

Press kit

**ALL THE LATEST
INFORMATION,
DATA & FACTS**

Bavaria



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Press kit - All the latest information, data & facts

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BAVARIA – *traditionally different*

The state of Bavaria is notorious for being wired slightly differently from the rest of the country. Deeply rooted, authentic and yet still modern, in other words “traditionally different” – this is the nature of the people of Bavaria: They bring modern ideas to tried and tested trades and crafts, and they develop and reinterpret elements of their heritage. Local people ensure, in their own individual and inimitable way, that their customs are preserved, and with them part of their Bavarian identity. As a result, they provide their guests with very special experiences. Visitors to Bavaria can immerse themselves in a distinctive attitude to life and enjoy a warm, welcoming atmosphere - traditional and yet uniquely different.

Under the claim “Bavaria - traditionally different”, Bavaria Tourism gives its Bavarian ambassadors a stage on which to tell their stories. From young winemakers with a vision for the future of their steep vineyards and creative chefs who bring regional produce onto their plates to young designers who create summit crosses for their own goals in life and a young ranger who is dedicating her efforts to protecting Bavaria’s first National Park. Street artists, brass bands, herb specialists, modern Dirndl designers, cheese experts, singing herdsmen, brandy sommeliers and many other Bavarians - they are all deeply rooted in their homeland, are passionate about preserving Bavarian customs, love to showcase their traditions in a new light and embody the Bavarian attitude to life.

Selected Bavarian ambassadors introduce their favorite places and activities in their home region: stay overnight in a mobile hut in a game reserve, go surfing, paddling or wakeboarding on beautiful lakes or cycle along beside one of the region’s many rivers - the ideas for holiday experiences are as varied and exceptional as Bavaria itself.



KEY TOPICS

2022

BAVARIA'S HISTORY AT YOUR FINGERTIPS

From magnificent buildings like the Walhalla or Herrenchiemsee New Palace to Residence town of Würzburg or Augsburg. The proud heritage of important names is firmly anchored in Bavarian identity. The aristocratic Wittelsbacher family and visionaries like King Ludwig II have long influenced the image of Bavaria in the wider world. Throughout the world Bavaria is famous for its majestic castles and palaces. Where once the Bavarian aristocracy lived and formed part of the Myth of Bavaria, now visitors from near and far marvel at the immortal glamour of days gone by. Here guests can follow in the footsteps of blue-blooded nobles and travel back in time to Bavaria's magnificent past.



DANUBE GORGE AT WELTENBURG ABBEY

The Weltenburger Enge (Weltenburg narrowness) with the Danube Gorge is one of the oldest nature reserves in Bavaria. Anyone travelling along the Danube through this unique cultural landscape south of Regensburg in the company of Captain Renate Schweiger will experience an unforgettable natural spectacle. And while enjoying the breathtaking landscape visitors travel along some major historical sights and places in Eastern Bavaria like the Walhalla Hall of Fame, the Unesco-City of Regensburg, the Liberation Hall in Kelheim and the Weltenburg Abbey at the Danube Gorge.

www.bavaria.travel/insiders/renate-schweiger-danube-gorge-weltenburg

HERRENCHIEMSEE NEW PALACE

The magnificent buildings like Herrenchiemsee New Palace of King Ludwig II have shaped the image of Bavaria throughout the world. They also made Ludwig famous – a king who represents art, luxury and forward-thinking ideas. He belongs to Bavaria like the mountains and the Oktoberfest. Veronika Endlicher, warden of Herrenchiemsee New Palace, the “Bavarian Versailles”, is not only fascinated by Ludwig II the person, she also provides expert insights into the complex building and architectural history of the castle, a good hour's drive from Munich.

www.bavaria.travel/insiders/veronika-endlicher-herrenchiemsee-new-palace



RESIDENCE CITY OF WÜRZBURG

Würzburg, located on the Romantic Road in the north of Bavaria, is the beating heart of the Franconian wine region. Buildings in the Baroque and Rococo styles and the largest ceiling fresco in the world make this city a superb open-air museum of magnificent architecture. Visitors from all over the world come to Würzburg am Main, a city surrounded by vineyards. Here they can follow the steps up to the famous wine-growing area on the slopes below the Marienberg Fortress and enjoy wonderful views over the city. Franconian wine is easily identified through its round, bulbous bottle – known as a Bocksbeutel. It is considered a trademark and has been used in Franconia for over 250 years. The bottle was first used in the “Bürgerspital zum Heiligen Geist” – a foundation set up for the poor and elderly, with a unique history of its own. Today the Bürgerspital, which is run by winery director Robert Haller, is one of the most important wineries in Franconia.

www.bavaria.travel/insiders/wuerzburg-wine-buergerspital-juli-usspital



HISTORICAL PATHS IN AUGSBURG

Augsburg is Bavaria's third largest city and, at over 2000 years, the oldest. Its impressive stream and canal system earned the City on the Romantic Road the coveted title of Unesco World Heritage Site. The city's most famous son is Jakob Fugger – 500 years ago the richest man in the world. With his “Fuggerei”, he created a unique monument to charity. His life and work still shape the image of the city today. No clan of entrepreneurs has been as influential as the Fuggers throughout world history. Their most famous family representative, Jakob Fugger (1459 to 1525), was the first European commodity tycoon and one of the first global trading entrepreneurs.

www.bavaria.travel/insiders/heinz-schulan-fuggerei-augsburg



CREATIVE BAVARIA

Bavaria is one of Germany's creative hotspots. Regional traditions play a key role here too, forming the basis for great creativity. Artisans use traditional materials to make innovative products, chefs reinterpret Bavarian cuisine in a creative way and artists use Bavarian clichés in their modern works. Get to know our traditionally different ambassadors, who can give you an authentic insight into the creative scene across Bavaria through their own personal stories.

ANDREAS HEMMETER

inventor of the "Leni" portable beer bench backrest, Weißenburg

Andreas Hemmeter's invention "Mei Leni" stands for "Meine Lehne" (My Backrest). The skilled toolmaker and his colleagues manufacture this portable backrest in their workshop in Weißenburg. On the one hand his backrest contributes to the preservation of the Bavarian festival culture. "On the other hand," he says with pride, "I try to use a creative idea to move the traditions on and give them a modern twist." Various people take his Leni with them to enjoy the convivial atmosphere and Bavarian attitude to life until late in the evening - with no backache.

More information about Andreas

www.bavaria.travel/insiders/andreas-hemmeter-inventor



BARBARA STADLER

manager of the 1st Inn-Boutique "Diese Elli", Anzing

Barbara Stadler is the owner of "Diese Elli" in Anzing in the Upper Bavarian district of Ebersberg – probably the first inn-boutique in Bavaria. The boutique is located in the former butcher's shop of the Kirchenwirt inn. The inn is still family-owned, and receives strong support from Barbara Stadler: shopping between the aisles in Bavaria's first inn-boutique. Dirndl and traditional Bavarian costumes, however, cannot be bought from the former Beer Queen. "I grapple with them and reinterpret them as modern costume trends. We wanted to create an alternative to the Dirndl, a lifestyle costume", says Stadler.

More information about Barbara

www.bavaria.travel/insiders/barbara-stadler-landlady-designer



MAGDALENA PAUKNER

glass artist, Lindberg near Zwiesel

Magdalena Paukner grew up in Lindberg, a small town near Zwiesel. Zwiesel and glass art simply belong together in the Bavarian Forest. She spends a lot of time in front of a much more handy device: the glass burner. Here she forms leaves, berries and flowers from coloured glass, which she transforms into delicate and colourful necklaces, earrings and bracelets. Magdalena finds inspiration for her work in the nature of the Bavarian Forest National Park. She continues the ancient glassblowing tradition by making pieces of jewellery in her own distinctive style.

More information about Magdalena

www.bavaria.travel/insiders/magdalena-paukner-glass-artist

ULI BRANDL

founder of the restaurant 's handwerk, Sonthofen

Creative, sustainable and regional: the 's handwerk restaurant combines Bavarian tradition with the craft food trend. The name is the concept. For Uli Brandl, cooking is a craft – or more precisely, a handicraft. It's not just the exceptional menu that guests love about this modern inn. Many come because of Uli Brandl's producer concept. His suppliers produce their food according to strict criteria, and feed and keep their animals in an organic system with high welfare standards. Meat, fish, vegetables, bakery goods, honey, cheese and even the ice all come from small businesses around Sonthofen. Over the years, he has built up a network of 25 regional producers.

More information about Uli

www.bavaria.travel/insiders/uli-brandl-craft-food-restaurant



KNEIPP THERAPY, BAVARIAN-STYLE

The modern, fast-paced and digital world of today can really sap your energy. However, it often only takes a few small tricks to get body and soul back onto an even keel. 150 years ago Sebastian Kneipp, a priest from Bad Wörisshofen, identified what people needed to do in order to replenish their resources, build resilience and gather new energy. His holistic doctrine of natural healing has lost none of its relevance. Kneipp therapy combines five elements – hydrotherapy with water affusion, healthy nutrition, herbal remedies, exercise and inner harmony. Elements that can easily be integrated into our everyday lives and which supply body, soul and spirit with renewed energy and give us a new lease of life. That make us ready to face whatever life has in store for us. Resilience is the new magic word. How it works is demonstrated by our Bavarian ambassadors in their own particular Bavarian way.



DAGMAR VON DER GRÜN

healing practitioner and herb specialist, Roßtal near Nuremberg

Dagmar von der Grün organises popular herbal walking tours. The trained healing practitioner and herb specialist finds herself in full accord with Sebastian Kneipp, who was well known in the 19th century not just as the “water doctor” but also the “herbalist priest” and who researched the healing power of over 40 plants. Herbs are everything to Dagmar von der Grün. In her own kitchen she always has a supply of at least 30 jars and caddies of herbs, seeds and roots that she has collected herself from the local area. This expert is also creative about using her plants for all manner of pastes and spreads, herbal salts, vinegars and teas.

Move information about Dagmar

www.bavaria.travel/insiders/dagmar-von-der-gruen-herbs-expert/

M. LAETITIA FECH

abbess and certified fasting and pilgrimage helper, Waldsassen

The balance between body, spirit and soul was summarised by Kneipp as “life order”. This concept is dear to the heart of the abbess: “People do a lot for their bodies, but they forget about the soul and the spirit.” Kneipp knew that structured daily routines and rituals are helpful. Guests can experience this on the abbey’s “Silent Days” or “Ora et Labora” days. As well as a cultural centre, the abbey has a multi award-winning environmental station with a nature experience garden as well as its own abbey garden. The herb spirals that grow here give visitors an overview of the variety and efficacy of local herbs.

Move information about Laetitia

www.bavaria.travel/insiders/laetitia-fech-abbess



MARTL JUNG

mountain guide and photographer, Hohen Peißenberg

His life is a barefoot path. He offers barefoot walks and has himself spent much of his life barefoot, even going to discos barefoot as a teenager. There are many benefits: “When you’re barefoot you experience totally different sensations, for example you can feel the moisture and condition of the ground beneath your feet.” Martl Jung is convinced: “You just see more when you go barefoot!” And your gait is automatically kinder on your joints as you naturally cushion the impact on the ball of your foot.

Move information about Martl

www.bavaria.travel/insiders/martl-jung-barefoot-guide



CHRISTINE WAIBEL-BEER

health trainer and hotel manager, Blaibach near Gunzesried

“Water is an elixir of life,” explains Christine Waibel-Beer, health trainer and owner of the Waibelhof. In the Waibelhof, guests are slowly introduced to the Kneipp Cure. Dew walking, knee affusions and water treading are well suited to beginners. In a world that is increasingly digitised and hectic, many people crave simple, sensual experiences such as these. “We embrace a primal lifestyle that is close to nature, rooted in the history of the mountain farm but also open to modern forms of therapy - in other words, traditionally different.”

Move information about Christine

www.bavaria.travel/insiders/christine-waibel-health-expert





HEALTHY BAVARIA

Does your cherished wellness holiday no longer have the desired effect, and does that sense of rest and recuperation evaporate all too fast? Anyone looking for “that certain something extra” on holiday to get back to full fitness in everyday life will find exactly what they are looking for with GESUNDES BAYERN. Recharge your batteries with deep and long-lasting effects through medical-therapeutic expertise and the power of nature - that is the promise behind the quality brand GESUNDES BAYERN, comprising Bavaria’s many medical health resorts and spas with their modern, high quality health programmes, all set in the beautiful holiday region of Bavaria. The natural remedies and treatments help with specific symptoms as well as simply “staying healthy”. Allergies, burnout, menopause, natural anti-aging - the experts in Bavaria’s medical health resorts and spas have a solution for almost every health issue. And always the best argument: the efficacy of moor, brine, Kneipp etc. is even recognised by conventional medicine!

HEALTHY HOLIDAYS

Reinforcing body, spirit and soul on holiday? And with long-lasting, proven effectiveness? Absolutely! “Staying healthy” is currently more important than ever - and gives us the energy we need to cope with everyday life. As a result we can choose to take advantage of all the many opportunities life throws our way. GESUNDES BAYERN offers old remedies that are as modern as ever:



#gesundkannjeder: cooperation with Philipp Lahm

Together with experts from the fields of sport, medicine and nutrition, Philipp Lahm has developed a health programme for GESUNDES BAYERN - #gesundkannjeder. This holistic programme of exercise and diet for body and spirit works in combination with the natural remedies and treatments offered at the Bavarian medical health resorts and spas to ensure a noticeable improvement in well-being and more energy in daily life. “I want to make a difference to people’s ability to lead a healthy, active life,” says Lahm. Bookable from 2021 for every performance level.

Preventing burnout: before things get too much

The chronic state of exhaustion known as burnout doesn’t happen overnight. It quietly creeps up on you - and then suddenly knocks you for six. Certified programmes in Bavaria’s medical health resorts and spas ensure that you get back to full strength.

Natural anti-aging

Moor acts as a purge, as does the Schroth cure, and healing water is doubly good for the complexion: internally as a “cell filler”, externally as a “skin balsam”. If you also eat a balanced diet, take enough exercise and train your mental strength, you can set the combined forces of nature against the aging process.

Good for your carbon footprint

A holiday in one of Bavaria’s medical health resorts and spas makes a positive contribution to your personal ecological balance. At the same time, you are also making an incredibly efficient investment in your most valuable asset - your health. For those who want more: even the “resources” are sustainable! Brine, moor, healing water, healing climate, Kneipp and Schroth are natural treasures, which in the case of moor, for example, are fed straight back into the natural cycle. It doesn’t get any more sustainable than this.

Menopause: balanced and positive

Hot flushes, mood swings, weight gain: the symptoms of the menopause can really bring you down during these potentially delightful years. Relief can be found, for example, in moor with its natural hormones. And who knew that a Schroth cure stimulates the production of oestrogen? Exactly! With a healthy diet, plenty of exercise and mental training, women can also arm themselves against the more than irritating side effects.

Retreat to Bavaria

Why travel far away when so much goodness is so close by? A holiday in Bavaria’s medical health resorts and spas is a wholesome retreat - with no long flights, change of climate or jet-lag. Added value: your new-found healthy lifestyle can fit into your everyday life and is based on proven scientific evidence.



Secret tip for fitness: sport in a healing climate

Individual endurance training with medical support in the healing climate of Bavaria's medical health resorts and spas has been shown to be the best way to improve your fitness level. The active programmes are tailored to your individual performance level, including a medical check-up under professional supervision and evaluation.

Into the here and now with a raisin

Always online, always accessible. The boundary between work and rest is becoming blurred. Evidence suggests that this can lead to illness in the long term. Yet it is not too difficult to be present in the moment and to focus on everyday actions and objects - such as a simple raisin. Mindfulness, like yoga and other relaxation techniques, is a skill that can be learned - so there's no more excuse for not sailing through your everyday life full of energy!

Holiday from allergies

Whether it's hay fever, a house dust allergy or food intolerances - almost one in three Germans suffers from some form of allergy. Those who want to enjoy their holidays as free as possible from these complaints, will be well served by the "Certified allergy-friendly health resorts" of GESUNDES BAYERN. From demonstrably good - low-pollen - air through to specialist medical support, Bavaria's certified medical health resorts and spas offer all the right condi-

tions for some carefree time-out from your allergies - all in the beautiful Bavarian countryside.

Expert tips for getting involved

Exercise, healthy diet, spiritual resilience: our health experts in Bavaria's medical health resorts and spas reveal their tips and tricks. Do them yourself at home or experience them on location. From fascia training to Kneipp therapy.





THE REGIONS

Culture, Nature, Cuisine

FRANCONIA

Historic cities, exquisite treasures & hearty cuisine

CULTURE

• Bayreuth is famous worldwide for its Wagner connections. Every year in late summer, its Green Hill attracts opera fans from across the globe. The Margravian Opera House was designated a UNESCO World Heritage Site in 2012 - along with Bamberg Old Town, the Würzburg Residence and the Upper-Germanic Roman Limes near Weißenburg in Bavaria.

• So-called “KulTour” trails enable guests to immerse themselves in 2,000 years of Franconian history and culture.

• Former Free Imperial Cities such as Rothenburg ob der Tauber and Dinkelsbühl have retained their medieval centres. Noteworthy residences and churches can be found in former bishop’s seats such as Bamberg, Eichstätt and Nuremberg.

NATURE

• Green Franconia: at around 14,000 km², nature parks cover almost half of this holiday region: the Nature Park Frankenwald with its Rhenish Slate Mountains, the Spessart with its ancient oaks, the Nature Park Steigerwald, known among other things for its vineyards, the Rhön and the sunny Nature Park Altmühltal.

• More than 40,000 kilometres of marked walking trails lead through Franconia. The “Frankenweg” is just one of 23 certified walking trails. It meanders 520 km from Rennsteig in the Franconian Forest to the Swabian Alb. When it comes to cycle trails, one of the most striking is the Tauber Valley Cycleway - The Classic, designated a Quality Cycle Trail by the German Cycling Club.

• Franconian nature is also available on tap in the medical health resorts and spas, including in the form of natural healing treasures such as thermal springs containing steel, radon and brine.

CUISINE

• The diversity of Franconian wine can be discovered in wine shops, rustic wineries or simply by wandering through the vineyards, where winemakers often serve up their exquisite wines in historic wineries with modern ambience. The white wines of the region are known throughout the world, but Franconian winemakers also produce some superb red wines. Frankenwein (Bavarian wine of Franconia) is known for its characteristic Bocksbeutel bottle shape – which has even enjoyed EU protection since 1989 and may, with a very few exceptions, only be used for wines from Franconia.

• With 300 breweries, Franconia has the highest density of breweries in the world. A half-litre of beer is known as a “Seidla”, and is best served with “Schäufela” (roast pork shoulder), carp from Aischgrund, or Saures Zipfel (a dish made from spicy sausage).

EASTERN BAVARIA

Pure nature: forests, undergrowth & distant views

CULTURE

• The main cities of Eastern Bavaria are Regensburg, Landshut and Passau. Regensburg Old Town, founded by Emperor Marcus Aurelius, was designated a UNESCO World Heritage Site in 2006. Landshut, with its gabled houses, arcades and decorated facades, is the archetypal old Bavarian town. The city of three rivers, Passau, grew wealthy early on through its salt trade. A traditional Bavarian way of life can also be found in Weiden, Neumarkt in der Oberpfalz, Dingolfing, Deggendorf, Straubing and Amberg.

• In Eastern Bavaria, there are more castles than anywhere else in Germany. Some are medieval ruins, others - like the castles of Falkenstein, Dagestein, Mitterfels or Prunn - can still be viewed.

• At around 250 km in length, Bavaria’s Crystal Road is one of Germany’s most beautiful holiday routes. On the stretch from Neustadt an der Waldnaab to Passau, numerous glass workshops, galleries and museums showcase fascinating information related to this 700-year-old craft tradition.

NATURE

• Between the Fichtel Mountains and the Danube, an area of forest stretches for around 230 km. The northern part is the Oberpfälzer Wald, or Upper Palatinate Forest; the southern part is the Bayerische Wald, or Bavarian Forest. Quiet rivers and streams, sparkling Jurassic rocks and a rich diversity of flora and fauna dominate this landscape. Four long-distance walking trails pass this way, of which the best known is the Goldsteig: 660 km long, from Marktredwitz

to Passau, it is listed as one of the “Top Trails of Germany”.

• With a dense network of rental and charging stations, Eastern Bavaria is home to the largest e-bike region in Europe.

• Bavaria’s golf and spa country: spas such as Bad Füssing, Bad Griesbach and Bad Birnbach and the Danube spas of Bad Gögging and Bad Abbach focus on wellness holidays. These health resorts combine traditional healing practices with modern holiday offers.

CUISINE

• One trademark product is the “Zoigl”, a traditional unfiltered, bottom-fermented beer. Anyone wishing to enjoy a freshly drawn Zoigl should look out for the “Bierzeigl” - a six-pointed star that is hung outside a Zoiglstube to indicate that it is open for business.

• The district of Tirschenreuth is known as the “land of a thousand pools”. Fish have been farmed in Europe’s oldest fish farming area for over 1,000 years. Around 6,000 tons of freshly caught Oberpfälz carp are served up each year as “Karpfen blau” (blue carp) or in baked form.

UPPER BAVARIA

Gigantic mountains, crystal-clear lakes, magnificent nature

CULTURE

• Popular cultural destinations include Herrenchiemsee, Ettal Abbey, the pilgrimage site of Wieskirche and the world's longest castle in Burghausen.

• Munich, with its many museums and galleries, is the cultural centre of Upper Bavaria. The famous Deutsche Museum is the world's biggest science and technology museum. Alongside museums such as the three Pinakotheks, the Glyptothek and the Haus der Kunst, new collections are constantly adding richness and depth to the offering.

• Tradition and custom are also an important part of the self-image of Upper Bavaria: its inhabitants breathe new life into old habits and crafts. This can be seen in the annual Almbtriebe (cattle drives), the Maypole festivities, a multitude of church and folk festivals and the traditional "Goaßlschnoizn" (whip-cracking).

NATURE

• Upper Bavaria is the region between Lech and Salzach, between Altmühltal, the Bavarian Alps and the Chiemgau.

• The highland extends from the Wetterstein Mountains in the west, which include the Zugspitze, past the Karwendel Mountains to the Berchtesgaden Alps. Paths lead round picturesque lakes such as Lake Schliersee or Lake Königssee, inviting visitors to explore on foot or by bike. A particular "lake highlight" is Lake Spitzingsee, around five kilometres south of Lake Schliersee at 1,000 metres above sea level. Measuring 28 hectares, it is the largest mountain lake in Bavaria.

• Lake Walchensee also attracts surfers: thanks to its location inside a valley bowl and the resulting thermals, the cooler valley air is drawn upwards, creating an even wind on the lake.

• Walking, climbing, mountain biking, road cycling - the undulating pre-Alpine landscape and the Bavarian Alps themselves are a paradise for outdoor sports enthusiasts. In the Berchtesgaden Region, discover spectacular gorges, beautiful Alpine pastures and romantic lakes. The Ammergau Alps, Bavaria's largest nature reserve, can be explored on the Maximiliansweg.

CUISINE

• Beer plays a very special role in Upper Bavaria. And with good reason, as hops grow better here than anywhere else. Upper Bavaria is home to part of the Hallertau. At around 18,000 hectares, it is Germany's largest hop growing area and the largest contiguous hop growing area in the world.

• The traditional cuisine of Upper Bavaria is known for being hearty fare. Classic dishes include roast pork with dumplings, Weißwurst sausages with Bavarian pretzels and sweet mustard, meatballs, meatloaf, Bavarian sausage salad, Obazda (a cheese delicacy) and, as a sweet encore, Dampfnudel.

ALLGÄU / BAVARIAN SWABIA

Palaces, legends, delicacies: where history is all around

CULTURE

• Living custom: one of many spectacular cultural festivals is the Viehscheid, the Allgäu version of Upper Bavaria's Almbtrieb, or cattle drive. In September, herdsmen festoon the leading animals and bring the cattle back down into the valley, where they are handed back to their owners at the end of a successful summer up in the mountain pastures.

• As well as the historic towns of Kempten, Wangen and Nördlingen, the home of the Fugger family, Augsburg, and the Temple of Apollo Grannus are the most important Roman sanctuaries north of the Alps. Memmingen, with its medieval gates and towers, is also well worth a visit.

• The world-famous fairy-tale Neuschwanstein Castle built by King Ludwig II is outstanding in every sense of the word.

NATURE

• Säuling, Hochvogel, Trettachspitze, Höfats, Nebelhorn and Hochgrat are the stars of the Allgäu - almost all peaks are surrounded by picturesque mountain lakes.

• Plenty of activity: the terrain of the high Alps offers sporty holidaymakers mountain paths, climbing routes and ski pistes. It is also possible to enjoy gentler walks in the foothills of the Alps, moving from one Sennalpe (dairy pasture) to another. Here, cheese is still made by hand. Casual walkers can also find shorter, less strenuous paths in small side valleys and past lakes.

• Walking highlights: the "Ries Event", when a

meteorite landed here 14.5 million years ago, still characterises the countryside of the Ries Geopark in Bavarian Swabia. The Swabian Danube Valley between Iller and Lech, in contrast, is one of the largest expanses of alluvial forest in the whole country.

CUISINE

• The Allgäu is known as Germany's cheese kitchen. The cows graze on fresh grass and herbs on their mountain pastures. Their aromatic milk is then made into cheese, butter and cream, all of which can be tasted up on the many Alps.

• Kässpätzlen with tangy mountain cheese, but also Zwiebelrostbraten (fried beef and onions), Maultaschen (filled pasta) and Geschwollene (sausages) taste especially good after a day out in the fresh air. On Lake Constance you can find fish and wine, while in the Unterallgäu, traditional trout from Günztal can be found on many menus. A sweet speciality is Augsburg's Zwetschgendatschi (plum cake).

• The Allgäu Mountains, as Germany's most diverse mountain region in terms of species, offers an incomparable wealth of herbs for its regional cuisine.



ABOUT BAVARIA TOURISM

20 years of marketing for Destination Bavaria

Bayern Tourismus Marketing GmbH (BayTM) is celebrating its 20th anniversary in 2020. The company was formed in 2000 as an initiative of the Bavarian Ministry of Economic Affairs in response to growing national and international competition in tourism and since then has been marketing the entire tourism and leisure industry both at home and abroad. Today, the Landesmarketingorganisation (State Marketing Organisation, or LMO) is supported by 28 partners from all areas of tourism in Bavaria.

“Bavaria is a popular tourist destination and has evolved into a unique brand, which is known around the world for tradition and modernity. Through its professional marketing activities, BayTM makes a significant contribution to ensuring the successful positioning of the state of Bavaria in the tourism sector and thus securing employment and income in this rural region,” explains Bavaria’s Minister of Economic Affairs, Hubert Aiwanger.

This success is based on the strong umbrella brand of “Bayern” (Bavaria), the foundations of which were laid down as far back as 2001. Under this umbrella brand, BayTM was able to establish quality brands such as Kinderland®. After a strategic reorientation of the umbrella brand, BayTM now provides inspiration under the motto “Bavaria - traditionally different”, featuring far-reaching campaigns for holidays in the region. The focus is currently on over 80 brand ambassadors, who convey the Bavarian attitude to life with great authenticity through their personal stories.

Today, the Bavarian tourism brand is one of the best known brands in Germany. In 2007 BAVARIA was the first tourism destination to be awarded the title “Superbrand Germany”. This was followed in 2016 and 2017 by the Destination Brand Award as well as the German Brand Award 2018. One way of promoting the region’s image has been its strong trade fair presence, with over 100 exhibitors attending the International Tourism Fair (ITB) in Berlin each year since 2007 under the auspices of BayTM. The LMO has won the Best Exhibitor Award in the Germany category four times and in 2018 it was presented with the Best of Best Award (for the best exhibitor at the trade fair).

BayTM has also worked with the Bayerischen Heilbäder-Verband (Bavarian Spa Association, or BHV) to set new standards in medical health tourism - with the brand GESUNDES BAYERN (HEALTHY BAVARIA), which communicates the medical expertise of the health resorts and spas as certified health destinations, and the Gesundheitsfinder (Health Finder), a tool unique in Germany that gives an overview of health experts in Bavaria’s health resorts and spas.

In order to continue to successfully shape the future of Bavarian tourism, BayTM has set itself some ambitious goals: “We want to further promote interaction and networking in the tourism sector through a variety of measures and platforms. We are convinced that the only way we can ensure long-term success is by forming a good network,” is how Barbara Radomski, Managing Director of BayTM, describes one of the main focal points of the years ahead. Concepts are also being developed to increase sustainability in the tourist industry and to raise awareness of the significance of tourism for Bavaria among the local population.



QUALITY BRANDS AND HOLIDAY THEMES

Kinderland® Bayern

With its quality and experience brand Kinderland® Bayern, BAYERN TOURISMUS Marketing GmbH has developed a successful concept for family friendly holiday deals. From ideal accommodation to recommended day trips and suitable destinations - the quality seal featuring a bear's head helps parents and grandparents to find everything they need for a relaxed and varied holiday with children. All Kinderland partners have to satisfy an extensive list of demanding criteria, and their compliance is regularly controlled by independent inspectors. The brand was launched in 2003 with 85 certified enterprises, and this number has now grown to more than 250 partners in the areas of accommodation and experiences.

Tourism without hindrances with the national standard labelling system "Tourism for All"

For people with a recognised disability, but also for families with children, travellers with a lot of luggage or people of advancing years, accessibility is often a necessary and always a comfortable relief. Thanks to the national standard labelling system "Tourism for All", holiday makers in Bavaria can find detailed information as they plan their trip. As licensee, BAYERN TOURISMUS Marketing GmbH offers selected barrier-free travel tips for places and regions as well as providing information about transport options, accommodation, restaurants, leisure activities and cultural offers in the state of Bavaria.

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