



ranconia
Culture. Nature. Joy.

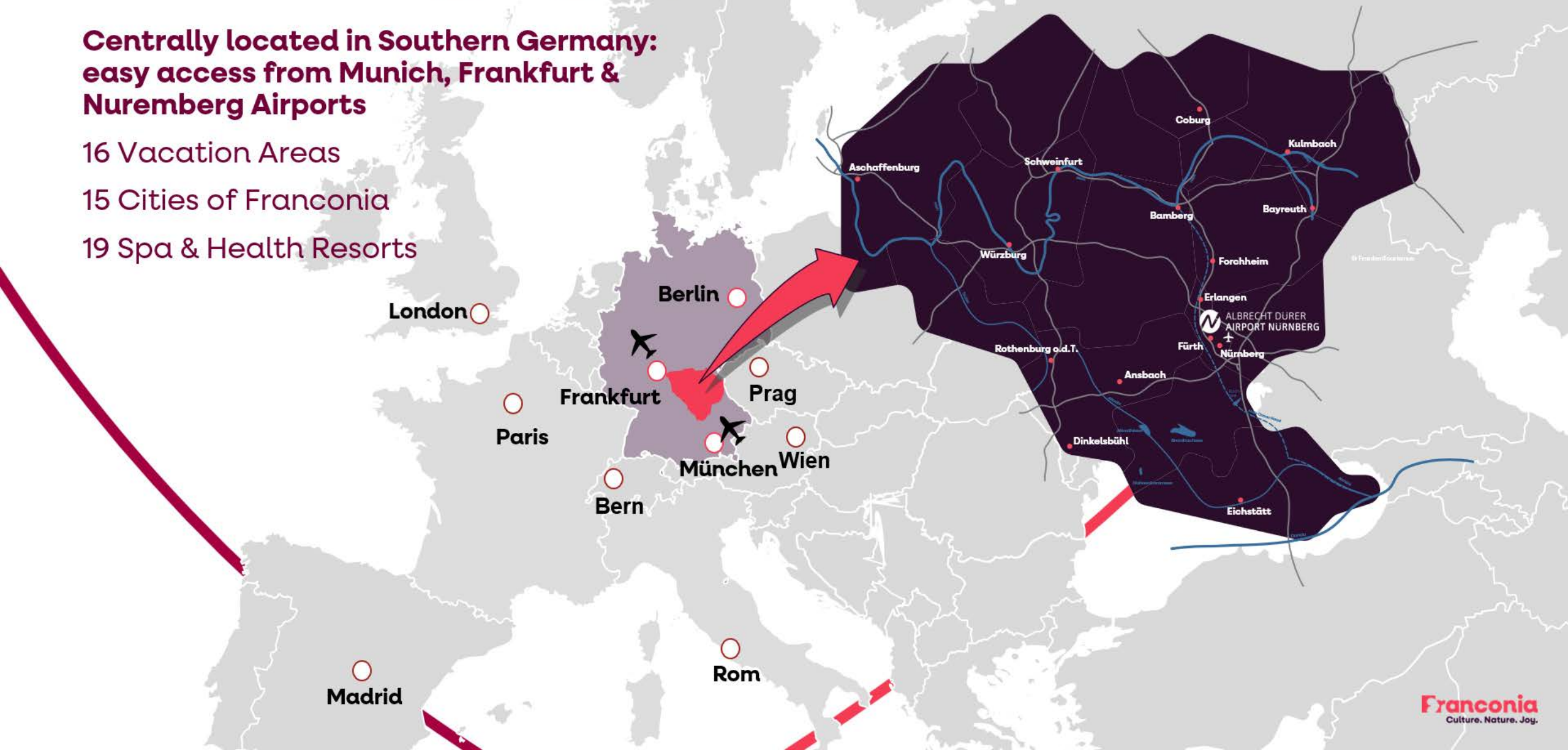
Franconia: geographical location

**Centrally located in Southern Germany:
easy access from Munich, Frankfurt &
Nuremberg Airports**

16 Vacation Areas

15 Cities of Franconia

19 Spa & Health Resorts



Tourist Roads

Romantic Road

- Würzburg – Füssen
- 460 km
- Germany's oldest tourist route

Castle Road

- Mannheim – Bayreuth
- 840 km
- About 60 castles and palaces



UNESCO World Heritage Sites

Milestones in History

- Margravian Opera House in Bayreuth
- Limes, the ancient Roman wall
- Residenz Palace in Wuerzburg
- Bamberg's old town
- Bad Kissingen, „Great Spa Towns of Europe“



Culinary Delights

A Land of Wine and Beauty!



Culinary Delights

Home of the Beer.



Nature Activities in Franconia

- 10 Nature Parks
- Certified Hiking Trails and Regions
- Water Sport Activities
- Climbing
- Paradise for Cyclists and Mountain Bikers
- Outstanding Nature Experiences



Christmas Season

- Christmas Markets
- Gingerbread
- Atmosphere
- Hot Mulled-Wine





Franconia – Bavaria's Hidden Gem

A region that inspires with rich culture, culinary delights, natural beauty, exceptional comfort & hospitality.

- ❖ **15 Franconian Cities and charming towns:** Experience culture, discover history between tradition and future
- ❖ **Culinary Experiences:** Gourmet hikes through vineyards, culinary city tours, Michelin-starred cuisine and tavern culture, seasonal highlights (asparagus or fish weeks, wild game specialties, sweet treats)
- ❖ **Wine and Beer Country Franconia**
- ❖ **Nature paradises:** 10 nature parks, green oasis close to the cities: Green parks, river promenades, gardens throughout the region – Ideal for gentle walks, wellness retreats & scenic photo stops
- ❖ **Actively discover Franconia:** long and short distance hike and bike trails, outdoor activities
- ❖ **Shopping & lifestyle:** Boutiques and local manufacturers, e.g. Faber-Castell Experience, Outlet Shopping Wertheim Village, Käthe Wohlfahrt in Rothenburg ob der Tauber
- ❖ **Worldclass heritage:** 5 UNESCO World Heritage Sites, UNESCO Memory of the World (Behaim Globe), Intangible Cultural Heritage
- ❖ **Overnight stays with character:** Highclass unique Hotels, Hotel chains
- ❖ **Perfect for families:** centuries-old toy tradition, familyfriendly museums, Nuremberg Zoo, Playmobil FunPark in Zirndorf
- ❖ **Events:** Franconia – Where sound meets soul
- ❖ **Relax & enjoy:** Spa culture in Bad Kissingen, spa baths and gardens
- ❖ **Tourist Roads:** e.g. Castle Road, Romantic Road



Service for the travel industry & media

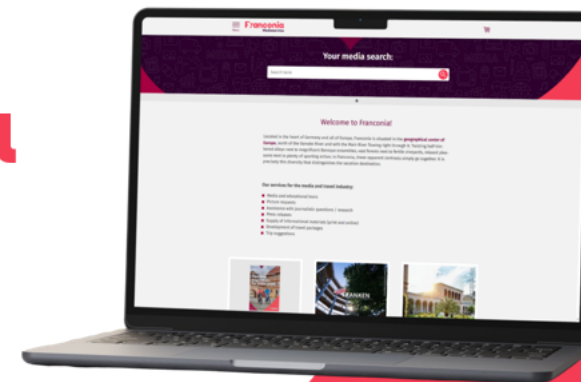
Your Contact at Tourismusverband Franken

Claudia Büttner

PR and Sales (Europe)
Phone +49/(0)911/94151-18
claudia.buettner@frankentourismus.de
Let's stay connected on [LinkedIn](#)

Jörg Hentschel

Referent of CEO
Strategy – Networks – Communication
Phone +49 (0)911/94151-15
joerg.hentschel@frankentourismus.de
Let's stay connected on [LinkedIn](#)



Research Trips / FamTrips

**Development of travel packages
and trip suggestions**

**Sample itineraries "A day in..." for
FIT and groups (coming soon)**

**Franconia calling - Update for the
travel industry**

**Booklet with Tips and Inspirations
for your guests**

**Informational materials
(print and online)**

**Providing of image and video
material**

@FrankenTourismus
#VisitFranconia



medienservice.frankentourismus.com/trade

Franconia
Culture. Nature. Joy.



**Thank you very
much for your
attention!**

Franconia
Culture. Nature. Joy.