www.frankentourismus.com

Smart Planning – Enthusiastic Guests

Tips and Inspiration for 2026/2027



Bavaria

Franconia
Culture. Nature. Joy.



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

Destination Franconia

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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 captivates 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.

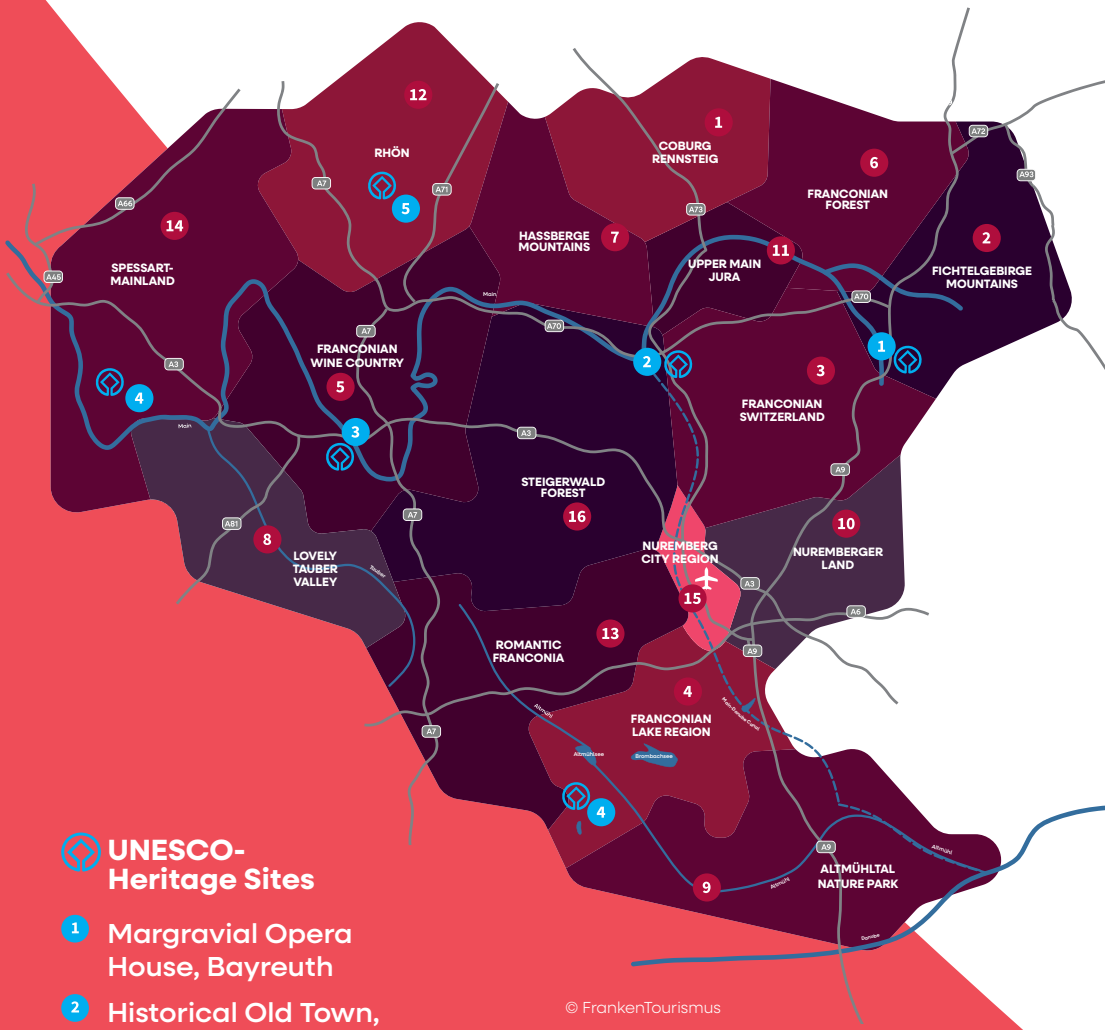
Located to the north of the Danube and cradling both sides of the Main River, Franconia forms the heart of Germany and Europe. Formerly, the old kingdom was the early center of the Holy Roman Empire of the German Nation and home to numerous margraves and prince-bishops. Throughout the entire vacation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



© FrankenTourismus

UNESCO-Heritage Sites

1. Margravial 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“

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 Mountains. 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.staedteregion-nuernberg.de
16. **Steigerwald Forest**
www.steigerwaldtourismus.com



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!

www.frankentourismus.com/cities



A perfect day in Fürth: Guided tour "Truth & Lies"
© Fürth / Kerstin Nussbächer

Theme Suggestions:

„Castles, Parks & Gardens“

„Museum Treasures“

„Medieval Fascination“

„City experiences for the whole family“

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



© Ansbach / Florian Trykowski



© Ansbach / Florian Trykowski

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

May 26 – 30, 2027
Ansbach Old Town Festival

July 2 – 4, 2027
Ansbach Rococo Festival

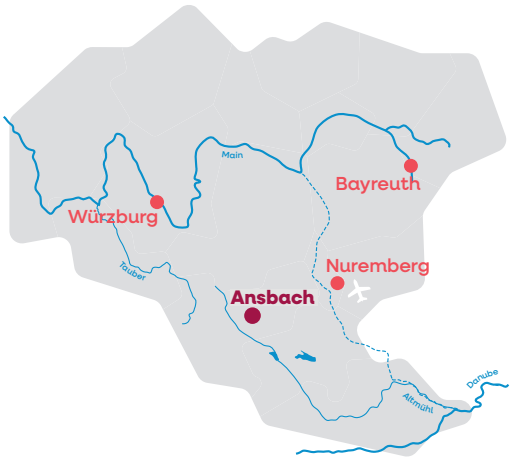
July 30 – August 8, 2027
Ansbach Bach Week

Nov. 25 – Dec. 23, 2027
Christmas Market

Noteworthy

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

Notes:



Highlights:

- ✓ Margravial Residence
- ✓ St. Gumbertus Church
- ✓ Court Garden
- ✓ Museum Retti Palais
- ✓ Herrieder Gate
- ✓ City Cemetery

die burgenstraße



© Ansbach / Florian Trykowski



© Tourist Information Ansbach

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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

Obernburg a.Main (ca. 20 km)
www.obernburg.de

Seligenstadt (ca. 20 km)
www.unser-seligenstadt.de

Highlights:

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

Dates

April 30, 2026 – February 7, 2027
Exhibition „A European Collection“ at Kunsthalle Jesuitenkirche

June 18 – 28, 2027
Aschaffenburg Beer Festival

August 27 – 29, 2027
Aschaffenburg Town Festival

Nov. 20 – Dec. 20, 2027
(Closed: Nov. 21, 2027)
Aschaffenburg Christmas Market

Noteworthy

Johannisburg Palace
Summer residence of King Ludwig I in „Bavarian Nice“
www.schloesser.bayern.de



© Till Benzin

Waltraud F. Gulder
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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

900th Anniversary of Ebrach Abbey
Diverse cultural program during the summer months

Nov. 23 – Dec. 23, 2027
Bamberg Christmas Market

Nov. 28, 2027 – Jan. 6, 2028
Bamberg – City of Nativity Scenes

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



Highlights:

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

Notes:



© Stadt Bamberg / Jürgen Schraudner

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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 baroque 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 2 – 4, 2027
Bayreuth Citizens Festival

July 25 – end of August
Richard Wagner Festival

September 2 – 12, 2027
Bayreuth Baroque

Nov. 29 – Dec. 23, 2027
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

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



© Mikhail Butovskiy



© Kilian von Chamier

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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 04, 2027
Classical Open Air

July 09 – 11, 2027
International Samba Festival Coburg

September 02 – 05, 2027
Dumplings Market

Nov. 26 – Dec. 23, 2027
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

die burgenstraße



© Coburg Marketing / Rainer Brabec



© Coburg Marketing

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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 destination.” 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

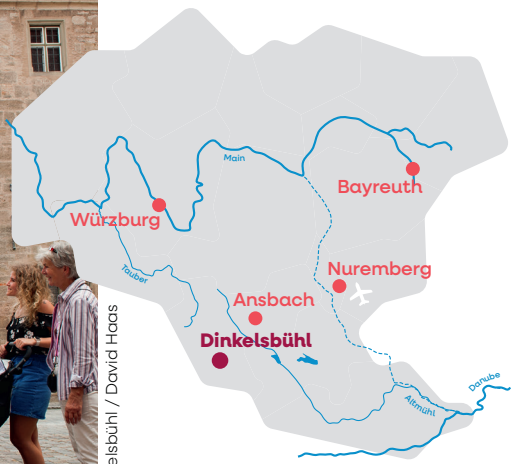


© Dinkelsbühl / Thomas Linkel

Notes:



© Dinkelsbühl / David Haas



Highlights:

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

Romantische Straße

Trip Suggestions

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

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

Dates

July 16 – 25, 2027
Childrens festival „Kinderzeche"

Oct. 30 – Nov. 7, 2027
Fish harvest week

Nov. 22 – Dec. 22, 2027
Dinkelsbühl Christmas Market

Dec. 25, 2027 – Jan. 6, 2028
Rough Nights (Raunächte)

Noteworthy

Living history
www.dinkelsbuehl.de



© Tourist-Info Dinkelsbühl

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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 2 – 4, 2027
Street festival Eichstätt

September 3 – 12, 2027
Funfair Eichstätt

October 2 – 3, 2027
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

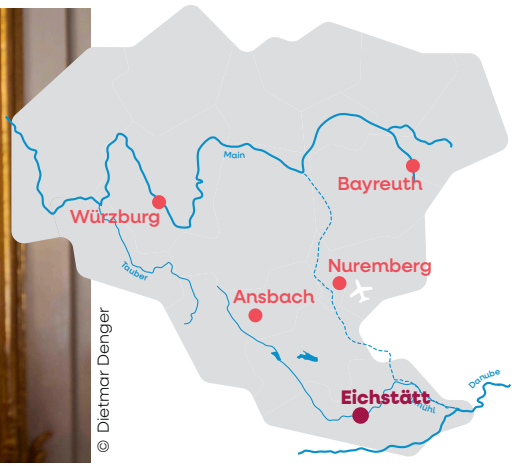
Trip Suggestions

Altmühltal Nature Park
www.naturpark-altmuehltal.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

tauber altmühl radweg
vom main zur donau

die burgenstraße

Notes:



© Tourist-Info Eichstätt

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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

March 11 – 20, 2027
Erlangen Gourmet Festival

April 30 – May 9, 2027
International figure.theatre.festival.

May 13 – 24, 2027
Erlangen Bergkirchweih

Nov. 19 – Dec. 24, 2027
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

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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:


© Stadt Forchheim Tourismusmanagement



Trip Suggestions

Steigerwald Forest
www.steigerwaldtourismus.com

Franconian Switzerland
www.fraenkische-schweiz.com

Highlights:

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

Dates

April 23 – 25, 2027
Beer cellar season opening

July 23 – August 2, 2027
Beer Festival Annafest

Nov. 26 – Dec. 24, 2027
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


© Stadt Forchheim Tourismusmanagement

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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 / Johannes Heuckeroth





© Fürth / Johannes Heuckeroth

Dates

125 years Municipal Theatre Fürth
All year round

April 30 – May 9, 2027
International figure.theatre.festival.

October 2 – 13, 2027
Fürth Michaelis-Kirchweih Fair

Nov. 25 – Dec. 23, 2027
Christmas Market Fürth

Noteworthy

Fürth has over 2,000 architectural monuments, making it the city with one of the highest densities of historic buildings in Bavaria.
www.tourismus-fuerth.com

Trip Suggestions

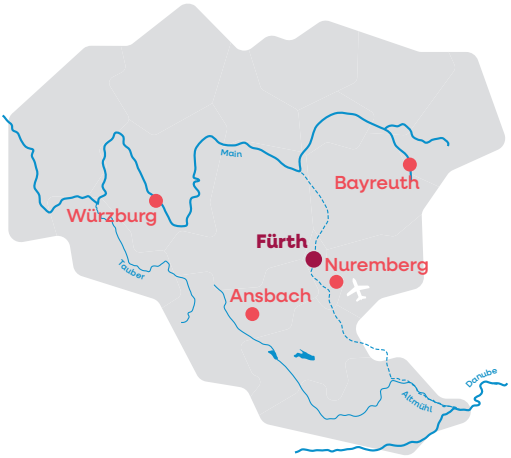
Public transport subway connection to Nuremberg
www.vgn.de

Gold Leaf City Schwabach (10 km)
www.schwabach.de

Faber Castell, Stein b. Nuremberg (10 km)
www.faber-castell.de



© Fürth / Johannes Heuckeroth



Highlights:

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

Notes:



© Kerstin Nussbächer

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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



© Frankenwald Tourismus / Marco Felgenhauer

Trip Suggestions

Steam Locomotive Museum, Neuenmarkt (15 km)
www.dampflokmuseum.de

Thurnau Castle (10 km)
www.schloss-thurnau.de

Dates

July 2 – 4, 2027
Kulmbach Old Town Festival

July 13 – 18, 2027
Plassenburg Open Air Events

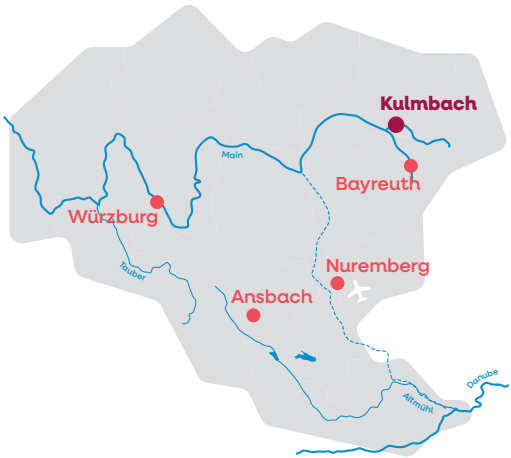
July 31 – August 8, 2027
Kulmbach Beer Week

August 13 – 14, 2027
Italian Party & Italian Night

Noteworthy

Miniature wonderland
The city with the world's largest tin figure museum.
www.kulmbach.de

Notes:

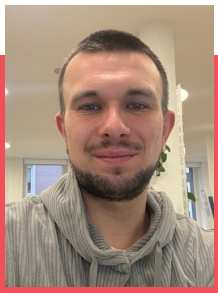


Highlights

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



© FrankenTourismus / Holger Leue



© Dominik Weichart

Dominik Weichart
Head of Department

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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



© CTZ Nürnberg / Kristof Göttling

Notes:



© CTZ Nürnberg / Uwe Niklas



Highlights:

- ✓ Imperial Castle
- ✓ Germanisches Nationalmuseum
- ✓ Memorium Nuremberg Trials
- ✓ Weißgerbergasse
- ✓ Documentation Centr Nazi Party Rally Grounds

Trip Suggestions

Vacation Areas in the Vicinity
www.frankentourismus.com/regions

Dates

April 24, 2027
The Blue Night

July 30 – August 1, 2027
Bardentreffen

September, 2027
Old Town Festival

Nov. 26 – Dec. 24, 2027
Nuremberg Christkindlesmarkt

Noteworthy

Following extensive renovation works, the **Documentation Center Nazi Party Rally Grounds Nuremberg** will reopen in 2026 with a new permanent exhibition.
museums.nuernberg.de/documentation-center



© 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 14 – 17, 2027
Master Draught

September 3 – 5, 2027
Imperial City Days

Oct. 29 – Nov. 18, 2027
Fairytale Week with Fairytale Forest

Nov. 19 – Dec. 23, 2027
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



Highlights:

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

Romantische Straße ® | die burgenstraße | tauber altmühl radweg

Notes:



© 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. Nägle

Trip Suggestions

Franconian Wine Country
www.fraenkisches-weinland.de

Dates

Exhibitions at Museum Georg Schäfer
All year round

May 27 – June 7, 2027
Schweinfurter Folk Festival

August 27 – 28, 2027
City Festival

Nov. 25 – Dec. 23, 2027
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 Zürch
- ✓ 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 Palace, 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 street music and street art festival STRAMU or the Harbor Summer – the university city of Würzburg seduces all the senses.



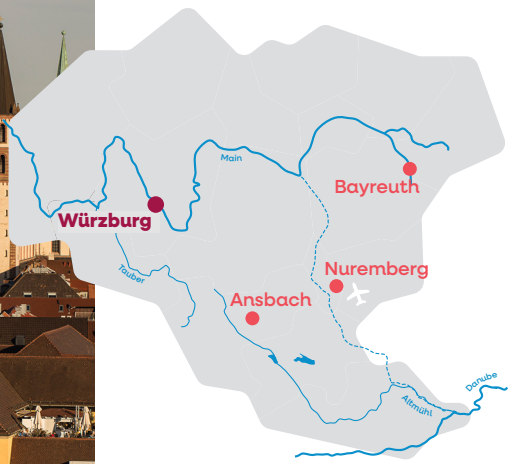
© Björn Rudek



© Georg Knoll

Notes:





Trip Suggestions

Franconian Wine Country
www.fraenkisches-weinland.de

Dates

May 29 – June 28, 2027
Mozartfest Würzburg

July 2 – 11, 2027
Hofgarten Wine Festival

July 2 – 18, 2027
Kiliani Beer Festival and Fun Fair

Nov. 26 – Dec. 23, 2027
Würzburg Christmas Market

Noteworthy

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

Highlights:

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

Romantische Straße® main Radweg


© Nik Schölzel

Daniel Winter
Head of Destination Management

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

Phone +49 (0) 931/372651
daniel.winter@stadt.wuerzburg.de
www.wuerzburg.de



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

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 online sample itineraries serve as inspiration for both groups and independent travelers (FIT guests) 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.

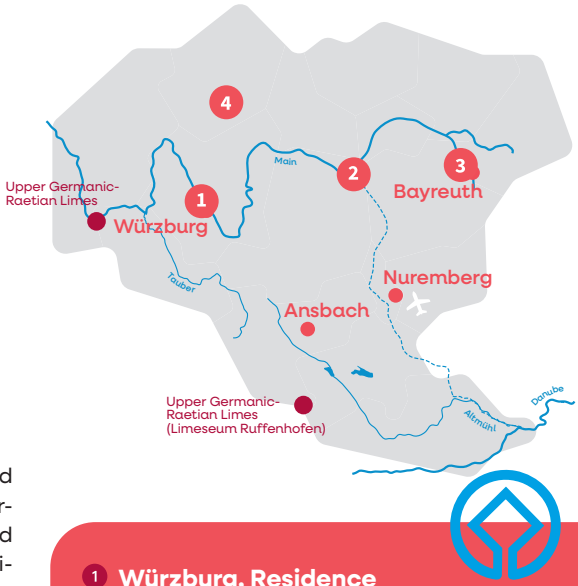
Let our tour suggestions inspire you and discover the diversity of Franconia!



Bad Kissingen, Great Spa Towns of Europe
© FrankenTourismus

www.frankentourismus.com/specials/unesco-world-heritage

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.



© FrankenTourismus / Bamberg / Hub

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, Great 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.

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





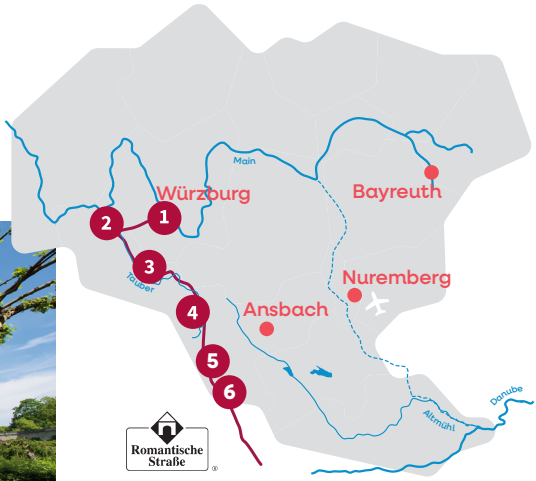
© FrankenTourismus / FWL / Würzburg / Hub



© FrankenTourismus / Holger Leue



© AG Fränkischer WasserRadweg / Trykowski



1 **Würzburg**
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



Faber-Castell Castle in Stein

© Burgenstraße / Ralf Hanisch

Stone Witnesses of Time



Along the Castle Road, around 60 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, public transport or bike – 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, Spalt, Eichstätt, Roth, Stein, Cadolzburg, Nuremberg, Lauf an der Pegnitz, 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 **Eichstätt**
www.eichstaett.de

4 **Nuremberg**
tourismus.nuernberg.de

5 **Bamberg**
www.bamberg.info

6 **Coburg**
www.coburgmarketing.de

7 **Kronach**
www.kronach.de

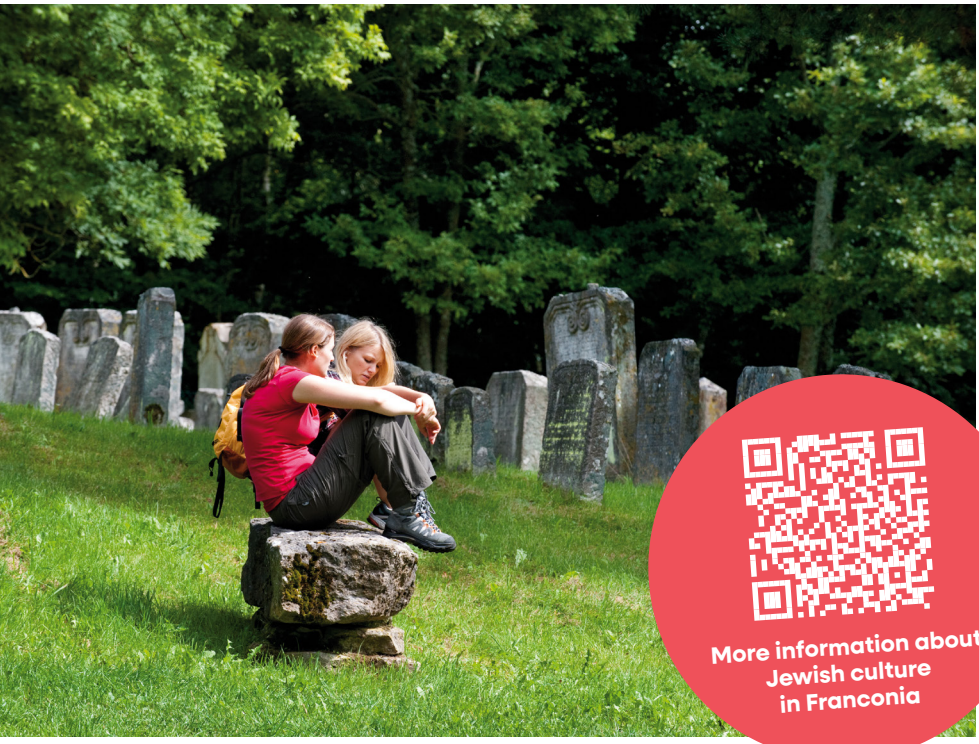
8 **Kulmbach**
www.kulmbach.de

9 **Bayreuth**
www.bayreuth-tourismus.de

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

www.frankentourismus.com/specials/culture/jewish-culture



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

   Jewish Music Today Festival
   www.jewish-music-today.de
7. **Kitzingen, The Old Synagogue**
   www.stadt-kitzingen.de/tourismus
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)

© MIZAR

Experience Unique Craftsmanship

Wine-Growing Region of Franconia



FRANKEN
WEIN.SCHÖNER.LAND

© 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

i www.franken-weinland.de



© 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.

www.franken-bierland.de

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-moenchshof.de
4. **Spalt, „HopfenBierGut" – Museum at the Historical Granary**
   www.hopfenbiergut.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



© Fränkisches Weinland Tourismus / Atelier ZUDEM



4 Lohr am Main
www.lohr.de
- ✓ Private audience at Baroness von Erthal (costume tour)
- ✓ Excursion to Mespelbrunn Water Castle

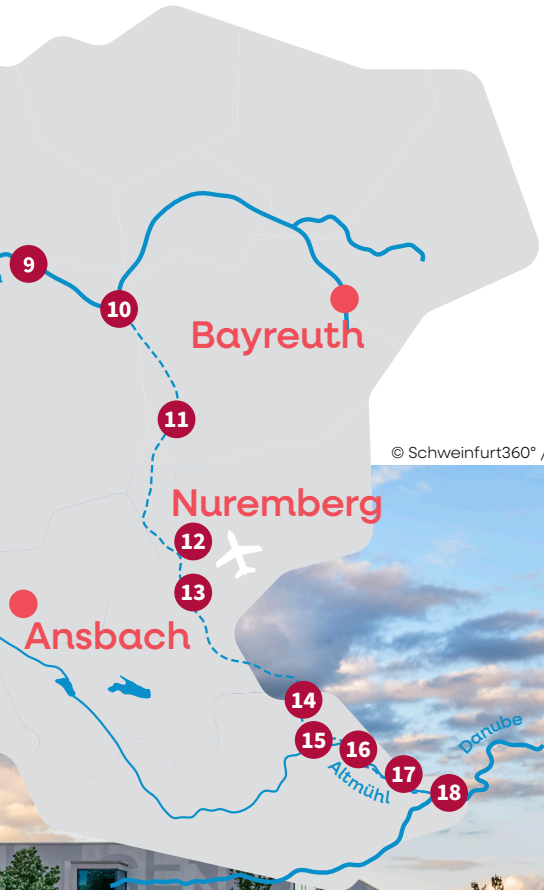
5 Würzburg
www.wuerzburg.de
- ✓ Franconian Wine Country
- ✓ Romantic Road to Rothenburg by private bus

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



The docking points serve as a perfekt 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.

© Schweinfurt360° / F. Trykowski



© TOURISMUS REGION WERTHEIM / Peter Frischmuth / argus



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

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



© Schloss Frankenberg / Dominic Heidl

Key/Symbol: Number of Accomodation-Units

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)

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

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

124 **Siebenquell GesundZeitResort**
Bad Weißenstadt am See,
www.siebenquell.com

76 **Liebesbier Urban Art Hotel**
Bayreuth, www.liebesbier.de

22 **Burg Rabenstein**
Ahorntal, www.burg-rabenstein.de

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

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

10 **Büchelbergerei**
Gunzenhausen,
www.buechelbergerei.de

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

29 **Weingut & Hotel Meintzinger**
Frickenhausen,
www.weingut-meintzinger.de

44 **Romantik Hotel zur Schwane**
Volkach, www.schwane.de

69 **Schlosshotel Steinburg**
Würzburg, www.steinburg.com

n/a **Frankenwald Chalets**
Wilhelmsthal,
www.frankenwald-chalets.de

41 **Die Kronacher Stadthotels**
Kronach,
www.stadthotel-pfarrhof.de

57 **Landhotel Rügheim**
Rügheim,
www.landhotel-ruegheim.de

© Hotel Karl August



14 **Gutshof Andres**
Kirchlauter, www.gutshof-andres.de

17 **Hotel Kloster Bronnbach**
Wertheim,
www.hotel-kloster-bronnbach.de

30 **Das Schaffers**
Bad Mergentheim,
www.dasschaffers.de

32 **Hotel Post Berching**
Berching, www.post-berching.de

15 **Engelwirt Hotel & Apartments**
Berching, www.engelwirt.com

79 **Dormero Hotel Hersbruck**
Hersbruck,
www.dormero.de/hotel-hersbruck

64 **Dormero Hotel Reichenschwand**
Reichenschwand, www.dormero.de/schlosshotel-reichenschwand

136 **Best Western Plus Kurhotel an der Obermaintherme**
Bad Staffelstein,
www.kurhotel-staffelstein.de

30 **Landhotel Augustin**
Bad Staffelstein,
www.hotel-augustin.de

20 **Laudensacks Parkhotel & Beauty Spa**
Bad Kissingen, www.laudensacks.de

31 **Neumühle Resort & SPA**
Wartmannsroth,
www.neumuehle-resort.de

64 **Kunzmann's Hotel**
Bad Bocklet, www.kunzmanns.de

45 **Hotel Sturm**
Mellrichstadt, www.hotel-sturm.com

57 **Hotel Goldene Rose**
Dinkelsbühl,
www.hotelgoldenerose.de

150 **Meiser Design Hotel**
Dinkelsbühl,
www.meiser-hotels.de/design

75 **Hotel Eisenhut**
Rothenburg o.d.T.,
www.hotel-eisenhut.de

31 **Burg Colmberg**
Colmberg, www.burg-colmberg.de

66 **Hotel Lamm**
Heimbuchenthal, www.hotel-lamm.de

92 **Creativhotel Luise**
Erlangen, www.hotel-luise.de

35 **Werners Boutique Hotel**
Fürth, www.werners-hotel.de

16 **Boutique-Hotel Elch**
Nuremberg, www.hotel-elch.de

120 **Hotel Karl August**
Nuremberg, www.karlaugust.de

311 **Scandic Central**
Nuremberg, www.scandichotels.de/nuernbergcentral

190 **Le Meridien Grand Hotel**
Nuremberg,
www.lemeridien-nuernberg.com

168 **Sheraton Carlton Nürnberg**
Nuremberg, www.marriott.de/nuesi

27 **Schloss Frankenberg**
Weigenheim,
www.schloss-frankenberg.de

87 **Vitalhotel an der Therme**
Bad Windsheim,
www.vital-hotel-adt.de

23 **Hotel Nepomuk**
Bamberg, www.hotel-nepomuk.de

184 **Welcome Hotel Residenz-schloss Bamberg**
Bamberg,
www.welcome-hotels.com/hotels/residenzschloss-bamberg



© Schlosshotel Steinburg

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

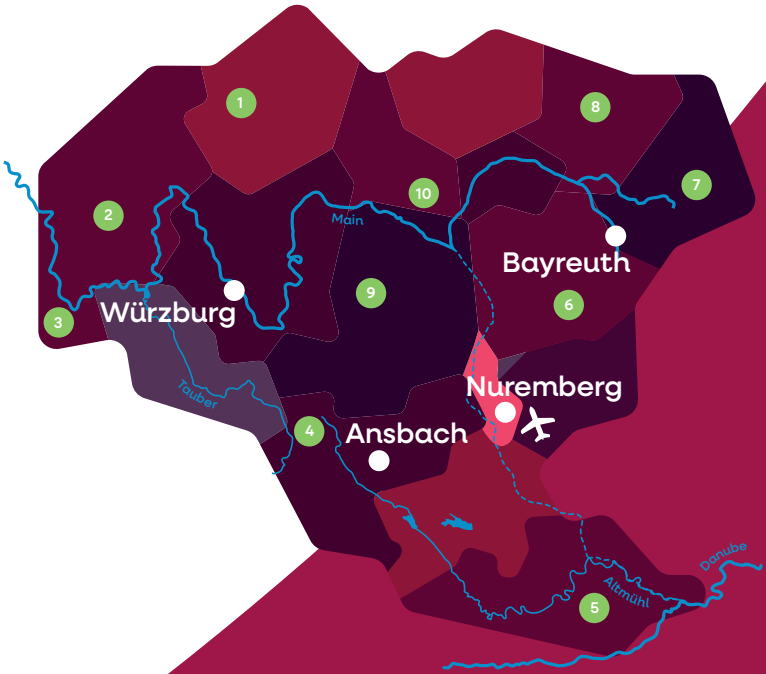
6 **Franconian Switzerland – Frankenjura Nature Park**
www.fsvf.de

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



www.frankentourismus.com/specials/sustainable-vacations



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!

www.frankentourismus.com/specials/active-vacations



© TV Fränkisches Seenland / Jens Wegener

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!



© Haßberge Tourismus / Ralf Schanze



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 Weller

www.mainradweg.com

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 canoeing, climbing, horseback riding, or stand-up paddleboarding 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

www.frankenweg.de



© Obermain.Jura / Linda Böse

Cities along the route

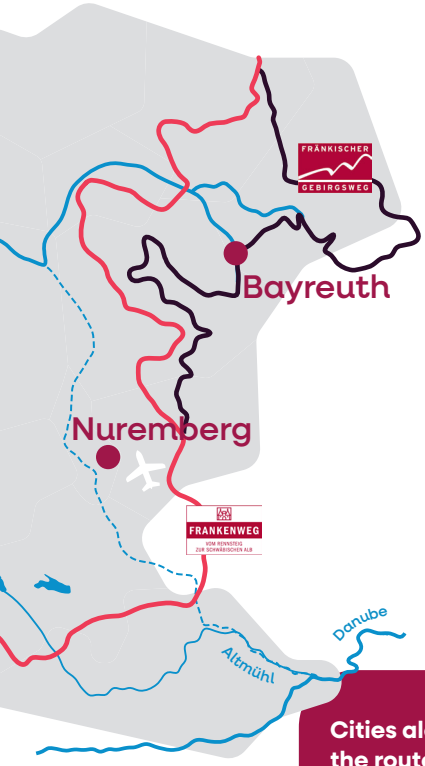
- Bad Alexandersbad
- Bayreuth
- Waischenfeld
- Hersbruck

FRÄNKISCHER GEBIRGSWEG

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 Margravial 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

Kelten Erlebnisweg

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.

© Frank Boxler



© erlebe.bayern / 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

Fun, Adventure, and Nature

Families can explore nature in exciting ways – from the lofty heights of high ropes courses like the Waldkletter-garten Banz to the depths of fascinating caves such as the Tropfsteinhöhle Schulerloch. Additionally, destinations like the Natur Erlebnis Wäldla invite visitors to discover nature through playful activities. On warm days, lakes, rivers, and swimming facilities across the vacation area Franconia provide refreshing relief.



© Markt Presseck

Family Offers in Franconia

www.frankentourismus.com/specials/family-adventures

Highlights 2026

Franconia celebrates the travel year 2026. Anniversaries and events invite you to join the festivities:

- ✓ German Catholic Day, Würzburg
- ✓ 200 Years Founding of the Duchy of Saxe-Coburg and Gotha
- ✓ Opening of Retti Palais Museum, Ansbach
- ✓ Reopening of St. Michael's Monastery, Bamberg
- ✓ 50 years of the Jura-Museum, Eichstätt



© Bayreuth Marketing & Tourismus GmbH / Mikhail v. Butovskiy

© Naturpark Altmühltal / Dietmar Denger



All Highlights

i www.frankentourismus.com/highlights-2026

Further Highlights

Franconia - Where sound meets soul

- ✓ 150 Years of Bayreuth Festival
- ✓ 105 Years of Mozart Festival, Würzburg
- ✓ 75 Years of ION Music Festival, Nuremberg
- ✓ 50 Years of Bardentreffen
- ✓ 40 Years of „Kissinger Sommer" Festival
- ✓ 30 Years of Taubertal Festival

Outlook (Selection)

2027

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

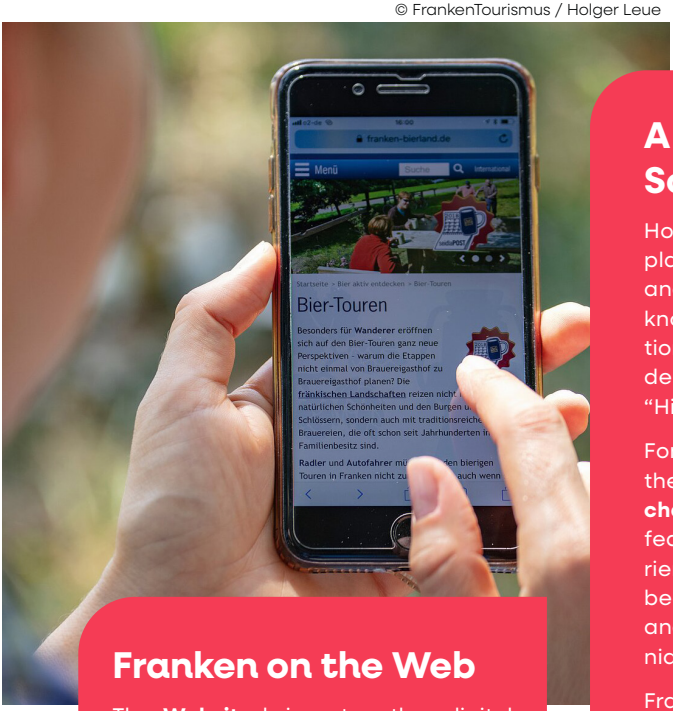
2028

- ✓ 500 years „Albrecht Dürer"
- ✓ 350 years „Christkindlesmarkt", Nuremberg
- ✓ Bavarian State Exhibition „Children in the Middle Ages", Rothenburg o.d.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.

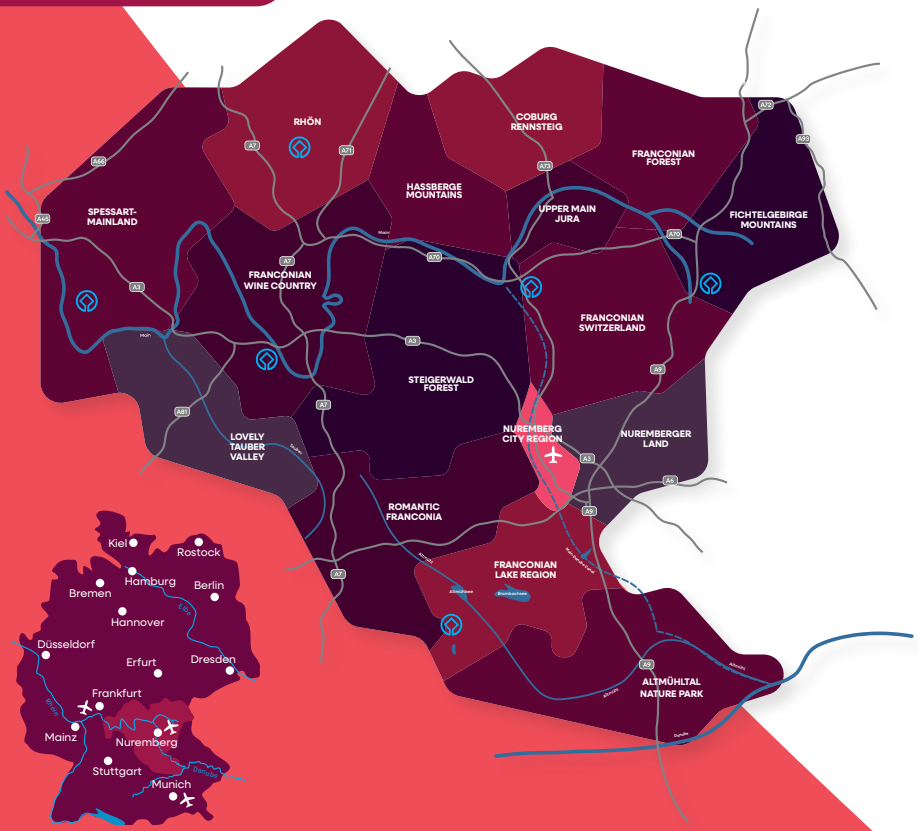
www.frankentourismus.com

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

A9 **Autobahn / Federal Highways**

UNESCO World Heritage Sites

Services for the travel industry

Website for the travel industry

„Franconia calling“ - travel trade update

Research trips / FamTrips

Press releases

Development of travel packages and trip suggestions

Informational materials (print and online)

Sample itineraries “A day in...” for FIT and groups

Providing of pictures and video clips

medienservice.frankentourismus.com/trade

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