

Southwest Germany
THE SÜDEN
Baden-Württemberg

BADEN-WÜRTTEMBERG

Welcome to the sunny side of Germany



HEARTFELT WELCOME

in Southwest Germany

BADEN-
WÜRTTEMBERG

F

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A

10 REASONS TO VACATION IN BADEN-WÜRTTEMBERG

- 1 Eat the original Maultaschen (Ravioli), Pretzels and Spätzle (traditional pasta)
- 2 Traverse pristine landscapes
- 3 Learn the origins of groundbreaking inventions
- 4 Enjoy Michelin starred and awarded cuisine
- 5 Ride the tailwind on picturesque biking paths
- 6 Celebrate wine festivals in the wine hills
- 7 Explore the UNESCO World Heritage Sites
- 8 Spend an adventurous vacation with your children
- 9 Enter digital rooms
- 10 Take time to completely relax

**WE CAME TO EXPERIENCE THE
EXTRAORDINARY SIGHTS
AND SITES. WE STAYED TO RELISH
THE DELICIOUS MENUS.**



Living royally and enjoying excellence have always belonged together. This traditional connection still exists today. Advantageous for our guests is that anyone who visits the monuments of Southwest Germany doesn't have to travel far to also access delicious fare. The surrounding restaurants, cafés and wine bars are worth a visit – and at least one order.



**WHAT EMERGES
WHEN A CHILD DRAWS
A KNIGHT'S CASTLE?**

You can hardly imagine it being more beautiful. We only like fairytale castles and knight's castles that are authentic and accessible. And because our queens and princes had a taste for beauty, they created their castles with the most beautiful views in Southwest Germany.

**WE MAY HAVE DISCOVERED
THE ENGINE, BUT WE LOVE
LEAVING IT BEHIND TOO.**



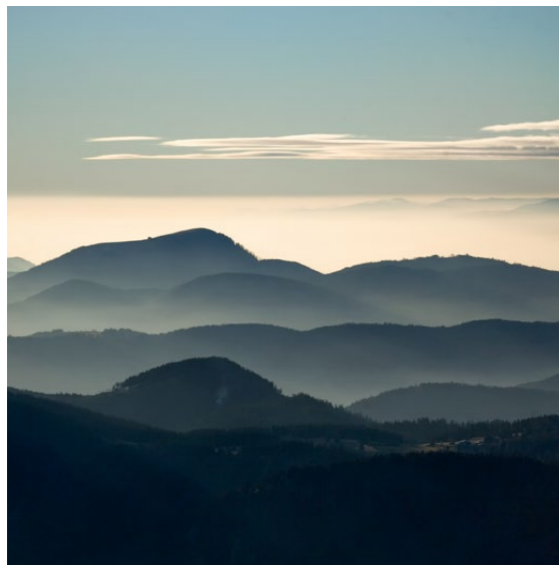
In 1886, Gottlieb Daimler chugged across the Neckar in the first motorboat. Today we enjoy being able to not use our engines. Keyword: sustainable travel. Many places and regions are certified in sustainable travel, including the Black Forest Highlands.

WELCOME TO A BAG OF WONDERS

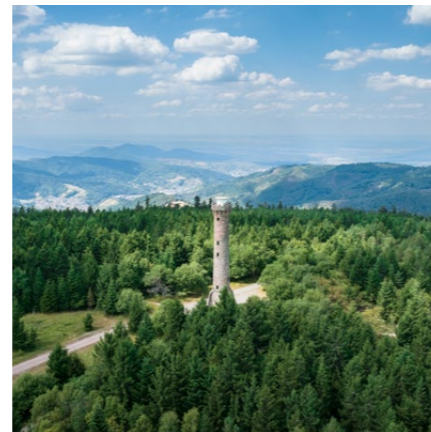
A map of Southwest Germany

Please come in! Here, in Southwest Germany you will find world famous travel destinations and insider tips that have surprising effects. Experience with your own eyes what has made the Black Forest, Lake Constance and the towns of Southwest Germany famous. Or explore the Taubertal, the Kraichgau-Stromberg and Upper Swabia – and wonder why they are still considered insider tips.

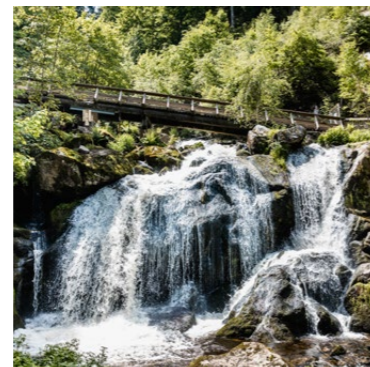
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Black Forest
Highlands with the Belchen mountains and other highlights



Northern Black Forest
Germany's largest nature park

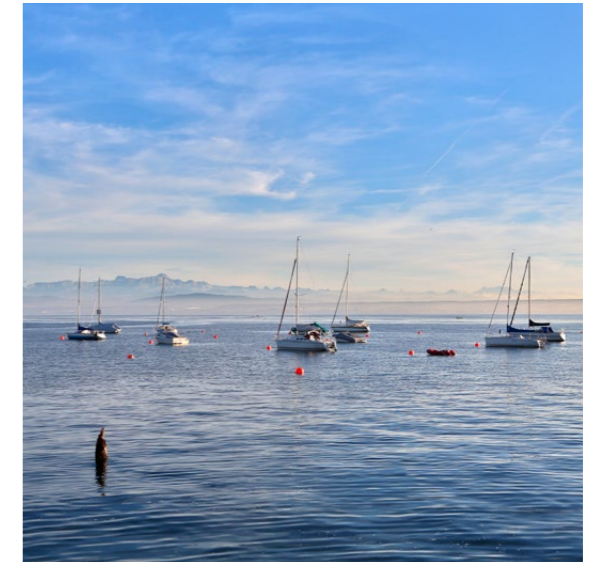


Black Forest Highlands
Triberg Waterfalls

5

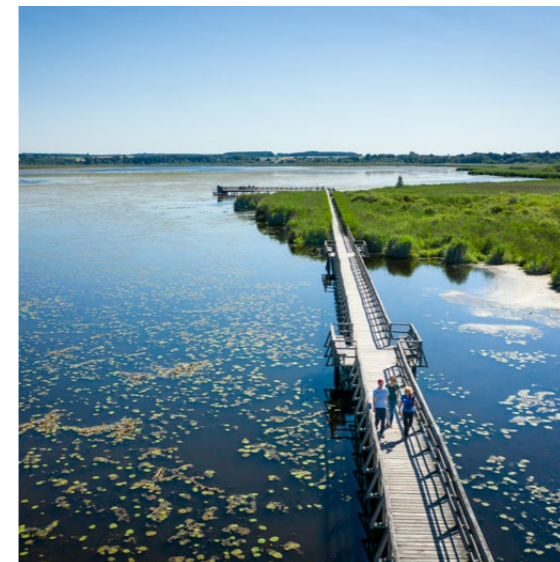


The island of Reichenau
UNESCO World Heritage site,
in the middle of Lake Constance



Lake Constance (also known as the Bodensee)
Germany's largest lake with a panoramic view of the Alps

6



Upper Swabia-Allgaeu
Nature paradise – Federsee Lake



Upper Swabian Baroque Route
Loreto Chapel in Wolfegg

4



Swabian Alb
Castle Werenwag, high above the Danube



Swabian Alb Biosphere Reserve
Hohengundelfingen Castle with a view over the Great Lauter Valley

1

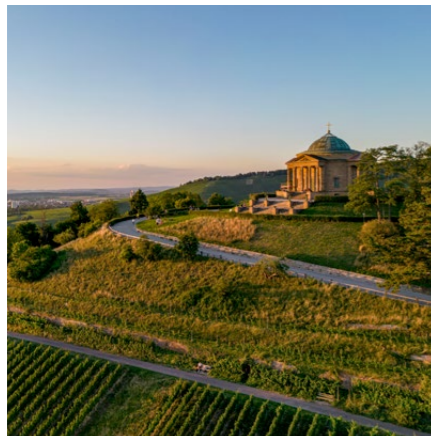


The Very Top of Southwest Germany
Ravensburg Castle on one of the thousand hills of the Kraichgau-Stromberg region



The Very Top of Southwest Germany
The Tauber Valley Bicycle Path starts in Wertheim

2



Stuttgart and its region
Funeral chapel on the Württemberg hill

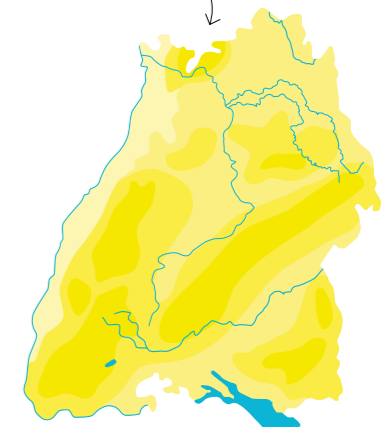


Stuttgart and its region
Bietigheim railway viaduct over the Enz valley



The Very Top of Southwest Germany
Langenburg Castle in Hohenlohe

What is where?
You will find an overview map in the very back of this brochure.



Open your window to our digital presence

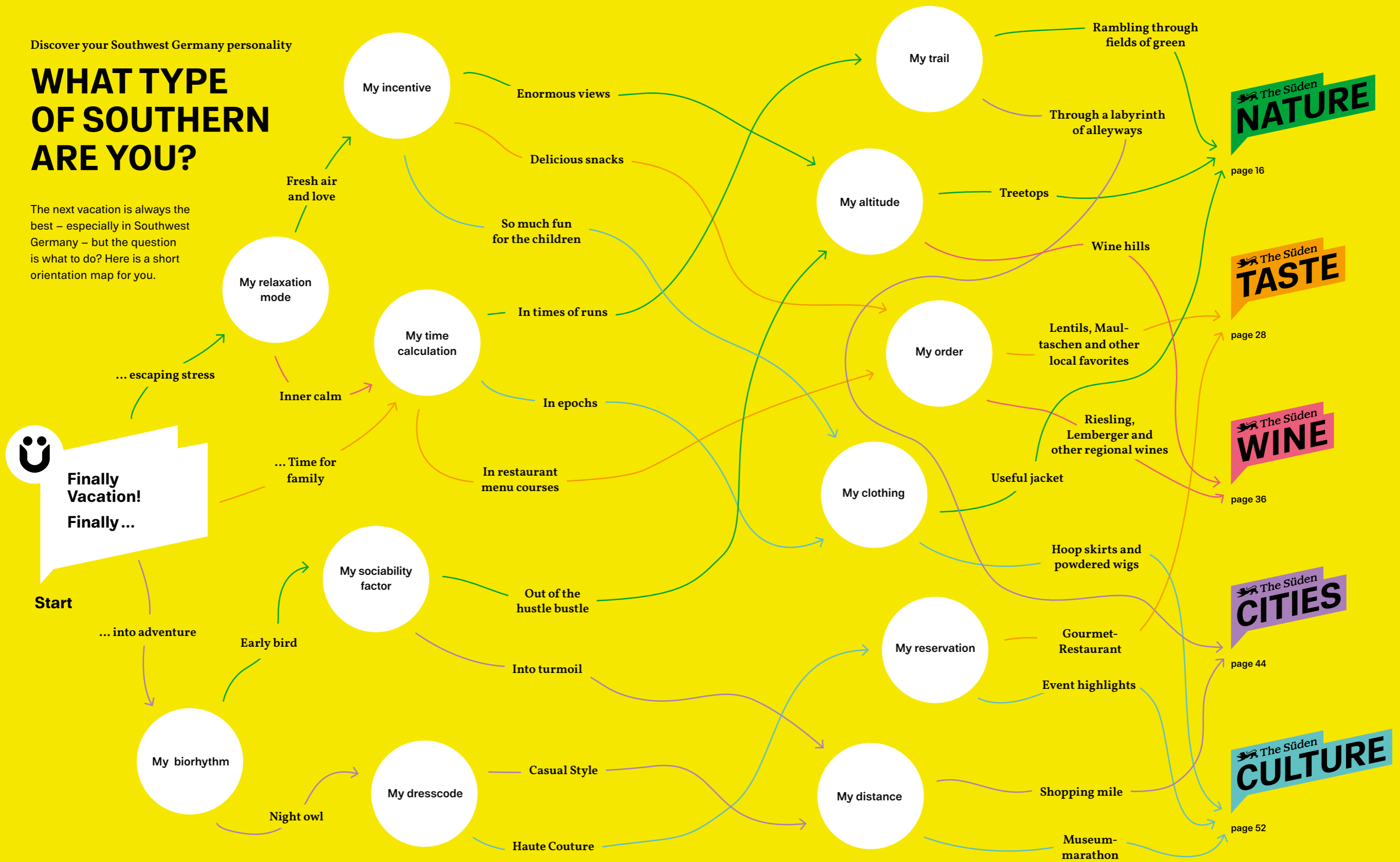


#visitsueden
@visit.sueden

Discover your Southwest Germany personality

WHAT TYPE OF SOUTHERN ARE YOU?

The next vacation is always the best – especially in Southwest Germany – but the question is what to do? Here is a short orientation map for you.





Spectacles of nature in the Southwest

STIRRING MOMENTS

Are you breathless? Maybe it's the views.
Maybe because of the untouched landscape.
Or perhaps along the countless paths,
gravel tracks and cycle paths that are ideal
for exploring.

It's more beautiful to walk through it than drive over it

FALL IN LOVE WITH KÜSSABERG, UPFLAMÖR AND JUX

Welcome to a program of contrasts. Discover the paths of Southwest Germany and its rustic villages. Walk the flat areas along the rivers. Traverse romantic kilometers or climb steep paths between hills, valleys and mountains. Experience spectacular heights. Or crisscross through hamlets and communities that have funny names like Siehdichfür, Hebsack or Ungeheuerhof. And at some point - usually just in time – a country inn appears as if at the end of the rainbow. But don't stop too long because in Southwest Germany, the journey remains the destination. Whether you are traveling with hiking boots or a canoe, with an e-bike or with climbing harnesses, with running shoes or on an excursion boat, the next adventure is already waiting: it begins around the next bend.



SOUTHWEST GERMANY NATURE



Wander classics as well as new paths
Over 300 certified routes,
Something for every backpack



Long-distance biking path
Vacation along fascinating biking paths – See 21 suggestions for paths for several day tours



Nature parks and gravel paths
Cool and crossed: 14,000m altitude on forest paths and stones

1900

Opening of the West Path in the Black Forest. This was the first long distance hiking path in Germany

690 km & 14.000 m altitude

Nature parks
Gravel paths

370 km & 7.000 m altitude

Alb hiking paths

21

superior long-distance biking paths

1.493 m

high is the Feldberg, the highest peak in Baden-Württemberg

30.000 km

marked walking paths

Absolutely untouched and traditionally manicured:

MILES AND MILES OF NATURE YET FEW PEOPLE

You don't have to run into anyone if you don't want to. As a nature freak, you will find your beloved open spaces in the biosphere areas and nature parks of Southwest Germany. So many beautiful tours in landscapes worth protecting. Endless forests with endless fresh air. Colorful meadows and natural areas with amazing biodiversity. Marked paths lead you through the wilderness. If you speak with the locals, you can experience even more. For example, with ranger tours, snowshoe hikes, bird explorations, wine hikes, gourmet tours or torchlight walks. Just join in – and gain lots of new experiences.



Swabian Alb
The Wacholder meadow that lies between rocky cliffs and is "mown" and cared for by goats



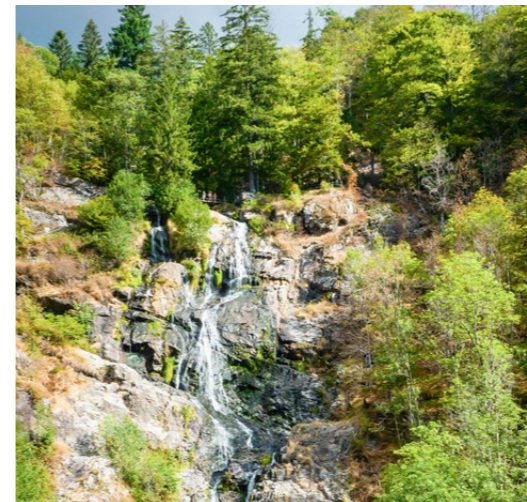
Here we go in Southwest Germany:
visit-bw.com/en/nature/nature-experience



Stromberg-Heuchelberg
Feral cats and wild bees frolic among the vineyards.



SOUTHWEST GERMANY NATURE



Southern Black Forest
The water makes its way between high woods and deep ravines

- 7**
Nature parks
- 2**
Biosphere areas
- 1**
National park



Exclusive time-out

PREFER TO SLEEP IN UNUSUAL PLACES

Escape the day-to-day and retreat into happiness: sleep in extraordinary places, breathe in the scent of times gone by or simply let your gaze wander into the distance. Whether it's a treetop house, a lovingly restored farmhouse in a secluded location or a tiny house next to a meadow orchard – you'll find your own personal hideaway here. And if you fancy an adventure, nature is waiting right on your doorstep.



Cosy retreat and your favourite person
You don't need anything more to be happy



Hideaways in Southwest Germany
Sleep like an angel – down-to-earth, traditional or luxurious

YOUR BUCKET LIST

What you should do at least once in your life: Experience highlights of nature and the cool challenges



Love on Top
Hike the highest peak in all of Baden-Württemberg: the Feldberg

Heart and Soul
Find a giant sequoia tree from the Wilhelma crop and hug it

Fly like an Eagle
Fly the longest nature zipline over the Heubach Valley in the Black Forest

Back to the Nature
Meet the gravel challenge at 46,000 feet high and crossing all of the nature parks in Southwest Germany

Stand by me
Let the trees dance in the Wackelwald Bad Buchau

Walk the Line
Walk the 360 foot high swinging bridge in Todtnau

Take a Walk on the Wild Side
Fight through the undergrowth in of Germany's largest nature park in northern Black Forest



Hear the sounds of Southwest Germany on spotify. Scan here for the playlist, "Nature-Bucket-Playlist Baden-Württemberg":



MANY OF OUR LANDSCAPES ARE FORMED BY GENTLE HILLS THAT FLOW LOOSELY INTO EACH OTHER – AS DO MANY OF OUR PATHWAYS.



Southwest Germany is here for everyone – for all people, for all needs. That’s why we focus on providing routes that are not more difficult than they need to be. Discover our easy tours and walks and experience nature your way.

TRAVELING IN YOUR BATHING ROBE THROUGH THE LAND OF SPAS

Wellbeing in the land of 1,001 infusions

Relax and do only what is good for you. Go to the thermal pool, salt cave or get a massage. Let yourself be wrapped in mud or clay. Or just do nothing at all. Stay in your bathrobe all day. Maybe just like the Romans once did. That's why they traveled to us over the Alps around 2000 years ago. Today guests come from everywhere. They are spread over 56 spas and health resorts in a deeply relaxed manner, that carry special distinctions. That makes us the number one spa resort in Germany. But please don't stress about the superlative. We also deal with this in a very relaxed manner.



Relax in while just looking around –
Wellness in monoculture:
[visit-bw.com/en/wellness](https://www.visit-bw.com/en/wellness)

56

Therapeutic spas and health resorts

32

Thermal spas

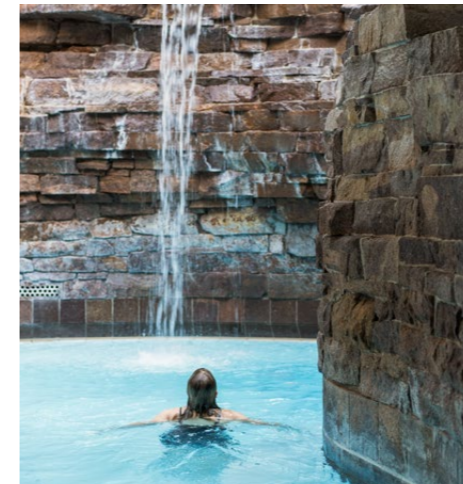
104

Open air pools

97

Holiday pools- and water parks

Wellbeing in Thermal Southwest Germany



Thermal Palace in Bad Wildbad
A timeless source of strength



Simply hop from your hotel room to the thermal spa in your bathing suit



Secrets from Southwest Germany's kitchens

FOLLOW YOUR NOSE THROUGH THE LAND OF ENJOYMENT

The whole world values us for our art of cooking. It's no wonder as our menus are true tear jerkers. With a friendly wave from the kitchen, we get on with it. Honestly it's an unending story and even after dessert, it continues.

It must be love

LOVE BITES ON THE TABLE CLOTH

A church, a restaurant, a bake house – these three buildings mark the traditional center of a village. In other words, two buildings for community pleasure and the third to give thanks for the other two. This is how the people in Southwest Germany are brought up – with eating and drinking in the center of everything. A lot of time is devoted to this, and no one is left behind. In recent years in particular, the kitchen cosmos has expanded enormously in terms of dimensions and interpretations. If you program your navigation system to the menu, you will discover an entire universe of enjoyment from Southwest Germany: everything between the evening Vesper meal on a wooden plank to a nine-course gourmet meal, from a freshly squeezed lemonade to a fine pear sparkling wine from the legendary 2003 vintage. When you taste Southwest Germany, “bon voyage” and “bon appetit” belong together.



Krone Alt-Hoheneck near Ludwigsburg
Chef Markus Fetzer in his own bake house



1

Franconian Spelt

The valuable grain with its own Spelt Biking route

2

Swabian Maultasche (Raviolis)

Invented in Maulbronn – Patented in Southwest Germany and found in all of Swabia

3

Schwäbisch-Hall Pork

Bred only in Hohenlohe and North Württemberg

4

Filderkraut

Unique pointed herbs from the fertile soils of the Filder plain

5

Traditional orchard fruit

The Jörg Geiger manufactory refines old fruit varieties into fine specialities

6

Pretzel

Legendary pretzel pastry – According to legend, it was invented in Bad Urach

7

Black Forest mineral water

Effervescent and fresh from the deep Black Forest rock bed pools

8

Black Forest Ham

The original smoked over Black Forest pine

9

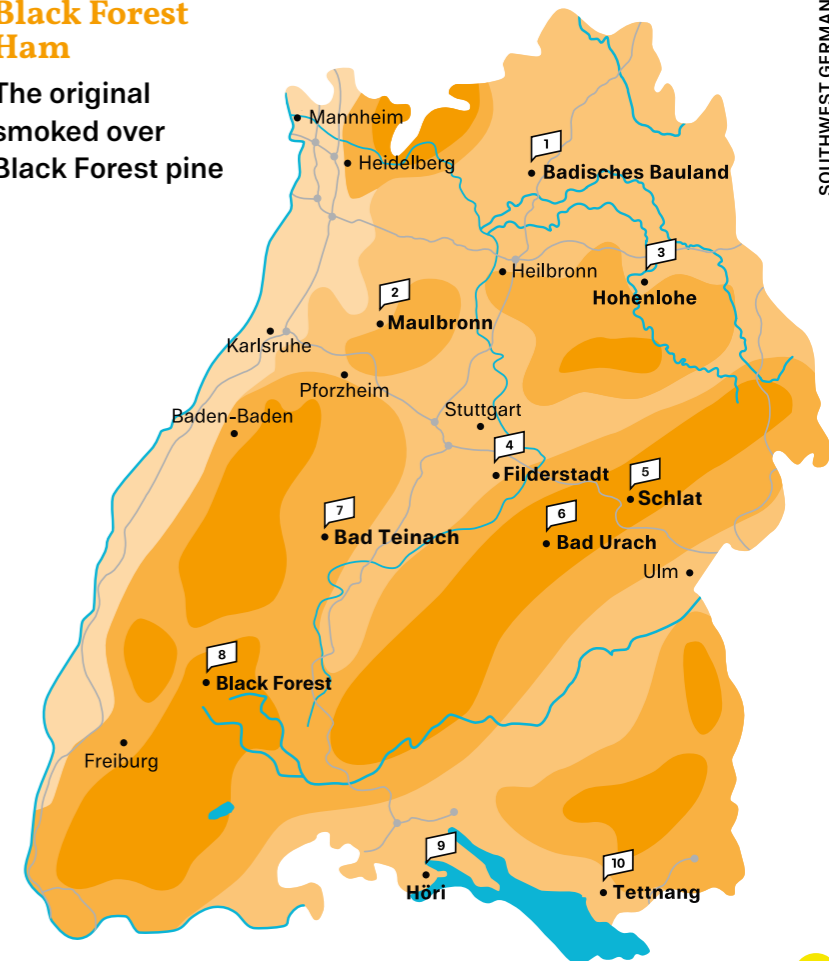
Höri Bülle

Onions with a delicate aroma from the Höri Peninsula of Lake Constance

10

Tettwang Hops

The world-famous green “Gold” with its complex and highly honed aromas





Discover typical country restaurants:
visit-bw.com/en/taste

PREFERABLY FROM SOUTHWEST GERMANY

You can buy clothes anywhere – and the big brands offer exactly the same selection everywhere. Fortunately, things are different with our delicacies. Many excellent cuisines in Southwest Germany rely on typical regional specialties. They promote local cultivation and regional producers. In this way, everything has the typical taste from Southwest Germany – from the chives on the amuse bouche to the foam on the dessert. And who benefits from it? Our guests of course. When you see the “Schmeck den Süden” badge, you know that is where unique regional cooking is done. With a bit of luck, you’ll meet the country’s ambassadors for enjoyment. People who serve the specialties of Southwest Germany have enormous dedication.



Ambassador of Enjoyment
 Markus Kaiser from the town of Goldbachhof in Bernau



Tettngang, Hops Farm No. 20
 The best address for hops, tastings and tours

Over one thousand different types

THIS IS WHERE HOPS AND MALT WERE BORN

Something is brewing here. Liquid cultural assets! The beer tradition of Southwest Germany essentially consists of two ingredients. Firstly, the German Purity Law. Secondly, the special characteristics of Southwest Germany, namely the dedication with which over 200 home, farm and large breweries work to expand the nuances of the beer spectrum. By the way, the tasting goes even more smoothly if you first hike to quench your thirst on the hop trails. You can also learn the flowery craft yourself, for example on guided tours or in special brewing courses. Insiders confirmed: The deeper you dive, the better it tastes.

Heidelberg
 Where thoughts flow

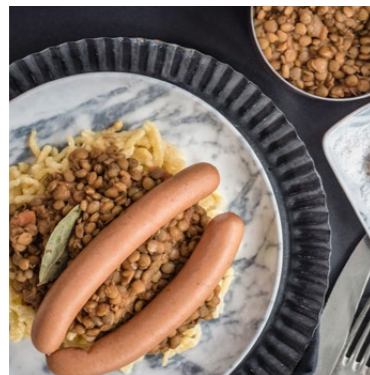


Specialties that you shouldn't miss out on when ordering

TASTING SOUTHWEST GERMANY



Schupfnudeln
With Filder cabbage and bacon from the Black Forest



Lentils and Spätzle
Naturally with a pair of Wurst – the vinegar is a matter of taste



Black Forest cake
Often copied, never achieved



Gaisburger Marsch
Once they were leftovers from a district of Stuttgart. Today, they are world famous

Discovered in Southwest Germany, loved by all

CLASSIC MAULTASCHEN



Ingredients

- 400 g flour
- 4 eggs
- A bit of water
- Salt
- 150 g minced meat (half and half)
- 300 g veal roast
- 200 g blanched spinach chopped
- 1 small onion, diced
- 2 eggs
- nutmeg
- Salt and pepper
- Meat broth
- Chives
- Stale bread cut into cubes

1. Dough

Knead a smooth dough from flour, eggs, salt and a little water. Roll it out with a rolling pin into a thin rectangular sheet of dough.

2. Filling

For the filling, soak the bread cubes in a little hot water and then express it well. Mix all the listed ingredients well in a large bowl and season to taste.

3. Preparation

Spread the filling about 0.5 centimeter thick over the pasta dough except for two centimeters at the top edge and roll it up twice. Brush the overlapping edge of the dough with egg yolk, fold it over and press it firmly. Cut off the Maultaschen with a knife (approx. 100 g per Maultasche). Simmer gently in the meat broth for about twelve minutes.





Sunny slopes of Southwest Germany

BEAUTIFUL TRIPS ACCOMPANIED BY DELICIOUS WINES

Vines are fantastic plants. In Southwest Germany's wine regions, they produce amazing fruit - and they shape the regions. Vineyards act like signposts. They show you where particularly attractive areas of land are located.

Along the way through Germany's 3rd and 4th largest wine regions

HOSPITALITY BEARS FRUIT

Let's assume you only drink water or even only beer. Even in these unusual situations, it is still worth a trip to the Southwest Germany's wine regions. Ultimately, grapes grow in regions that have suitable and preferred climates. Plump grapes grow only on vines that face the sun. Particularly important in both wine regions: Württemberg and Baden, the people know how to evaluate their product. In the end, the wine tastes best in social gatherings with excellent meals. When it comes to hospitality, winemakers are among the top addresses. The little drops that they pour make a pleasant stay evolve into a true holiday as a wine experience in Southwest Germany becomes an experience of complete wellbeing.



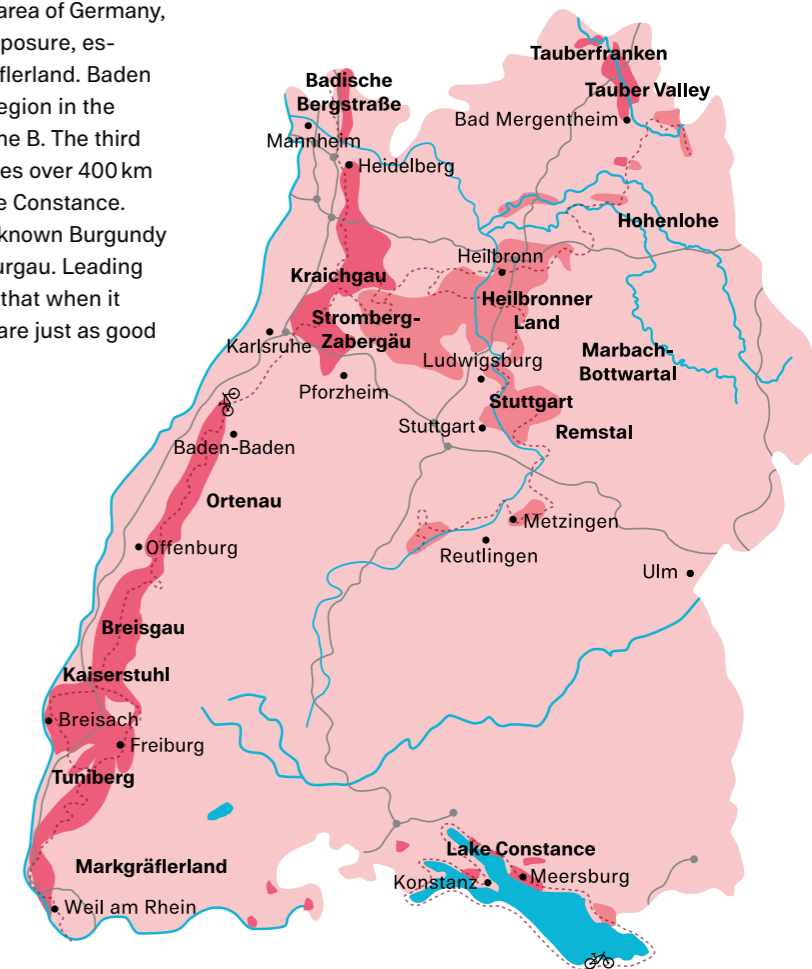
Discover more about wine in Southwest Germany: [visit-bw.com/en/wine](https://www.visit-bw.com/en/wine)



Baden. Sunny Excellence.

In the most southern wine growing area of Germany, the wine hills have the most sun exposure, especially in Kaiserstuhl and Markgräflerland. Baden is the only German wine-growing region in the sun-drenched EU wine-growing zone B. The third largest wine growing region stretches over 400 km (249 mi) from Tauberfranken to Lake Constance. Prestigious wines such as the well-known Burgundy but also the Gutedel and Müller-Thurgau. Leading wine specialists gush over the fact that when it comes to excellence, Baden wines are just as good as the neighboring French wines.

● Baden wine-growing region



SOUTHWEST GERMANY WINE



Württemberg. The up-and-coming wines.

Steep positions, steep career. The terraced vineyards are picturesquely piled up along the Neckar and its tributaries. It feels like the view goes vertically upwards. This also applies to the quality of the wines. The preferred grape varieties are Trollinger, Lemberger, Schwarzriesling, Pinot Noir and Riesling. Progressive cooperatives have drawn on this wealth and transformed the classic red wine country into a wine industry hotspot. There is also a new independent young wine-growing generation, which is making a name for itself with surprising wines.

● Württemberg wine-growing region



Wineland Baden-Württemberg
Stop off and enjoy a cosy break

Experience the wine landscapes. Increase your enjoyment of wine.

In Southwest Germany's wine region, there are many paths to wine. The most beautiful are marked with signposts, such as the biking paths in Baden or Württemberg. Along the way, you will meet people who grow and care for the grapes and who develop the wines. You can climb high vineyards – on foot, by bike or in a covered wagon. Baden-Württemberg wine experience guides take you through the locations. Or you can go down into deep cellars. Dive into the secrets of the aromas and their creation. Expand your wine knowledge with many exciting notes. And please don't forget to plan an extensive wine tasting for the afternoon and evening.



Pubs, taverns and additional invitations

HOSPITALITY IN THE LIVING ROOM

Now that we have no fear of contact, you can sit comfortably in the living room with locals. You will immediately fall into conversation. In Württemberg, they are called Besenwirtschaft; in Baden, they are called Strauße or Straußwirtschaft. It's definitely an experience. Not just the culinary aspect but you also enjoy the new wine and the best vintages. Choose something from the small menu – or follow the staff's recommendations. Mostly home cooking or snacks. These temporary businesses are only in full swing for a few weeks a year. In Southwest Germany, you know where and which place is currently open.



Wow, Wine! Popup Events in Southwest Germany.

The "Weinsüden" pop-ups are one of the highlights of the year. They are organized by several young winemakers directly in the vineyards. Young, relaxed, unconventional. People taste and compare, celebrate and chat. The main thing is that everyone is together and it is even better when guests come along. The best time is between May and September on sunny days with the happy prospect of an extension into the late evening.



Where you can find wine pop ups:
[visit-bw.com/en/wine/wine-events](https://www.visit-bw.com/en/wine/wine-events)

70 %
of the Württemberger vineyards are covered by red wine varieties

26.617 ha
67,000 acres of land is used in Southwest Germany for vineyards

9 to 13 °C
43 to 48 degrees fahrenheit is the recommended drinking temperature for white wine. For red, it is 16 to 18 °C or 61 to 66 fahrenheit

1782
The bulb-shaped wine bottle arrived in the Baden-Baden vineyards – the only place outside of Franconia where they are allowed

1.200 h
1,200 hours is the time it takes a worker to harvest a hector of grapes on a steep slope – 3x longer than on a flat surface

75038
Oberderdingen is the only town where a vineyard lies both in Baden and the Württemberg vineyard

No illusion. No other barrel.

WHY THE WINE TASTES BETTER HERE

Apart from the awards, plaques and awards that Württemberg and Baden have collected with their latest vintages: It could be that the wines taste particularly good here – that is, where the vines are and the magnificent specimens were grown. It is often said that wine tastes better when you drink it where it comes from. Don't you agree?

In Southwest Germany, definitely. Your sense organs perceive aromas and scents particularly intensively in the right environment. Relaxation and vacation help boost every wine experience.



You can find all of the excellent addresses here:
[visit-bw.com/en/wine](https://www.visit-bw.com/en/wine)

Open cellar doors

These wineries and cooperatives are happy to welcome you. Your wine nose has reached its destination here.

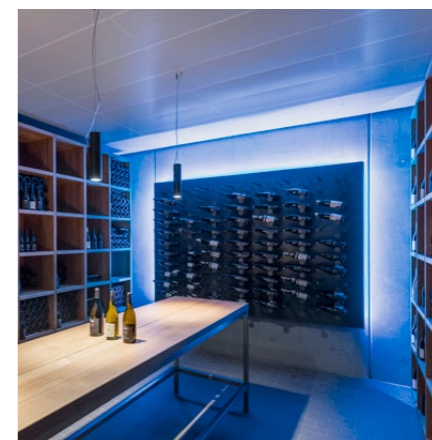
Wineries of Southwest Germany

Welcome to our outstanding wine markets. Local delicacies are for tasting. You cannot shop more enjoyably.



Wine hotels à la carte

Wine journeys become more fulfilling when the destinations share the love. The exclusive wine hotels in Southwest Germany don't just have wine recommendations in stock. They give tips, organize and establish contact with the local wineries.



Buildings created especially for wine

Architecture and wine have a spectacular relationship in Southwest Germany. This is where sightseeing and tasting merge.

Outstanding wine towns

Some are right in the middle of the vineyards while others at the foot of the vineyard. All of them have a wine press, several wine bars and lovely people who work there. They owe their sunny life to wine. In other words: perfect holiday destinations.





Attractions of Southwest Germany

FROM CHOCOLATES AND OTHER CHOCOLATE SITES

What you probably expect from a city trip is shopping and culture, historical substance and modern architecture. You get all of this in abundance. What might surprise you: River landscapes and digital worlds, living traditions, and atmospheric wellness oases. Take your time for the many stores and makers in the cities of Baden and Württemberg.

Are you still planning or already enjoying?

THE HAPPINESS IN THE NARROW STREET

If you lived here, your regular place might be right here. In this cute café between the stores and specialty shops, slightly away from the hustle and bustle. The coffee machine is running at full speed. The menu is short, but it only consists of excellent, regional delicacies. Inside, everything is cosily furnished, while outside the tables are placed where the sun warms the pavement. These are the moments in which you shouldn't leave in a hurry. Enjoy the way of life in Southwest Germany. In concrete terms, this means: Maybe you should stay for one drink longer.



This feeling of wanting to linger a bit longer will take effect often in our stately metropolises as well as our small town gems. Maybe you have prepared for your city trip and have picked out your destinations from over a thousand museums and the endless calendar of events. Maybe not. In either case, it is good not to plan too tightly so that you have time to soak up the atmosphere of the cafés, bars and restaurants.

Small tip: before you leave the café, don't forget to take the items that you bought in the charming shop across the way.

9
Cities of
Southwest Germany

20
Small town gems



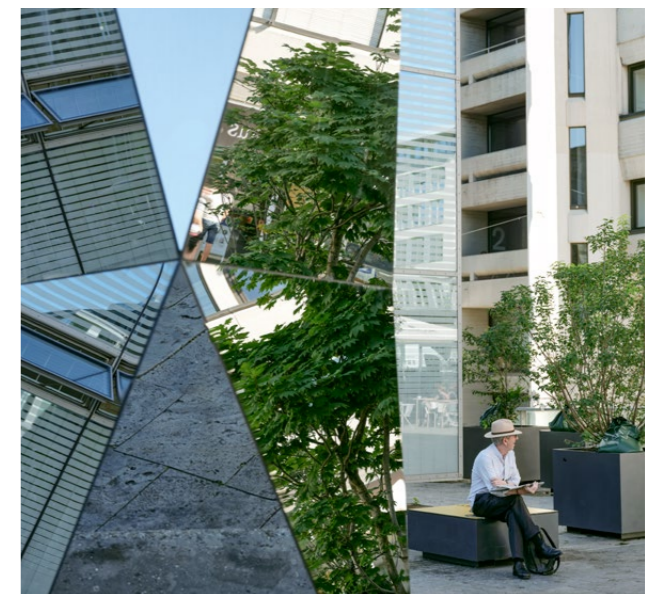
2,247 handcrafted bakeries
preparing over 300 different
kinds of bread



Shopping in 21 square feet (2 m²)
small boutiques or in the
430,000 square feet (40.000 m²)
in the Outletcity Metzingen



3,5 million guests visit the
Cannstatter Folk Festival
each year – and the museums and
theaters attract even more



There is a lot going on

WHEN OPPOSITES ATTRACT YOU



Baden-Baden
Is much more than a gala, a spa and a casino



Freiburg
The green city of Germany is not just a cliché



Heidelberg
Our classic and yet everything but traditional



Heilbronn
Our shooting star on the urban attractions calendar



Karlsruhe
Between the palace, state of the art media and the supreme court



Mannheim
A metropolis scene with hip-hop and pop-ups in the “square city”



Stuttgart
The state capital of quality of life



Pforzheim
The golden gate to the Black Forest



Ulm
The first of all of the downstream Danube metropolises

Mediterranean lifestyle needs many ingredients, especially contrasts. The unconventional boutique next to the stately trend store. The stylish café next to the historic building. The small gallery next to the world-famous museum. In the cities of Southwest Germany, there is a special feature: you will find green oases everywhere. Most of the time they are located along the natural climate improvers. We call them the Neckar or the Danube, the Rhine, the Dreisam or the Enz. If you now think “If you know one, you know them all,” we can only encourage you to come in person and get your own impression and truly learn their differences. You will be inspired by unique characteristics of each city and town.



Discover the 9 cities of Southwest Germany:
[visit-bw.com/en/cities](https://www.visit-bw.com/en/cities)



#visitsueden

Small towns with clear traces of their former glory

FANTASTICAL AND TIMBER FRAMED

If you look closely, you can see the gentle slope in the framework. But you can be sure: it was built precisely to order – more than 500 years ago. This applies to most of the buildings on the market squares and in the alleys of our small town gems. Their advantage: The flair of the buildings has been well preserved even through centuries and wars. This originality is attractive especially to artists, craftsmen and other creative people. There are so many shops and boutiques. Cafés where the landlady herself stands behind the counter. Nothing is a backdrop. Everything is real – much of it original from the Middle Ages. Only where it says museum is there a museum. Everything else is real life. These small towns are considered classics because pearls never go out of style.



Freudenstadt
Germany's largest
market square

Mosbach
Odenwald town with
seamless half-timbered
houses one after another



Discover the 20 shining originals:
[visit-bw.com/en/
cities/small-town-gems](https://visit-bw.com/en/cities/small-town-gems)



Nagold
Most boutiques are
truly unique

Bad Mergentheim
Magnificent residential
palace and babbling
springs

Bad Säckingen
Glorious wooden bridge
at the southernmost tip

Bretten
500 years ago ahead of
the Reformation – today
pleasantly medieval

Calw
Had Hermann Hesse
known what Calw would
become, he would have
stayed

Donaueschingen
Where the Danube
trip begins

Ehingen (Donau)
Beer culture at the
interface between Alb
and Upper Swabia

Ellwangen
Palace, baroque, and
places of interest that you
might find in a large city

Endingen
A tour in the Kaiserstuhl
and to cheese

Freudenstadt
Noble city with history
and air quality

Mosbach
It was already an inde-
pendent imperial city in
the Holy Roman Empire

Münsingen
Lies in the Swabian
Alb in the heart of the
biosphere area

Nagold
Castle ruins above the
river and a ship is missing
from the church tower

Oberkirch
From castle ruins
to the wine hills

Radolfzell
Take a deep breath on
the longest walkable shore
of Lake Constance

**Rottenburg am
Neckar**
Roman and Episcopal
city with a rich history

Schramberg
Pure Black Forest
between three castles and
even more museums

Schwäbisch Hall
Art and open-air theater
in a picture-book setting

Tett nang
Beer, Baroque and a view
of Lake Constance

Waldkirch
Fancy organ town with
a carnival tradition

Weinheim
Where the Middle Ages
and the exotic are protected
by imposing castles



Sensations of Southwest Germany

THE BEST OF 40,000 YEARS

Ice Age art and futuristic laboratories. Fairytale castles and industrial monuments. Celtic graves and hip hop festivals. Splendor, glory and contemporary art. Plus our calendar of events, which could easily pass for the eighth UNESCO World Heritage Site in Southwest Germany.

Historic Sites. Spontaneous Festivals.

THE ORIGINAL LOCATION. REAL GOOSEBUMPS.

If your experience exceeds all expectations, it is very likely that you are traveling through Southwest Germany. Enjoy the magic of the locations where human history was written. Or go to the concert that you happened to see on a poster on the way back to the hotel. Jazz, ballet or opera. Love songs, pop or punk. In other words: gallery or graffiti? Museum or momentum? Science or acting? Southwest Germany is considered the cardinal point for the expansion of every horizon. And sometimes wishes that you believe in are fulfilled.



Herbertingen, Heuneburg
Evidence of Celtic power – as are the trenches marking their sites



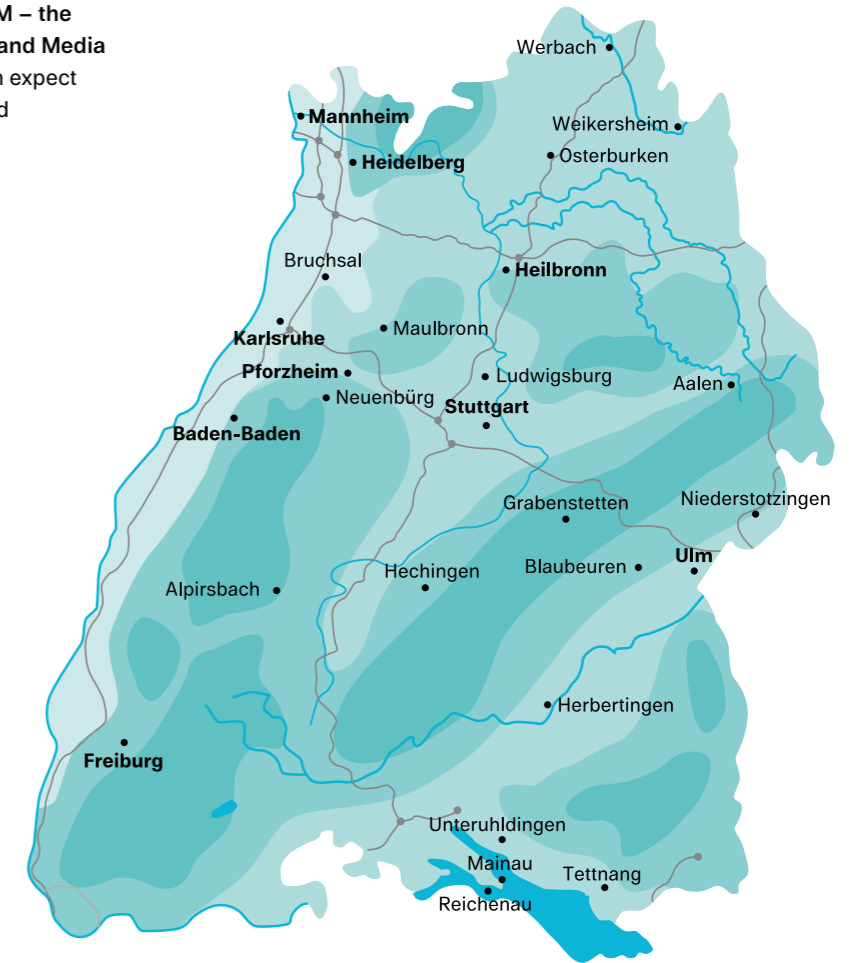
Your journey could begin here:
visit-bw.com/en/culture



Karlsruhe, ZKM – the Center for Art and Media
Where you can expect the unexpected



Tettng Palace
Coffee break as it was with the Countess of Montfort



>40,000

Years of creative culture

63

State monuments and even more in private hands

3,29

Years needed to visit all of the museums





**Bad Schussenried,
Library hall**
Divine wisdom in
overwhelming abundance

Palaces, castles, gardens, monasteries you dream about

WHAT IS ACTUALLY THE MOST LIKE PARADISE?

To whom Southwest Germany owes its legendary monuments to remains a matter of debate. Perhaps the historic small state economies of the Middle Ages, perhaps the proverbial ambition in building houses and gardens. There are so many castles, palaces and gardens. So many paradises. So many vivid experiences. You can taste cuvées from the Maulbronn Monastery vineyard or learn how to brew beer at Alpirsbach Monastery. Enjoy a coffee at Tettngang Baroque Castle or stroll through the gardens of Gamburg Castle near Werbach at sunset – aperitif in hand.



Lake Constance, the Island of Mainau
Where the “Flower ship” of the Dukes
of Bernadotte is well anchored



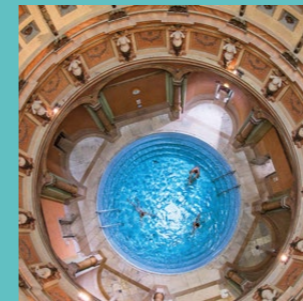
Hechingen, Hohenzollern Castle
A landmark of Southwest Germany
and probably world famous



More paradise vacation destinations here:
[visit-bw.com/en/
culture/castles-and-gardens](https://visit-bw.com/en/culture/castles-and-gardens)

The big seven of Southwest Germany

BOLD WORLD CULTURE EXPERIENCES CLEARLY UNESCO



Baden-Baden
Wellness as world
heritage – one of the
“Great Spa Towns
of Europe”



Maulbronn Monastery
Fabulously well-preserved
monastery. With Maultaschen
served across the way



Stuttgart, Weissenhof
UNESCO World Heritage living in
Le Corbusier’s (Bau)Haus



**Lake Constance,
Reichenau Island**
Middle of the world
1,000 years ago



Roman Limes
The biggest architectural
monument in Central
Europe – you can see it in
Aalen or Osterburken



Swabian Alb, Caves
Ice Age near the towns
of Niederstotzingen,
Blaubeuren and Ulm



**Unteruhldingen on Lake
Constance, Pile dwellings**
Back to the Stone Age
over footbridges



What you can experience in
each of these places:
[visit-bw.com/en/
culture/cultural-heritage](https://visit-bw.com/en/culture/cultural-heritage)

CULTURAL HIGHLIGHTS 365 DAYS OF THE YEAR

The only exception: museums and hair salons are closed on Mondays. Otherwise there is a full program on all other days. On all stages. In all genres. Hot tip for program planning; Don't just look at the act. Also look at the location so you don't miss the spectacle on the market square stairs or the pop-up gallery on the parking deck. Do you like castle festivals or spontaneous concerts in railway carriages? Southwest Germany doesn't make your decision easy. We plead guilty to this accusation.



Stuttgart Library
Where the books are only one of the attractions



UNESCO Creative Cities
Karlsruhe, Mannheim, Heidelberg



Something big is going on here:
visit-bw.com/en/culture

DID YOU KNOW THAT...

... there is a Christmas market in a ravine as well as in a mine?

... the perm and Maultaschen, bicycles and cars were invented here?

... Baden-Württemberg is Baroque and Bauhaus and Celtic at the same time?

... Events have names such as Nabada, Peter and Paul and Southside?

... the oldest works of art in the world, characters made from Mammoth ivory, were found here in Southwest Germany?

... Albert Einstein and Queen Silvia of Sweden were born here?



Playgrounds of Southwest Germany

BOOOOM! SPLASH! WOW!

Wise decision by the family council: We're going to Southwest Germany for the holidays. If the kids are happy, then the parents find time for wellness, enjoyment or relaxed sightseeing. A real holiday for everyone.

Because children define vacation differently than parents

YOU & ME & MILLER'S DONKEY ...

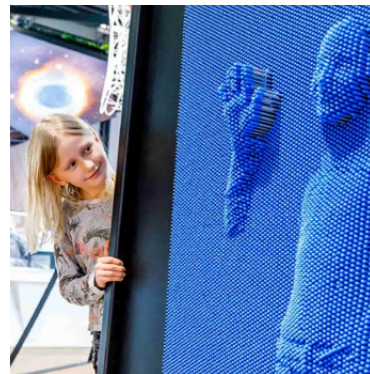
... you can get to Southwest Germany in no time! There is something for everyone: swimming lakes and fun pools, rustic family farms and comfortable family hotels. If you want, you can spend your entire vacation in a theme park, for example in Europa-Park Rust, or in Tripsdrill in Cleebrohn. Trips to the museum become highlights because the kids do their own tour. Adventure trails transform a walk into an adventure where you play, learn and discover nature. Southwest Germany is the direction for unlimited fun without whining – at least if you hold to your promise to go to Southwest Germany again next time.



Family holiday on the farm
Even the donkeys are excited to welcome guests



Europa-Park Rust
Germany's largest amusement park with over 100 attractions and shows



Heilbronn's experimenta
Germany's largest science center

Feel free to say hello to the lion on the bicycle. However, you will only find Leo Lustig in accommodation, hotels and restaurants that carry the "Familiensüden" (family vacations) seal of quality. The lion with the colorful mane also knows numerous farms, excursion destinations and adventure trails where children have great fun and parents know that the offer has been appropriately tested and awarded.



Ask Leo to help you find certified holiday destinations for families:
visit-bw.com/en/family



Swimming lakes and bodies of water
More than 300 natural bathing opportunities have good to very good clean quality of water



Nature experiences
Nature parks are adventure playgrounds. Often even a small stream can create a whole day of fun and games

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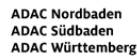
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