

Thuringia.

Perfect for well-rested investors.



With the Thuringian Forest, Hainich National Park, Wartburg Castle and Weimar, Thuringia is where natural and cultural heritages collide!

*A dream
destination for
holidaymakers.
And investors.*





The perfect place for your tourism investment

Thuringia's potential as a location for nature, cultural and day tourism is easy to tap into, as the state's tourism strategy has set the course for future investment. With its strategy, the Free State is setting the right course:

On behalf of the Free State of Thuringia, the Thuringian Ministry for Economy Affairs, Agriculture and Rural Areas (TMWLLR) focuses on the establishment of premium hotels and holiday parks in locations that are very popular for tourists. These measures are accompanied by attractive incentive programmes.

As an interested investor or operator, you will receive a free full-service package from the State Development Corporation of Thuringia (LEG).



Looking for a suitable location for your investment? Our Project Managers will be glad to assist you further.

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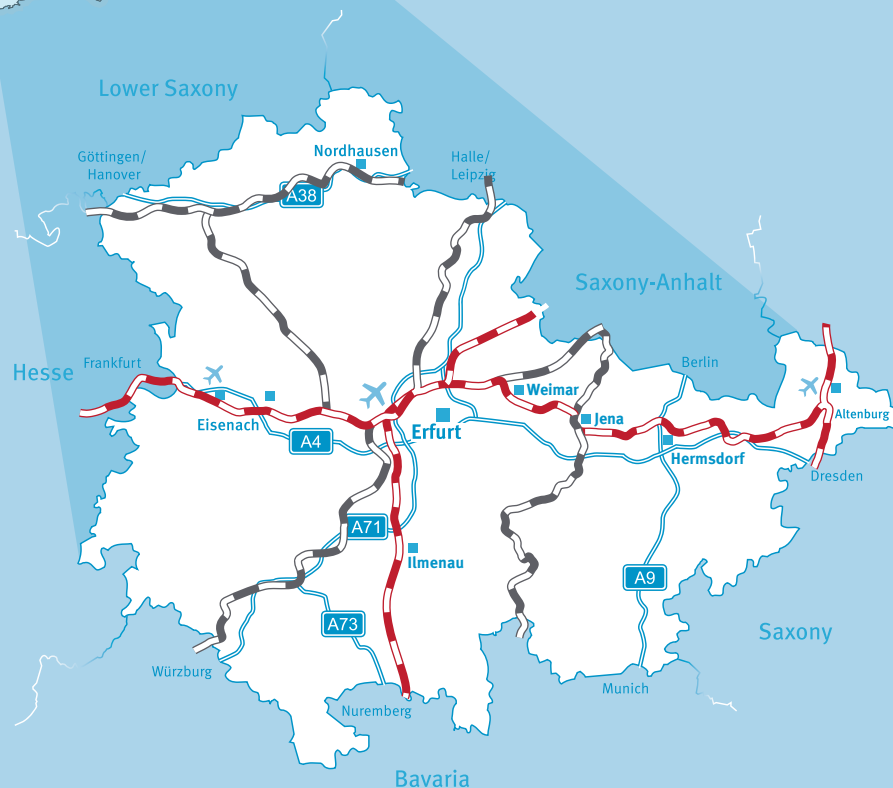
We:

- › Support investors and operators in your search for a suitable location for your tourism project
- › Inform you about the market and business environment in Thuringia provide you with economic and regional data
- › Provide information about relevant tourism networks and introduce you to project partners with expertise in planning regulations
- › Give consultation on incentive programmes and accompany you during the application process
- › Assist you in obtaining permits support you with your financing concept and an adequate financing structure
- › Establish contact with possible local financing partners (if desired)
- › Assist with recruiting skilled staff

Thuringia – Central, dynamic, liveable

*Thuringia is a great place to live,
work and holiday.*

The perfect criteria for successful investments!





Business

Thuringia experienced the greatest economic growth of any German state since 1990. It has the most industrial enterprises per 100,000 people. A diverse mix of industries makes it sustainable and crisis-proof, and its unemployment rate is one of the lowest in all of Germany. Market and technological leaders such as ZEISS, Jenoptik, Bosch, Rolls-Royce, Lufthansa and Daimler have all backed Thuringia. Companies and skilled specialists appreciate the advantages its location offers.

Science

Thuringia is a vibrant centre for science, with more than 40 institutes, educational establishments and initiatives. These include 13 universities and 14 renowned institutions of nationally operating research communities, such as the Fraunhofer and Max Planck Societies, as well as the Leibniz and Helmholtz Associations.

Thuringia, the high-speed heart of Germany:

A new ICE hub in the state capital, Erfurt, connects the high-speed centres of eastern Germany, significantly reducing travel time to the country's major cities.

Erfurt ↔ Munich: 02:15 h

Erfurt ↔ Berlin: 01:40 h

Erfurt ↔ Dresden: 01:55 h

Erfurt ↔ Frankfurt a.M.: 02:10 h

Central location

Thuringia is located in the heart of Europe – within three hours of all major German cities. 180 million potential guests live within a 500-kilometre radius.

Connections

Thuringia has an excellent road and rail network. Five highways run through the state, while Erfurt's main train station is an ICE hub, where the 'Hamburg-Berlin-Munich' and 'Frankfurt-Dresden' routes intersect.





*Enjoy
Explore
Discover*

Thuringia – A thousand things to discover

Thuringia is known for its breathtaking nature, the UNESCO World Heritage-listed Wartburg Castle, the fabled Rennsteig hiking trail, the founders of Weimar Classicism – Goethe and Schiller and its Bauhaus tradition. There's something to discover at every turn!

Nature

Thuringia is 32 percent woodland. The Thuringian Forest, Rhön Mountains, Harz Mountains and Hainich National Park thrill nature lovers, and provide space for all kinds of activities. The same is true of Thuringia's idyllic river landscapes.

Art and culture

Thuringia has played host for a number of famous figures, including Martin Luther, Johann Sebastian Bach, Friedrich Schiller, Johann Wolfgang von Goethe, Franz Liszt, Lyonel Feininger, Otto Dix, Friedrich Nietzsche and Walter Gropius. Traces of them can be found right across the state, and culture enthusiasts also enjoy the more than 200 theatres, orchestras and museums.

Palaces and castles

Thuringia is renowned for its castles and palaces. Romanesque village churches and large cathedrals, bizarre knights' castles and electoral palaces, classicist theatres and buildings all bring history to life here.

Festivals and events

Thuringia's events calendar has something for everyone, from the Weimarer Musiksommer music festival, DomStufen-Festspiele Erfurt theatre productions, Thüringer Bachwochen music festival, and Jazzmeile Thüringen jazz festival, to the Kulturarena in Jena, the Kunstfest art festival in Weimar, the Rudolstadt-Festival, and the EkhoF-Festival in Gotha, to the SonneMondSterne-Festival electronic dance festival in Saalburg.

Dining

Thuringia's culinary delights are on everyone's lips. Foodies won't just get their fill from Bratwurst (sausage), Rostbrätl (marinated pork cutlet) and Thüringer Klößen (dumplings); they'll also be indulged by the tantalising creations of Michelin-star chefs. The state is also known for its exquisite Saale wines, good beer, and premium confectionery.

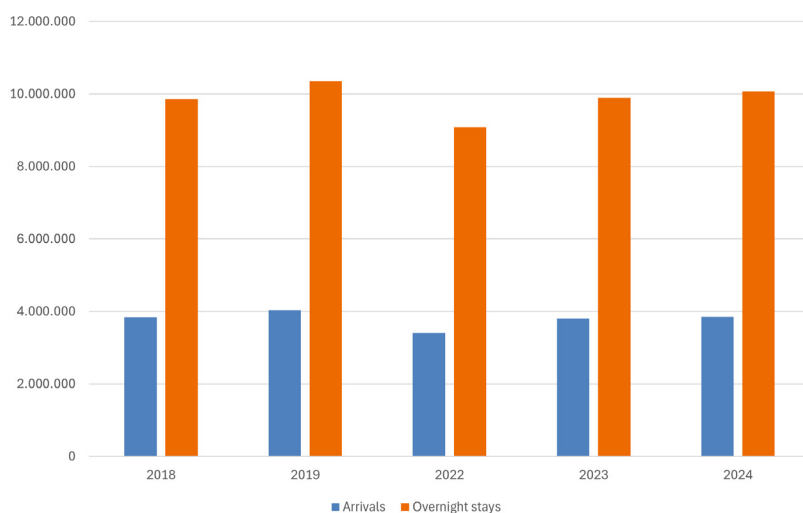




Tourism in Thuringia

As the most easily accessible travel destination in central Germany, with a vast mix of nature, culture and a prospering economy, the state of Thuringia provides attractive business opportunities for investing in the tourism sector. Thuringia's profile as a tourism destination fits current trends like 'holidaying in Germany' or 'hiking' just as much as it does themes like 'sustainability' and 'medical wellness'.

Arrivals and overnight stays in Thuringia from 2018 to 2024



Facts and figures

- › 10 million overnight stays
- › 3.6 million arriving guests
- › An average stay of 2.6 days per guest
- › Approx. 63,000 guest beds in 1,200 establishments
- › 86,000 jobs directly and indirectly dependent on tourism in Thuringia
- › 82 percent of companies are family businesses
- › 180 million potential guests within a 500-kilometre radius
- › Perfect location and accessibility in the center of Germany

Financing options for your hotel project

Investments for hotel projects can be financed by non-repayable investment grants (GRW funding). Real-capital investments in the following areas, among others, are eligible for financing:

- › New establishment,
- › Capacity extensions
- › and construction of additional premises.

Financing requirements

- › Financing applications must be lodged before the investment commences.
- › The investment project must create new jobs or protect existing ones.
- › The investment project must be financed in the form of an unconditional confirmation of full financing from the financing bank or an auditor/tax consultant.

Get the right advice: We'll be glad to go through the financing options for your project with you!

The financing amounts are standard across the entire state of Thuringia, and are staggered based on company size:

Large companies

≥ 250 employees, sales revenue > € 50 million or balance-sheet total p.a. > € 43 million



Medium-sized businesses

250 employees, sales revenue ≤ € 50 million or balance-sheet total p.a. ≤ € 43 million



Small businesses

<50 employees, sales revenue or balance-sheet total p.a. ≤ € 10 million



*When will you be
investing in
Thuringia?*





Image sources:

Thuringian Ministry for Economic Affairs, Agriculture and Rural Areas/KNSK; Thüringer Tourismusgesellschaft GmbH, Fotolia/Andrey Popov/Pressmaster/Jenny Sturm; Shutterstock/Monkey Business; Eisenach Wartburg Region/Thamm

Version: 04/2025



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