

11 reasons to convince your in-laws not to come with you.

1.

According to a recent survey, the happiest people live in Baden-Württemberg. Similar findings were recorded for an island in the South Pacific. Why not tell your parents-in-law about that. (source: "Perspektive Deutschland")

2.

Of the ten best hotels in Germany (source: ranking of the magazine Capital), six are located in Baden-Württemberg. But you would never stay there if you lived in Baden-Württemberg.

3.

Carbon dioxide emissions per head are 27% lower than the national average in Baden-Württemberg. Point out the risk of withdrawal symptoms!

4.

Some of the biggest names to have come from Baden-Württemberg are Schiller, Hölderlin, Uhland, Hesse and Mörike. But you don't have to go to all the trouble of travelling there to get to know them.

5.

The dialect.

6.

Lingerie made in the Swabian Alb region is available throughout Germany. (You don't have to tell them they could get it cheaper directly at the factory.)

7.

Baden-Württemberg's culinary delicacies can be found everywhere, too. Berlin's KaDeWe department store, for example, has first-class Maultaschen (pasta squares), Spaetzle and Laugenbrezeln (pretzels).

8.

There are now cars all over the world, not just in Baden-Württemberg.

9.

Recommend Baden-Württemberg as a holiday destination for your in-laws. Send them up the Feldberg (1,493 m high), to Lake Constance (254 m deep), into the sun (Freiburg, more than 1,740 hours of sun a year), into the snow (southern Black Forest, up to 350 cm) or somewhere where they are safe from all kinds of weather (and you are safe from them): the Falkenstein Cave near Grabenstetten, which is around 4,000 m long.

10.

Our team of search and rescue dogs (one of the oldest in Germany) also saves people outside of Baden-Württemberg.

11.

Whatever happens, save your in-laws from the trauma of realising that they have spent most of their lives in the wrong place.



Baden-Württemberg
The German Southwest.

11 reasons to convince your husband to come to Baden-Württemberg.

1.

When the EU made us number one, it was not so much for making Flädlesuppe (pancake soup) but rather for developing high tech, in which we have the highest number of workers.

2.

Baden-Württemberg has the lowest level of unemployment in Germany (2007) and is one of the country's sunniest regions.

3.

We also do our best to spread the good weather evenly over Saturdays, Sundays and public holidays.

4.

Baden-Württemberg can boast the world's most inquisitive companies. 4.2% of the gross domestic product goes directly into research and development (in which we are world leaders).

5.

Baden-Württemberg is the birthplace of the car. Which is why sheet metal is sacred here. (And that's also why the shipping costs are so low when you buy a Mercedes or Porsche.)

6.

Our wines are among the best in Germany and boast a high level of international popularity.

7.

The region also boasts the highest number of star-rated restaurants in Germany: over 25% of all Michelin Guide restaurants are to be found in Baden-Württemberg.

8.

Discerning football fans can't overlook Baden-Württemberg. The VfB Stuttgart, TSG Hoffenheim, SC Freiburg and Karlsruher SC make quite sure of this.

9.

The chances of your husband having a bright idea are higher in Baden-Württemberg than anywhere else. Because Baden-Württemberg has the highest number of patents pending per inhabitant.

10.

And with that in mind, it should come as no surprise that, with an export value of 42.6% of GDP per inhabitant, Baden-Württemberg is even ahead of Japan and the USA (2007).

11.

Baden-Württemberg has the lowest insolvency rate in Germany.



Baden-Württemberg
The German Southwest.

11 reasons to convince your wife to come to Baden-Württemberg.

1.

200,000 commuters a day (57,300 of which come from Bavaria) cannot be wrong. Unfortunately, however, this also involves Germany's most woeful homebound journeys.

2.

Earnings here are the highest in Germany – and purchasing power is therefore above the national average.

3.

And for anyone wondering what to do with their purchasing power, we recommend a trip to Pforzheim: 70% of German jewellery products originate from here. Baden-Württembergers know what women want.

4.

A healthy economy is always the product of a healthy workforce. Employees from Baden-Württemberg take the least number of days off work due to illness (source: DAK health insurance company).

5.

With over 1,300 museums, theatres, concert halls and opera houses, Baden-Württemberg is a very culturally-rich region.

6.

49% of the Baden-Württemberg population live in their own homes. So why shouldn't you, too?

7.

There are over 11,000 sports clubs here as well as Europe's biggest walking club (Schwäbischer Albverein e.V., 120,000 members). For all those people who enjoy spending the occasional evening without their partner.

8.

The perm and the brassiere were invented by men from Baden-Württemberg. Coming up with great ideas in order to impress a lady is something we do well in Baden-Württemberg.

9.

If your wife likes to go swimming, you'll be pleased to hear that Baden-Württemberg is Germany's number one region for bathing. Baden-Baden is home to the warmest thermal spring, with a temperature of 68°C. And you can also swim in most of the region's lakes.

10.

In Bruchsal near Karlsruhe, you can visit the biggest asparagus market in Europe.

11.

Baden-Württemberg is a double-barrelled name.

11 reasons to convince your kids to come to Baden-Württemberg.

1.

Ritter Sport chocolate, Steiff teddies, Hohner musical instruments, Märklin model railways and Südzucker sugar extractors are all based here. And Porsche, too, for the big kids.

2.

Our students don't just get marks, they also get Oscars – at the Film Academy in Ludwigsburg (made famous by Roland Emmerich's "Independence Day").

3.

Baden-Württemberg is Germany's number one region for apple juice.

4.

It's not just investors that have fun here. The "Europa-Park Rust" is Germany's largest amusement park and a regional feature of high importance to children.

5.

No other federal state is younger. The average age in Baden-Württemberg is 42 – the lowest in the country. And nowhere is life expectancy for newborns higher. This, too, should serve to convince your child.

6.

Seven of the eleven best German universities are located in Baden-Württemberg (source: ranking of the magazine Focus): Freiburg, Heidelberg, Konstanz, Mannheim, Tübingen, Stuttgart and Karlsruhe.

7.

Mannheim can boast Germany's very first pop academy, coaching the pop stars and producers of tomorrow. And our younger inhabitants have got music running through their veins, too: for years, Baden-Württemberg has been one of the top winners in Germany's "Jugend musiziert" competition.

8.

The University of Karlsruhe is considered the best university for information technology in Germany. Dealing with a multitude of zeros and ones is a matter of tradition: IT experts have been educated here for over 39 years – always, of course, according to the most advanced standards of knowledge.

9.

Baden-Württemberg has fairy-tale place names that sound like they were invented to appeal to kids: Himmelreich (kingdom of heaven), Billigheim (cheap home), Upflamör, Dotternhausen (egg yolk house), Grünkraut (green cabbage) ...

10.

This is where the best dream jobs were created. Zeppelin pilot, for example. (The airship was invented here, as was the rocket-propelled aircraft.)

11.

You're only young once.