

Smart Planning – Enthusiastic Guests

Tips and Inspiration for 2025/2026





© Tourismusregion Coburg.Rennsteig e.V. / Sebastian Buff

Destination Franconia

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22	Erlangen		

Franconia

Vast landscapes, picturesque villages, and historic cities – Franconia invites you to relax and create unforgettable memories. Whether exploring actively, indulging in regional delights, or tracing history's footsteps, the region captiva-

tes with its diversity. Countless attractions, a wide range of leisure activities, and exciting events make Franconia a destination that leaves nothing to be desired.



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© Naturpark Altmühltal / Dietmar Denger



Dear Partners,

Franconia is diverse – cultural, culinary, scenic and architectural. The vacation region combines fascinating nature and romantic cities and offers visitors of all ages numerous possibilities. The constant change of landscapes in the 16 tourist areas, the cultural treasures of the Franconian cities, the wine and beer tradition as well as the Franconian hospitality make Franconia a popular travel destination.

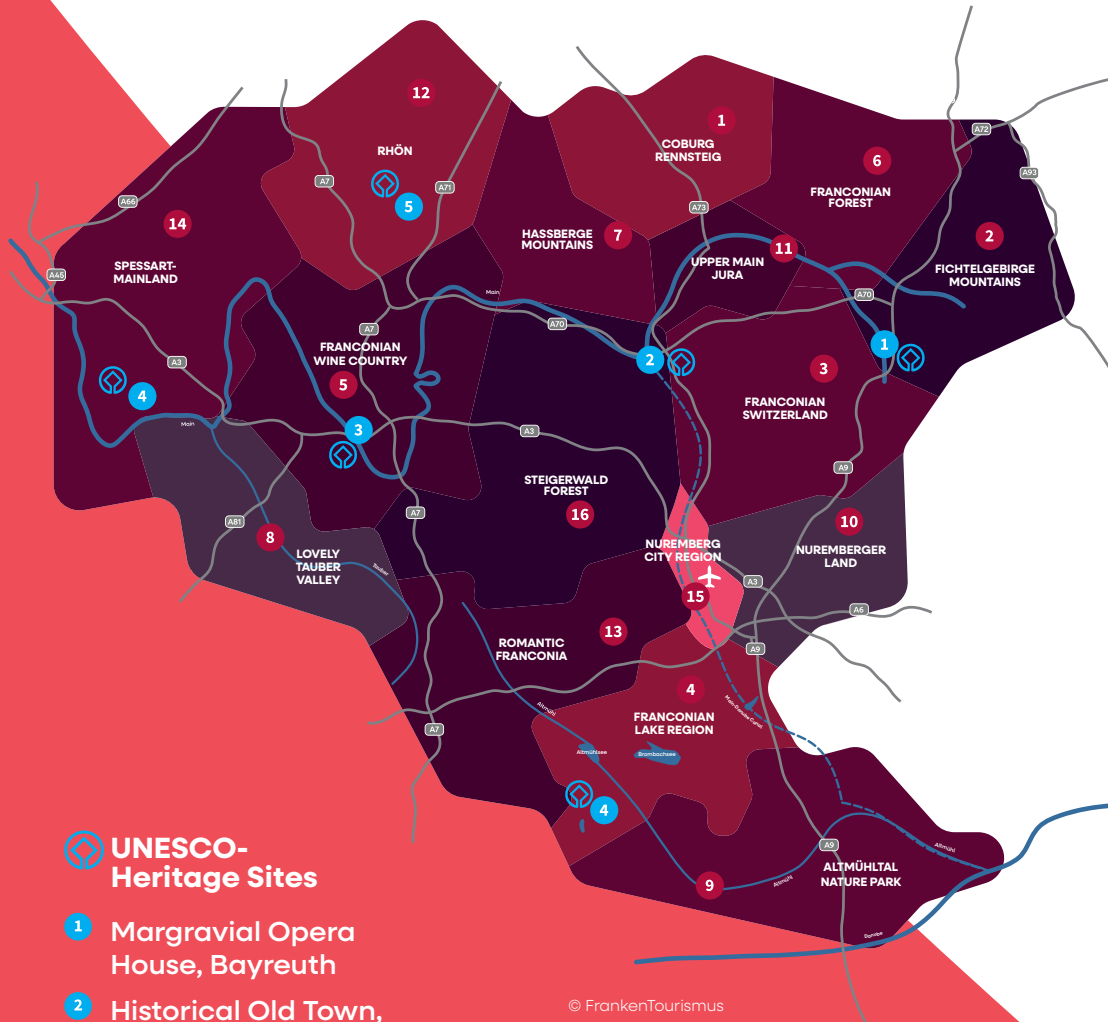
Located to the north of the Danube and cradling both sides of the Main River, Franconia forms the heart of Germany and Europe. Formerly, the old kingdom was the early center of the Holy Roman Empire of the German Nation and home to numerous margraves and prince-bishops. Throughout the entire vacation region the impressive and varied Franconian heritage can be discovered.

In this booklet, we have compiled a list of attractive destinations for you. You will get an overview of the tourist attractions on offer in Franconia and receive valuable tips for your guests.

We look forward to seeing you and your clients!

Angelika Schäffer,
Managing Director

The vacation regions in Franconia



UNESCO- Heritage Sites

- 1 Margravian Opera House, Bayreuth
- 2 Historical Old Town, Bamberg
- 3 Residence Castle, Würzburg
- 4 Upper Germanic-Raetian Limes
- 5 Bad Kissingen as a part of the „Great Spa Towns of Europe“

© FrankenTourismus

Franconia: In the middle of Germany

One destination, 16 unique travel landscapes: Franconia has 16 distinct vacation regions, making any stay diverse and varied. To the North, visitors explore Spessart-Mainland, the Rhön, the Hassberge Mountains, Upper Main Jura, Coburg.Rennsteig, the Franconian Forest, and the Fichtelgebirge Moun-

tains. In the Southern part of Franconia, the regions of the Lovely Tauber Valley, the Romantic Franconia, the Franconian Lake Region, and the Altmühltal Nature Park are located. And in the middle, there is the Franconian Wine Country, the Steigerwald Forest, the Franconian Switzerland, the Nuremberger Land, as well as the Nuremberg City Region.

1 Coburg.Rennsteig
www.coburg-rennsteig.de

2 Fichtelgebirge Mountains
www.fichtelgebirge.bayern

3 Franconian Switzerland
www.fraenkische-schweiz.com

4 Franconian Lake Region
www.fraenkisches-seenland.de

5 Franconian Wine Country
www.fraenkisches-weinland.de

6 Franconian Forest
www.frankenwald-tourismus.de

7 Hassberge Mountains
www.hassberge-tourismus.de

8 Lovely Tauber Valley
www.liebliches-taubertal.de

9 Altmühltal Nature Park
www.naturpark-altmuehltal.de

10 Nuremberger Land
urlaub.nuernberger-land.de

11 Upper Main Jura
www.obermain-jura.de

12 Rhön
www.rhoen.info

13 Romantic Franconia
www.romantisches-franken.de

14 Spessart-Mainland
www.spessart-mainland.de

15 Nuremberg City Region
www.staedtereion-nuernberg.de

16 Steigerwald Forest
www.steigerwaldtourismus.com

A woman with short brown hair, wearing glasses, a blue puffer jacket, and a colorful scarf, is smiling and looking at a map. She is standing in a historic town square with traditional Franconian architecture, including a large stone building with a dome and a half-timbered house. The background shows a clear sky and other buildings.

Experience Culture, Discover History

The Franconian cities combine history, culture, and culinary delights, offering a diverse travel experience. Thanks to short distances, they can easily be combined into one trip. Baroque architecture, medieval alleyways, and grand princely residences shape their cityscapes, where tradition and innovation go hand in hand.

These cities are also enchanting in winter: atmospheric old towns, cozy cafés, and the various museums invite visitors to unique experiences.

Discover the 15 Franconian cities and their highlights on the following pages!



Theme Suggestions:

„Castles, Parks & Gardens“

„Museum Treasures“

„Medieval Fascination“

„Former Free Imperial Cities“

„Delights in a Glass“

Franconian Wine, Franconian Beer,
Spirits

„Crispy & Spicy“

Regional Specialties

In the footsteps of the margraves

As the former residence of the Margraves of Brandenburg-Ansbach, Ansbach looks back on a glorious history. The noble family of the Hohenzollerns gave the city impressive architectural monuments: the Court Chancellery, the churches of St. Johannis and St. Gumbertus, the Margraval Residence and the magnificent orange-

ry in the court gardens. The cohesive historic cityscape, the colorful multitude of baroque buildings and the splendor of the 27 state rooms in the Margraval Residence gave Ansbach the label „City of the Franconian Rococo“.



© Ansbach / Albright



© Ansbach / Albright

Trip Suggestions

Cadolzburg Fortress (25 km)
www.cadolzburg.de

Living History Museum Bad Windsheim (15 km)
www.freilandmuseum.de

Franconian Lakes (20 km)
www.fraenkisches-seenland.de

Dates

June 3 – 7, 2026
 Ansbach Old Town Festival

July 17 – 19, 2026
 “Ansbach Open”
 (Open air concerts)

July 26 – August 2, 2026
 Kaspar-Hauser-Festival

Nov. 26 – Dec. 23, 2026
 Christmas Market

Noteworthy

The Orangery
 in the baroque court garden was inspired by Grand Trianon and the Louvre.
www.schloesser.bayern.de

Notes:



Highlights:

- ✓ Margravian Residence
- ✓ St. Gumbertus Church
- ✓ Court Garden
- ✓ Leonhard-Fuchs Garden
- ✓ Herrieder Gate
- ✓ City Cemetery



© Ansbach / Albright



© Tourist Information Ansbach

Nadja Wilhelm

Head of Tourism
and Culture Department

Tourist Information Ansbach
Joh.-Seb.-Bach-Platz 1
D-91522 Ansbach

Phone +49 (0) 981/51206
nadja.wilhelm@ansbach.de
www.tourismus-ansbach.de

Vacation feeling in the „Nice of Bavaria“

Idyllically situated on the Main River, Aschaffenburg is worth visiting at any time of the year. The Johannisburg Castle, the Roman Pompeiianum, the picturesque old town and the park of Schöntal during the magnolia blossom are only a few highlights. In „Aschebersch“

– as the locals call their town – art and nature can be discovered within a short distance from each other. Painters such as Grünewald, Cranach, Kirchner and Schad have left unique cultural treasures. The Mediterranean flair gave the city the name „Nice of Bavaria“.



© Aschaffenburg / Till Benzin



© Till Benzin

Notes:



© Aschaffenburg / Till Benzin



Trip Suggestions

Water Castle Mespelbrunn (20 km)

www.schloss-mespelbrunn.de

Spessart Nature Park (20 km)

www.naturpark-spessart.de

**Snow White City
Lohr am Main (40km)**

www.lohr.de

Highlights:

- ✓ Johannisburg Castle
- ✓ Pompejanum
- ✓ Park and Castle
Schönbusch
- ✓ KirchnerhausMuseum
- ✓ Christian Schad Museum



Dates

April 23 – May 3, 2026

Original Hamburg fish market

June 19 – 29, 2026

Aschaffenburg Folk Festival

August 28 – 30, 2026

Aschaffenburg Town Festival

Nov. 21 – Dec. 21, 2026

(Closed: Nov. 22, 2026)

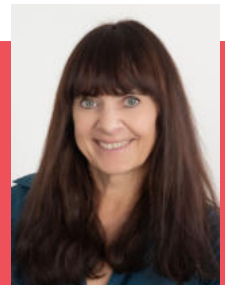
Aschaffenburg Christmas Market

Noteworthy

Johannisburg Palace

Summer residence of King Ludwig I
in „Bavarian Nice“

www.schloesser.bayern.de



© Till Benzin

Waltraud F. Gulder
Head of Tourism Department

Kongress- u. Touristikbetriebe der
Stadt Aschaffenburg
Schlossplatz 1
D-63739 Aschaffenburg

Phone +49 (0) 6021/395800
gulder@tourist-aschaffenburg.de
www.tourist-aschaffenburg.de

World heritage and culture hub

Experience time travel: In Bamberg, medieval charm meets magnificent baroque architecture. The historic old town is a UNESCO World Heritage Site and represents one of the largest, intact old town centers in Europe. The multifaceted city is full of history and culture,

lively and effervescent, romantic and sublime. Culture lovers will enjoy the ETA Hoffmann Theater, concerts by the Bamberg Symphony Orchestra and a colorful cabaret scene. Bamberg Beer Worlds are also legendary.

© BAMBERG Tourismus Service / Tina Kerler



© FrankenTourismus / Holger Leue

Dates

Concerts by the Bamberg Symphony Orchestra

Continuous concerts in the Bamberg Concert Hall

July 31 – August 10, 2026

Blues- and Jazz Festival

Nov. 27, 2026 – Jan. 6, 2027

Bamberg – City of Nativity Scenes

Nov. 26 – Dec. 23, 2026

Bamberg Christmas Market

Noteworthy

UNESCO World Heritage Bamberg

The Entire Old Town is a Museum
en.bamberg.info/weltkulturerbe

Trip Suggestions

Levi Strauss Museum, Buttenheim (10 km)

www.levi-strauss-museum.de

Weissenstein Castle, Pommersfelden (20 km)

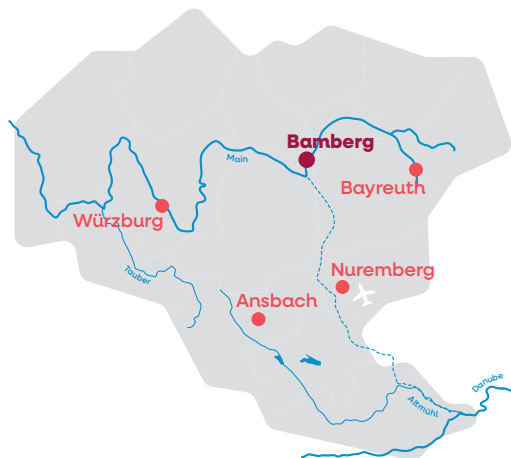
www.schoenborn.de

Baumwipfelpfad Steigerwald (35 km)

www.baumwipfelpfadsteigerwald.de



© FrankenTourismus / Holger Leue



Notes:

Highlights:

- ✓ UNESCO World Heritage Old Town with Gärtner-, Berg-, and Inselstadt
- ✓ Path of Modern Sculptures
- ✓ Hain City Park
- ✓ Museums around Bamberg Cathedral



© Stadt Bamberg / Jürgen Schraudner

Team Incoming

BAMBERG Tourism & Congress Service
 Geyerswörthstraße 5
 D-96047 Bamberg

Phone +49 (0) 951/2976-300
 incoming@bamberg.info
 en.bamberg.info/reiseveranstalter

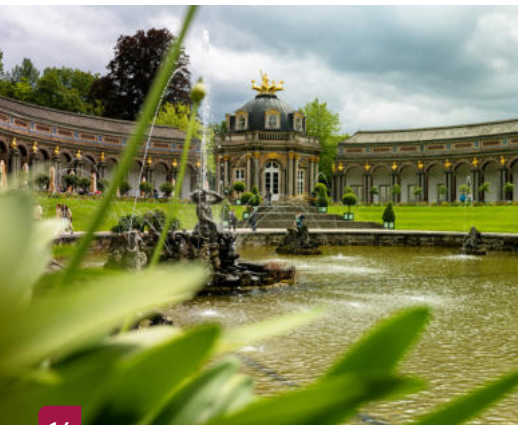
Baroque festival city

When you think of Bayreuth, you think of the internationally renowned festival. But whoever travels to Bayreuth also discovers the treasures of Margravine Wilhelmine: the fairy-tale Hermitage, the New Castle and the UNESCO World Heritage Margravial Opera House. The bar-

oque theater is one of the most beautiful in the world. Real hidden gems are the more than 50 margraviate churches of great artistic and historical value in and around the city of culture, which is situated between the Fichtelgebirge Mountains and Franconian Switzerland.



© Loic Lagarde



© Kilian von Chamier

Trip Suggestions

Fichtelgebirge Mountains (10 km)
www.fichtelgebirge.bayern

Rock Garden Sanspareil, Wonsees (20 km)
www.schloesser.bayern.de

Dates

July 3 – 5, 2026
Bayreuth Citizens Festival

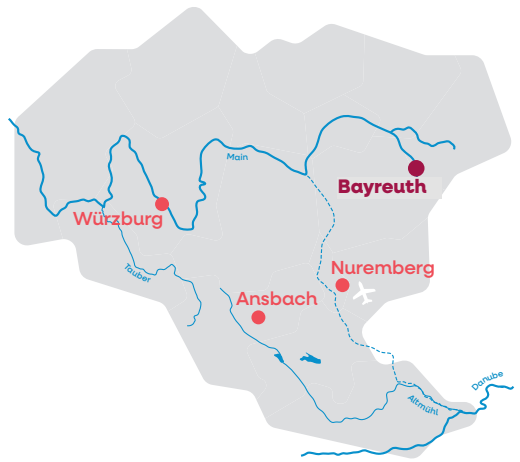
July – August, 2026
Richard Wagner Festival

Nov. 23 – Dec. 23, 2026
Bayreuth Christmas Market

Noteworthy

The Margravial Opera House is the best-preserved Baroque theater in the world.
www.bayreuth-tourismus.de/en/the-margravial-opera-house

Notes:



Highlights

- ✓ Margravian Opera House: World Heritage & Museum
- ✓ Maisel's Beer Experience World
- ✓ Hermitage
- ✓ Fantaisie Palace
- ✓ Festival Opera House
- ✓ Richard Wagner Museum



© Mikhail Butovskiy



© Kilian von Chamier

Kilian von Chamier
Tourism Marketing

Bayreuth Marketing
& Tourismus GmbH
Opernstraße 22
D-95444 Bayreuth

Phone +49 (0) 921/885744
kilian.vonchamier@bayreuth-
tourismus.de
www.bayreuth-tourismus.de

History meets modernity

Once a royal seat, today a design stronghold: Coburg is considered a jewel in the crown of urban development. Renaissance buildings are lined up with medieval half-timbered houses and Art Nouveau villas. For centuries, the city was a ducal seat of power and the cradle of the European aristocracy. Glorious palaces and castles – such as

the Veste fortress which towers over the city and is known as the “Franconian Crown” – bear witness to this splendor. Impressive glass art and the Coburg Design Days are on offer for art and culture lovers.



© Coburg Marketing / Rainer Brabec



© Coburg Marketing / Rainer Brabec

Trip Suggestions

Rosenau Palace and Park, Rödental (7 km)

www.schloesser-coburg.de

Medieval town of Seßlach (15 km)

www.sesslach.de

Christmas village, Lauscha (50 km)

www.coburger-weihnachtsland.de

Dates

July 10 – 12, 2026

International samba festival Coburg

July 31 – August 9, 2026

Coburg rifle festival

September 3 – 6, 2026

Dumplings market

Nov. 27 – Dec. 23, 2026

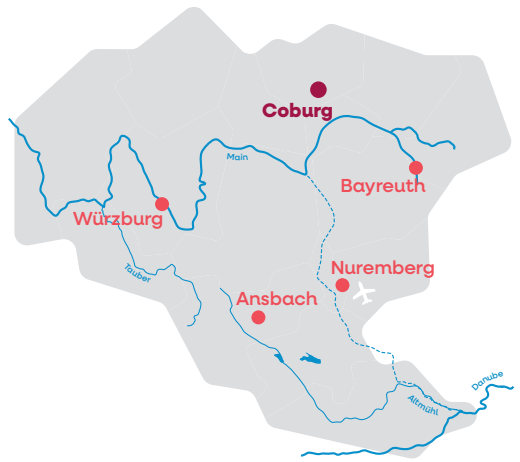
Coburg Christmas Market

Noteworthy

Palace Church from Ehrenburg Palace

www.schloesser-coburg.de

Notes:



Highlights:

- ✓ Coburg Fortress
- ✓ Court Garden
- ✓ Ehrenburg Castle
- ✓ Moriz Church
- ✓ Market Square



© Coburg Marketing

Kathrin Wortmann

Deputy Operations Manager &
Head of Tourism Department

Coburg Marketing
Herrngasse 4
D-96450 Coburg

Phone +49 (0)9561/89-8033
kathrin.wortmann@coburg.de
www.coburgmarketing.de

Time travel destination

Dinkelsbühl is a medieval town straight out of a picture book: colorful half-timbered buildings, stately churches, quiet alleys, and lively squares. A weekly magazine even named the old town the most beautiful in the country – calling it “an insider tip” and “time travel des-

ination.” In addition to the picturesque center and the fortified city wall, the city also charms with lively events such as the historical festival „The Kinderzeche“ in July, the fish harvest weeks in the fall, or the charming Christmas market during the Advent season.



© Dinkelsbühl / David Haas

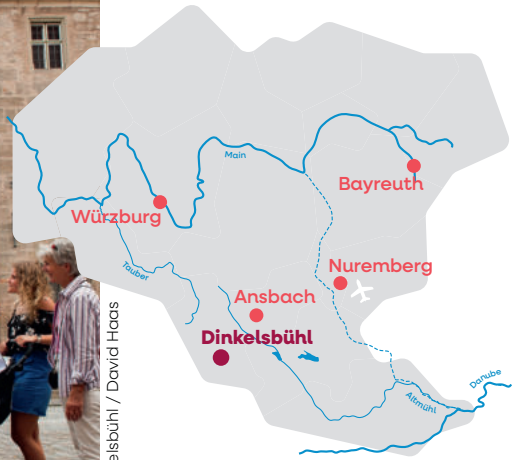


© Dinkelsbühl / Thomas Linkel

Notes:



© Dinkelsbühl / David Hoas



Trip Suggestions

**Dennenlohe Castle,
Unterschwaningen (25 km)**
www.dennenlohe.de

Casino, Feuchtwangen (15 km)
www.spielbanken-bayern.de

Highlights:

- ✓ St. George's Cathedral
- ✓ Rothenburg Gate
- ✓ Spitalanlage
- ✓ Wine Market
- ✓ House of History



Dates

July 17 – 26, 2026
Childrens festival „Kinderzeche“

Oct. 31 – Nov. 8, 2026
Fish harvest week

Nov. 26 – Dec. 22, 2026
Dinkelsbühler Christmas Market

Dec. 26, 2026 – Jan. 6, 2027
Rough Nights (Raunächte)

Noteworthy

Living history
www.dinkelsbuehl.de



© Tourist-Info Dinkelsbühl

Philip Schürlein
Head of Touristik Service Dinkelsbühl

Große Kreisstadt Dinkelsbühl
Altrathausplatz 14
D-91550 Dinkelsbühl

Phone +49 (0) 9851/902-410
philip.schuerlein@dinkelsbuehl.de
www.dinkelsbuehl.de

Cultural center of the Altmühl Valley

The bishopric and university town of Eichstätt is located in the heart of the Altmühltal Nature Park. Its baroque townscape is completely preserved, and the magnificent churches, monasteries, spacious squares, and dreamy alleys attract more and more visitors every year. The mighty Willibaldsburg Fortress, which was first mentioned in a document in 740, towers high above the town. For a special cultural and natural

experience, a quarry for fossil collectors, the Jurassic Museum with its world-famous fossils, playful gardens, and many cycling and hiking trails are all to be discovered.



© Stefan Schramm

Dates

July 3 – 5, 2026

Street festival Eichstätt

Aug. 28 – Sept. 6, 2026

Funfair Eichstätt

October 3 – 4, 2026

Kirchweih – Market

On the first to the third weekend of Advent

Christmas Market

Noteworthy

Jura-Museum Eichstätt

The world famous fossil Archaeopteryx.

www.jura-museum.de

Trip Suggestions

Altmühltal Nature Park

www.naturpark-altmuehlta.de

Dinosaur Museum Altmühltal (30 km)

www.dinosauriermuseum.de

Roman Museum, Weissenburg i.Bay. (20 km)

www.museen-weissenburg.de



© Dietmar Denger



© Dietmar Denger

Highlights:

- ✓ Willibaldsburg with Bastion Garden
- ✓ Court Garden
- ✓ Cathedral
- ✓ Prince-Bishops' Residence
- ✓ St. Walburg Monastery



Notes:



© Tourist-Info Eichstätt

Lars Bender

Head of Tourism and Culture

Domplatz 8
D-85072 Eichstätt

Phone +49 (0) 8421/6001-410
tourismus@eichstaett.de
www.eichstaett.de

Baroque, lively, charming

City of the Huguenots, city of beer, city of culture: Erlangen is considered one of the best-preserved baroque planned cities in Germany and entices visitors with a wide range of attractions all year round. Wide streets and spacious squares are the scene of numerous festivals and cultural events – such as the famous

Erlanger Bergkirchweih, the oldest beer festival in the world. At Christmas time, Erlangen enchants its visitors with three different Christmas markets, an illuminated ice rink, and an atmospheric ambience throughout the city.



© ETM / Florian Trykowski



© ETM / Florian Trykowski

Trip Suggestions

Aischgründer Karpfenland
www.karpfenland-aischgrund.de

Franconian Switzerland
www.fraenkische-schweiz.com

Dates

May 21 – June 1, 2026
 Beer Festival Erlanger Bergkirchweih

June 4 – 7, 2026
 Erlangen International Comic Salon

August 27 – 30, 2026
 Erlanger Poetry Festival

Nov. 23 – Dec. 24, 2026
 Christmas Markets

Noteworthy

Entla's Keller
 Extensive cellar labyrinth in the heart of the Berg.
www.entlaskeller.de/keller/fuehrungen

Notes:



Highlights:

- ✓ Palace garden
- ✓ Schiffstraße
- ✓ Botanical Garden
- ✓ Beer Cellar
- ✓ Wild Horses Tennenlohe



© ETM / Florian Trykowski



© Erlangen Tourismus

Oliver Timmermann
Press & Communication

Erlanger Tourismus
und Marketing Verein e.V.
Werner-von-Siemens-Straße 32 b
D-91052 Erlangen

Phone +49 (0) 9131/8951-16
oliver.timmermann@etm-er.de
www.visit-erlangen.de

Lovable Franconian

Franconian half-timbered houses and narrow streets: As one of the oldest towns in Franconia, Forchheim has preserved its historical appearance from the Middle Ages to the Baroque. In the Middle Ages, the eyes of the powerful were particularly focused on the town

as three kings were elected here. Sights such as the fortifications, the town hall, the imperial palace and the mill „Schiefes Haus“ attract guests from all over the world to the royal city. In the Kellerwald over 20 beer cellars invite you to enjoy a Franconian meal.



© Stadt Forchheim Tourismusmanagement



© Stadt Forchheim Tourismusmanagement

Notes:



Trip Suggestions

Steigerwald Forest

www.steigerwaldtourismus.com

Franconian Switzerland

www.fraenkische-schweiz.com

Highlights:

- ✓ Town Hall
- ✓ Little Venice
- ✓ Kellerwald
- ✓ Kaiserpfalz
- ✓ Fortress Complex



Dates

January 30 – February 1, 2026

Kellerwald winter magic

April 24 – 26, 2026

Beer cellar season opening

July 24 – August 3, 2026

Beer Festival Annafest

Nov. 27 – Dec. 24, 2026

Christmas market

Noteworthy

The Annafest

Since 1840 we celebrate the unique folk festival, in what is probably the largest beer garden in the world, the Forchheimer Kellerwald.

www.annafest.bayern



Maria Kariun
Tourism Management

Tourist-Information Forchheim
Kapellenstraße 16
D-91301 Forchheim

Phone +49 (0) 9191/714-337
maria.kariun@forchheim.de
www.forchheim-erleben.de

On the trail of happiness

Over 2,000 monuments, more than 1,000 years of history, idyllic spots in the old town, green oases, a lively art and culture scene, and people with typical Franconian composure: the city with the clover in its coat of arms has many

facets. Fürth's old town offers a unique mixture of rustic inns, creative workshops, and individual stores. The city museum, the Ludwig Erhard Center, and the Jewish Museum of Franconia tell of the city's varied history.

© Fürth / Florentina Mannchen



© Fürth / Johannes Heuckeroth

Dates

July 4 – 5, 2026

Night in Green in the Old Town

October 3 – 14, 2026

Michaelis Fair

Nov. 26 – Dec. 23, 2026

Medieval Market and
Christmas Market

Noteworthy

Fürth has over 2,000 architectural monuments, making it the city with the highest density of historic buildings in Bavaria.

www.tourismus-fuerth.com

Trip Suggestions

Public transport subway connection to Nuremberg

www.vgn.de

Gold Leaf City Schwabach (10 km)

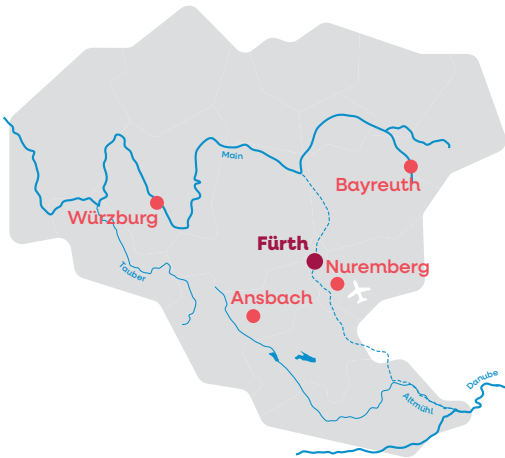
www.schwabach.de

Faber Castell, Stein b. Nuremberg (10 km)

www.faber-castell.de



© Fürth / Johannes Heuckeroth



Notes:

Highlights:

- ✓ Town Hall
- ✓ Hornschuchpromenade
- ✓ City theatre
- ✓ Old Jewish Cemetery
- ✓ Grüner Markt
- ✓ Pfarrgasse
- ✓ Stadtpark



© Kerstin Nussbächer

Kathrin Kress
Director

Tourist-Information Fürth
Bahnhofplatz 9
D-90762 Fürth

Phone +49 (0) 911/9743501
kathrin.kress@fuerth.de
www.tourismus-fuerth.com

Culture and pleasure

Kulmbach is an idyllic town close to nature at the confluence of the Main which invites you to linger among its walls, half-timbered houses and alleys. The traditional town of beer, bakery and meat products, and spices, has all the prerequisites for cultivated hospitality.

In addition to world renowned beers, the margrave's town is also known for the Plassenburg – one of the most imposing fortresses in Germany – for a rich museum landscape and, last but not least for being the town where German TV host Thomas Gottschalk grew up.



© FrankenTourismus / Holger Leue



© Frankwald Tourismus / Marco Felgenhauer

Trip Suggestions

Steam Locomotive Museum, Neuenmarkt (15 km)

www.dampflok-museum.de

Thurnau Castle (10 km)

www.schloss-thurnau.de

Dates

July 5 – 7, 2026

Kulmbach Old Town Festival

July 14 – 19, 2026

Kulmbach Plassenburg Open Air Events

July 25 – August 2, 2026

Kulmbach Beer Week

November 27 – 29, 2026

Advent Market Kulmbach

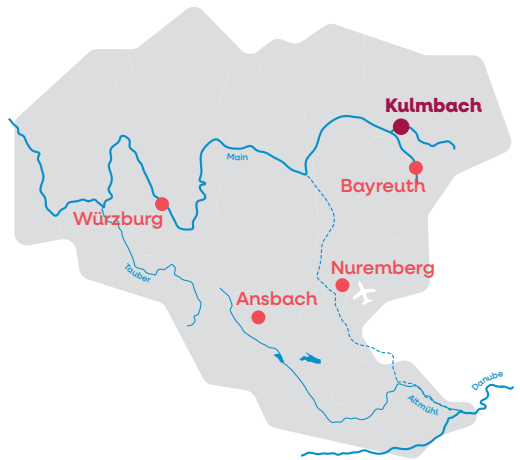
Noteworthy

Miniature wonderland

The city with the world's largest tin figure museum.

www.kulmbach.de

Notes:



Highlights

- ✓ Plassenburg
- ✓ Market Square
- ✓ Bathhouse
- ✓ Red Tower
- ✓ Recreational Area Mainau
- ✓ Confluence of the Main River



© FrankenTourismus / Holger Leue



© Dominik Weichart

Dominik Weichart
Head of Department

Tourismus & Veranstaltungsservice der Stadt Kulmbach
Tourist Information Kulmbach
Buchbindergasse 5
D-95326 Kulmbach

Phone +49 (0) 9221/958846
weichart@touristinfo.stadt-kulmbach.de
www.kulmbach.de

A city to feel good

More than 950 years old and not a bit dated – that is Nuremberg. The medieval city center, including the Imperial Castle, is the landmark of the city and invites you to stroll around. In addition to the world-famous Christkindlesmarkt, the birthplace of painter Albrecht Dürer

has a lot to offer, such as great religious buildings, modern architecture, cozy pubs, a variety of museums, and the Documentation Center Nazi Party Rally Ground. Culinary classics include the Nuremberg Bratwurst, the Elisen gingerbread, or the traditional Red Beer.



© CTZ Nürnberg / Uwe Niklas



© FrankenTourismus

Notes:



© CTZ Nürnberg / Uwe Niklas



Highlights:

- ✓ Imperial Castle
- ✓ Germanisches Nationalmuseum
- ✓ Tucher Castle
- ✓ Weißgerbergasse
- ✓ St. Sebaldus Church



Trip Suggestions

Vacation Areas in the Vicinity

www.frankentourismus.com/regions

Dates

April 4 – 19, 2026

Spring Fair Nuremberg

June 6 – July 5, 2026

75 years of Musikfest ION

July 7 – August 2, 2026

50 years of Bardentreffen

Nov. 27 – Dec. 24, 2026

Nuremberg Christkindlesmarkt

Noteworthy

Nuremberg is a **paradise for food lovers** and has the highest density of Michelin stars in Germany. tourismus.nuernberg.de/geniessen/kulinarik-erleben/fine-dining



© Martina Weber

Martina Weber
International Marketing

Congress- und Tourismus-
Zentrale Nürnberg
Frauentorgraben 3
D-90443 Nuremberg

Phone +49 (0) 911/2336-117
martina.weber@ctz-nuernberg.de
tourismus.nuernberg.de

Romance in the Tauber Valley

Hardly any other city embodies history so vividly: Mighty city walls, stately patrician houses, turrets, oriel windows and winding alleys tell of the mysteries and magic of the Middle Ages. In addition to the historic Old Town and the Plönlein – Rothenburg's landmark – the

Medieval Crime Museum, Europe's largest museum of legal studies and Käthe Wohlfahrt's year-round Christmas village are definitely worth a visit. Delicious wines and the proximity to nature in the Tauber Valley also attract guests.

© Rothenburg / FrankenTourismus / Respondek



© Rothenburg Tourismus Service / James Derheim, European Focus Private Tours

Dates

May 22 – 25, 2026

Master Draught

September 4 – 6, 2026

Imperial City Days

Oct. 30 – Nov. 21, 2026

Fairytale Week with

Fairytale Forest

Nov. 20 – Dec. 23, 2026

Christmas Market Rothenburg

Noteworthy

Rothenburg Tower Trail with 22 information displays - 46 surviving towers still demonstrate the importance of Rothenburg in its heyday.

www.turmweg.info

Trip Suggestions

Franconian Living History Museum, Bad Windsheim (10 km)

www.freilandmuseum.de

Lovely Tauber Valley

www.liebliches-taubertal.de



© Rothenburg Tourismus Service / W. Pfitzinger



Notes:

Highlights:

- ✓ St. Jakobs Church
- ✓ RothenburgMuseum
- ✓ Tower Trail
- ✓ Topplerschlösschen
- ✓ German Christmas Museum



© Rothenburg Tourismus Service

Claudia Weisbrod
Marketing & Sales

Rothenburg Tourismus Service
Marktplatz 2
D-91541 Rothenburg o. d. T.

Phone +49 (0) 9861/404522
claudia.weisbrod@rothenburg.de
www.rothenburg.de

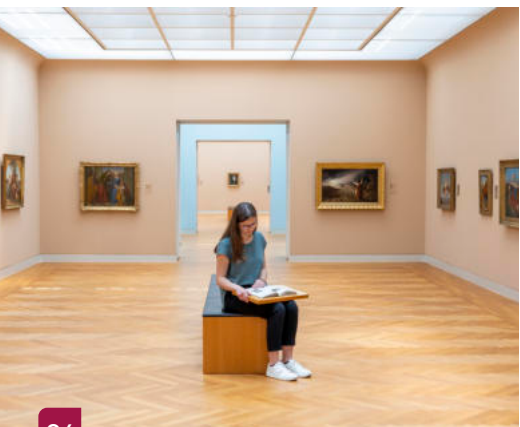
Modern, refined, Franconian

In Schweinfurt, industry meets art, and tradition meets modernity. Nestled in the picturesque Franconian wine landscape, the birthplace of German poet Friedrich Rückert offers an experience for all the senses. Highlights include the historic town hall, the lovingly designed

old town, the Georg Schäfer Museum with its top-class art collections, and Franconian hospitality with wine or beer. Art, culture, remarkable architecture, science, and tradition – this is how the city on the Main River presents itself. A real insider's tip.



© Schweinfurt360° / F. Trykowski



© Schweinfurt 360° / B. Nägele

Trip Suggestions

Franconian Wine Country

www.fraenkisches-weinland.de

Dates

March 1 – June 7, 2026

Museum Georg Schäfer
Exhibition: Druckreif! Albrecht
Dürers Erfolgsgeschichten

June 5 – 14, 2026

Schweinfurter Folk Festival

August 28 – 29, 2026

City Festival

Nov. 26 – Dec. 23, 2026

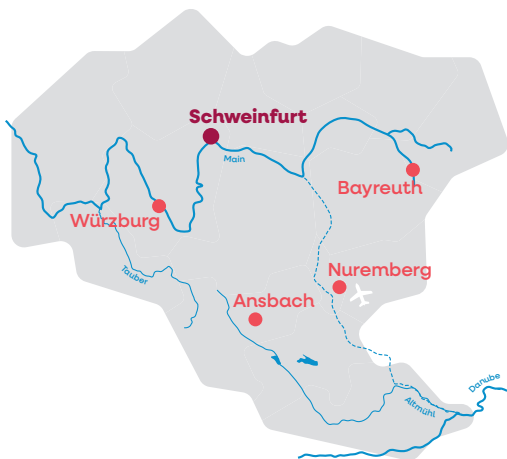
Christmas Market

Noteworthy

World-renowned museums

German masterpieces from the
Renaissance to the present day
www.schweinfurt360.de

Notes:



Highlights

- ✓ Art Hall Schweinfurt
- ✓ Museum Georg Schäfer
- ✓ Mainpromenade
- ✓ Historic Town Hall
- ✓ Old Town District Zurich
- ✓ ZF SACHS Exhibition



© Schweinfurt 360° / F. Trykowski



© Tourist-Information Schweinfurt 360°

Claudia Feuchter
Specialist Group Events

Tourist-Information Schweinfurt 360°
Markt 1
D-97421 Schweinfurt

Phone +49 (0) 9721/51360-2
claudia.feuchter@schweinfurt360.de
www.schweinfurt360.de

Capital of the Franconian Wine Country

Würzburg inspires culture lovers and gourmets alike. The Marienberg Fortress, the Käppele, St. Kilian's Cathedral, the Falkenhaus and the Old Main Bridge are popular visitor magnets. The highlight is the Residence Castle, one of the most important baroque palaces in Europe

and a UNESCO World Heritage Site since 1981. Wine festivals full of atmosphere, a lively nightlife, award-winning museums and theaters, and events such as the Mozart Festival, the Africa Festival or the Harbor Summer – the university city of Würzburg seduces all the senses.



© Björn Rudek



© FrankenTourismus / FWL / Würzburg / Hub

Notes:



Highlights:

- ✓ Würzburg Residence
- ✓ Old Main Bridge
- ✓ Marienberg Fortress
- ✓ Käppele
- ✓ Marienkapelle



Trip Suggestions

Franconian Wine Country
www.fraenkisches-weinland.de

Dates

March 14 – 29, 2026
Spring Beer Festival and Fun Fair

May 29 – June 28, 2026
Mozartfest Würzburg

July 3 – 19, 2026
Kiliani Beer Festival and Fun Fair

Nov. 27 – Dec. 23, 2026
Würzburg Christmas Market

Noteworthy

UNESCO World Heritage
Würzburg Residence
www.residenz-wuerzburg.de/englisch/tourist



© Georg Knoll

Jürgen Ludwig
Head of Marketing

Congress – Tourismus – Würzburg
Am Congress Centrum/Turmstraße 11
D-97070 Würzburg

Phone +49 (0) 931/372651
juergen.ludwig@stadt.wuerzburg.de
www.wuerzburg.de

Travel inspiration

*On the way on the old Ludwig-Danube-Main Canal:
The towboat Elfriede is popular with young and old.*
© FrankenTourismus / Thomas Glomm



**On the Road in Franconia –
Inspiration & Tour Tips**



One Travel Destination, Many Facets

Franconia is home to five UNESCO World Heritage Sites, impressive castles and palaces, and medieval charm in its historic old towns. The region boasts a rich and eventful history while also being renowned for its centuries-old wine and beer traditions. In addition to its cultural diversity, Franconia's compact geography makes it especially appealing – the sights are close together, making it easy to combine multiple destinations into one trip.

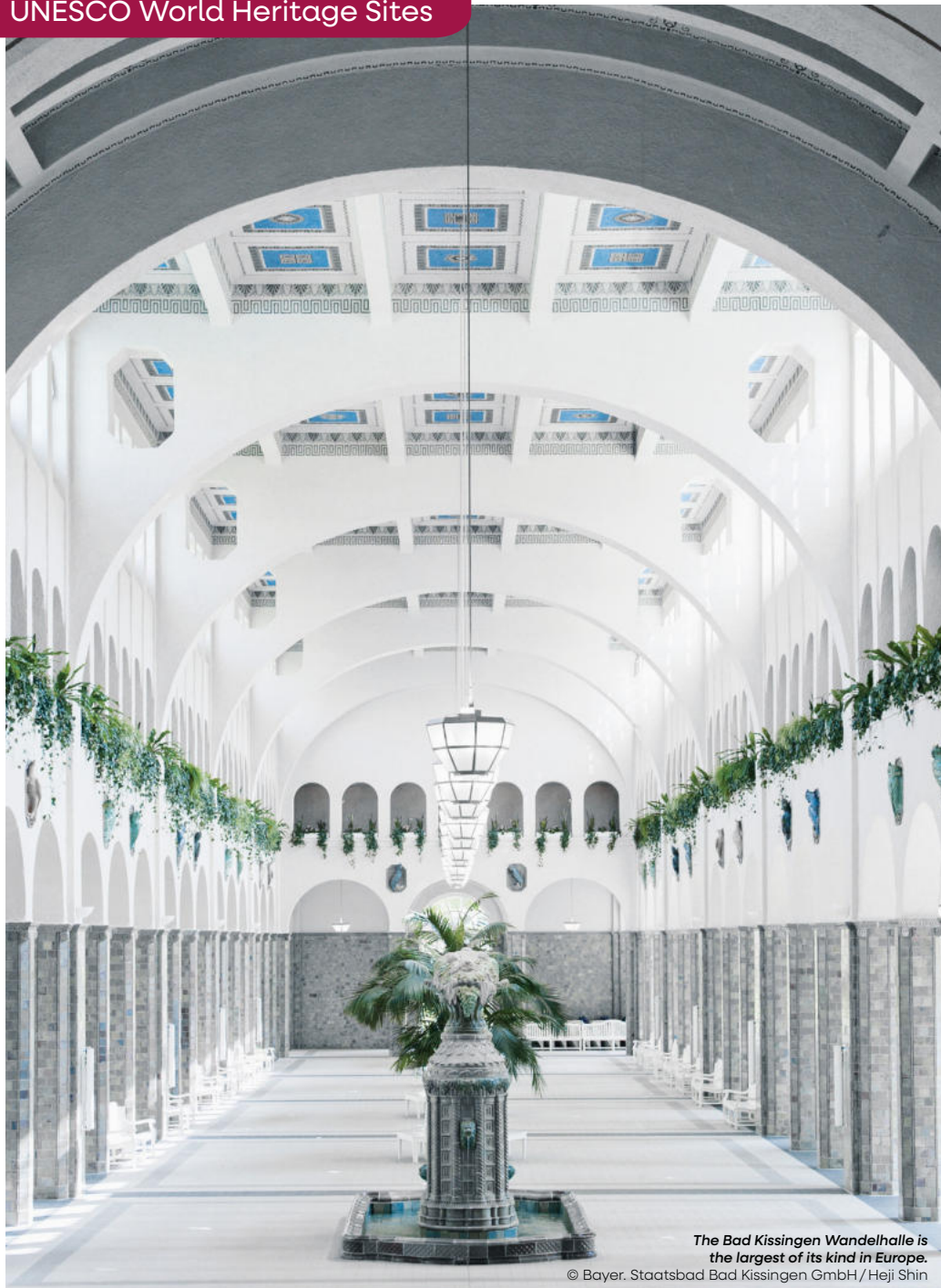
Our tour recommendations offer inspiring itineraries, each highlighting a fascinating aspect of Franconian history, culture, or culinary heritage. Whether for multi-day trips or day excursions, we have put together a variety of route ideas for travel organizers looking for fresh inspiration. These tours take visitors on a journey through grand architectural landmarks, encounters with influential artists, prince-bishops, and margraves, or into the world of former

free imperial cities. Culinary delights also play a key role: each tour doubles as an exploration of Franconia's unique wine and beer culture.

Thanks to the short travel distances, the routes can be planned flexibly and tailored to individual preferences – whether by bus, train, car, motorhome, or bicycle. In addition to the tours presented here, our website offers further travel suggestions for exploring Franconia's cities and holiday regions.

Our sample travel routes and itinerary templates serve as inspiration and can be adapted thematically or in terms of duration to suit your interests and needs. The Franconian Tourist Board and its local partners are happy to assist with detailed planning.

Let our tour suggestions inspire you and discover the diversity of Franconia!



The Bad Kissingen Wandelhalle is the largest of its kind in Europe.

© Bayer. Staatsbad Bad Kissingen GmbH / Heji Shin

World-class heritage

Franconia is home to five UNESCO World Heritage Sites, inviting visitors on a journey through history: the Historical Old Town of Bamberg, the Würzburg Residence, the Margravial Opera House in Bayreuth, the town of Bad Kissingen, and the Upper Germanic-Raetian Limes are unique cultural treasures.

UNESCO World Heritage status is awarded to outstanding testimonies of human history and nature. Architectural monuments, urban ensembles, industrial heritage sites, and exceptional natural landscapes are thus placed under special protection.



- 1 Würzburg, Residence**
www.residenz-wuerzburg.de
Congress – Tourismus – Würzburg
Am Congress Centrum / Turmgasse 11
D-97070 Würzburg
Phone +49 (0) 931/372335
tourismus@wuerzburg.de
www.wuerzburg.de
- 2 Bamberg, Historical Old Town**
www.welterbe.bamberg.de
BAMBERG Tourismus & Kongress Service
Geyerswörthstraße 5
D-96047 Bamberg
Phone +49 (0) 951/2976-410
info@bamberg.info
www.bamberg.info
- 3 Bayreuth, Margravial Opera House**
www.bayreuth-wilhelmine.de
Bayreuth Marketing & Tourismus GmbH
Opernstraße 22, D-95444 Bayreuth
Phone + 49 (0) 921/885-760
info@bayreuth-tourismus.de
www.bayreuth-tourismus.de
- 4 Bad Kissingen, Spa Towns of Europe**
www.welterbe.badkissingen.de
Bayer. Staatsbad Bad Kissingen GmbH
Im Luitpoldpark 1, D-97688 Bad Kissingen
Phone + 49 (0) 971/8048-444
tourismus@badkissingen.de
www.badkissingen.de



Culture, Nature, Serenity

Running from north to south, the Romantic Road starts in Franconia, connecting cultural and scenic highlights. It's not only a delight for road travelers but also an ideal route for cycling and hiking enthusiasts.

Germany's oldest holiday route begins in Würzburg, home to the UNESCO-listed Residence Castle, an architectural masterpiece. The journey continues through the Lovely Tauber Valley, renowned for its historic vineyards and charming towns like Wertheim and Bad Mergentheim. Travelers are then immersed in medieval charm in Rothenburg ob der Tauber, Feuchtwangen, and Dinkelsbühl, whose well-preserved old towns exude a unique atmosphere. The route follows the idyllic Wörnitz Valley, leading beyond the Franconian borders.

For a particularly comfortable experience, a dedicated Romantic Road bus operates between May and September, allowing visitors to explore the historic towns and attractions along the route without the need for a car.

Active travelers will also find plenty to enjoy. The Romantic Road Cycling Route stretches approximately 500 kilometers from Würzburg to Füssen, offering varied stages through picturesque landscapes. Meanwhile, hikers and nature lovers can embark on the Romantic Road long-distance Hiking Trail, which takes them on an unforgettable journey through historic towns and breathtaking natural scenery.

Whether by car, bus, bike, or on foot – the Romantic Road promises an unforgettable travel experience filled with history, culture, and nature.

© FrankenTourismus / Leue





© FrankenTourismus / FWL / Würzburg / Hub



© Dinkelsbühl / ViaStudio



© AG Fränkischer WasserRadweg / Trykowski



- 1 **Würzburg, Residence**
www.wuerzburg.de
- 2 **Wertheim**
www.tourismus-wertheim.de
- 3 **Bad Mergentheim**
visit.bad-mergentheim.de
- 4 **Rothenburg o. d. Tauber**
www.rothenburg.de
- 5 **Feuchtwangen**
www.tourismus-feuchtwangen.de
- 6 **Dinkelsbühl**
www.dinkelsbühl.de

i www.romantischestrasse.de



Stone Witnesses of Time



Along the Castle Road, around 70 castles, palaces, and ruins line the route, inviting travelers on a fascinating journey through history. These centuries-old structures tell stories of emperors and kings, poets and thinkers, knights and romances. Today, visitors can immerse themselves in this rich past – whether by car or bicycle – by dining in rustic castle taverns, bringing history to life in museums, or staying overnight in historic palace hotels, where the charm of bygone eras creates a truly magical atmosphere.

In Franconia, the Castle Road, which begins in Mannheim, passes through historic towns such as Rothenburg ob der Tauber, Ansbach, Roth, Stein b. Nürnberg, Cadolzburg, Nuremberg, Lauf an der Pegnitz, Forchheim, Bamberg, Coburg, Kronach, Kulmbach, and Bayreuth. For cycling enthusiasts, the Castle Road Cycle Route offers a scenic way to explore imposing fortresses and picturesque landscapes. Well-marked and diverse, the route takes bikers through stunning natural surroundings while connecting numerous cultural and historical landmarks.

- 1 **Rothenburg o. d. Tauber**
www.rothenburg.de
- 2 **Ansbach**
www.tourismus-ansbach.de
- 3 **Nuremberg**
tourismus.nuernberg.de
- 4 **Forchheim**
www.forchheim-erleben.de
- 5 **Bamberg**
www.bamberg.info
- 6 **Coburg**
www.coburgmarketing.de
- 7 **Kronach**
www.kronach.de
- 8 **Kulmbach**
www.kulmbach.de
- 9 **Bayreuth**
www.bayreuth-tourismus.de

i www.burgenstrasse.de

A cradle of Judaism

Jewish communities in Franconia have a history spanning over 1,000 years. In cities like Fürth, Würzburg, Bamberg, Bayreuth, Hof, Nuremberg, and Erlangen, the Jewish Communities continue this rich tradition. Many Franconian towns were once significant centers of Jewish culture, producing renowned scholars, scientists, and entrepreneurs. Today, synagogues, Jewish cemeteries,

and museums serve as reminders of this deep-rooted heritage, inviting visitors to explore Jewish life in Franconia. The memory of the Holocaust is an essential part of this history, but the focus also extends to the present and future, highlighting the Jewish communities that have once again found a home in Franconia.



More information about
Jewish culture
in Franconia

© FrankenTourismus / HAS / Hub

- 1 **Ansbach, Information Center Synagogue**
www.synagoge-ansbach.de
- 2 **Aschaffenburg, Museum of Jewish History and Culture**
www.museen-aschaffenburg.de
- 3 **Bamberg, Permanent Exhibit „Jewish in Bamberg” at the Bamberg History Museum**
museum.bamberg.de/historisches-museum
- 4 **Bayreuth, Baroque Synagogue**
www.bayreuth-tourismus.de
- 5 **Dinkelsbühl, House of History**
www.hausdergeschichte-dinkelsbuehl.de
- 6 **Fürth, Jewish Museum Franken**
www.juedisches-museum.org
- 7 **Kitzingen, The Old Synagogue**
www.stadt-kitzingen.de/tourismus

Jewish Music Today Festival
www.jewish-music-today.de

- 8 **Nürnberg, Information Center of the Nazi Party Rally Grounds**
museen.nuernberg.de/dokuzentrum

Museum „Memorium Nürnberger Prozesse” - Nuremberg Trials Memorial
museen.nuernberg.de/memorium-nuernberger-prozesse

- 9 **Rothenburg o.d. Tauber, „Judengasse” – Jewish Alley**
www.rothenburg.de

Judaica Collection at the RothenburgMuseum
www.rothenburgmuseum.de

Jewish Culture Week „Le Chajim“
www.judengemeinde.de



- 10 **Schnaittach, Jewish Museum Franken**
www.juedisches-museum.org
- 11 **Schwabach, Jewish Museum Franken**
www.juedisches-museum.org
- 12 **Veitshöchheim, Jewish Culture Museum and Synagogue**
www.tourismus-veitshoechheim.de
- 13 **Würzburg, Museum Shalom Europa**
museumshalomeuropa.de

© FrankenTourismus / Holger Leue



Culinary Experiences in the Land of Delights

Franconia is not only a region rich in history and picturesque landscapes – it is also a true paradise for food lovers. To truly get to know a place, one must explore its cuisine, and Franconia offers the perfect setting for this: from traditional taverns to Michelin-starred restaurants, from gourmet festivals to innovative food trucks.

Tour operators looking to provide their guests with unique culinary experiences will find ideal components for tailor-made programs in Franconia.



© FrankenTourismus / Holger Leue

Experience Regional Diversity

Franconia offers a diverse culinary landscape featuring seasonal and regional products. In addition to classics like Schäufele, bratwurst, and Spiegelkarpfen, fresh asparagus, vegetables, and herbs from the region enrich the menus. Whether in rustic taverns or fine-dining restaurants with award-winning cuisine, quality and hospitality are always at the forefront. A key advantage for conscious gourmets: in Franconia, the journey from field, forest, or meadow to the plate is short – making sustainability a natural part of the experience.

Tailor-Made Culinary Journeys

From multi-day gourmet tours to culinary day trips, Franconia offers countless opportunities for unforgettable experiences. Tour operators can benefit from a wide network of partners, including local gastronomy and regional producers, to create customized programs. Let your guests experience Franconia with all their senses – we are here to support you in planning and realizing unique culinary journeys!



Culinary Highlights (Selection)

- ✓ Gourmet hikes through vineyards and culinary city tours
- ✓ Michelin-starred cuisine & tavern culture – from fine dining to a snack at the beer garden
- ✓ Beer and wine tours with tastings and insights into the production process
- ✓ Seasonal highlights such as asparagus weeks, wild game specialties, or sweet treats (Nuremberg gingerbread and Rothenburg snowballs)

Experience Unique Crafts- manship

© Steigerwald Tourismus / Florian Trykowski



Franconian Wine

For centuries, vines have been cultivated here, especially Silvaner and Bacchus, but also Domina and Pinot Noir, whose flavors are shaped by the mineral-rich soils and the climate along the Main River. „Franken – A Land of Wine and Beauty!“ brings together the most beautiful travel experiences around Franconian wine, including wineries, traditional wine taverns (Heckenwirtschaften), scenic wine hiking trails, and the terroir f – the magical places of Franconian wine.

- ✓ Winegrowers & Wine Estates
- ✓ Guided Wine tours
- ✓ Vacation at a Winery
- ✓ Wine-Themed hiking trails
- ✓ Wine Bars & Wine Bistros
- ✓ Franconian Wine Festivals
- ✓ Wine-Cultural Events
- ✓ WineArchitecture



© Tourismuszentrale Fichtelgebirge / Florian Trykowski



Franken 
Heimat der Biere.
 Auf den Spuren des flüssigen Goldes

Beer Tradition

Equally significant is the art of brewing: With over 300 breweries – ranging from family-run microbreweries to long-established brewing houses – Franconia boasts an extraordinary diversity of beers. „Franconia – Home of the Beer.“ brings beer culture to life through themed hiking trails, cycling routes, and beer museums. Numerous beer gardens and brewery inns offer the perfect setting to experience Franconian brewing craftsmanship in an authentic atmosphere.

- 1 **Bamberg, Franconian Beer Brewing Museum**
www.brauereimuseum.de
- 2 **Bayreuth, The Maisel Brewery's „Bier-Erlebniswelt“ and Museum**
www.biererlebniswelt.de
- 3 **Kulmbach, Bavarian Brewery Museum at the Mönchshof**
www.kulmbacher-moenschshof.de
- 4 **Spalt, „HopfenBierGut“ – Museum at the Historical Granary**
www.hopfenbiertgut.de

- ✓ Beer Inns
- ✓ Beer Events
- ✓ Beer Tours
- ✓ Beer and Brewery Museums

Aboard through Franconia

Exploring Franconia by boat offers a uniquely relaxing way to experience the region. The Main River connects Bayreuth, Bamberg, and Würzburg – three UNESCO World Heritage sites – while seamlessly blending Franconia's rich beer traditions with its renowned wine culture.

Sailing along the Main-Danube Canal, the navigable link between the North Sea and the Black Sea, takes you through the idyllic Steigerwald Forest,

the picturesque Franconian Switzerland, and the dynamic Nuremberg City Region. The journey continues through the Franconian Lake Region and the Altmühltal Nature Park, offering scenic contrasts and cultural treasures.

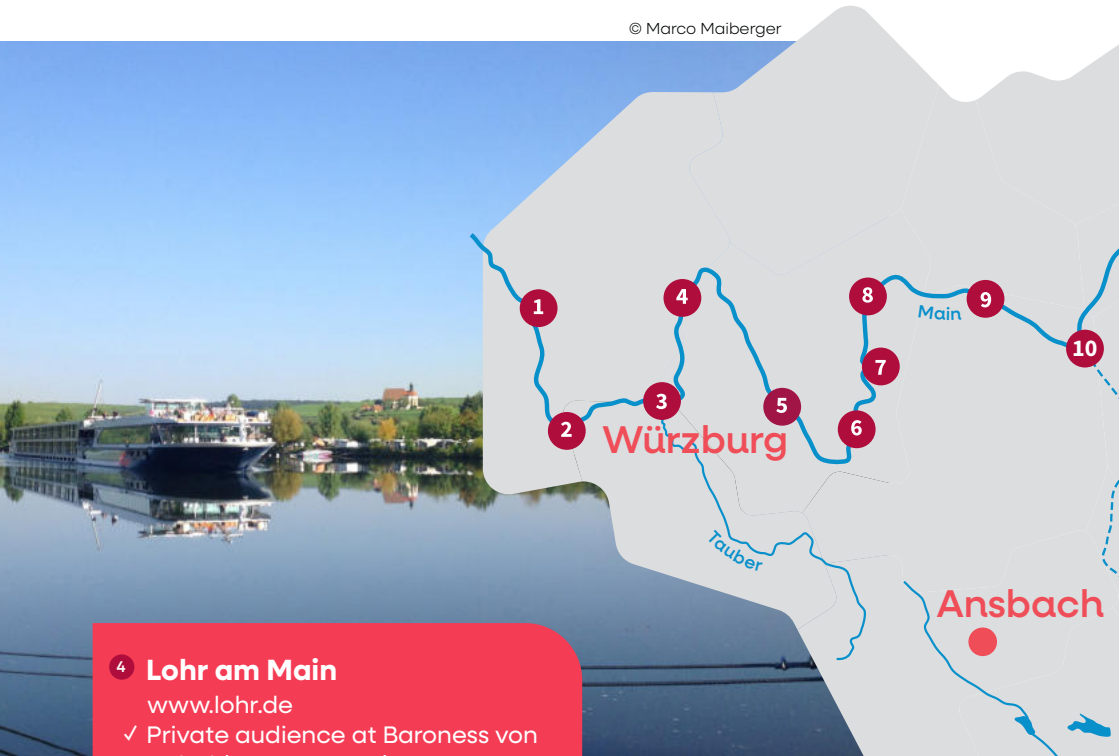
Whether enjoying a glass of wine as you glide past vineyards or soaking in vibrant history and landscapes, a Franconian river cruise is an immersive experience for all the senses.

© Haßberge / FrankenTourismus

Docking Points (Selection)

- 1 Aschaffenburg**
www.tourist-aschaffenburg.de
 - ✓ Schönbusch – Palace and Park
 - ✓ Trip to Seligenstadt
- 2 Miltenberg**
www.miltenberg.info
 - ✓ Bürgstadt, Martinskapelle
 - ✓ Brewery Faust
- 3 Wertheim**
www.tourismus-wertheim.de
 - ✓ Glass Museum Wertheim
 - ✓ Bronnbach Monastery with Vinothek





4 Lohr am Main

www.lohr.de

- ✓ Private audience at Baroness von Erthal (costume tour)
- ✓ Excursion to Mespelbrunn Water Castle

5 Würzburg

www.wuerzburg.de

- ✓ Franconian Wine Country
- ✓ Romantic Road to Rothenburg by private bus

6 Kitzingen

www.stadt-kitzingen.de/tourismus

- ✓ German Carnival Museum

7 Volkach

www.volkach.de

- ✓ Mainschleifen Panorama Tour „Wine & Chocolate“ by bus
- ✓ Young winemakers' tour and short „orientation walk“

8 Schweinfurt

www.schweinfurt360.de

- ✓ German Bunker Museum
- ✓ Excursion to wine and winemakers with a Franconian wine tasting

9 Haßfurt

www.hassberge-tourismus.de

- ✓ Deutscher Burgenwinkel
- ✓ Medieval town of Königsberg in Bavaria



© Schweinfurt360° / F. Trykowski

The docking points serve as a perfect start to discover Franconian traditions – whether through a wine tasting at a historic vineyard, a stroll through charming old towns, or a visit to one of the many rustic brewery taverns.

Whether your guests seek relaxation or an exciting adventure, a river cruise through Franconia offers a unique blend of nature, culture, and recreation.



10 Bamberg

www.bamberg.info

- ✓ Buttenheim, Levi Strauss Museum
- ✓ Memmelsdorf, Seehof Castle

11 Forchheim

www.forchheim-erleben.de

- ✓ Tour of the town including the Fortress defencese
- ✓ Kellerwald Forchheim - underground cellars and beer tasting

12 Nürnberg

tourismus.nuernberg.de

- ✓ Former Nazi Party Rally Grounds
- ✓ Stein, experience Faber-Castell

13 Roth

www.stadt-roth.de

- ✓ Castle Ratibor and city walk through the historic old town
- ✓ Museum Historical Forge Eckersmühlen with forging demonstrationn

14 Berching

www.berching.de

- ✓ Plankstetten Monastery
- ✓ Winegrowing in the Altmühltal: Vineyard tour with tasting

15 Beilngries

www.beilngries.de

- ✓ Dinosaur Museum Denkendorf
- ✓ Waterway Experience in the Gößelthal Mill



© TOURISMUS REGION WERTHEIM / Peter Frischmuth / argus

16 Dietfurt a.d. Altmühl

www.dietfurt.de

- ✓ Altmühltal Mill Museum
- ✓ Tour of a Husky Ranch

17 Riedenburg

www.riedenburg.de

- ✓ Prunn Castle
- ✓ Falconry at Rosenburg Castle

18 Kelheim

www.kelheim.de

- ✓ Liberation Hall Kelheim on Michelberg
- ✓ Boat trip through the Danube Gorge to the Weltenburg Monastery



Overnight stays with Character

Franconia is more than just a place to stay. Whether high up in a historic castle, gently floating on the Brombachsee, or in cozy chalets – these unique hotels create unforgettable experiences. Right in the city, in idyllic

seclusion, or surrounded by breathtaking nature – from luxurious spas to regional cuisine and sustainable concepts, every night becomes something special.

Unique Hotels (Selection)

Brauhotel & Gasthof Grosch
Rödental, www.der-grosch.de

**Romantik Hotel Schloss
Hohenstein**
Ahorn,
www.schlosshotel-hohenstein.de

Siebenquell GesundZeitResort
Bad Weißenstadt,
www.siebenquell.com

Urban Art Hotel
Bayreuth, www.liebesbier.de

Burg Rabenstein
Ahorntal, www.burg-rabenstein.de

Landhaus Sponsel-Regus
Heiligenstadt, www.sponsel-regus.de

Frankenhotel Drei Kronen
Memmelsdorf, www.drei-kronen.de

Büchelbergerei
Gunzenhausen,
www.buechelbergerei.de

Floating Village Brombachsee
Pleinfeld, www.eco-lodges.de

Weingut & Hotel Meintzinger
Frickenhäuser,
www.weingut-meintzinger.de

Romantik Hotel zur Schwane
Volkach, www.schwane.de

Schlosshotel Steinburg
Würzburg, www.steinburg.com

Frankenwald Chalets
Wilhelmsthal,
www.frankenwald-chalets.de

Die Kronacher Stadthotels
Kronach, www.stadthotel-pfarrhof.de, www.antla.de

Landhotel Rügheim
Rügheim,
www.landhotel-ruegheim.de



Gutshof Andres

Kirchlauter, www.gutshof-andres.de

Hotel Kloster Bronnbach

Wertheim, www.hotel-kloster-bronnbach.de

Das Schaffers

Bad Mergentheim, www.dasschaffers.de

Hotel Post Berching

Berching, www.post-berching.de

Engelwirt Hotel & Apartments

Berching, www.engelwirt.com

Dormero Hotel Hersbruck

Hersbruck, www.dormero.de/hotel-hersbruck

Dormero Hotel Reichenschwand

Reichenschwand, www.dormero.de/schlosshotel-reichenschwand

Best Western Plus Kurhotel an der Obermaintherme

Bad Staffelstein, www.kurhotel-staffelstein.de

Landhotel Augustin

Bad Staffelstein, www.hotel-augustin.de

Laudensacks Parkhotel & Beauty Spa

Bad Kissingen, www.laudensacks.de

Neumühle Resort & SPA

Wartmannsroth, www.neumuehle-resort.de

Kunzmann's Hotel

Bad Bocklet, www.kunzmanns.de

Bio-Hotel Sturm

Mellrichstadt, www.hotel-sturm.com

Hotel Goldene Rose

Dinkelsbühl, www.hotelgoldenerose.de

Meiser Design Hotel

Dinkelsbühl, www.meiser-hotels.de/design

Hotel Eisenhut

Rothenburg o.d.T.,
www.hotel-eisenhut.de

Burg Colmberg

Colmberg, www.burg-colmberg.de

Konventchen Bed & Breakfast

Aschaffenburg, www.konventchen.de

Hotel Lamm

Heimbuchenthal, www.hotel-lamm.de

Creativhotel Luise

Erlangen, www.hotel-luise.de

Werners Boutique Hotel

Fürth, www.werners-hotel.de

Boutique-Hotel Elch

Nuremberg, www.hotel-elch.de

Hotel Karl August

Nuremberg, www.karlaugust.de

Scandic Central

Nuremberg, www.scandichotels.de/nuernbergcentral

Le Meridien Grand Hotel

Nuremberg,
www.lemeridien-nuernberg.com

Sheraton Carlton Nürnberg

Nuremberg, www.marriott.de/nuesi

Schloss Frankenberg

Weigenheim,
www.schloss-frankenberg.de

Vitalhotel an der Therme

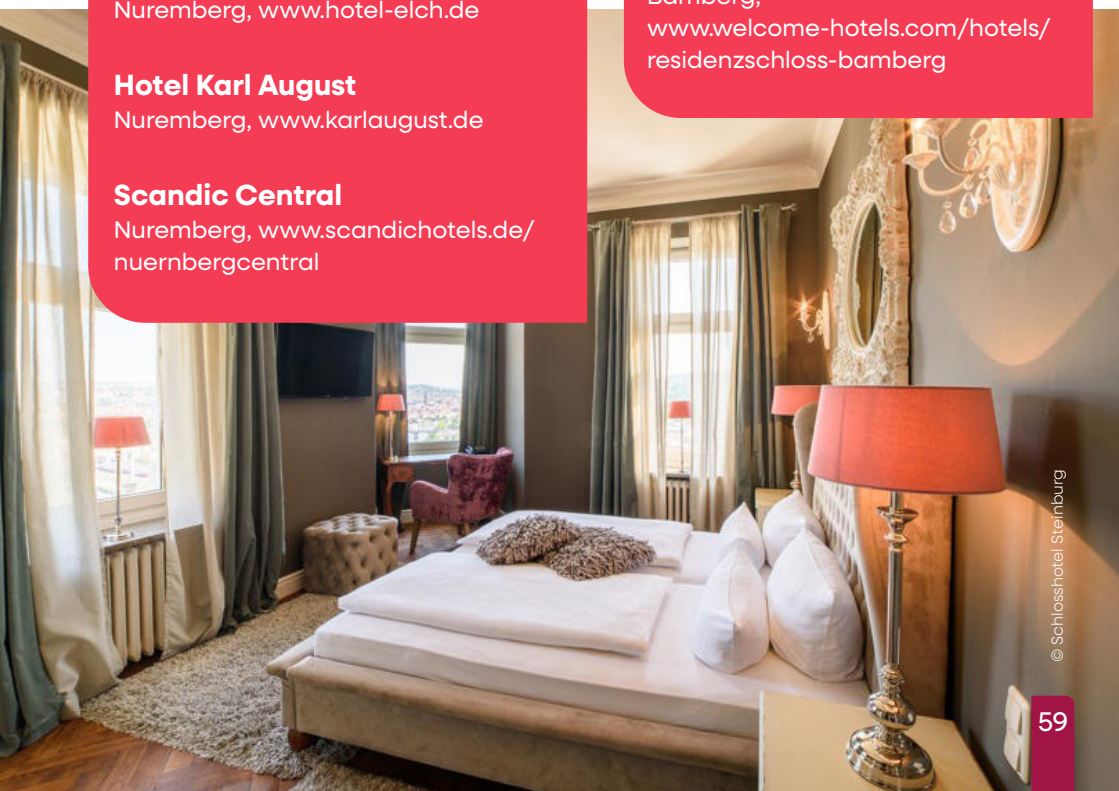
Bad Windsheim,
www.vital-hotel-adt.de

Hotel Nepomuk

Bamberg, www.hotel-nepomuk.de

Welcome Hotel Residenzschloss Bamberg

Bamberg,
www.welcome-hotels.com/hotels/residenzschloss-bamberg



Natural Paradises in Franconia

Franconia captivates with an impressive variety of landscapes – its ten nature parks cover around 15,000 square kilometers, making up nearly half of the vacation region. They offer a perfect blend of untouched nature, fascinating culture, and sustainable experiences.

Each nature park has its own unique character: The **Bavarian Rhön** enchants as the „Land of Open Spaces“ with vast high plateaus and species-rich meadows. In the **Spessart**, ancient oak forests and gentle hills invite visitors to extended hikes, while the **Bergstraße-Odenwald** Geo-Nature Park impresses with its idyllic vineyards and striking rock formations.

The **Frankenhöhe** Nature Park is one of the sunniest regions in southern Germany, and in the **Altmühltal** Nature Park, the landscape with its juniper heaths and rock formations evokes a southern flair. Those fascinated by bizarre rock formations and mysterious caves will find the perfect destination in the **Franconian Switzerland – Frankenjura** Nature Park.

Majestic rock formations and dense forests make the **Fichtelgebirge Mountains** a paradise for nature lovers, while the **Frankenwald** Nature Park impresses with its panoramic highlands. In the **Steigerwald** Nature Park, gentle rolling hills meet the river valleys of the Main and Aisch, and the **Hassberge** region delights visitors with a fairytale

setting of castles, palaces, and forested ridges.

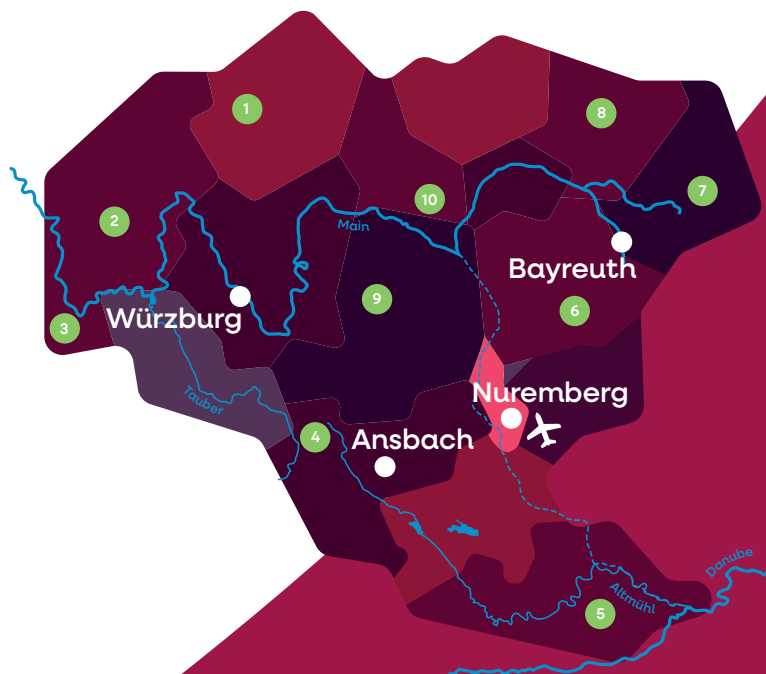
All ten Franconian nature parks share a common goal: to protect nature and the landscape while making them accessible for visitors. Whether hiking, cycling, or simply unwinding – there is endless space here to enjoy nature, culture, and sustainability in perfect harmony.



© Rhön GmbH / Florian Trykowski

Nature Parks in Franconia

- 1 Bavarian Rhön**
www.biosphaerenreservat-rhoen.de
- 2 Spessart Nature Park**
www.naturpark-spessart.de
- 3 Bergstraße-Odenwald Geo-Nature Park**
geo-naturpark.net
- 4 Frankenhöhe Nature Park**
www.naturpark-frankenhoehe.de
- 5 Altmühltal Nature Park**
www.naturpark-altmuehltal.de
- 6 Franconian Switzerland –
Frankenjura Nature Park**
www.fsvf.de
- 7 Fichtelgebirge Nature Park**
www.naturpark-fichtelgebirge.org
- 8 Frankenwald Nature Park**
www.naturpark-frankenwald.de
- 9 Steigerwald Nature Park**
www.steigerwald-naturpark.de
- 10 Hassberge Nature Park**
www.naturpark-hassberge.de





Actively Discover Franconia

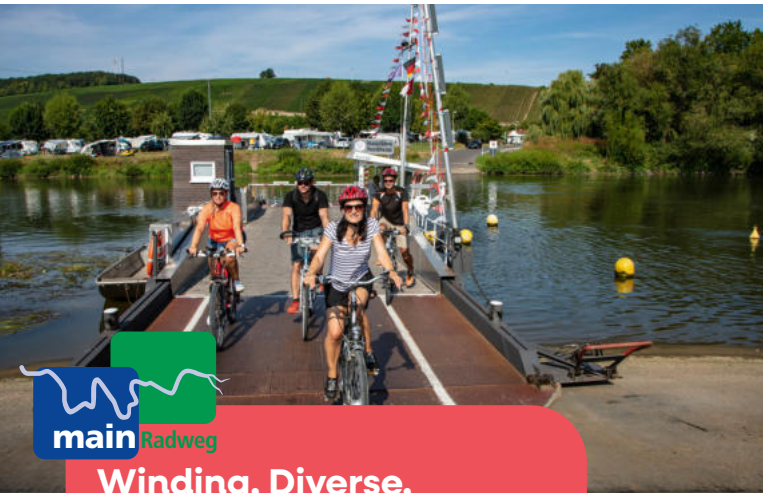
Franconia offers endless inspiration for tour operators looking to create active travel programs. Whether it's cycling, hiking, or climbing among stunning rock formations, this region is a true paradise for outdoor enthusiasts. Ensure your guests enjoy unforgettable experiences and adventurous activities in the heart of Franconia!



Cycling Paradise Franconia

Franconia has the perfect tour for every cycling enthusiast. Whether on a classic bike, gravel bike, mountain bike, or e-bike – the Franconian cycling paths connect nature and culture, taking you

along picturesque rivers, through historic towns, and to culinary highlights. Discover the diversity for active guests!



© Fränkisches Weinland Tourismus / Holger Leue



Winding, Diverse, Relaxing

The MainRadweg stretches for around 600 relaxing kilometers through ten vacation regions, from the source to the mouth of the Main River. Its gentle route, diverse nature, and blend of art and culture make it one of Germany's most popular cycling paths.

Beer gardens and wine taverns invite cyclists to take a break, while bike-friendly accommodations offer modern comfort – perfect for active guests.

Cities along the route

- Bayreuth
- Kulmbach
- Bamberg
- Schweinfurt
- Würzburg
- Aschaffenburg
- Frankfurt am Main



© Liebliches Taubertal / Thomas Weiler

Cities along the route

- Wertheim
- Bad Mergentheim
- Rothenburg o.d.T.
- Gunzenhausen
- Eichstätt



From Wertheim towards Regensburg

The Tauber Altmühl Cycle Trail connects the Main, Tauber, Altmühl, and Danube rivers and takes you through the Lovely Tauber Valley, Romantic Franconia, the Franconian Lake Region, and the Altmühltal Nature Park.

Along the way, cyclists will encounter diverse landscapes, rich culture, fascinating history, and the distinctive Franconian way of life.

 www.tauber-altmuehl-radweg.de



Cities along the route

- Nuremberg
- Fürth
- Erlangen
- Forchheim
- Bamberg

Two Routes Full of Highlights

The Regnitz Cycle Trail runs between Nuremberg and Bischberg near Bamberg, offering two routes filled with highlights. The 85-kilometer valley route passes through cities like Bamberg, Nuremberg, Forchheim, Erlangen, and Fürth, while the 73-kilometer canal route follows the Main-Danube Canal.

Both routes can be combined into a circular tour, providing a diverse and scenic cycling experience.

 www.regnitzradweg.de

Active Experiences

With over 50 certified hiking trails and two quality regions „Wanderbares Deutschland“, Franconia offers unforgettable hiking experiences in unique natural landscapes. Whether it's challenging long-distance trails or shorter routes, tour operators will find inspiring options for hiking trips.

Additionally, activities such as exploring the waterways, golf, and climbing add even more variety. Take advantage of Franconia's diversity to offer your guests active adventures and nature experiences!



© Nürnberger Land Tourismus / Frank Boxler



Franconian Trail

The Franconian Trail stretches over 520 kilometers, crossing six Franconian vacation regions. It is the longest of the Franconian quality hiking trails. Step by step, it leads hikers to impressive castles, stalactite caves, cultural treasures, and culinary highlights – a truly rewarding experience for hiking enthusiasts.



Cities along the route

- Kulmbach
- Bad Staffelstein
- Pottenstein
- Berching
- Weißenburg i.Bay.
- Treuchtlingen



© Obermain.Jura / Thomas Ochs

Cities along the route

- Bad Alexandersbad
- Bayreuth
- Waischenfeld
- Hersbruck



Franconia's Mountain Trail

Spectacular rocks, mystical peaks, and idyllic forests: The Franconian Mountain Trail spans 428 kilometers, connecting the highest elevations of Franconia. From the Franconian Forest through the Fichtelgebirge Mountains and Franconian Switzerland to the Nuremberger Land, hikers can experience natural wonders and cultural highlights such as Pottenstein Castle and the Margravia Opera House in Bayreuth.

www.fraenkischer-gebirgsweg.de



Cities along the route

- Bad Königshofen i.Grabfeld
- Zeil a.Main
- Iphofen
- Bad Windsheim

© Naturpark Frankenwald / Setale



Celtic Discovery Trail

The Celtic Discovery Trail, spanning 261 kilometers, offers tour operators exciting opportunities for cultural-historical hiking trips. From Southern Thuringia to Bad Windsheim, the trail leads to historical sites and museums that bring the lives of the Celts to life. Along the route, hikers will encounter fascinating insights into history and diverse landscapes.

www.kelten-erlebnisweg.de

Family Time in Franconia

With its centuries-old toy tradition, family-friendly museums, and adventurous nature, the holiday region of Franconia is a true paradise for families, offering a variety of experiences for both young and old. Families can discover historical

treasures and enjoy exciting adventures in nature and stunning landscapes. With its diverse, child-friendly offerings, the vacation becomes an unforgettable experience for your guests.

© Naturpark Altmühltal / Dietmar Denger

© Romantisches Franken / Florian Trykowski



Animal Experiences

Whether at the Nuremberg Zoo, in the idyllic Wildpark Bad Mergentheim, watching majestic bird of prey demonstrations, or enjoying a relaxing stay on a farm – Franconia captivates families with a variety of animal experiences that are unforgettable for both young and old explorers.



Magical Adventures

Franconia delights children and families with fascinating museums. Little adventurers can experience the world of their favorite characters at the Playmobil FunPark in Zirndorf. At the German Toy Museum in Neustadt b. Coburg, visitors can dive into the history of toys, while the Franconian Open-Air Museum Fladungen takes visitors back in time.

Family Time at Castles and Ruins

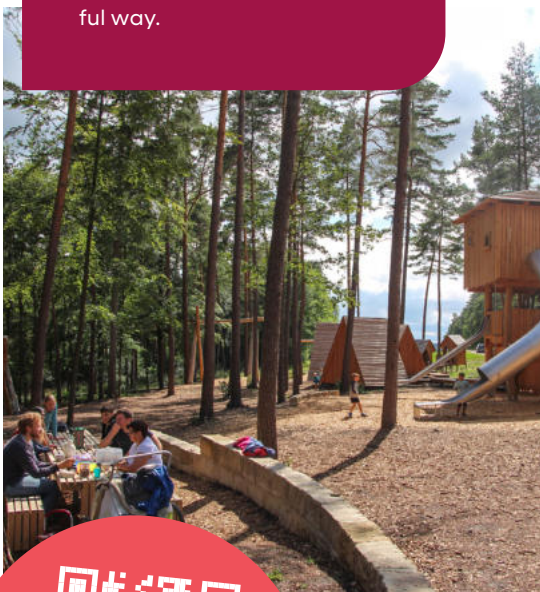
Franconia is a true adventure land for families wanting to explore castles and palaces. While the castle in Lohr am Main transports visitors into the fairy-tale world of Snow White, the medieval era comes to life at the Castle Information Center at Altenstein Castle Ruins in Maroldsweisach. At Ratibor Castle in Roth, families can embark on a time-traveling journey with Georg and Wilhelm. Additionally, numerous castle ruins invite adventure seekers to exciting explorations.



© Zweckverband Deutscher Burgenwinkel / Florian Trykowski

Play, Fun, and Thrills

Families can explore nature in Franconia in an exciting way – from the lofty heights of high ropes courses like the Adventure Forest Enderndorf to the deep, fascinating caves such as the Maximiliansgrotte, Bing Cave, or Devil's Cave. In addition, destinations like the adventure playground „Spielwienix“ at Kordigast invite families to discover and experience nature in a playful way.



© Michael Stromer



Family Offers in
Franconia



Sustainable vacation
in Franconia

Relaxing Forest Walk in the Coburg.Rennsteig Holiday Region
© Tourismusregion Coburg.Rennsteig e.V. / Sebastian Buff



Sustainable Holiday Experiences in Franconia

Sustainable tourism is deeply rooted in Franconian nature. Especially the ten nature parks embody sustainable vacations, but Franconia also focuses on a small carbon footprint in many other areas, some with a long tradition.

The nature parks, covering almost half of Franconia, offer a fascinating diversity – from the mysterious moors of the Rhön to the treetop forests of the Franconian Forest and the juniper heathlands of the Altmühltal Nature Park. Hiking and cycling trails, nature experience activities, and environmental education centers allow visitors to explore this nature up close.

In Ebrach, the Steigerwald treetop walk offers an unforgettable view of the forests from a 42-meter-high observation tower and showcases how tourism and nature conservation can be sustainably connected. The nearby “Steigerwald-Zentrum – Experience Sustainability” offers interactive insights into sustainable forest management. Additionally,

rangers in the nature parks are available to answer all questions related to nature conservation and the relationship between humans and nature.

Special services, such as demand-responsive buses or rental cargo bikes, as well as the trains and buses of the Bavarian Railway Company (BEG) and the Nuremberg Metropolitan Transport Association (VGN), ensure an eco-friendly journey to Franconia, where nature-based accommodations like tree house hotels, tiny houses, and trekking sites await guests.

Sustainability is also a top priority in gastronomy and hospitality: regional ingredients, natural materials, and the use of green energy all contribute to reducing the carbon footprint. A pioneer in climate protection is the Creativhotel Luise in Erlangen, which is considered Germany’s first climate-positive hotel. This makes a holiday in Franconia a sustainable break for both the body and the environment.

Highlights 2025

Franconia celebrates the travel year 2025. Anniversaries and events invite you to join the festivities:

- ✓ 500 Years of the German Peasants' War
- ✓ 800 Years of History at the Coburg Fortress
- ✓ German Choral Festival in Nuremberg
- ✓ 75 Years of the Romantic Road
- ✓ 25 Years of the Georg Schäfer Museum in Schweinfurt
- ✓ 75 Years of the Ansbach Rococo Festival

© CTW Würzburg / Dietmar Denger



All
Highlights

© Zeynel Doenmez



Outlook (Selection)

2026

- ✓ German Catholic Day in Würzburg
- ✓ 150 Years of Bayreuth Festival
- ✓ 200 Years Founding of the Duchy of Saxe-Coburg and Gotha

2027

- ✓ Bavarian State Garden Show in Bad Windsheim
- ✓ 900 Years of Ebrach Monastery

2028

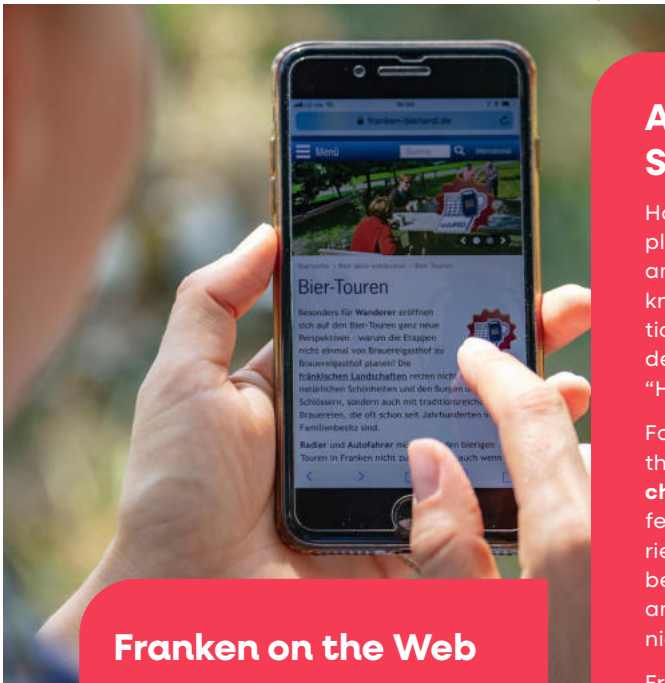
- ✓ 500 years „Albrecht Dürer“, a.o. Nuremberg
- ✓ 400 years „Christkindlesmarkt“, Nuremberg
- ✓ Bavarian State Exhibition „Children in the Middle Ages“, Rothenburg ob der Tauber

Inspiration starts Online

FrankenTourismus sets the mood for exploring the region's diverse offerings with engaging digital content. On the website, social media, and the Franken-

Blog, travelers can find insider tips, route suggestions, and contributions from true local experts.

© FrankenTourismus / Holger Leue



Franken on the Web

The **Website** brings together digital inspirations from Franconian vacation spots, museums, theatres, castles, and palaces, christmas markets, spa resorts, and cities.

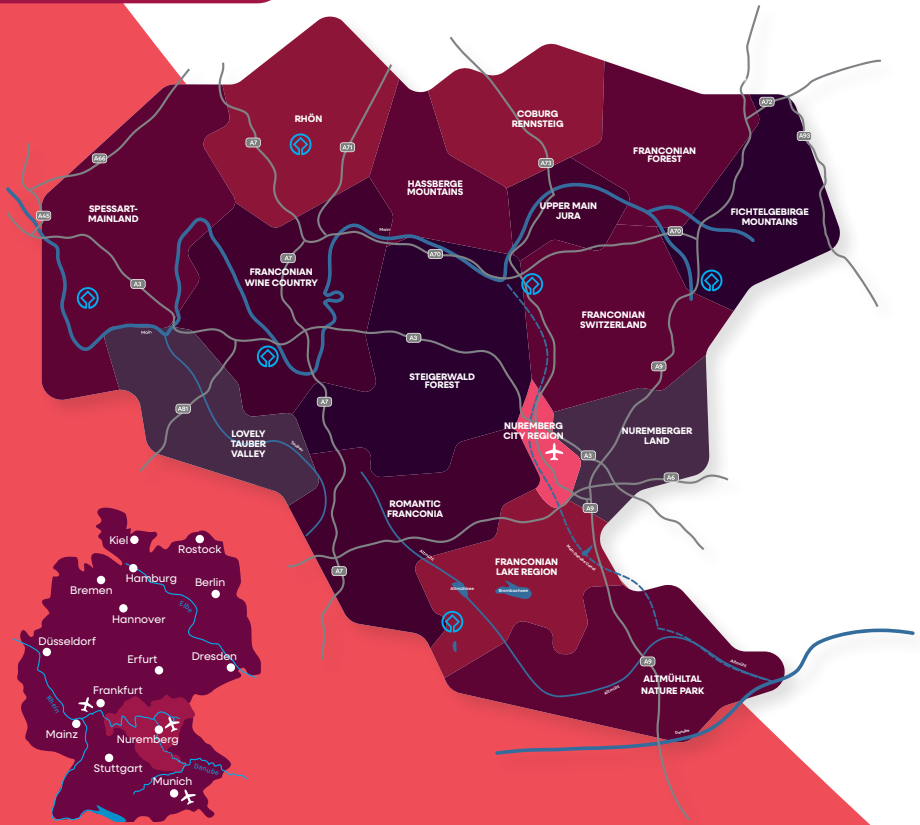
 www.frankentourismus.com

A Source of Ideas – Social Media

Holidays in Franconia also take place on social media! **Instagram** and **Facebook** showcase well-known and hidden travel destinations – for example, through “Hidden Places,” “Hidden Cities,” or “Hidden Areas” on Instagram.

For bite-sized travel inspiration, the **FrankenTourismus YouTube channel** offers over 250 videos featuring travel bloggers' experiences, excursions into wine and beer culture, museum treasures, and urban adventures in Franconian cities.

FrankenTourismus is also active on **komoot**, a platform for planning and navigating outdoor tours. Here, Franconia's vacation regions and cities present curated tour collections for active travelers.



Distances (Autobahn / Federal Highways)

Frankfurt – Aschaffenburg: ca. 40 km

Frankfurt – Würzburg: ca. 120 km

Frankfurt – Nuremberg: ca. 230 km

Munich – Nuremberg: ca. 160 km

Berlin – Nuremberg: ca. 450 km

Stuttgart – Nuremberg: ca. 200 km

Prague – Nuremberg: ca. 300 km

Nuremberg – Bamberg: ca. 60 km

Nuremberg – Bayreuth: ca. 90 km

Nuremberg – Coburg: ca. 110 km

Nuremberg – Rothenburg o.d. T.: ca. 100 km

Nuremberg – Würzburg: ca. 110 km

Descriptions / Information



Airports



Autobahn / Federal Highways



UNESCO World Heritage Sites

Services for the media and the travel industry



Research trips / FamTrips

Press releases

Newsletter for the travel industry

Development of travel packages and trip suggestions

Informational materials (print and online) and picture database

Providing of video clips

 medienservice.frankentourismus.com/trade-media

Your Points of Contact at Tourismusverband Franken



Jörg Hentschel

Referent of CEO
Strategy – Networks – Communication
Phone +49 (0)911/94151-15
joerg.hentschel@frankentourismus.de



Claudia Büttner

PR and Sales (Europe)
Phone +49/(0)911/94151-18
claudia.buettner@frankentourismus.de



FrankenTourismus

Pretzfelder Straße 15, D-90425 Nürnberg
Phone +49 (0)911/94151-0
www.frankentourismus.com

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Tourismusverband Franken

Pretzfelder Straße 15

D-90425 Nürnberg

Phone +49 (0)911/94151-0

info@frankentourismus.de

www.frankentourismus.com

medienservice.frankentourismus.com/

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