townhouses along the Saalgasse behind Schirn Art Hall are the result of a first attempt at combining the modern architectural style of the 1980s with design of the Middle Ages.

The narrow, half-timbered housing row on the Römerberg follows a plan that called for a variety of dissimilar housing facades.

The builders chose to realise the blueprints of many renowned architects, thereby creating an interesting architectonic contrast to the clear and lineal design of the adjacent Schirn Art Hall.

A green city

With nearly 5,000 hectares of forest, Frankfurt ranks amongst Germany's most wooded urban centres.

And with 50 parks and gardens and a number of nature reserves, Frankfurt provides an 80km green belt for visitors to enjoy.

Two hundred years ago, the City of Frankfurt enacted the Wallservitut, an easement which protected the parklands along the course of the former mediaeval city fortifications.

The Anlagenring, a section of the former city walls now landscaped, forms a five kilometre semicircle around the city centre.

Visitors walking this green ring will find fountains, ponds, ancient trees, modern sculptures, monuments and memorials.

There is also the chance to walk to Bethmann Park and its Chinese Garden, which was designed along Feng Shui principles.

Frankfurt's riverside promenade, which runs along both sides of the River Main offers views of the city's skyline.

The Palmengarten



The Palmengarten botanical gardens was founded in 1868 with donations from the citizens of Frankfurt.

Covering 50 acres, the gardens display numerous beautiful and interesting plants throughout the year.

In addition, the Palmengarten offers a variety of recreational activities including guided tours, summer concerts, evening festivals and exhibitions.

Roses, particularly in the new rose garden, are in full bloom at the height of summer.

Haus Rosenbrunn, situated at the centre of the rose garden, is garlanded by climbing roses.

www.palmengarten.frankfurt.de

Germany's largest city forest

Frankfurt has several nature reserves including Enkheim Moor in the city's northeast, Schwanheim Forest in the southwest and Fechenheim Forest to the east.

Frankfurt is also home to Germany's largest city forest, a 5,000-hectare wood that extends from the airport to the city districts of Oberrad, Sachsenhausen and Niederrad.

The Wäldchestag

The Wäldchestag (forest day), which is unique to Frankfurt am Main, falls on the Tuesday after Whitsun and is the high point of the Whitsun holiday in the city.

Frankfurt has been celebrating this day as its 'national holiday' for centuries and residents and visitors, in their thousands, head for the city forest to celebrate.

Frankfurt's quality of life

Frankfurt is seventh in a worldwide ranking of cities based on the quality of life (*Mercer's 2010 Quality of Living Survey*).



This is in no small part due to the River Main flowing through the heart of the city and the abundance of landscaped embankments and parks, which are a magnet to residents and visitors alike.

The majority of Frankfurt residents live away from the city centre in the many surrounding districts that were mostly spared whole-scale destruction during the last war.

In Sachsenhausen, visit Schweizerstraße with its trendy boutiques and restaurants while in Bockenheim, Leipziger Straße.

Berger Straße



Berger Straße is lined with many individual boutiques, book shops, specialist stores, delicatessens and grocery shops.

In the evening, Berger Straße comes alive with its countless cafes, pubs, restaurants and bars, attracting locals as well as visitors from nearby districts and suburbs.

Lower Berger Straße has become a popular leisure-time destination thanks to the adjacent Bethmann Park and the neighbouring Chinese Garden, established according to the strict rules of Feng Shui.

Twice a week, Berger Straße holds a farmer's market with fresh regional produce.



Taunus

On a weekend Frankfurt's residents will often catch a 30 minute train or subway ride to the Taunus, to hike and cycle during summer or enjoy sledding and cross-country skiing during winter.

The close proximity of one of Germany's largest and most beautiful lower mountain ranges provides a fine trip out of Frankfurt.

The retail experience

Frankfurt has all the shopping opportunities one would expect from a city of its standing.



MyZeil

MyZeil is part of the newly created *Palais Quartier* (Palace Quarter) hotel, retail and office complex with its spectacular roof designed by Italian star architect Massimiliano Fuksas.

Below lies eight storeys that feature a varied mix of familiar brands, regional shops and international labels.

MyZeil is situated on Frankfurt's most popular shopping mile, the "Zeil", from which the centre also takes its name.

The newly renovated pedestrian zone features the best-known department stores and many other retailers offering a wide range of specialist goods.

It all makes the Zeil one of the most profitable and popular shopping streets in Europe.

www.myzeil.de

Goethestraße



Fashion conscious shoppers also have the Zeilgalerie shopping centre at Goethestraße, which is Frankfurt's most exclusive shopping location.

Top international designers present their current collections in the high class boutiques along this elegant boulevard.

Running parallel to this street is Große Bockenheimer Straße known locally as the "Freßgass" due to its restaurants and food shops.

The Old Town

The Old Town is the place for the small art galleries and antique shops in Braubachstraße and Fahrgasse.

Bargain hunters head for the flea market, which takes place every other week on the Main embankment and an opportunity to pick up extraordinary items at low prices.

Berger Straße

Visitors looking for an authentic quarter of Frankfurt should browse around Berger Straße in Bornheim – still something of a secret among tourists.

Here are book dealers, antique and designer shops as well as multicultural retailers and lots of small cafés and restaurants. (See also quality of life above).

Brückenstrasse and Wallstrasse

The Brckenstrasse and Wallstrasse areas are home to unique shops selling items by local designers, recycled products, and niche brand shoes.

Places to stay

Frankfurt and the Frankfurt Rhein-Main region offers the visitor a wide range of accommodation from luxury and boutique hotels to traditional bed and breakfast establishments and campsites.

The Frankfurt Tourist+Congress Board provides an online reservation service.

www.frankfurt-tourismus.de

Eating out

Eating out is a very popular pastime in Frankfurt with the city often referred to as "Freßgass" or gourmet lane.



Visitors to the city will find gourmet, fine dining and fast food restaurants, cafes, bars and bistros.

Needless to say good food also plays an important part at the festivals and celebrations.

During these visitors can enjoy sausages with sauerkraut, grüne Soße, a green sauce made with herbs, and Handkäs mit Musik (hand cheese with music), a soft cheese topped with onions.

The favourite Frankfurt drink is, of course, Apple Wine.

International dishes and local cuisine

Frankfurt has an excellent choice of restaurants serving international dishes and traditional or local cuisine.

Dishes from the Balkan region, Greece and Turkey and Italian, French and Eastern cuisine is all on offer.

Sachsenhausen, on the north bank of the Main has a cluster of restaurants serving local fare including smoked pork chops, the frankfurter, the original sausage with green sauce served with boiled meat or eggs.

Many eating places in Frankfurt are also beer houses offering German beer and inexpensive traditional dishes. Frankfurt also has a thriving café culture with coffee houses found all over the city.

No service charge is added to German restaurant meals. Tipping of 10% is customary.

The Frankfurt Rhine Main region

The Frankfurt Rhine-Main region includes a number of cities steeped in tradition and offers a wide range of leisure, entertainment and recreational facilities.



These include :

- Wiesbaden
- Mainz
- Bingen am Rhein
- Darmstadt
- Aschaffenburg
- Offenbach
- Bad Homburg
- Rüdeshheim, and
- Rüsselsheim

Festivals and live performance

In addition to the major theatre and live music scene in Frankfurt itself, theatre and opera are represented by the state theatres of Darmstadt, Mainz and Wiesbaden and the many live-performance venues in Rüsselsheim and Aschaffenburg.

The biggest names of classical, pop and rock music also make regular stops at Wiesbaden's historical Kurhaus and the Rheingoldhalle in Mainz.

The Rheingau Music Festival



The Rheingau Music Festival, held every Summer, is staged in venues stretching from Wiesbaden to Lorch am Rhein and features 140 concerts by international orchestras and soloists.

Venues include Eberbach Monastery, Castle Johannisberg, Castle Vollrads, Kurhaus Wiesbaden and historical churches and ancient vineyards throughout the region.

www.rheingau-musik-festival.de

In addition the Frankfurt Rhine Main region stages :

- jazz festivals in Bingen am Rhein and Idstein in the Taunus
- the international May Festival in Wiesbaden
- the organ festival Fugato in Bad Homburg
- a cello festival in Kronberg, and
- classical music festivals at Weilburg Castle

There are also summertime castle festivals held within the historical walls of Bad Vilbel's moated castle, at Hayn Castle in Dreieichenhain and at Castle Ronneburg.

Finally there is the Brothers Grimm Fairy-Tale Festival in Hanau and the Puppet Show Festival in Steinau.

History and heritage

The Frankfurt am Rhine region has many historic castles and palaces.

The Wetterau region is the one time home of ancient Celtic princes.

The "Limes", was the former fortified boundary of the Roman Empire, which stretches through the entire region to the Roman fort "Saalburg" in the Taunus.

In Neu-Anspach, there's the Hessenpark Open-Air Museum, which offers a look back at the life and times of former centuries.

Those interested in the Stauferian emperor "Barbarossa" should visit the old town of Gelnhausen in the Spessart.

The historic town of Limburg features the region's most beautiful cathedral and the regions more recent industrial heritage is on display at the Leather Museum in Offenbach.

Christmas markets

Although Frankfurt stages the largest Christmas market in the region (see above), smaller but equally interesting festive markets are held throughout Frankfurt Rhine Main. Each enjoys its own unique atmosphere.

The region on two wheels



Frankfurt's Green Belt is a 70-km biking trail, which takes in a network of regional bike trails winding throughout the entire Rhein-Main area.

The Main Cycling Route is one of the best in Germany and gives cyclists the chance to get to the areas historic sites, gardens, forests and playgrounds.

Cycling is possible to the Natural Park Hochtaunus to the Northwest and to the South is Odenwald.

There is also a hiking trail, which joins a network of 13 different trails that total 63 km through picturesque monuments and natural landscapes.

The Opel Factory

Adam Opel is a German automobile company founded by Adam Opel in 1862 and Opel has been building automobiles since 1899 from its factory in Rüsselsheim. The factory tour provides an insight into how a car is manufactured.

www.hessen-salesguide.com

How to get to Frankfurt

By air

Frankfurt International Airport, located seven miles from the city centre, is an international hub for the country and serves more than 240 destinations in 110 countries worldwide.

The best way to get into the city is by taking line S8 or S9 towards Frankfurt or Hanau on the S-Bahn commuter trains from the airport train station, found under terminal 1.

The trains depart every 15 minutes for the short trip to the Central Station. The bus station can be found in front of Terminal 1 and provides fast and regular services into Frankfurt.

www.frankfurt-airport.com

Frankfurt/Hahn

A smaller airport called Frankfurt/Hahn is used mostly by no-frills airlines and lies about a one hour 45 minute drive from the city centre.

By rail

Frankfurt's main rail station, the Hauptbahnhof, is one of the busiest in Europe, with over 350,000 travellers passing through daily. The Southern Station (Südbahnhof) and the Airport Station (Flughafen Fernbahnhof) also receive intercity trains.

Fast connections to other cities in Germany include those to Berlin, Munich, Hannover and Cologne and there are frequent services to other European cities.

How to get around Frankfurt

Frankfurt on foot

Frankfurt is often referred to as “the city of short distances”, with many of the city’s visitor attractions in walking distance.

Popular pedestrian zones include the “Zeil” and “Neue Kräme” shopping promenades as well as the riverfront esplanades on the north and south sides of the River Main.

Public transport

The Rhine-Main Transport Association (RMV) is Europe’s largest public transport networks and Frankfurt’s most important mode of travel.

The S-Bahn Rhein-Main has nine commuter railway lines, 145 trains and 260 kilometres of track, all of which combine to service up to 350,000 passengers a day while reaching a maximum speed of 120 km/h.

The CityGuide Mobile, which is a pedestrian navigation system for Java-compatible mobile telephones and handheld computers, allows users to use all the facilities offered by the City of Frankfurt am Main quickly and easily while on the move.

The Verkehrsgesellschaft Frankfurt (VGF), Frankfurt’s municipal transport authority, is in charge of nine subway lines, eight streetcar or tram lines, 42 bus lines (with nine night-time bus lines) and 670 stops.

The Frankfurt card (see above) gives free use of the city’s public transport network.

City Sightseeing Tours

Walking tours

Guided walking tours go along the River Main and through the nooks and crannies and lesser known aspects of Frankfurt.

Bus tours

The city’s red open top double-decker bus offers visitors a ‘hop on and off’ tour of the Frankfurt metropolis with audio options in ten languages.

The *City Tour* covers Frankfurt’s main sightseeing attractions and the new *Skyline Tour* concentrates on the city’s high-rise architecture and urban development.

River tours



Daily cruises in Frankfurt

Evening cruises run between May and October with special Dinner and Skylight Tour’s also available.

Longer cruises visit the Castle Philippsruhe in Hanau and the historical towns of Seligenstadt und Aschaffenburg east of Frankfurt.

Information about and tickets for the guided tours are available from the Frankfurt Tourist+Congress Board.

www.frankfurt-tourismus.de

Web links

The main tourism website for Frankfurt is : www.frankfurt-tourismus.de

Other links

- en.wikipedia.org/wiki/Frankfurt
- www.wikitavel.org/en/Frankfurt
- www.worldtravelguide.net/frankfurt
- www.lonelyplanet.com/germany/frankfurt-am-main

The Frankfurt Rhine-Main region also produces free podcasts highlighting regional attractions via : www.frankfurt-rhein-main.de.



The International Travel Writers Alliance



The International Travel Writers Alliance is the world's largest association of professional travel writers, editors, broadcasters and photographers worldwide

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