



➤ TRADITIONALLY  
DIFFERENT



# A GUIDE TO *Bavaria*



# Table of contents

<b>Welcome.....</b>	03
<b>Regions .....</b>	04
Allgäu/Bavarian.....	04
Franconia .....	05
Upper Bavaria.....	06
Eastern Bavaria.....	07
<b>Bavarian highlights .....</b>	08
<b>Spring and summer events.....</b>	10
<b>Autumn and winter events .....</b>	11
<b>City trips .....</b>	12
<b>UNESCO World Heritage Sites.....</b>	16
<b>Shopping.....</b>	17
<b>Theme routes.....</b>	20
<b>Spiritual places .....</b>	21
<b>Culture, palaces and castles.....</b>	22
<b>Aristocratic Bavaria.....</b>	24
<b>Sightsleeping.....</b>	25
<b>Food and drink .....</b>	26
<b>Nature and outdoor activities: Summer .....</b>	30
<b>Nature and outdoor activities: Winter.....</b>	33
<b>Spa facilities .....</b>	34
<b>Health vacation.....</b>	37
<b>Family travel.....</b>	38
<b>Accessible tourism.....</b>	39
<b>Business in Bavaria .....</b>	40
<b>Map of Bavaria .....</b>	42





# Servus!

You are hereby cordially invited to discover the wonderful variety and diversity that is Bavaria. Featuring breathtaking natural sites and landscapes in four regions: Upper Bavaria, Franconia, East Bavaria and Allgäu/Bavarian Swabia. It excels as one of the culturally most attractive regions throughout Europe, on top offering exclusive sports facilities at any season and a large number of enticing wellness and health sites. Bavaria's food and hospitality industry, with a vast array of establishments ranging from the inexpensive to the luxurious, is another outstanding feature.

Customs are brought to life and traditions maintained: Bavarians are proud of their way of life, which has been developed over centuries. They tread new paths but, at the same time, authentically bridge the gap between then and now; between old and new. And this may be precisely the secret behind Bavarian

customs: Each generation interprets them slightly differently, without losing sight of their origins and wants to share it with visitors. Bavaria Tourism collected different stories and testimonials, which show Bavaria in a familiar yet modern light under the heading "Bavaria – traditionally different".

Simply browse through this brochure and discover the many treasures that Bavaria has in store for you. And if, after reading this brochure, you want to know more, we will look forward not just to your virtual visit to our website, but also to your real-life visit to Bavaria.



DISCOVER BAVARIA ONLINE:

[www.bavaria.by](http://www.bavaria.by)

[www.facebook.com/visit.bavaria](https://www.facebook.com/visit.bavaria)

[www.instagram.com/bayern](https://www.instagram.com/bayern)

#visitbavaria, #traditionallydifferent

[www.youtube.com/bayerntourismus](https://www.youtube.com/bayerntourismus)







## HOSPITALITY WITH A HEART

**FAIRYTALE BEAUTY:** Neuschwanstein Castle, the proud Fugger town of Augsburg and LEGOLAND Leisure Park all represent popular destinations for visitors from all corners of the globe. Allgäu/Swabia is, however, also renowned for its excellent cuisine and traditional customs. In addition, it is home to one of the most extraordinary crater landscapes on the planet – the Ries in Nördlingen.



### **Tourismusverband Allgäu/Bayerisch-Schwaben e. V.**

Bayerisch Schwaben, Schießgrabenstraße 14, 86150 Augsburg,  
Tel.: +49 (0)821 4504010, [info@tvabs.de](mailto:info@tvabs.de), [www.bayerisch-schwaben.de](http://www.bayerisch-schwaben.de)

Allgäu GmbH, Allgäuer Straße 1, 87435 Kempten,  
Tel.: +49 (0)831 5753730, [info@allgaeu.de](mailto:info@allgaeu.de), [www.allgaeu.info](http://www.allgaeu.info)





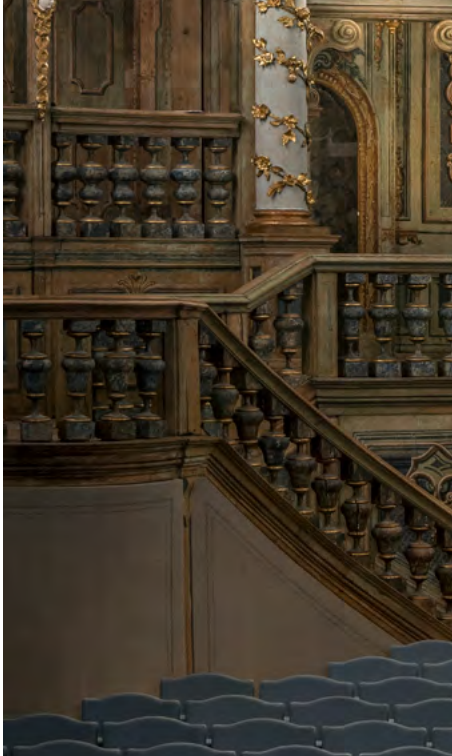
## CULTURAL ARTEFACTS AND NATURAL PARKS

**A PENCHANT FOR PLEASURE:** A wine-growing region of international renown; the highest density of breweries in the world; and world-famous destinations like the Wagner town of Bayreuth, Rothenburg ob der Tauber and Nuremberg's Christkindlesmarkt: the people of Franconia know how to ensure that culture and savoir faire prosper and how to live as one with nature. Almost half of the Franconian region is part of a nature reserve, for example the Franconian Forest, the Rhön or the Steigerwald Nature Reserve.

.....

### **Tourismusverband Franken e. V.**

PO Box 44 04 53, 90209 Nürnberg, Tel.: +49 (0)911 941510,  
info@frankentourismus.de, www.frankentourismus.com







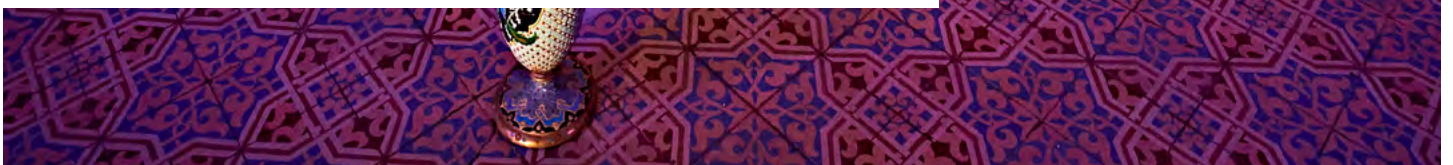
## MOUNTAINS, LAKES AND CASTLES

**LIVE AND LET LIVE:** Upper Bavaria is not just home to the highest mountain in Germany, the Zugspitze, the lovely alpine uplands, magnificent lakes and castles and the capital of Bavaria, Munich – it is also home to a relaxed, open-minded way of life. Global players such as BMW, Audi, Siemens and the Munich Re all call this region their home.

.....

**Tourismus Oberbayern München e. V.**

Balanstraße 57, 81541 München, Tel.: +49 (0)89 63895879,  
info@oberbayern.de, www.oberbayern.de







## GOOD FOR SURPRISES

**THE REGION OF CONTRASTS:** The largest forested landscape in Central Europe; one of the most popular golfing regions in Germany; beautiful spa towns and thermal baths; the UNESCO World Heritage town of Regensburg and the three-river city of Passau: there are many sides to Eastern Bavaria – old handicraft traditions meet the latest industries here.

.....

### **Tourismusverband Ostbayern e. V.**

Im Gewerbepark D 02/D 04, 93059 Regensburg, Tel.: +49 (0)941 585390,  
info@ostbayern-tourismus.de, [www.ostbayern-tourismus.de](http://www.ostbayern-tourismus.de)



# Bavarian highlights

## NEUSCHWANSTEIN CASTLE

A magnificent location; this castle has been the subject of millions of photographs: King Ludwig II's fairytale castle is an absolute must for romantics. Be like the Kini\*, and dream of another, more beautiful world. And if you cannot get enough of this feeling of regal splendour, there are plenty more beautiful castles and palaces in Bavaria that await your visit!

\* Bavarian for "king"

## THE ZUGSPITZE

It is not just local hearts that beat faster at the top of the Zugspitze Mountain: jagged alpine peaks, breathtaking panoramic views and wonderful skiing can be enjoyed throughout the winter season. The tallest mountain in Germany (2,962 m) is a highlight in every sense of the word.

## LIVELY MUNICH

Munich stands for live and let live more than any other Bavarian city: laptops meet lederhosen, Oktoberfest meets opera festivals; beer gardens meet Michelin-star chefs; modern art meets baroque grandeur.

## BAVARIAN SCHMANKERL SNACKS

In Southern Bavaria, nothing can beat a snack (or "Brotzeit") with "Obatzda" cream cheese, "Brezn" (pretzels) and "Radi" or radish. You can also tuck into some "Weißwurst" (a Bavarian speciality white sausage) before lunchtime. But make sure you have it with sweet mustard! On the other hand, the famous Nuremberg bratwurst is only ever served with strong mustard. Meanwhile, the "Kasspatzen" is a classic on all menus in the Allgäu – it is a hearty pasta dish with cheese. It goes down a treat with a freshly pulled beer. "Ein Prosit der Gemütlichkeit!"

## CHRISTMAS MARKETS

The Christkindlesmarkt in Nuremberg is probably the most famous Christmas market in the world. It is not just the Lebkuchen, but the bratwurst, which are extremely popular amongst locals too, that have fans across the world. Nuremberg is not alone: Christmas markets across Bavaria exude their aroma of "Glühwein" or mulled wine, sausages and beeswax candles at Christmas time.





### BAVARIAN ATTITUDE TO LIFE

Many people associate the Bavarian attitude to life with a love of home, the mountains, nature and the blue and white sky. Then there is the “Mia san mia” – Bavarian for “we are who we are”. It shows that the people of Bavaria are proud of their individuality. That is why in many parts of Bavaria people consciously speak in dialect, like to raise the region’s blue and white flag high in the sky, and even have their own “national anthem”. Social togetherness is also a key aspect of life in Bavaria. And because it is best to celebrate with friends, people are soon addressing each other informally; even though they may only just have met.

### CELEBRATE LIKE THE BAVARIANS

Whether it be a wine festival, the “Almabtrieb” festival, the “Leonhardi-Ritt” horse procession or the “Maidult” beer festival – the popularity of traditions brings young and old, locals and visitors, together in Bavaria. Lederhosen, dirndl and brass bands are, of course, a key part of proceedings. And when the Mayor of Munich shouts “O’zapft is”, the most popular season in Bavaria begins: the Oktoberfest season.

### SPORT AND NATURE

Bayern Munich is one of the biggest clubs in world football. Lots of successful downhill skiers come from Bavaria. And Bavaria is a real Mecca for amateur athletes too: mountain climbing, hiking, climbing, skiing, mountain biking, canoeing, paragliding, canyoning, downhill skiing – sport and nature are one and the same in Bavaria!

### THE ROMANTIC ROAD

The Romantic Road runs from Würzburg on the River Main to the edge of the Alps. It is the route for everyone choosing to discover Germany by car or motorbike. It is named after the many cultural highlights that lie along the route, including the medieval town of Rothenburg, the Fugger town of Augsburg and Neuschwanstein Castle.

### UPMARKET BUT GOOD VALUE

The level of hotels and restaurants is high in Bavaria. Yet, despite this, holidaying in Bavaria is by no means expensive. On the contrary, value for money in Bavaria is considered to be excellent when compared to other regions in the world. And the stunning landscape is an added extra that costs absolutely nothing!





# What happens in spring and summer?

## BOCKBIER SEASON

During the fasting period between Fasching and Easter, the Bavarian breweries serve a particularly strong beer: “Bockbier”. It was invented by the monks. They decided that as they had to do without proper food, they needed to make sure that there was no lack of liquid refreshment.

## EASTER TIME

Be it Easter bonfires or Good Friday processions: Easter customs have a long tradition in Bavaria. The Easter Fountain in Franconian Switzerland is particularly worth seeing. Countless fountains are decorated with brightly coloured eggs, flowers, wreaths and garlands in over 200 towns between Good Friday and the two weeks after Easter.

## PUTTING UP THE MAYPOLE

The maypole tradition has been around in Bavaria since the 16<sup>th</sup> century. On 1<sup>st</sup> May each year, a lavishly decorated tree trunk is erected: the maypole. Once erected, the villagers dance around the maypole to welcome in May. The period leading up to the maypole dance is exciting for youngsters in the village. It is tradition to steal the felled, but not yet erected maypole from the neighbouring village. As such, the maypole needs to be guarded around the clock. If the kids from the neighbouring village still manage to steal the maypole without being detected, a large amount of beer needs to be ransomed.

## HISTORICAL FESTIVALS

Bavaria has a great festival tradition. Germany’s largest historical festival play – the “Spearing of the Dragon” – takes place in August of each year in Furth im Wald. Meanwhile, the “Landshut Wedding”, the Kaltenberg Knight Games, “The Master Draught” in Rothenburg and the Wallenstein Festival in Memmingen are all famous far beyond the borders of Bavaria. Be sure to book your tickets and accommodation well in advance!

## CELEBRATING THE SOLSTICE

Solstice fires blaze across Bavaria on the 21<sup>st</sup> June. In times gone by, it was believed that the fires drove away evil spirits. These days, the fires serve as a place to come together with friends and family and to enjoy the spectacle as the towering pile of wood burns atmospherically.

## FOREST AND LAKE FESTIVALS

For Munich it is the Oktoberfest; for Tegernsee and the surrounding area the forest and lake festivals. The best thing about it: The festival season lasts the entire summer.





# *There is plenty to celebrate in autumn and winter!*

*When the Almabtrieb and Oktoberfest come around, it is a sign that summer is over; but the festival season is by no means over ...*

## "ALMABTRIEB" AND "VIEHSCHIED"

The summer spent by the cattle in the mountains, traditionally closes with the "Almabtrieb", or "Viehscheid" (Cattle Drive) as it is called in the Allgäu region. After around a hundred days grazing on the alpine meadows, the yearlings are brought back down into the valleys in September, where they are welcomed by the locals and guests with a folk festival.

## OKTOBERFEST, GÄUBODENVOLKSFEST & CO.

Each year, the Munich Oktoberfest attracts millions of visitors from around the world to Bavaria – it is the largest public festival in the world. But the Gäubodenvolksfest in Straubing, Nuremberg's Old Town Festival and the Plärrer in Augsburg are also well-loved traditional festivals far beyond the towns in which they are held.

## ATMOSPHERIC CHRISTMAS MARKETS

Nuremberg's Christkindlesmarkt and Rothenburg's Reiterlesmarkt, Kempten's and Regensburg's Christmas markets, Tegernsee's Adventzauber – romantic Christmas markets throughout Bavaria attract visitors during the Advent season. The aroma of roasted almonds, lebkuchen and mulled wine lingers; whilst the beautifully decorated stalls display all kinds of wonderful handicrafts.

## DRIVING AWAY THE EVIL SPIRITS "TWELFTH NIGHT"

The "Twelfth Night", which takes place between 21<sup>st</sup> December and 6<sup>th</sup> January, is said to stop the evil work of bad spirits. In times gone by, living rooms and cowsheds were fumigated with incense. Nowadays, annual "Perchten" processions take place each year on the "Twelfth Night" in many of Bavaria's towns and villages. "Perchten" are mythical creatures who, according to Bavarian legend, are said to appear in late December/January. Members of groups dedicated to ancient customs wear masks that they have carved out of wood, furs and leather, and swarm through the streets, shrieking, banging drums and playing the fiddle in order to ward away the winter demons. Then spring can come!

## HORN SLED RACING

Bavarian championship takes place every year on Epiphany in Garmisch-Partenkirchen: brave men and women race down the hillside at speeds of up to 100 km/h on two- to three-metre-long wooden sleds. In days gone by, these sleds were used as tools by miners and as winter vehicles to carry hay or felled wood from the remote meadows down into the valley.

## CARNIVAL REVELRY

The crazy season tends to begin in February. Each region has its own Fasching traditions ("Fasching" refers to the German carnival season in the run up to Shrove Tuesday). In Munich, the market women dance. In the Allgäu, the goblin wanders around. In Franconia, witches made from straw are burnt. And in Eastern Bavaria, the Fasching is carried to his grave on the evening before Ash Wednesday. Fasching processions take place in lots of different villages and towns. Your best bet is to don a mask and join in the madness.





# Full of history and ideas: Bavaria's cities

*From global cities to the Fugger town and Wagner's heartland: Bavaria's towns and cities have a rich cultural history and combine old customs with modern ways of life.*

## TOWNS AND CITIES IN FRANCONIA:



### ROMANTIC ROTHENBURG

Here you can wander through thousands of years of history and see long-forgotten eras brought back to life: Founded in 970, besieged during the Thirty Years' War and now a destination for tourists from across the globe: Rothenburg lies on the River Tauber, on the edge of the Frankenhöhe natural reserve.

[www.tourismus.rothenburg.de](http://www.tourismus.rothenburg.de)

### IMPERIAL NUREMBERG

The symbol of Nuremberg – the Imperial Castle – is one of the most important royal palaces. The city is just as widely known for its bratwurst sausages, the Christkindlesmarkt, the Albrecht Dürer House and the Nazi Party Rally Grounds Documentation Centre. The modern exhibition and congress centre also brings Nuremberg visitors from across the world.

[tourismus.nuernberg.de/en](http://tourismus.nuernberg.de/en)

### BAMBERG "FRANCONIAN ROME"

The former imperial and diocesan town of Bamberg is one of the most beautiful towns in Germany, and has been a designated UNESCO World Heritage Site since 1993. "Franconian Rome" was built on seven hills and is famous for its sights, which include the cathedral, "Little Venice" and the "Altes Rathaus" on the island in the River Regnitz. [en.bamberg.info](http://en.bamberg.info)

## THE WAGNER TOWN OF BAYREUTH

Bayreuth grew as a margravian residence and became famous as a result of the Richard Wagner Festival. And with the Festival Theatre atop its "Grüner Hügel" or "green hill", the town is home to possibly the best-preserved baroque theatre in Europe, the UNESCO World Heritage Margravian Opera House.

[www.bayreuth.de/english](http://www.bayreuth.de/english)

## WÜRZBURG WORLD HERITAGE AND WINE CULTURE

Its location on the River Main, the relaxed atmosphere and the proud buildings, together with the Residence – a UNESCO World Heritage Site, Marienberg Fortress and the Käppele pilgrimage church all make this town a great place to experience. Wine also has a great tradition in Würzburg.

[www.wuerzburg.de/en](http://www.wuerzburg.de/en)

## TOWNS AND CITIES IN UPPER BAVARIA:



### THE REGIONAL CAPITAL: MUNICH

A village with a million people, the city on the Isar, a global city with a heart – across the globe, Munich represents a unique mix of a carefree approach to life and a tolerant open-mindedness; for the co-existence of urban skyscrapers and glistening cultural buildings from the classic and baroque periods. Trends and traditions, maypoles and modernity, Oktoberfest and the Opera House, the Christkindlmarkt and Christopher Street Day – here the contrasts just fit.

[www.muenchen.de/int](http://www.muenchen.de/int)

FURTHER INFORMATION CAN BE FOUND AT:  
[www.bavaria.by/cities](http://www.bavaria.by/cities)





## SPORTY GARMISCH-PARTENKIRCHEN

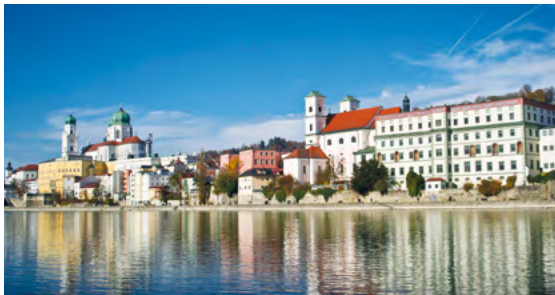
Even the location at the foot of the 2,962-metre-high Zugspitze Mountain is unique. Garmisch-Partenkirchen is the epitome of the finest alpine holidays. Olympic sporting facilities, including one of the most modern ski jumps in the world; a historical town centre; and outstanding cultural and sporting events all serve to attract visitors. [www.gapa.de](http://www.gapa.de)

## INGOLSTADT – GERMANY'S YOUNGEST CITY

The economy is bubbling here – and not just because it is home to the car manufacturer Audi. The second-largest city in Upper Bavaria impresses with its beautiful old town, its well-preserved castle and the Ingolstadt Village shopping outlet mall.

[www.ingolstadt-tourismus.de/en](http://www.ingolstadt-tourismus.de/en)

### TOWNS AND CITIES IN EASTERN BAVARIA:



## PASSAU, THE TOWN OF THREE RIVERS

The beautiful town of Passau is situated where the Danube, Inn and Ilz meet. The former bishop and princely residence impresses with its tall towers, picturesque squares and baroque building façades. Meanwhile, the largest cathedral organ in the world can be seen and heard in St Stephan's Cathedral.

[tourism.passau.de](http://tourism.passau.de)

## REGENSBURG AT THE TOP OF THE DANUBE

The best-preserved medieval town in Germany is situated on the northernmost point of the River Danube. Regensburg was founded by the Romans and experienced its heyday under the dukes. Symbols like the Old Stone Bridge, the "Alte Rathaus" (old town hall) and St Peter's Cathedral all bear witness to the town's illustrious past. [www.regensburg.de/tourismus](http://www.regensburg.de/tourismus)

## THE FORMER DUCAL TOWN OF LANDSHUT

Trausnitz Castle is the town's landmark; whilst the Residence is the first renaissance palace north of the Alps. Landshut is home to both wide boulevards and romantic labyrinthine alleyways. Every four years the town is transformed into the stage for a great historical festival – the Landshut Wedding.

[www.landshut.de/tourismus](http://www.landshut.de/tourismus)

### TOWNS AND CITIES IN ALLGÄU/SWABIA:



## THE FUGGER TOWN OF AUGSBURG

The town, which was founded over 2,000 years ago, succeeded in achieving great importance in the late Middle Ages thanks to the Fuggers – a Swabian merchant family. The Fuggerei – the oldest social housing development in the world – also dates back to this period. The Rathaus – a renaissance-style town hall – is Augsburg's landmark. [www.augsburg-tourismus.de](http://www.augsburg-tourismus.de)

## FÜSSEN – AT THE FOOT OF THE ALPS

Proud townhouses with gothic gables and lavishly decorated churches from the baroque and rococo periods, surrounded by a truly regal landscape: The Hohe Schloss towers over the town of Füssen, and the famous Neuschwanstein Castle is also nearby.

[en.fuessen.de](http://en.fuessen.de)

## MEDIEVAL NÖRDLINGEN

The town centre is unlike any other on the planet: The entire city walls can be walked along and the "Daniel" church tower, from which the night watchman still calls every evening, can be seen from far and wide.

[www.noerdlingen.de](http://www.noerdlingen.de)

## MEMMINGEN – THE GATEWAY TO THE ALLGÄU/SWABIA

A picturesque market place, lots of towers and proud townhouses lend the town its special character. Meanwhile, Allgäu Airport provides good connections to many destinations. [www.memmingen.de](http://www.memmingen.de)



## Passau - the city on three rivers

*The mighty rivers of the Danube, the Inn and the Ilz come together in Passau, one of the biggest cities in Eastern Bavaria. Every year this city on the Austrian border makes an exciting venue for thousands of tourists – and not just because of its extraordinary geographical location.*

Passau also combines artefacts from Roman times with medieval architecture and contemporary art. Following in the footsteps of the Romans, visitors stroll through Boiotro Castle. In the remains of this former Roman fortress, built in the year 280 AD, researchers discovered a number of items, including parts of weapons, ancient spades and bronze fragments. History buffs can marvel at these and many other Roman relics in the museum belonging to the castle.

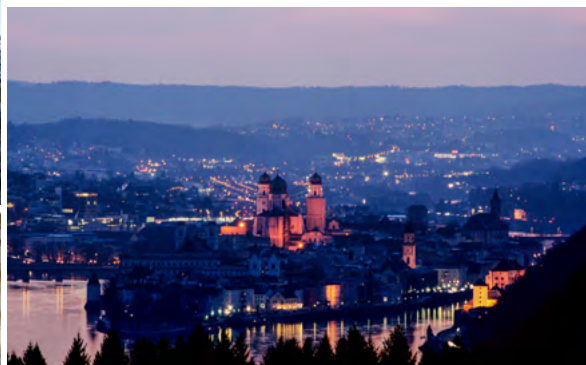
Visitors to the Veste Oberhaus move from Roman occupation on to the Middle Ages. Here children can enjoy a hands-on approach to history and find out for themselves how heavy a knight's armour really was. Even adults may be amazed at how cold and draughty life was in a medieval castle. In a special cold room they can experience the uncomfortable conditions at first hand.

Those who love splendid architecture will find inspiration in St. Stephan's Cathedral. The white towers and blue-green domes of this Baroque church

stand out from a distance. Before entering the cathedral, visitors first stroll through Passau's old town with its characteristic facades. They then come to the doors of this impressive building – and look up in awe at the largest cathedral organ in the world with its 17,974 pipes.

Modern art can be viewed in the Museum Moderner Kunst Würten. This museum houses the complete works of Georg Philipp Würten, including many drawings, watercolours and woodcuts from his various creative phases. Changing exhibitions of international artists are shown in the historic Kunstmuseum in Bräugasse 17 – a highlight for travellers with an interest in art and just one of the many exciting sights of Passau.

[www.tourism.passau.de](http://www.tourism.passau.de)





# Rothenburg ob der Tauber

*Narrow streets and historic half-timbered houses – visitors who stroll through the small city feel as if they have been transported back into the Middle Ages.*



This is what has made Rothenburg famous around the world. In this picturesque town on the Romantic Road, visitors can soak up history with all their senses – including their taste buds. For example, every year in the middle of August, they can enjoy Franconian wines and regional specialities at the Rothenburg Wine Festival.

Cannon fire thunders in the streets and troops of horsemen ride through the town as the historical annual festival known as “Der Meistertrunk” (The Master Draught) harks back to the legendary deliverance of Rothenburg in the Thirty Years War. Another historical festival takes place every year on the first weekend of September: The Imperial City Festival will immerse you into medieval times. Historical groups occupy the old town of Rothenburg in this reenactment.

The romantic charm of Rothenburg and its surrounding landscape has inspired numerous artists and architects. Three themed years, the ART Celebration Years 2019–2021, are dedicated to picturesque Rothenburg. An exhibition in the Medieval Crime and Justice Museum, for example, will showcase the work of British painters around 1900. The Imperial Town Museum will display views of Rothenburg from the early modern period to the present day.

[www.rothenburg.de/tourismus](http://www.rothenburg.de/tourismus)



## KÄTHE WOHLFAHRT'S CHRISTMAS ALL YEAR ROUND

Christmas tradition, German craftsmanship and a snowy winter scene await visitors to “Käthe Wohlfahrt’s Christmas Village”. For 40 years it has been Christmas here all the year round – even in the height of summer. Sparkling lights, colorful baubles and a large white Christmas tree turn a visit here into a magical shopping experience. Alongside artistic Christmas decorations from the German Erzgebirge, the designs of the artists and craftsmen from the “Rothenburg Christmas Workshop” are especially popular. Here travelers are sure to find a very special gift to take home from Germany for their loved ones or a souvenir of their visit to the magical city of Rothenburg ob der Tauber. The “Christmas Town” is also home to the German Christmas Museum, which has a permanent exhibition depicting the history of Christmas in Germany. Hundreds of historic displays tell the story of the traditional Christmas decorations, accompanied by lovingly presented, informative text panels in German and English.

[www.kaethe-wohlfahrt.com](http://www.kaethe-wohlfahrt.com)



# World Heritage Sites

*Magnificent residences, entire old towns, a baroque opera house and a pilgrimage church at the foot of the Alps: UNESCO has included numerous examples of European history in its list of World Heritage Sites.*



FURTHER INFORMATION CAN BE FOUND AT:  
[www.bavaria.by/unesco](http://www.bavaria.by/unesco)

## WÜRZBURG RESIDENCE

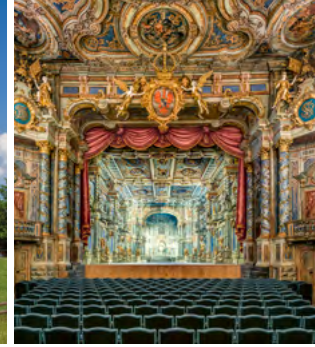
Napoleon considered it to be “the most beautiful parsonage in Europe”. Between 1719 and 1780, master builders and sculptors from across Europe created a palace that incorporated all of the great occidental architectural fashions of the time. The mirror cabinet, which was reconstructed between 1979 and 1987, has been named the most perfect piece of rococo installation art in the world.

## REGENSBURG OLD TOWN & STADTAMHOF

The former political and economic might of the city has shaped the cityscape to this day: Regensburg is the best-preserved medieval city in Germany. “Regensburg Old Town with the Stadtamhof” has been a UNESCO World Heritage Site since 2006. It includes 984 individual listed buildings.

## BAMBERG OLD TOWN

Holy Roman Emperor Henry II had nothing less than a new Rome in mind when he declared Bamberg to be a seat of bishopric and imperial power in 1007. Today, over 1,000 listed buildings comprise the largest historical town centre in Germany, consisting of the “Bergstadt” (hill town), the “Inselstadt” (island town) and the “Gärtnerstadt” (gardener town).



## BAYREUTH MARGRAVIAL OPERA HOUSE

The most important and best-preserved baroque theatre building stands as testament to the exuberant lifestyle enjoyed by the absolutist society. The opera house’s interior, which is constructed solely from wood, is the only one of its kind on the planet. The UNESCO committee honoured the opera house as “a unique monument of European baroque festival and music culture”.

## “WIES” PILGRIMAGE CHURCH

When the Wies farmwoman Maria Lori noticed tears in the eyes of the Jesus statue in June 1738, it put an end to the insularity of the Upper Bavarian region of “Pfaffenwinkel”. A small chapel was quickly built on the farmland, but it soon became too small to receive the great number of pilgrims. The nearby Steingaden Abbey then commissioned the construction of a pilgrimage church. The building that was created between 1745 and 1754 under the supervision of architect Dominikus Zimmermann, was described centuries later by the UNESCO committee as one of the “most perfect works of rococo art in Bavaria”.

## LIMES AND PILE DWELLINGS

The Limes – the Roman frontier – spans over 550 kilometres from the River Rhine to near Regensburg. The 111 prehistoric Pile dwellings dotted around the Alps, which were named a World Heritage Site by UNESCO in 2011, also spark great fascination amongst visitors. One of these can be admired on the Roseninsel by the west bank of Lake Starnberg.



# Bavaria: A shopping paradise

*Be it fashion, sport or table culture – Bavaria is home to a whole host of brand manufacturers. Many of the items that cost a small fortune on the most exclusive high streets across the world can be found at affordable prices in regional outlets or factory shops ...*

## FASHION FROM BAVARIA

Fine leather bags and belts from Aigner, high-quality street style from Bogner or hip jeans from MAC: Bavaria is the domicile of a number of fashion labels whose collections are guaranteed to make you look good. Many of them also have outlet stores.

## INGOLSTADT VILLAGE

Shop like a king! The luxury outlet of Ingolstadt Village is home to everything that discerning fashionistas could possibly desire. You can wander from boutique to boutique under the open sky. There are over 100 shops in total! Instead of a shopping mall atmosphere, you can look forward to stylish art nouveau architecture. Plus excellent services such as a Muslim prayer room, childcare and a shuttle service to and from both Munich.

[www.ingolstadtville.com/en](http://www.ingolstadtville.com/en)

## UNIQUELY BAVARIAN

A King Ludwig cup or an umbrella in the design of Franconian princes – the museum shops at Bavaria's castles and palaces are wonderful places in which to discover original gifts. You can find a large selection in the shops at Neuschwanstein, Linderhof, Herrenchiemsee and Nymphenburg castles.

[www.kulturgut.de](http://www.kulturgut.de)

## DIRNDL & LEDERHOSEN

Traditional costumes are bang on trend. The number of shops selling traditional costumes has grown considerably over the past few years. From party dirndls to designer pieces: the options are great. The best-known traditional establishments include Trachten Angermaier in Munich and Nuremberg, and Lodenfrey in Munich. Then there are studios like Samtherz, which are dedicated to costume fashion.

## FAMOUS PROMENADES

Shopping in Bavaria is a relaxing activity. Most of the larger towns and cities have pedestrianised zones running throughout the town centres, meaning that they are car-free. The Kaufingerstraße in Munich is one of the most popular shopping streets. Then there is Munich's Maximilianstraße, which is even more exclusive: Jewellers, art galleries and upmarket interior design shops stand alongside the boutiques of international fashion designers. Meanwhile, the number one shopping street in Nuremberg is the Karolinenstraße. It is surrounded by the many smaller streets of Nuremberg's city centre, all featuring shops and boutiques designed to set the heart racing.

### GLASS AND PORCELAIN IN EAST BAVARIA.

A trip along the Glass and Porcelain Road allows you to combine a collector's passion with some great tourist attractions, in a very comfortable and convenient way. The route is home to a number of manufacturers, including Rosenthal, Joska Kristall and Zwiesel.



### TRADITIONAL CHRISTMAS DECORATIONS – ALL-YEAR-ROUND.

The Käthe Wohlfahrt Christmas village in Rothenburg is home to an amazing selection of Christmas decorations made from glass, wood and zinc. And most of them are handmade! [kaethe-wohlfahrt.com](http://kaethe-wohlfahrt.com)





# Think global. Act Bavarian.

## Right this way for entrepreneurial spirit

World-class Bavarian companies like Adidas, Allianz, Audi, BMW and MAN, to name just a few, understand the importance of innovation. Their success has helped to make and steadily reinforces Bavaria's role of the high-tech center of Germany, in engineering, financial services, manufacturing.

Bavaria's capital is the home of FC Bayern Munich, one of the world's most successful and admired soccer clubs, whilst the famous PLAYMOBIL toy manufacturer is headquartered near Nuremberg, Bavaria's second-largest city.

All these global players have their roots in Bavaria, Europe's leading ICT and business hub, and their launchpad for global success.

Beyond that, the unique lifestyle, stunning landscapes and high quality of life in Bavaria will make you feel at home instantly.

We, the Business Promotion Agency of the State of Bavaria, will support you in selecting a location and establishing contacts with potential partners – in a personalized and confidential way, at no charge.

→ [www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)





invest  
in  
bavaria





# A great show: Bavaria's scenic routes

*The destination is the journey itself. Routes like the Alpine Road, the Romantic Road and the Sisi Road lead you through spectacular natural landscapes, take you in the footsteps of legends, and give you an insight into Bavaria's wealth of culture.*



## HEAVEN IS SO CLOSE

**THE GERMAN ALPINE ROAD** It is one of the most spectacular routes in Germany: It spans around 450 kilometres, from Lake Constance, through the northern Alps to Berchtesgaden National Park. Besides Germany's highest mountain – the Zugspitze – the route also takes you past a range of famous abbeys, churches and castles.



## WANDER THROUGH THE GLASS FOUNDRIES

**THE GLASS ROAD** This route spans around 250 kilometres, from the Bavarian border with the Czech Republic right into the heart of a region that is home to a craft dating back hundreds of years. Traditional glass foundries present their finished works of art, whilst glass galleries and museums show that glass is far more than an article of daily use. Some of the glass foundries even allow you to have a go at creating your own work of art.



## PICTURESQUE NATURAL SCENERY

**THE ROMANTIC ROAD** Probably the most popular German holiday route, the Romantic Road runs from Würzburg at the river Main to Neuschwanstein Castle in the Bavarian Alps, and offers holidaymakers a wonderful combination of nature, culture and hospitality. From April to October, romantics can also visit the attractions along the route via bus using the convenient “hop on – hop off” system.



## FOLLOWING IN THE FOOTSTEPS OF THE KNIGHTS

**THE CASTLE ROUTE** Knights' armour, fortifications, drawbridges and mysterious tower rooms with magnificent views – fans of old ruins will get more than their money's worth on this route between Mannheim and Bayreuth. In Bavaria, the Castle Route takes visitors via Rothenburg ob der Tauber, Nuremberg and Coburg. Food and drink are, of course, a key part of what awaits discovery. Some castle kitchens serve original dishes from the Middle Ages or stay overnight in a castle hotel.

You can discover more of Bavaria's diversity on the **PORCELAIN ROAD**, the **EMPERORS AND KINGS ROUTE**, the **SISI ROAD**, the Route along the **GERMAN DANUBE** and the **TOY ROAD**.

FURTHER INFORMATION CAN BE FOUND AT:  
[www.bavaria.by/scenic-routes](http://www.bavaria.by/scenic-routes)

i





# Spiritual places

*Walk along old pilgrimage routes, stay over in an abbey or visit special religious sites: Discover the spiritual power of Bavaria.*

## LUTHER TOUR "SITES OF THE REFORMATION"

In 2017, the 500<sup>th</sup> anniversary of the Reformation took place. The "Luther Tour" route takes tourists in the footsteps of Martin Luther and to the sites of the Reformation in Germany. The southernmost stop is the Fugger town of Augsburg, and further destinations include the imperial city of Nuremberg and Coburg in Franconia. Martin Luther spent half a year at the Veste Coburg in 1530. The tour is recommendable for religious and cultural lovers alike.

## THE MARY PILGRIMAGE SITE OF ALTÖTTING

This town has been the spiritual centre of Bavaria for over 1,250 years, and the most important Mary pilgrimage site in Germany for over 500 years. The "Black Mother of God" in the Chapel of Grace's octagon is the destination for over 1 million pilgrims and visitors each year. Alongside the statue with its believed miraculous powers, the small church is also home to the silver heart urns of the Bavarian kings and prince bishops, as well as valuable offerings.

## OBERAMMERGAU'S PASSION PLAY THE OBERAMMERGAU MEDITATION TRAIL

The history of the Oberammergau Passion Plays is inseparable from the time of the Thirty Years' War and the plague. In 1633, some citizens of the town promised to carry out a "Passion Play" every ten years if the suffering came to a swift end. According to folklore, from this point onwards the plague did not take any new victims. Since 1634, the people of Oberammergau have been performing their "play" every ten years, with a few exceptions due to historical events. The next Passion Play will take place in 2020. The Ammergau Alps Meditation Trail leads directly past the Passion Play Theatre. This 87-kilometre route takes you from the pilgrimage church "Wies" in Steingaden through the wonderful Ammertal Valley to Linderhof Palace near Ettal.

## OHEL JAKOB SYNAGOGUE

It is not just Christian sites that make up the sacred sites in Bavaria: The main synagogue, the Jewish Museum and the community hall for the Jewish community are all found on St Jakobs Platz in Munich, in the direct proximity of Marienplatz and Viktualienmarkt; right in the heart of the city. Together these buildings form the city's Jewish centre.

i

### TIME OUT IN THE PEACE OF BAVARIA

Under "Stade Zeiten", you will find holidays in Bavaria which allow you to rest: stay in remote refuges in tranquil villages. Visit monasteries whose walls radiate security. Or forget your everyday life, whilst you help with the grape harvest.

[www.bavaria.by/spiritual](http://www.bavaria.by/spiritual)





# Royal palaces for eternity

*Crowned as king in 1864, King Ludwig II began construction of Neuschwanstein Castle in 1867/68 and was already dreaming of Linderhof and Herrenchiemsee. His visions still shape the image of Bavaria across the world to this day.*

## NEUSCHWANSTEIN CASTLE

The idealist replica of a medieval castle sits enthroned on a jagged rockface, in front of a picturesque mountain scene, and is famous all over the world. The reclusive King Ludwig II dreamt of withdrawing from the public to this castle but he was never able to realise his dream of living in the fairytale castle: It opened its doors to the public just a few days after his death.

## HERRENCHIEMSEE: THE BAVARIAN VERSAILLES

King Ludwig II – a great admirer of King Louis XIV of France – commissioned a replica of the palace and gardens of Versailles to be built on the Herreninsel on Lake Chiemsee. Among the state apartments, it is above all the State Staircase, the Great Hall of Mirrors and the State Bedroom that stand out. From the palace, the views span across the expansive gardens down to the lake.

## LINDERHOF PALACE AND PARK

Ludwig II's "Royal Villa" was inspired by a hunting lodge built by his father Maximilian II – the so-called "Königshäuschen" or King's Cottage. It is the only castle that King Ludwig II built that he lived to see completed.





## Proud castles and fortresses

*Castles that defied all that came against them for 1,000s of years.  
Buildings whose pride and glamour spread across entire cities.  
Immerse yourself in Bavaria's colourful history.*

### THE LONGEST CASTLE IN EUROPE

Burghausen Castle, with its almost intact medieval defensive fortifications, is one of the longest castles in the world, spanning over 1,000 metres.

### VESTE COBURG

This castle was first mentioned in official documents back in 1056 and was extended in the late Middle Ages to become one of the largest castles in Germany. The reformer Luther was a famous guest here in 1530: He spent time at the castle working on his translation of the bible.

### HOHENSCHWANGAU CASTLE

Crown Prince Maximilian II of Bavaria, Ludwig II's father, had the ruined castle of Schwanstein rebuilt from 1832 into the "Gothic style" of Hohenschwangau Castle. The young Ludwig was influenced by the romantic mountain scenery and the summer castle became one of his favourite places to stay.

### TRAUSNITZ CASTLE

The castle of Trausnitz in Landshut was the seat of the noble Wittelsbach family starting in 1204. From 1255 to 1503 it was also the residence and seat of government of the Dukes of Lower Bavaria. The medieval castle is noted for its impressive fortifications, its high Wittelsbacher Tower and its castle chapel.

**FOR MORE INFORMATION, PLEASE VISIT:**

[www.bavaria.by/castles](http://www.bavaria.by/castles) and [www.schloesser.bayern.de](http://www.schloesser.bayern.de)





# *On the footsteps of Aristocratic Bavaria*

In the shelter of centuries-old walls, between fine antiques, the most delicate of porcelain, gleaming silverware and paintings as tall as the walls they hang on, treasures from long-ago are revealed, true gems from Bavarian history which have been carefully protected down the years by great families and noble dynasties. In “Aristocratic Bavaria” discover imposing palaces, mysterious castles and splendid parks or even become Lord of the Manor yourself for a night. Welcome to worlds of glamour and luxury.

FOR MORE INFORMATION, PLEASE VISIT:  
[www.bavaria.by/aristocratic-bavaria](http://www.bavaria.by/aristocratic-bavaria)



# Sightsleeping®

*Sleeping with an eye for art*

The Sightsleeping® Hotels brand offers accommodation for people with an eye for art in selected hotels throughout Bavaria. It offers accommodation for aestheticians in selected hotels throughout Bavaria. Stay the night in aristocratic castle complexes, alpine hotels, in a winery or monastery. Enter a different world: The accommodation facilities are impressive thanks to their unique architecture and furnishings and radiate an extraordinary ambience. The exclusive design ensures you have a visual experience the minute you check in. The special charm is enhanced by culinary specialties from the local cuisine. Acquire the taste – irrespective of whether you are on a weekend away or your dream culture trip.

And for all those who would like to marry in a special atmosphere, the Sightsleeping hotels offer wonderful locations for the loveliest day of your life. Enjoy extraordinary hotels in Bavaria which arouse your curiosity and guarantee unforgettable moments.



FURTHER INFORMATION CAN BE FOUND AT:  
[www.bavaria.by/sightsleeping](http://www.bavaria.by/sightsleeping)





# *The gourmet region of Bavaria*

CREATIVE, TOP-CLASS GASTRONOMY

## CULINARY DIVERSITY

Enjoy the finest dishes amidst impressive countryside: in romantic villages or an urban city like Munich. Bavaria's top chefs pamper the senses of their guests. In their award-winning restaurants, listed also on the list of star-rated restaurants of the Michelin guide, they reinterpret traditional recipes and create culinary treats. And there is one thing all chefs have in common: they use fresh, regional ingredients and create innovative and aromatic delicacies.

For guests who like it more rustic, the Bavarian "Wirtshaus" is the right place to be. Hearty dishes, dumplings and beer are enjoyed by Bavarians and visitors alike.

Besides local delights Bavaria is very internationally as well: Sushi, spaghetti, Peking duck, Arabic, African and Indian specialties ... Bavaria's cities are home to restaurants to suit every taste.

Take your palate on a journey through the gourmet gastronomy of Bavaria!





# Bavarian Schmankerl snacks

## UPPER BAVARIA: HOME TO THE "WEISSWURST"

No visit to a beer garden is complete without pretzels, "Obazda" cream cheese and radish. And "Weißwurst"? It should never hear the chime ring 12. In other words, "Weißwurst" is for breakfast. Ideally with a smooth wheat beer. Popular in all seasons: a crispy "Schweinshaxe" or pork knuckle.

## EASTERN BAVARIA: THIS IS WHERE IT GETS HEAVY

Eastern Bavarian cuisine is often very rustic. Meat platters, "Dradewixpfeiferl" (finger-shaped potato pasta) or smoked ham are just a few of the classics. And they should all be washed down with a local beer or a double Bärwurz schnapps! Prost (as they say in Germany).

## FRANCONIA – WINE AND SAUSAGE!

Many of the best Müller-Thurgau wines originate from Franconia. You can enjoy the fine wines in great company at one of the numerous wine festivals in the region. Besides the wine, it is the bratwurst that guests are particularly fond of. The best-seller at Christmas time: Nuremberg Lebkuchen.

## ALLGÄU–BAVARIAN SWABIA: "SPÄTZLE" PASTA AND AN AWFUL LOT OF CHEESE

Allgäu cows are said to be the finest in the world. Their milk is used as the basis for lots of specialties. Emmentaler, "Bergkäse" mountain cheese and the much-loved "Kässpätzle" (a type of cheesy pasta) are known far beyond the region's borders. Meanwhile, "Zwetschgendatschi" is one of Augsburg's specialties: It is a plum cake baked on a tray that is sure to sweeten every summer afternoon.

## THE BEER STATE OF BAVARIA

Word has it that in Bavaria beer is a staple food. Over half of all German breweries are to be found in Bavaria. And Bavarian beer is not just known for its tangy flavour, but also for its excellent quality. The Bavarian Purity Law from 1516 is still valid to this day. It states that beer can only contain hops, malt, yeast and water. In 2016, the Purity Law was proclaimed for the 500<sup>th</sup> time.



FIND OUT MORE ABOUT BAVARIAN DELICACIES AT:  
[www.bavaria.by/bavarian-specialties](http://www.bavaria.by/bavarian-specialties)





## *Hofbräuhaus: A real piece of Bavaria*

The Hofbräuhaus in Munich is the most famous tavern in the world. Around two million guests from all over the world visit the restaurant in the heart of the old town every year. They experience the genuine Bavarian lifestyle, for the Hofbräuhaus is very popular amongst the locals too. More than 400 regulars even keep their own personal beer mug in the tavern's own mug safe. This combination of Bavarian tradition and international flair can otherwise only be found at the Oktoberfest – where the Hofbräu brewery also has a tent.

The house band plays every day in the Hofbräuhaus' largest hall, the Schwemme with 1,300 spaces. The musicians get the guests moving with traditional Bavarian music. It is worth a visit for the festive atmosphere alone. The waiters serve Bavarian delicacies every few minutes: the aroma of crispy pork knuckle, juicy roast pork and aromatic Obatzda fills the room and makes your mouth water.

The guests can quench their thirst with the singularly palatable Hofbräu beer. It was even brewed directly in the Hofbräuhaus from 1607 to 1896. Now, the Hofbräu brewmasters work at the outskirts of Munich. Here, Hofbräu fans can have a closer look at how the traditional beer specialities are produced from water, hops, malt and yeast, during brewery tours.

Anyone who can't travel to Bavaria can stop for a bite to eat in one of the international branches of the Hofbräuhaus. There are now eleven Hofbräuhaus branches in three continents, and they provide just as authentic a Hofbräuhaus experience as the original one. Or you can order a piece of Hofbräu for your home: the online shop offers a wide selection of fan articles, including high-quality beer glasses, traditional stone mugs and even its own collection of traditional dress.

[www.hofbraeu-muenchen.de/en](http://www.hofbraeu-muenchen.de/en)





## *Franconia - Home of beer*

*Beer has a strong tradition in Franconia – there's a good reason why the region calls itself the "home of beer". With roughly 300 breweries, Franconia has the highest density of breweries in the world.*



Friends of the “liquid gold” can find a whole host of private breweries in Franconia – some of which have been in family ownership for centuries. In rustic inns, guests sit together and enjoy the unique Franconian art of brewing – while tucking into some delicious local specialities.

Hops – the valuable raw material of Franconian beer – are grown in the Franconian Lake District. Here the so-called “green gold” is particularly aromatic and tasty. In the middle of the hop-growing area, in the town of Spalt, some 60 kilometres south of Nuremberg, is the “HopfenBierGut” Museum. Visitors to the museum become brewers themselves and experience the Franconian beer culture as green hops turn into golden beer in front of their eyes. On the trail of beer, they stroll through the historic Nuremberg. In these subterranean passages, deep under the city, medieval brewers used to cool the fresh beer.

Bamberg and Bayreuth are UNESCO World Heritage sites – and also true bastions of beer culture. In Bamberg, visitors have plenty of opportunity to taste fresh home-brewed beer. The city is home to a grand

total of eleven breweries. They can also look forward to a very unusual speciality in Bamberg: Here they can discover Bamberg's smoked beer, with the rich aroma of freshly smoked malt. In Maisel's Beer Adventure World in Bayreuth, guests experience up close the secrets of the Franconian art of brewing, which combines tradition and modern technology.

However, it's not just in the inns and brewery restaurants that visitors can enjoy a variety of beers. There are also a number of beer festivals in Franconia – such as the Annafest in Forchheim in July and the Kulmbacher Bierwoche in July and August. The Erlanger Bergkirchweih always takes place around Whitsun – and is an absolute highlight for beer fans. Visitors looking for something truly special will relish a culinary beer tasting. Here, professional beer sommeliers explain the unique look, smell and taste of different beer varieties.

From experimental craft beer to centuries-old traditional recipes and on to universally popular classics – in the deep-rooted Franconian beer culture there's something for every beer lover.

[www.franken-bierland.de](http://www.franken-bierland.de), [www.frankentourismus.com](http://www.frankentourismus.com)



# Active in the summer

*Bavaria is a real paradise for active types. From walking and mountain-climbing to cycling and mountain-biking to water sports – everyone will find the perfect conditions for their sport here.*

## FOR MOUNTAIN-CLIMBERS AND CONNOISSEURS

Whether you are in the Alps or by the River Danube; in Franconian Switzerland or in the Bavarian Forest: You can find wonderful sporting options all over Bavaria. There are excellent hiking trails and climbing routes, thousands of kilometres of cycle paths to suit all difficulty levels, and magnificent lakes and rivers, upon which water sports fans and those looking to relax are in their element.

## GOLF

You can find stunning golf courses in the Allgäu, in the area around Munich, near Bad Griesbach, just as you can in the Bavarian Forest or in Franconia: from driving ranges to 9-hole courses and 27-hole championship courses – there is something for everyone.

## LAKES AND RIVERS

It is not just on the lakes of Ammersee, Starnberger See, Tegernsee and Königssee: Numerous companies provide boat trips or rent sporting equipment that offer an eldorado for recreational activities both on and along the water.

## NATIONAL PARKS AND NATURE RESERVES

The Bavarian Forest National Park was the first national park in Germany – and the Berchtesgaden National Park is the only German national park in the Alps. On top of this, there are nineteen smaller, protected nature reserves, including Altmühltal, Frankenhöhe and Steigerwald.

## CRAVING NATURE?

Wander through pristine landscapes, pitch your tent, glide over the water on a paddle boat, or play a round of golf on a stunning course: Everyone can enjoy nature in their own way.

## CAMPING

Bavaria's world of camping includes a whole host of five-star sites with spa facilities as well as the pure rural experience "camping on the farm".

[www.bavaria.by/camping](http://www.bavaria.by/camping)



FURTHER INFORMATION CAN BE FOUND AT:  
[www.bavaria.by/outdoor-summer](http://www.bavaria.by/outdoor-summer)



OUR PARTNER

  
**RUHPOLDING**  
B A V A R I A N A L P S

# Grazing lands for your soul.

Seek relaxation and  
find a place to rest.

## THE **HIGHLIGHTS** OF THE **REGION**

Your adventure card for  
Ruhpolding, Inzell and  
the surrounding area  
**free** on your  
holiday



Further information is available at [www.ruhpolding.com](http://www.ruhpolding.com)

**Tourist Info Ruhpolding** | Bahnhofstraße 8 | 83324 Ruhpolding  
T. +49 (0) 8663 / 8806-0 | [tourismus@ruhpolding.de](mailto:tourismus@ruhpolding.de)





**Inzell**  
**Welcome in Bavaria**

The sunny Inzell valley, in the centre of the Chiemgau Alps and nearby the lake Chiemsee, Salzburg and Munich stand for an active, eventful and sociable stay for group travels as well as for sports- and nature lovers.



Enjoy Inzell vacation with  
**Chiemgau Karte I Ruhpolding & Inzell.**  
The Adventure Card with many free services. Between mountains and valley, there is a whole variety of possibilities for a memorable holiday.

*Please contact us*

Inzeller Touristik GmbH  
Alexander Riedl  
83334 Inzell/Germany  
[www.inzell.de](http://www.inzell.de) · [verkauf@inzell.de](mailto:verkauf@inzell.de)

*Nördlingen in the „Ries“ crater*

The “Romantic Road” runs straight through the historic centre of Nördlingen. The town is encircled by Germany’s only preserved and fully accessible town wall. From the top of the clock tower of St. George’s church visitors enjoy the panoramic view of the medieval town and the unique countryside of the “Ries” crater, which was formed some 15 million years ago by the impact of a meteorite.

**Nördlingen**  
*Die schönsten Ecken sind rund*

**TOURIST INFORMATION**  
Tel. +49 (0) 90 81 / 84-116  
[tourist-information@noerdlingen.de](mailto:tourist-information@noerdlingen.de)  
[www.noerdlingen.de](http://www.noerdlingen.de)

## Glass Culture in the Bavarian Forest

In the heart of the Bavarian Forest and at the border to the Czech Republic the ARBERLAND is located. The name of the region derives from the „Großer Arber“, which is with its 1456m one of the most popular destinations. Besides naturalistic recreation, there is lively tradition as well as wealth of century old crystal culture to discover. At a hiking tour at the glass path (Gläserner Steig) visitors delve into the symbiotic relationship of glass and forest, human being and nature. The climb leads through the first German National Park, past historic glass production places, up to the Bavarian Forest summits and further to the crystal highlights. Crystal Stations of the Cross, Crystal Ark and Crystal Forest are just a few of the colourful attractions. Curious, how glass making works? In the traditional glass factories visitors have the chance to look over the shoulders of glass makers, -grinders and -painters and to create their own glass object at glass blowing for guests and to take home an individual souvenir from the ARBERLAND.




NETWORK GLASS is promoted by:  
Bayerisches Staatsministerium für  
Wirtschaft und Medien, Energie und Technologie

Touristic Service Center ARBERLAND  
Phone +49 (0) 9921 96050 • [tourismus@arberland-regio.de](mailto:tourismus@arberland-regio.de)

[www.arberland.de](http://www.arberland.de)



# Plenty to do in wintertime!

## PEAK PLEASURE – WITH AND WITHOUT SKIS

It is easy to get out into the fresh air during wintertime in Bavaria. The list of activities that draws both young and old outside seems to be almost endless: winter hiking, tobogganing, ice skating, skiing, snowboarding, cross-country skiing, skating, ice climbing, snow-shoe walking, curling, igloo-building... The main thing is to get active and to have fun! It is simply magical when the snow waits for you: a walk up to one of Bavaria's magnificent viewing mountains, that otherwise can only be reached on skis.

Black piste or baby slope – everyone can find the right ski region in Bavaria. As the only glacier in Germany, the Zugspitze provides skiing pleasure throughout the winter months. Then the Bavarian Alps have another 50 ski regions to offer, many of which can be reached from Munich Airport in less than 2 hours. Thanks to the many cable cars, everyone – whether young or old – can enjoy the magnificent panoramas created by Bavaria's mountains. The most famous include the Zugspitzbahn, the Alpinspitzbahn and the Nebelhornbahn. Meanwhile, cross-country skiers, families and all those who prefer the quiet life will find the very best conditions in the ski regions in Franconia and the Bavarian Forest. Here, the landscape is dominated by gentle slopes, idyllic villages and a quite fabulous value-for-money.



FURTHER INFORMATION CAN BE FOUND AT:  
[www.bavaria.by/winter](http://www.bavaria.by/winter)



# *Treat yourself to some time out*

*Do something positive for your health, surrounded by a landscape that will bring you both peace and strength. Welcome to the spa region of Bavaria.*



## RELAXATION TO SUIT EVERY TASTE

There are around 50 spa towns and health resorts in Bavaria, and, just like their guests, they are unbelievably diverse. There are the time-honoured health resorts in which kings, emperors and tsars themselves have bathed. Then there are the modern spa centres, which also have excellent sports facilities. And, not to forget, the many thermal springs in Bavaria – the purest source of feeling great!

## THE BAVARIAN WAY OF WELL-BEING

The Bavarian way of well-being is the aromatic scent of hay in the “Kraxenofen” (a special kind of steam bath combined with alpine hay), the positive effect of a mud bath or the blissful sensation of a relaxing hops oil massage. Needless to say, you can also indulge in more classic treatments, such as Kneipp pools, Schroth treatments and brine inhalations in the salt galleries. Wellness in Bavaria is always joy and feeling great. It is about doing something good for your body, mind and soul.

## WELLVITAL, THE QUALITY BRAND IN BAVARIA

Alongside the special Bavarian flavour, the WellVital® brand is distinguished by its high quality standards: stylish rooms and luxurious suites, beauty worlds, sauna landscapes, spa oases and treatments, as well as excellent cuisine. Only those hotels and spas that fulfil the highest quality criteria are allowed to bear the sought-after WellVital® seal of approval. After all, you want to feel as though you are in seventh Bavarian heaven when you are on holiday.

[www.bavaria.by/spa-wellness](http://www.bavaria.by/spa-wellness)



# *The royal jewel of Bavaria*

*The Bavarian State Spa stands for casual luxury –  
nearest to the town centre of Bad Brückenau.*

Its picturesque location was much prized by the Bavarian King Ludwig I: He used this place as a summer retreat and stayed in the Palace Hotel 26 times. Today, the State Spa entertains guests wanting to relax and enjoy the spa and wellness facilities as well as providing activities for families. From romantic wellness packages for two to Nordic walking and hiking tours through the idyllic mountains of the Rhön plus tennis, miniature golf and an animal enclosure, the resort offers something for every taste.

One particular attraction is the Castle Park Ensemble of buildings. The perfectly symmetrical Baroque park contains a compact configuration of the main facilities of the magnificent State Spa resort, such as lodging, event locations and the Medical Spring Lounge. In the spacious gardens, which form an open-air backdrop through the summer, visitors marvel at colourful flower beds, majestic buildings and historic pavilions. There is also some highly progressive architecture on display: In the modern Medical Spring Lounge, holidaymakers can try the five highly effective healing waters, freshly drawn from the depths of the Bavarian Rhön.

Visitors can be impressed by the versatility of the healing water from the State Spa Bad Brückenau by taking a medicinal bath, bathing in the warm spring-

water pool or drinking a glass regularly. With various beneficial effects, its many minerals and trace elements can purify the body, freshen the skin and, especially in the colder months, clear the nasal passages – a benefit that is the simplest health cure in the world. Gourmets will also enjoy their time in the State Spa Bad Brückenau, choosing between original Franconian specialities, healthy organic dishes or a gourmet meal in the resort's many restaurants.

Hospitality in the Bad Brückenau State Spa includes a range of luxurious wellness options: With relaxing massages, a peeling treatment with roses from the royal gardens or a dip in the warm and pleasant spring-water pools, guests can relish some time out from everyday life. Younger visitors can meet local animal species in the zoo, clamber over the adventure playground or take a trip with their parents to the Bicycle Museum. Here they can discover around 200 historic bicycles and even try riding some of them.

The ideal mixture of lifestyle, experience and culture – that's the State Spa Bad Brückenau.

[www.staatsbad.de](http://www.staatsbad.de)





© weundpe.de

# QUELLNESS

## THE BAVARIAN WAY OF LIFE!



The Quellness & Golf Resort Bad Griesbach strikes by its unique combination of health, wellness, golf, business and sports which is unrivaled throughout the world. Relax and indulge in our three first class hotels who offer exclusive thermal and wellness facilities or in our four estates and selection of restaurants. Experience an offer which includes ten golf courses in the picturesque Bavarian countryside as well as selected further attractive destinations for the entire family.



## QUELLNESS GOLF RESORT BAD GRIESBACH

A. Hartl Resort GmbH & Co. Holding KG  
Kurallee 1 | D-94086 Bad Griesbach | Germany

[QUELLNESS-GOLF.COM](http://QUELLNESS-GOLF.COM)



HOME OF THE

**PORSCHE**

**EUROPEAN OPEN**

GOLF RESORT BAD GRIESBACH

2015 - 2016



# Health Holiday

*More and more people are using their holiday to escape their stressful everyday lives, relax, recharge their batteries and do something for their health. The 47 spa resorts and healing baths in Bavaria offer the perfect conditions for a healthy holiday.*

Health-conscious holidaymakers can take advantage of a wealth of locally sourced, traditional remedies and healing practices, regenerating and reinvigorating body and soul in a gentle and natural way.

Heat-retaining moss, also known as the black gold of health, carries the thousand-year-old natural power of the earth. Mineral and thermal water, springing hot from the ground, has an antibacterial effect thanks to its special components, such as sulphur, and is also very nourishing for the skin.

The clean and fresh air frees up the airways, and brine extracted from deep wells allows your body to float on the water. For over 100 years, Bavaria's health and spa resorts have made use of natural remedies.

## EXERCISE AND RELAXATION IN UNIQUE LANDSCAPES

Nature reveals itself in all its facets around Bavaria's health and spa resorts. It provides space for guests to focus entirely on themselves. Here they can concentrate on improving their health. The unique landscapes of Bavaria offer peace and relaxation. Taking exercise in nature not only helps you to switch off, but also promotes good health. Whether strolling through a spa park or exploring the foothills of the Alps on a cycling tour or hike – countless activities promote your health and help restore your inner harmony. The region's many lakes, rivers, meadows and woods inspire you to get active in the open air.

[www.bavaria.by/health-holiday](http://www.bavaria.by/health-holiday)





# Bavaria loves families!

*In Bavaria your children can storm knights' castles, can become film stars, can groom ponies and can experience a whole range of different adventures ...*

## KINDERLAND® QUALITY BRAND

Children are discerning guests. And in order to make them smile, you have to know their requirements well. As a result, Bavaria has created a quality brand to distinguish particularly child-friendly establishments. These establishments only receive the sought-after Kinderland® seal of approval once they have fulfilled the extensive range of around 100 quality criteria.  
[www.bavaria.by/family](http://www.bavaria.by/family)

## FARM HOLIDAYS

Be it cows, cats, goats or ponies: Help in the barn and on the paddock is expressly desired at Kinderland®-certified holiday farms. Guests can try their hand at milking or can practise grooming ponies ... Family holidays on the farm are anything but boring!  
[www.farm-holidays.com](http://www.farm-holidays.com) and  
[www.bavaria.by/farm-holidays](http://www.bavaria.by/farm-holidays)

## DISCOVER LEISURE PARKS

Bavarian leisure parks are right at the top of many young guests' to do lists. Examples include Legoland in Günzburg and the Playmobil Funpark near Nuremberg. Here, young heroes can embark on journeys of discovery through the land of knights, pirates or other adventurers. Meanwhile, those holidaying near Munich, should be sure to visit the Bavaria Filmstadt. Films including "Das Boot" were shot here. A look behind the scenes of the world of cinema is guaranteed. And those who are brave enough can even get in front of the camera.

i

## YOUTH HOSTELS

A castle ambience or big city flair, residing in the mountains, by rivers or lakes – there is something for everyone amongst the 60 youth hostels in Bavaria. And the best thing: the attractive prices. Hostels bearing the quality seal "FamilienJugendherberge" are ideal for families and offer extra activities for young and old.  
[www.jugendherberge.de/en](http://www.jugendherberge.de/en)





# Bavaria for everyone

*Traditional Bavarian hospitality can be enjoyed by all. Families with young children, people with disabilities or other limitations, and the elderly will find suitable conditions for a holiday without obstacles.*

## EXPERIENCE BAVARIA WITHOUT BARRIERS

Be it royal castles, romantic towns, Bavarian national parks or unforgettable views – Bavaria offers unique natural landscapes, impressive buildings, extraordinary experiences and a whole host of the Bavarian way of life. Accommodation, transport links, cultural highlights and leisure activities are available in lots of towns for people with a disability, too. These include guided tours for the visually impaired or deaf in Munich, Regensburg and Würzburg, or tours for wheelchair users in almost all of Bavaria's large cities. Similarly, there is hiking for wheelchair users, hand- bike tours and natural experiences on offer in the Allgäu and in the two Bavarian national parks. The “Haus der Berge” visitors' centre at Berchtesgaden Na-

tional Park brings nature to life for all the senses, whilst a boat trip on Lake Königssee offers wonderful views of St Bartholomä. Spectacular views are also guaranteed by the barrier-free tree-top trail in the Bavarian Forest or by the AlpSpIX viewing platform on the AlpSpitze. This viewing platform can be accessed via the Alpsitzbahn and promises a really unforgettable experience thanks to its special architecture: You can enjoy a magnificent view of the mountain panorama and an almost 1,000-metre-deep view down the mountain.



FURTHER INFORMATION CAN BE FOUND AT:  
[www.bavaria.by/accessible-tourism](http://www.bavaria.by/accessible-tourism)





# Business in Bavaria – Simply the best

*International exhibition locations, attractive conference venues, outstanding event locations – and surroundings that allow you to enjoy extraordinary extracurricular activities. Bavaria is good for your business!*



## MEETING IN BAVARIA – ALWAYS A WINNER

The key factor for decision-makers: the right event venue. Be it up a mountain or in an urban city centre, in a palace, a castle or an abbey, right by a lake or in a romantic old town of a Bavarian city: the setting plays a key role in the quality of your meetings, seminars, conferences or congresses. After all, it creates the atmosphere that inspires. Not only because you can enjoy fascinating options for extraordinary activities. We offer you a platform to discover multiple options for your next business event. You can choose between aristocratic settings, modern, urban conference centres or traditional family establishments. Enjoy your conference in Bavaria by soaking up the historic atmosphere of Bavaria's palaces and castles. Whether you wish to organise a pioneering conference, delve deep into specific issues in a workshop or present groundbreaking results: The splendid halls and salons offer the perfect ambience. Or would you rather like a more hospitable, authentic and cool atmosphere? In Bavaria you can also hold your conference in modern, urban locations or in well-known, small conference hotels. Choose the perfect location for your event in one of the many urban conference venues in Bavaria. However, if you rather hold your conference in a warm, rustic atmosphere, we also have traditional family establishments to offer such as mountain lodges or inns. The hosts look after you and your guests while you focus all your attention on the work in hand.

Needless to say, there is plenty to offer when it comes to food as well – each of Bavaria's regions is home to a particular specialty snack (or "Schmankerl" as it is known in these parts) or light, healthy cuisine.

Specially selected conference hotels, congress centres, event locations and cities with major congress and conference venues are brought together in our database. All of the hotels and event partners listed offer excellent service: from well-equipped conference rooms to the provision of central points of contact to the creation and implementation of tailor-made programs of extracurricular events, Bavaria has it all. Visit our Website to get some new ideas for your upcoming business event in Bavaria.



FOR MORE INFORMATION, PLEASE VISIT:  
[www.bavaria.by/conferences-events](http://www.bavaria.by/conferences-events)



# Top Locations for doing Business in Bavaria

## THE EXHIBITION SITES OF MUNICH, NUREMBERG, AUGSBURG & REGENSBURG

The world meets here: four Bavarian cities are of key importance when it comes to holding exhibitions.

Munich is the show place for leading international trade fairs. With the top locations of Messe München, ICM (International Congress Centre Munich) and MOC Veranstaltungszentrum München, there is over 578,000 square metres of exhibition space available.

Messe Nürnberg in Nuremberg is among the top ten exhibition grounds in Europe and hosts established specialist trade fairs of great renown.

Even Augsburg – the third-largest exhibition venue in Bavaria – is ideally suited to the implementation of regional and international trade fairs.

Regensburg shines with its marinaforum, which has almost 4,200 m<sup>2</sup> of space for meetings and conferences, is barrier-free and offers seminar and workshop rooms over two levels with flexible partitioning.

COMPETITIVE

POWERFUL

DIVERSE



### Why FMM

- > Direct flights from over 40 destinations in Europe, Asia and Africa to Memmingen
- > One airport – four seasons in four countries
- > Gateway to the Bavarian Alps
- > Bavaria's top destination
- Neuschwanstein Castle nearby

© Allgäu GmbH



**FMM** *for more motion*

[allgaeu-airport.com](http://allgaeu-airport.com)

**Allgäu Airport**  
Memmingen



# Table of distances

Figures in km	Augsburg	Bamberg	Bayreuth	Berchtesgaden	Füssen	Garmisch-Partenkirchen	Lindau	München	Nürnberg	Passau	Regensburg	Würzburg
Augsburg	–	212	216	236	104	119	158	68	145	243	146	230
Bamberg	212	–	57	374	353	318	370	299	60	277	159	94
Bayreuth	216	57	–	377	321	321	372	233	89	267	145	152
Berchtesgaden	236	374	377	–	223	188	332	154	325	140	218	422
Füssen	104	353	321	223	–	60	101	122	250	314	245	309
Garmisch-Partenkirchen	119	318	321	188	60	–	151	89	279	282	213	358
Lindau	158	370	372	332	101	151	–	181	302	367	299	298
München	68	299	233	154	122	89	181	–	169	192	128	277
Nürnberg	145	60	89	325	250	279	302	169	–	288	110	109
Passau	243	277	267	140	314	282	367	192	228	–	120	324
Regensburg	146	159	145	218	245	213	299	128	110	120	–	207
Würzburg	230	94	152	422	309	358	298	277	109	324	207	–



Good road and rail connections as well as three Bavarian airports ensure comfortable and convenient travel to and around Bavaria. You can find further information about arrival and transport at: [www.bavaria.by/service/getting-there](http://www.bavaria.by/service/getting-there)

## Pictures in order of appearance:

© bayern.by – Wolfgang Ehn • © Andreas P/Fotolia • © Tourismusverband Franken/Bamberg/Hub • © bayern.by – Gert Krautbauer • © Bayerische Schlösserverwaltung / Achim Bunz • © bayern.by – Gert Krautbauer • © bayern.by – Peter von Felbert • © Francesco Carucci/Shutterstock • © bayern.by – Wolfgang Ehn • © Bergfee/Fotolia • © Congress- und Tourismus-Zentrale Nürnberg • © bayern.by – Thomas Effinger • © Tourist-Info Furth/Andreas Muehlbauer • © bayern.by – Jan Greune • © Volker Preusser • © Tourismusbüro Waldkirchen • © Rothenburg Tourismus Service/Willi Pfitzinger • © Mapics/Fotolia • © Anja Ergler/Fotolia • © Regio Augsburg Tourismus • © Stadt Passau (4x) • © Rothenburg Tourismus Service (2x) • © Käthe Wohlfahrt KG • © Bayerische Schlösserverwaltung/Ulrich Pfeuffer • © Christa Eder/Fotolia • © Bayerische Schlösserverwaltung/Achim Bunz • © bayern.by – Jan Greune • © TV Ostbayern e. V. • © Florian Werner • © H.Heine/Verkehrsbüro Altötting • © Oberammergau • © Florian Werner • © PantherMedia/Meseritsch Herby • © bayern.by – Peter von Felbert • © StockFood/Feig & Feig • © bayern.by – Jan Greune • © Dasha Petrenko/Fotolia • © kab-vision/Fotolia • © Kzenon/Fotolia • © HLPhoto/Fotolia • © Hofbräu München (4x) • © Tourismusverband Franken/Hub (2x) • © bayern.by – Wolfgang Ehn • © Westend61/FotoFeeling/Bildagentur Waldhausl • © bayern.by/Markus Kehl • © Bayerischer Heilbäder Verband/Jan Greune • © Bayerisches Staatsbad Bad Brückenau • © bayern.by – Jan Greune • © bayern.by – Sabine Weinhardt • © Bayerischer Heilbäder Verband/Jan Greune • © bayern.by – Jan Greune • © bayern.by – Jan Greune • © bayern.by – Marc Oeder (2x)







**Caption:** — motorway — river

© Base map: cartogis GmbH, Berlin 2014 | Map relief: Mountain High Maps® | Copyright © Digital Wisdom®, Inc. 1993



**BAYERN TOURISMUS Marketing GmbH**

Arabellastraße 17 | 81925 München | Germany | Tel.: +49 (0)89 212397-0 | [tourismus@bayern.info](mailto:tourismus@bayern.info) | [www.bavaria.by](http://www.bavaria.by)