



Franconia



DESTINATION INFO

The versatile travel destination of Franconia in Northern Bavaria – between Frankfurt and Munich – is seen by many visitors as “Germany in miniature”. Each of the 16 different travel landscapes has its own, distinctive charm. Here you can enjoy Franconian cuisine, beer specialties and Franconian wines as well as visit tourist attractions, plenty museums and the rich and varied cultural life of the region.
www.frankentourismus.com

Services:

- ★ Sustainable vacation experiences in Franconia – information and new video clip: www.frankentourismus.com/specials/sustainable-vacations/
- ★ Access to image gallery for itineraries and editorial coverage: <https://medienservice.frankentourismus.com/subjects/pictures/>
- ★ Organization of FAM and press trips
- ★ Support with route planning
- ★ Services for the media and travel industry: <https://medienservice.frankentourismus.com/trade-media/>



TOP SIGHTSEEING HIGHLIGHTS

- 01 **Bayreuth** – UNESCO city
- 02 **Bamberg** – UNESCO city
- 03 **Würzburg** – UNESCO city
- 04 **Rothenburg ob der Tauber** – on the Romantic Road and the Castle Road
- 05 **Nuremberg** – Imperial Castle, Documentation Center Party Rally Grounds
- 06 **Bad Kissingen** – new UNESCO World Heritage Site since 2021 and one of the “Great Spa Towns of Europe”.



SEASONAL HIGHLIGHTS

- ★ Wine and beer festivals
- ★ Exhibitions in museums
- ★ Events “Franconian Music Magic” (concerts, operas, etc.)
- ★ Trade fairs, e. g. Nuremberg Toy Fair
- ★ Dec.: Numerous Christmas markets in Franconia



DID YOU KNOW THAT ...

- ★ Levi Strauss (the inventor of jeans) was born in Franconia? The Levi Strauss Museum is located in the house where he was born in Buttenheim, near Bamberg.



TOP DAY EXCURSIONS

- 01 **Wine tour along the Franconian Wine Country** – walk through vineyards, wine tasting, wine architecture
www.franken-weinland.de
- 02 **Beer tours** – beer cellars, beer museums and breweries along the Beer Region Franconia with the greatest density of breweries in the world – www.franken-bierland.de
- 03 **UNESCO tour along the Main River**
- 04 **The Castle Road** – pass through Bavaria’s most impressive fortresses
- 05 **Themed city tours** – overview: www.frankentourismus.com/cities

CONTACT PERSON AND DETAILS



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