

Press release

House of Tourism Stuttgart

Marketplace of Experiences

In October 2025, Stuttgart-Marketing GmbH opened the House of Tourism. This central point of contact for visitors, local residents and the tourism industry brings together a wide range of functions in the heart of Stuttgart. It serves as a calling card and representative showcase for tourism throughout the entire holiday region of Baden-Württemberg.

With the House of Tourism, Stuttgart-Marketing GmbH has created a modern and inspiring place for experiences and encounters for guests and locals alike. Located at Stuttgart's Market Square, the building combines a tourist information centre, gastronomy, conference facilities, offices and a green rooftop terrace. It brings together information, hospitality, regional identity and tourism expertise under one roof.

In the historic building that once housed the Breittling fashion department store, a vibrant meeting place has been created for everyone who wants to discover, experience or help shape Stuttgart. The **Tourist Information centre i-Punkt** on the ground floor is among the most modern in Germany. Spacious, flooded with natural light and visibly open towards the Market Square, it offers personal advice, ticket sales for events and guided city tours, souvenirs, regional products, and an impressive 180-degree LED wall that uses emotive films to showcase the diversity of the tourism region. Numerous partners from Stuttgart and the surrounding region present their culinary products, tourism offers and high-quality souvenirs here. The ground floor offer is complemented by the restaurant knitz, which invites guests to linger with Swabian hospitality and regional cuisine. The same is true of the publicly accessible, landscaped rooftop terrace – a true highlight. As an urban retreat with panoramic views and catering provided by knitz, it is a green oasis in the heart of the city centre and a symbol of the building's openness.

On the first floor, three high-quality **conference rooms** overlooking Stuttgart's Market Square are available. They provide ideal conditions for meetings, workshops or hybrid events for up to 40 people – right in the city centre, with natural daylight and direct access to catering.

Three marketing and management organisations work together under one roof on the second and third floors: **Stuttgart-Marketing GmbH, Regio Stuttgart Marketing- und Tourismus GmbH, and Tourismus Marketing GmbH Baden-Württemberg**. This is where strategies and projects for the tourism marketing of the state capital, the region and the federal state are developed – a strong commitment to the future of tourism in Baden-Württemberg.

Sustainability was a guiding principle from the very beginning: the existing building was preserved as far as possible and carefully enhanced during the renovation. Among other measures, timber elements were used, complemented by a photovoltaic system as well as green roofing and façade greening. A regionally focused product range at the i-Punkt and a strong emphasis on regional cuisine at the knitz restaurant make this approach tangible throughout the building. Accessibility was also consistently integrated into the concept, ensuring that everyone feels welcome in the new House of Tourism. Its architectural concept, offering flexible usage options while contributing to Stuttgart's urban development, has also led to the House of Tourism becoming part of the IBA'27 network.

Further information, please visit www.hausdestourismus.de

Information about the Stuttgart Region is available from: Stuttgart-Marketing GmbH, Tourist Information i-Punkt, Marktstraße 2 (in the House of Tourism at Stuttgart's Market Square) Tel.: +49 711-22 28-0, info@stuttgart-tourist.de, www.stuttgart-tourist.de
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