

BANARIA BEYOND EXPECTATIONS





WELCOME TO BAVARIA

Welcome to the destination fit for all. A region that can neither be encapsulated nor categorized, it celebrates a unique heritage with lively traditions, treasures to be passed on to the next generations. A place that cherishes community and individuality alike, from the urban buzz to rural delights. Join us in Bavaria to experience the traditionally different.

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'NAVIGATE YOUR WAY AROUND BAVARIA'

INTRODUCING EXCITING
PERSONALITIES AND STORIES
HERE! CLICK TO WATCH NOW!



04

'BAVARIAN EXPERIENCES'



ROADTRIPS

The region is blessed with cycling and driving routes dotted with entrancing castles, historical fortifications, quaint towns known for glassmaking, and miles of winding roads blessed with dramatic Alpine scenery. Opt for the aptly named Castle Road, Glass Road, or Alpine Road — all of which will take your breath away!

CASTLES

Countless castles, fortresses, and palaces contribute to Bavaria's fairytale appeal. From the idyllic Neuschwanstein Castle to the French-inspired Linderhof Palace, the region is dotted with numerous gems, such as Kaiserburg in Nuremberg, or the Würzburg residence.

NATURE

From the Bavarian Alps to
Eastern Bavaria's deep green
forests to the Franconian wine
country, this region has much
to offer for outdoors lovers,
whether it's reaching the
highest mountain Zugspitze
or a quiet stroll along the
Forggensee Lake close
to Füssen.

HISTORY & TRADITION

A celebration of the typical Bavarian, of more than one thousand years of history that brought along a spectacular cuisine and many crafts. Here, customs come to life all year long rejoicing the region's bright and colorful folklore. From famous events such as the Oktoberfest or Christmas Markets to small town summer festivities, Bavarians know how to cherish life, welcoming all who wish to celebrate alongside them.

ART & ARCHITECTURE

With a love for its heritage and a passion to create, Bavaria boasts over 1400 museums, each preserving a small piece of this extensive culture. Travel from major cities to the hidden corners of Bavaria and you'll find every major architectural style, proof of constant curiosity and expression. From Roman to Post Modern, here lie many masterpieces such as Tudor homes, Gothic Castles, or even Sir Norman Foster's works.

ROMANCE

A journey down the Romantic Road is more than just a scenic drive. Picturesque villages, fairytale castles, and beautiful landscapes greet travelers from Würzburg to Füssen. The itinerary is simple and attractions are many, allowing visitors to enjoy the highlights of Bavaria while on their way to the grand finale, Neuschwanstein Castle.

PRE & POST CRUISE

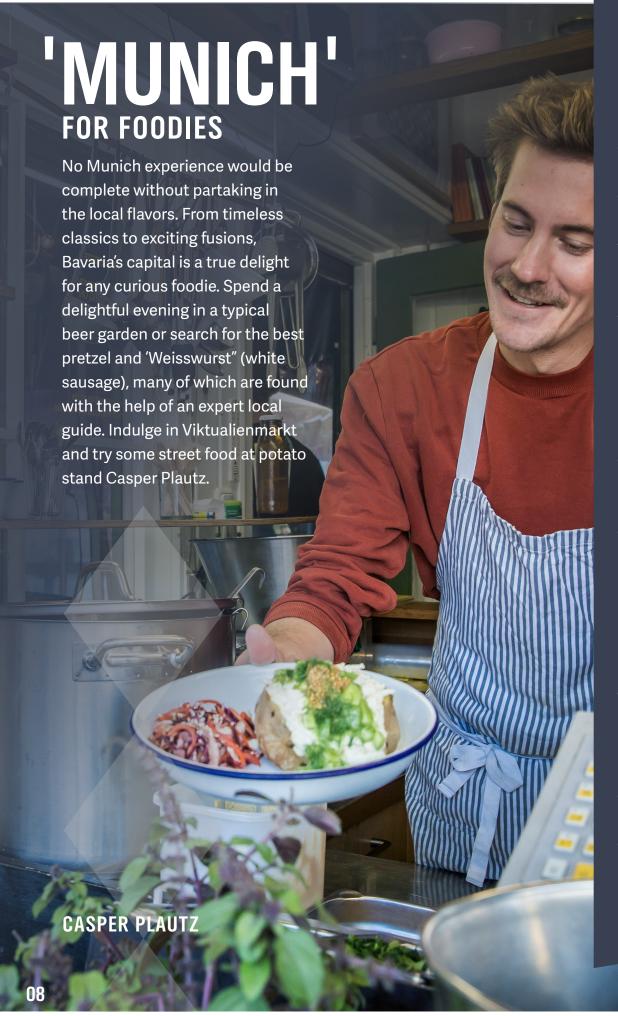
Give yourself time to adjust and combine your cruise vacation with many pre and post options that offer travelers a seamless and worry-free experience. Get accustomed with Bavaria's urban culture in Munich before your river journey, or explore the surrounding towns in search of local treasures. Here you will learn the true meaning of 'traditionally different'.

OKTOBERFEST

Bavaria's largest and most popular festival, Oktoberfest welcomes millions of visitors each year to enjoy local beers, traditional dishes, and live music. What started as a marital celebration for Crown Prince Ludwig has now become a world-renowned event celebrated in all of Germany and beyond. 2010 marked 200 years of Oktoberfest, and the special events and attractions that were created for the historic occasion eventually led to 'Oide Wiesn' or Old Oktoberfest — a regular extension of the actual festival that features old-style beer tents, historical rides and games, and a dedicated venue that showcases innovative musical groups like the "traditional yet contemporary" Loisach Marci.







MAJOR SITES

A modern and youthful city with an imperial flair, the large yet surprisingly relaxed Munich has earned the title of the 'largest village in the world.' With numerous attractions and an impeccable transit system, Bavaria's capital makes it easy to explore. Starting from Old Town Square, home of the Gothic Rathaus (town hall), visit the Church of St. Peter with its ceiling frescoes and fantastic city views.

Although the cityscape suffered greatly during the Great War, much remains and more has been rebuilt to preserve its long-lasting history. Proceed to the Royal Residence with its lavish quarters and courtyards, the Opera House, and countless others. Munich's cultural wealth can sometimes be overwhelming, but with great itineraries and expert local guides, unveiling the city's immense beauty will be a breeze.

WALKING & CYCLING TOURS

Choosing the right type of experience is vital to enjoy Munich at its finest. The Old Town is easily walkable and, for those looking for an active afternoon, a bike or segway tour will allow travelers to reach attractions such as the English Garden, and ride along the Isar River.

SEASONAL HIGHLIGHTS

Regardless of the time of year, Munich will always find a reason to celebrate life. Each season unveils a new side of the city with many activities and festivals. With the arrival of spring, Munich locals will flood the parks and castle gardens to enjoy the warm sun. It is also a great time to visit the many flea markets, savor local brews at a beer garden, and enjoy the many festivities such as the Starkbierfest. Summer is ideal to escape the city and spend quality time in the outdoors.

The arrival of the fall season brings along the anticipation for the largest event of the year, Oktoberfest! Comprised of 16 days of traditional cuisine, carnival games, and thirst-quenching beer, this exciting festivity welcomes over 6 million visitors from all over the world. In winter, a festive atmosphere and cheerful

ambiance engulfs the city in preparation for the holidays. Old Town Square becomes the stage for a much –adored Christmas Market, one of many in the city.

BMW WELT & MUSEUM

Experience the combination of German precision and creativity at the BMW World. Walk through 100 years of history in the museum while admiring the finest creations, from timeless classics to futuristic concepts. Watch the masterful building process of the vehicles in the BMW group plant, where over one thousand vehicles are constructed every day. The unique journey will end at the famous BMW Welt, an acclaimed architecture feat where cars are delivered to customers from all over the world. Pre-book a BMW Factory Tour!



BAVARIAN ADVENTURES AND FAIRYTALES >>

MUNICH & FÜSSEN | 8 DAYS/7 NIGHTS

'REGENSBURG'

At the confluence of the Regen and Danube Rivers, the city of Regensburg has a history that stretches back at least two millennia. A wonderfully preserved medieval city, Regensburg's Old Town is home to over 20 museums, the 200-year-old Regensburg Theater at the Bismarckplatz, and countless architectural accomplishments that span Romanesque, Gothic, Renaissance, and Baroque styles. Although some call it "Italy's northernmost city", it is rather one of Germany's medieval marvels and a perfect example of Bavarian charm.

UNESCO

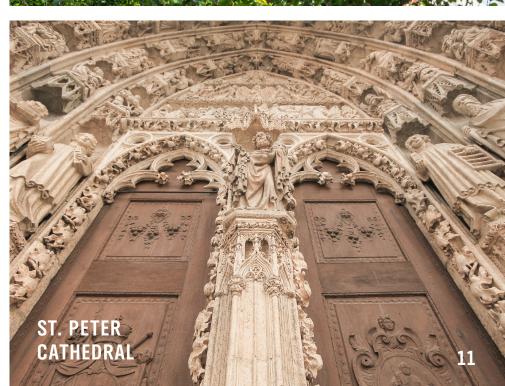
Because of the city's exceptionally well-preserved medieval Old Town and large number of historically important structures, Old Town Regensburg was designated as a UNESCO World Heritage Site in 2006.

BAVARIAN HOLIDAYS

Many cities and villages in Bavaria awaken the magic of Christmas. Fragrances of mulled wine and gingerbread engulf the town square, bright and cheery with the region's finest crafts showcased in the illuminated stands. A fairytale experience like nowhere else.













'NUREMBERG'

CITY OF HISTORY

MAJOR SITES

The undeclared capital of the Holy Roman Empire, the second largest city in Bavaria, and arguably the center of the German Renaissance - Nuremburg is where German history comes to life. Along the River Pegnitz, Nuremberg's walled Old Town stretches across the river with several charming bridges connecting the town. Within these walls lay the mighty Imperial Castle, contemporary art housed in the New Museum, Germany's largest museum of cultural history at the Germanic National Museum, and the ornate magnificence of St. Lorenz Church. Although much of it was destroyed after World War II, the city was rebuilt piece-by-piece, restoring the city's historic grandeur while keeping an eye on the future.

Nuremberg's Old Town is also full of gorgeous statues and fountains, including the aptly named "Beautiful Fountain". One of Germany's most famous artists, Albrecht Dürer, was born in Nuremberg and his timber-framed house, the oldest surviving artist's house in Northern Europe, has been turned into a museum featuring his work. With over 54 museums in and around town, Nuremberg is a fantastic destination for armchair historians, art aficionados, or anyone wanting to learn more about traditional German heritage.

CITY HIGHLIGHTS

Beyond the historic sights, Nuremberg is well known for three things: sausage, gingerbread, and handmade toys. The Nürnberger Bratwurst is the city's special delicacy – tiny but tasty roasted pork sausages that can be found throughout the city. What better place to enjoy a bratwurst than at a local beer garden?

The city is a must-visit for culinary travelers, as Nuremberg also specializes in genuine German gingerbread and locally brewed beer. Along with a long tradition of hand-crafted toys, these cultural delights are best enjoyed during the winter holidays at the city's Christkindlesmarkt, Germany's largest Christmas Market, and gingerbread capital of the world!

Dating back to the 16th-century, the Nuremberg Christmas Market is a fairy tale come to life, taking place on the cobblestone streets of the city's Old Town. With a tradition of hand-crafted toys stretching back over 600 years, the Nuremberg Toy Museum presents the history of toys from antiquity into the modern day, sure to make just about anyone feel like a kid again.

FRANCONIAN FAVORITES >>

NUREMBERG, BAMBERG, BAYREUTH, ROTHENBURG & WÜRZBURG 9 DAYS/8 NIGHTS

'BAMBERG'

Bamberg awakens the romance of a small Bavarian town, a UNESCO World heritage site that escaped the destruction of war. Colorful houses drape the many hills, complete with beautiful gardens. The most famous site in the town is the Old Town Hall, built in the middle of the River Regnitz and adorned with intricate frescoes. On one of the hills above the city, the mighty Bamberg Cathedral stands tall with four towers. Across the street from the cathedral is the palatial Neue Residenz, once occupied by the prince-bishops, where a gallery for the Bavarian State Painting Collection is housed along with the beautiful Rosengarten. The tallest of Bamberg's hills lays the fortress of Altenburg, a castle dating back to at least the 12th-century.

SMOKED BEER

Home to 9 breweries, Bamberg is best known for its unique smoked beer. Following this centuries-old craft, the smoky flavor comes from the malt being roasted over a beech wood fire instead of drying the malt in an oven, giving the beer a distinctive taste that is uniquely Bamberg.



'BAYREUTH'

SEASONAL HIGHLIGHTS

Once a small town, the Franconian city of Bayreuth grew considerably when Margrave Christian moved his residence to the city in the 18th-century. His wife, Wilhelmine (sister of Frederick the Great of Prussia) helped turn Bayreuth into the cultural landmark that it is today. She commissioned the ornate Margravial Operahouse, a splendid example of Baroque architecture and now a UNESCO World Heritage Site. This patronage of the arts attracted the famous composer Richard Wagner, who lived in Bayreuth until his death. The city's relationship with Wagner is inextricable at this point, as every summer Wagner's operas are performed during the month-long Bayreuth Festival that continues to draw thousands of visitors each year.

PRIVATE BREWER TOUR

Explore the ins and outs of Bayreuth, a city that grew around the Margravial Residence and quickly became world-renowned for its music and architecture. After the tour, head to the Maisel Brewery to try their specialty Hefeweizen, featuring flavors of banana, clove, and orange zest.







OB DER TAUBER

Rothenburg ob der Tauber, one of Germany's best-preserved medieval cities, sits on a grand plateau overlooking the River Tauber. Once Germany's secondlargest city, the walled historic center has helped sustain traditional medieval architecture, ambiance, and culture within the city. Some of Germany's earliest technological and artistic accomplishments are housed within its walls, including a 500year old altarpiece at St. Jakob's Church, one of Germany's great early woodworking marvels.

ROMANTIC ROAD

The Romantic Road is the route between Würzburg and Füssen, linking the picturesque Bavarian towns and castles that have come to define classic Bavarian charm to create an unforgettable cultural experience, a scenic trek that leads travelers through the best of Bavaria. Rothenburg, one of the notable cities along the Romantic Road, absolutely exudes quintessential German culture and history.



encircled by a 14th-century
wall, is a compact and
dense medieval town with
thatched roofs and halftimbered houses that appears
virtually untouched since its
construction. Easily walkable
from one end of town to
the other, Rothenburg's
Marketsquare is the epicenter.
Featuring a beautiful Baroque
arcade and Renaissance
architecture, the Town Hall is a
marvelous example of Bavaria's
historic ingenuity.



TYPES OF EXPERIENCES

MEDIEVAL

When the sun sets and the day-tripping tourists have departed, accompany the Rothenburg Night Watchman on an entertaining journey through the old city. At night, Rothenburg's history comes to life while walking through dark alleyways and across dimly lit town squares, offering a glimpse into how people lived in medieval Germany.

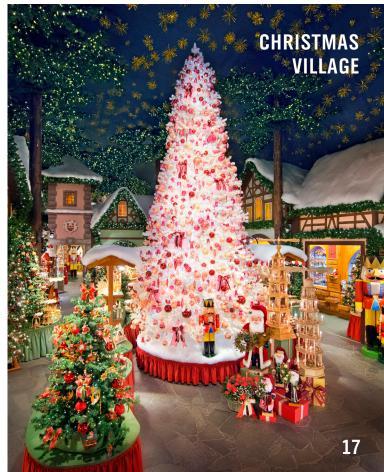
CHRISTMAS

Every year, Rothenburg is transformed into a wintertime fairy tale. Since the 15th century, Advent festivities have been accompanied by a historic and well-preserved Christmas market that has hardly changed since its inception. Enjoy a glass of mulled wine, an original Rothenburg Schneeball (Snowball), or a grilled sausage with roasted chestnuts.

KÄTHE WOHLFAHRT

Käthe Wohlfahrt is an iconic German company selling a huge selection of authentic and unique Christmas decorations, attracting tourists from all over the world all year round. At the Käthe Wohlfahrt Christmas Village, visitors are left in awe with the sheer amount of delicately crafted and detailed ornaments that are emblematic of the Christmas Spirit. With their head office in Rothenburg, the company also maintains a Christmas Museum where historic Christmas decorations from all over Germany are presented and preserved. Open all year round, the Christmas Village and Museum are sure to make even adults feel like a kid on Christmas morning again.





'ERDING'

A small city north-east from Munich, Erding is home of the largest wheat beer brewery in the world, as well as Europe's largest spa. Therme Erding is the perfect family escape with a plethora of facilities and activities on offer. With 27 water slides, a wave pool, saunas, and more, this vast complex provides both relaxation and excitement for the young. The world's first virtual reality water slides can be found at Galaxy Erding where one can choose from three different worlds with the aid of VR glasses.



Savor some of the best local brews at Erdinger Weissbräu! Witness the entire production journey and experience the full range of brews paired with local treats such as white sausage and pretzels. Situated in the Bavarian countryside, only 10 minutes away from Munich Airport, this revitalizing destination deserves more than just a quick visit.







'ALTÖTTING'

For those in search of a retreat for the soul, Altötting is a peaceful destination just 1.5 hours east from Munich. One of the oldest pilgrimage destinations of Bavaria and an important point on the way of St. James, this quiet town harbors an astonishing artifact known as the "Black Madonna", a centuries-old icon of Virgin Mary believed to perform miraculous healings. Today, Altötting is considered a center of devotion and faith, welcoming over one million pilgrims each year. The

spiritual heart of Bavaria is also a delightful destination to visit during the winter holidays. In the main square, looking over the Chapel of Grace, the Christmas spirit enlivens the atmosphere with decorated streets, traditional stands offering local crafts and treats, and mulled wine. The sound of caroling choirs resonates through the historic walls, creating the fairytale setting worthy of a Bavarian gem.





SEASONAL HIGHLIGHTS

For many, the picturesque area surrounding the Bavarian Alps encompasses the region's most delightful icons. A treasure chest of cultural gems encapsulated along the mountain range bordering Switzerland and Austria, it provides endless opportunities for adventure and leisure. With many attractions and activities, Bavaria is a destination to revel in. In a small area, you can explore monarchic heritage and grandeur, find your favorite beer from an artisanal brewery, and take in panoramic alpine vistas from the 'Top of Germany'.

During the summer months, visitors can enjoy a multitude of experiences, fit for all. Whether its a stroll along Lake Tegernsee, a leisurely hike on the many trails of Ammergerbirge, or even mountain biking, this region attracts both families looking to relax in the midst of nature, and adventurers looking for the next thrill.

For those looking for cultural experiences, the small yet popular town of Oberammergau is the perfect Bavarian destination. This idyllic village boasting many traditional frescoes and ancient traditions has gained its fame with its arresting Passion Play performed every ten years by the locals.

In Winter, the lush green landscape makes way to the long awaited snow and the exciting festivities brought along with it.

Villages prepare for the winter holidays, while many make their way up the Bavarian Mountains for the best slopes in the region. The most popular of such retreats, Garmisch-Partenkirchen, is a treasure to behold. Whether it is to conquer the most scenic trails or to ski on Bavaria's finest slopes, this charming village high in the mountains will steal your heart with its tranquil ambiance.

'GARMISCH-PARTENKIRCHEN'

Welcome to Bavaria's finest ski resort. Two towns that merged to host the 1936 Winter Olympics, Garmisch-Partenkirchen is a gorgeous mountain escape.

A visit to this alluring retreat offers more than just scenic trails and powdery slopes. Experience an unforgettable panorama from the Zugspitze, Germany's highest peak. After a scenic ride on the cog railway and the Glacier funicular, the Alps will stretch out before you revealing more than 400 peaks in four countries.









A WORLD-CLASS RESORT

Dating back to Roman times, this Alpine destination boasts an extensive history and culture. A serene peace reigns over the villages, and the crisp air along with the stunning mountainous backdrop set the stage for the adventures to come.

Aside from the contless opportunities to explore the surrounding nature, Garmich-Partenkirchen revels in the typical Bavarian joys: craft beer and unbelievable food served by waitresses in dirndl dresses, exquisite pastries, and much more. Here, photo opportunities lie at every step, with the traditional frescoes decorating almost every home.

Easily reached by train, the Zugspitze views reach all the way into Italy, Austria, and Switzerland. After a cold brew at the highest beer garden in Germany, set out to ski or sled, all year round!

Hikers and nature photographers will best enjoy Partnach Gorge, with its clear stream and imposing cliffs. For an even more charming experience, enjoy the ride on a horse-drawn carriage and let the spectacular scenery take over.



SEASONAL HIGHLIGHTS

Rolling hills and verdant meadows encompass the peaceful life in the Ammergauer Alps. A visually captivating area of Bavaria, the mountain range is set between the Zugspitze and the historic town of Füssen, harboring idyllic villages, clear lakes, and remarkable castles.

Here, traditions thrive amongst the communities of the area. From centuries-old customs such as Oberammergau's Passion Play and the local handicrafts passed down from one generation to the next, culture acts as an active part of everyone's identity.

The Ammergauer Alps offer countless hiking and biking opportunities with rewarding views, many of which are ideal for families with children.

For a unique experience in the area, visit the imposing Ettal Abbey. Built in 1330, it is an architectural and artistic masterpiece with stunning frescoes and Baroque motifs.

As in all of Bavaria, tradition stands as the foundation of many crafts. For over 400 years, monks have been using the same brewing techniques, focusing on the purity and quality of local ingredients. Visitors can also stop at Schaukäserei Ettal, praised as one of the finest cheese factories in the region, producing the classic Ammertal, beer cheese, and amongst many other, its very own Ettal Abbey cheese.

This castle-like monastery is not only self sufficient, but earnings and donations support a tuition-free school specializing in humanities and modern languages.







OBERAMMERGAU

PASSION PLAY

To escape an agonizing plague, the people of Oberammergau swore an oath that would become one of the most cherished traditions. The Passion Play has been performed every 10 years as a solemn gratitude for escaping the impending grasp of the black plague. Today, more than 2000 people – nearly all residents of Oberammergau – will participate in the performance, a 5-hour musical drama depicting the life of Jesus from the entry in Jerusalem to crucifixion and resurrection.

LINDERHOF CASTLE

Ludwig II clearly had a great admiration for grand palaces and royalty, as he built multiple palaces across the Bavarian Alps. The only one that he lived to see completed, however, was Linderhof Palace – the smallest of the three. Influenced by the rococo style of Versailles, this splendid palace is replete with artistic ornamentation throughout many elements of the palace. From the dining room to the Hall of Mirrors, from the surreal man-made cave of the Venus Grotto to the Peacock Throne of the Moorish Kiosk, Linderhof is an architectural and artistic masterpiece.

'FÜSSEN'

Boasting over 2000 years of history, Füssen is a delightful stop on the Romantic Road with an impeccably preserved Old Town. On the shores of the Lech River, backed by a stunning alpine panorama, this lovely town escaped the wrath of war, preserving the timeless character acquired throughout centuries. To this day, Füssen awakens the aristocratic nostalgia of royal extravagance and architectural beauty. A gorgeous display of medieval architecture, Baroque churches, and quiet streets echoing with the footsteps of passerby, this destination is but a page in the fairytale named Bavaria. To fully experience the poetic beauty of this Bavarian region, travelers must step outside of the Altstadt, where and idyllic scene unfolds in its natural surroundings. Imposing mountain ranges stand tall in the distance and lush forests cover the subalpine hills with grandiose castles standing at the top.

It is here that Neuschwanstein Castle
– one of the most famous in the
world – stands testament to the royal
grandeur of past centuries. Along
with Hohenschwangau, these two
architectural feats contribute to the
far-reaching appeal of
southern Bavaria.





WALKING TOURS

Lose yourself amidst the Altstadt's quiet streets and wander in search of local gems. Stop by the magnificent St. Mang Abbey, the medieval Hohes Schloss (High Castle), and many other historical landmarks, each telling a different tale of the city's complex history.





of the lake, this noble retreat combines Bavaria's peace and imperial extravagance.

GARDEN & FOUNTAINS

Having been conceived as a Bavarian Versailles in honor of France's Louis XIV, Herrenchiemsee Palace features beautiful formal gardens famously populated by fountains and statues that mirror the classical design style of the French while incorporating distinct fantastic romanticism elements favored by King Ludwig II.



photographs, and many other showpieces. Museum highlights include exquisite furniture that were originally from the Munich Residenz and Linderhof Palace, elaborately handcrafted items that were commissioned by the king, and notable documents depicting Ludwig II's strong patronage on classical music and architecture.







