

Press Release

What does Bavaria sound like? Bavaria invites everyone to listen to the “Sounds of Bavaria”

Germany’s number one travel destination, Bavaria, is ready! Finally, Bavaria opens its doors once again for its American guests. International tourism has remained in a deep slumber, but now it’s back and Bavaria Tourism (BayTM) has captured the sound of its reawakening with its new campaign “Sounds of Bavaria”. This heartwarming invitation dedicated to travelers, visualizes the most beautiful sceneries in Bavaria and sets the mood in “Bavaria Style” with a catchy song composed by Loisach Marci and an accompanying dance by Bavarian Dance Master, Katharina Mayer.

Munich (BayTM, June 28, 2021). Germany and Bavaria are open for tourism and officially welcomed U.S travelers on June 20, 2021, with one of the following: proof of vaccination, negative COVID-19 test or proof of recovery. “The Bavarian tourism industry is thrilled to be welcoming American guests once again,” says Barbara Radomski, CEO of Bavaria Tourism. (BayTM). During the COVID-19 pandemic in 2020, Germany ranked among one of the safest countries in the world by the *London Deep Knowledge Group*. Safety measures continue to be a top priority and are practiced on all tourism levels throughout the country to ensure visitor safety. To bridge the time until travelers feel ready and safe to take their next vacation to Europe by building anticipation for travel to Bavaria, Bavaria Tourism has commissioned a restart campaign with the song, “Sounds of Bavaria” from the popular local musical duo, Loisach Marci, known for mixing traditional Bavarian sounds and electro-beats. This song exclusively written for Bavaria captures the natural sounds found in Bavaria and makes use of the typical sounds of traditional brass music and alphorn. A song that’s sure to be a real earworm!

That’s not all, the “Sounds of Bavaria” also has its own dance created by Bavarian ambassador, Katharina Mayer, who incorporates the joy of the traditional Bavarian dance culture. “For Bavarians, dance is about celebration and having fun. The revival of international tourism is a special reason to celebrate,” explains Mrs. Radomski. “I intentionally developed a line dance for which you don’t

need a partner but one that you can dance with friends and family,” adds Mrs. Mayer. If necessary, you can even maintain the proper social distancing. Jumping right, left, forward, back, and sideways following the rhythm. The sounds of Bavaria are full of pure Bavarian spirit that will entice all those ready to explore Bavaria!

Check out the full song and video here: <https://www.youtube.com/watch?v=bHgGYj-utNk>

Dance tutorial by Katharina Mayer here: <https://www.youtube.com/watch?v=4AaLqOTLE60>

For more travel inspiration, please visit: www.Bavaria.travel

For more updated information about traveling to Germany and Bavaria:

<https://www.germany.info/us-en/covid-19/2321562>

Images for download [here](#).

About BAVARIA TOURISM

BAVARIA TOURISM (BayTM) is the official marketing company for the Bavarian tourism and leisure industry. Under the umbrella brand Bayern®, the company offers the entire range of tourism services in the Free State of Bavaria. All marketing activities run under the umbrella brand claim “Bavaria – traditionally different”.

With over 40 million guests and 100.9 million overnight stays in the year 2019, Bavaria was able to reinforce its leading position as the number one travel destination in Germany. More information about the variety of destinations in Bavaria and about BAVARIA TOURISM can be found at:

www.bavaria.travel.

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