Sales Guide Allgäu

Information for travel trade professionals

Allgäu GmbH – the official marketing agency

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1. About Allgäu

1.1. General Information on Allgäu

General information
Situated in the south of Germany on the northern edge of the Alps, the landscape in the Allgäu is some of the most beautiful of anywhere in Germany. This geographical area spreads over a number of regional districts, with its administrative centre in Kempten. Highlights of the area include the winter sport resort of Oberstdorf and the East Allgäu town of Füssen, known the world over for its fairytale castle of Neuschwanstein.

Allgäu marketing is carried out in conjunction with the neighbouring Alpine regions of Kleinwalsertal (Vorarlberg), Jungholz (Tyrol) and Tannheimer Tal (Tyrol) over the border in Austria.

Location
- located in the middle of southern Germany
- one of Bavaria’s four regions
- the Allgäu region is located in the south-west of Bavaria
- almost 800,000 people live in the Allgäu
- has an area of about 5,600 square kilometers
- neighboring German states: Baden-Württemberg
- borders with foreign countries: Austria and Switzerland (across Lake Constance)

Highlights
Sun-drenched Allgäu is a colourful paradise of pure relaxation with gently rolling Alpine foothills, crystal clear lakes, lush green meadows and mountain peaks: recuperation for both body and soul – a land of phenomenal beauty. Little wonder that King Ludwig II chose the Allgäu in which to realise his dream of a Utopian world and build his fairytale castle of Neuschwanstein.

But the Allgäu is not just for those wanting to rest and relax; it is also an absolute paradise for anyone looking for a more active type of holiday. Whether you enjoy hiking, cycling, water sports or skiing, you will never be at a loss for
something to do in the Allgäu. Cultural highlights include the Benedictine abbey in Ottobeuren – an unparalleled work of art and one of the most outstanding baroque buildings in the whole of Europe. The Roman remains in Kempten and a range of magnificent town halls in erstwhile imperial free cities bear witness to the Allgäu’s rich cultural past. Visitors to the area love the region’s culinary delicacies – particularly the cheese specialities – that make a perfect holiday complete.

The Allgäu attitude
Allgäu is one of the most popular holiday destinations in Germany – and one of the most attractive regions for all who want to reconcile professional success with family and leisure time. Here, living where other people spend their holidays is not simply a glib cliché; it is a genuine attitude to life.

Unique diversity
Unparalleled in its diversity, Allgäu is a region of outstanding natural beauty with a healthy climate, unspoilt natural environment, a wealth of culture amongst the best in Europe, exclusive all-year-round sporting opportunities and an attractive range of wellness and health services and facilities in various spa resorts. All this is underscored by amazingly friendly hotels and restaurants in all categories from budget right through to deluxe.

The Allgäu brand
From hiking to cycling to relaxing – Allgäu lives up to its promises of top quality to meet the most demanding expectations. This is the message behind the Allgäu trademark, the blue square. You will find it at every turn in Allgäu, together with the countless proofs of a promise of quality which is not simply given, but is practised with heart and soul.

Facts about Allgäu:
- Inhabitants: 644,170
- Area: 4,649 km²
- 1,500 km cross-country ski trails, 550 km Alpine ski slopes
- 30 mountain railways, 4,400 km cycle tracks, 15,000 km signposted hiking paths
- 21 golf courses
- 2,648.8 m Hochfrottspitze, the highest peak in Allgäu
- 1,700 average hours of sunshine per annum
- 1.5 million visitors to Neuschwanstein Castle every year
- 606,794 head of cattle in Allgäu

Dialects in the Allgäu:
There isn’t such a thing as one Allgäu dialect; rather a variety of regional variations abound. A rough linguistic border can be drawn between Swabian and an Alemannic dialect. Alemannic originates mainly in the west and the Upper Allgäu region to the south of Immenstadt whilst in the remaining areas Swabian is spoken. One example of Allgäu dialect that is typical to all regions is the modification of noun endings: terms for people or objects ending in “-er” in German are changed to end with “-ar” in Allgäu. A “Maler” (painter) is thus a “Malar”, a “Hörnerschlitten” (a special sled) is a “Hornar”. A much clearer linguistic break exists to the dialect spoken in the neighbouring "Kleinwalsertal" whose dialect resembles far more than of their former home in Upper Wallis /Switzerland. To all other neighbouring areas of Austria there is little or no linguistic barrier. In “Bregenzerwald” the dialect is almost identical to that spoken in West Allgäu. Likewise there is a linguistic similarity between Pfronten and Tannheimer Tal as well as between Füssen and the Tyrol area of Vils and Reutte.
1.2. Allgäu brand (and quality brands)

From hiking to cycling to relaxing – Allgäu lives up to its promises of top quality to meet the most demanding expectations. This is the message behind the Allgäu trademark, the blue square. You will find it at every turn in Allgäu, together with the countless proofs of a promise of quality which is not simply given, but is practised with heart and soul.

A smile, a satisfied sigh, eyes closed in pleasure – how can you measure the quality of a leisure offer? Preferably objectively and independently. As with the Allgäu cycling circuit, for example. Thanks to the constant quality of the route, the clear signposting, the high safety standards and its classified Bed & Bike accommodation directory, the scenic long-distance cycle route has been awarded the 4**** ADFC Quality Route standard. But it is not only enthusiastic cyclists who can be sure of finding quality-tested hospitality in Allgäu.

Throughout the Hiking Trilogy, walkers will find first-class service and a warm Allgäu welcome from the "Qualitäts gastgeber Wanderhares Deutschland" – the "Quality Hosts of Wanderful Germany". Visitors seeking relaxation and health-conscious guests will be pampered by Allgäu Alpine Wellness in certified WellVital establishments and TÜV-inspected "Medical Wellness centres". The result is a holiday with a guarantee of well-being. In a region you will fall in love with. And what is lovable is also worthy of protection. Because how could Allgäu GmbH maintain its high quality standards without protecting the region in the long term?

And so it has set itself the goal of securing the future of Allgäu without losing sight of its past. The lively spirit of Allgäu is the result of a deeply rooted tradition. Its history began with the inventive handyman, who became a mover and shaker and who invests his skills today in the forward-looking design of Allgäu as a sustainable and healthy environment for life. Work and leisure. He uses his pioneering spirit, his awareness of tradition, his closeness to nature and his down-to-earth approach.

A combination which has shaped Allgäu as much as the fascinating variety of culture and nature, sport and relaxation, historical and scenic experiences and the juxtaposition of a touristic idyll in the form of a world in which all is still as it should be with an international business location. In Allgäu you can experience a region of contrasts – united in the striving to give of its best at all times. For its breathtaking nature, its warm-hearted people and above all for you, its guests.
### Incoming Agencies and Tour Operators

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<tr>
<th>Company</th>
<th>Website</th>
<th>Email</th>
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<td>APPRAISER TRAVEL GmbH</td>
<td><a href="http://www.appraiser-travel.com">www.appraiser-travel.com</a></td>
<td><a href="mailto:info@appraiser-travel.com">info@appraiser-travel.com</a></td>
</tr>
<tr>
<td>Azur Travel Sport Ltd</td>
<td><a href="http://www.azurtravel.com">www.azurtravel.com</a></td>
<td><a href="mailto:info@azurtravel.com">info@azurtravel.com</a></td>
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<tr>
<td>Backman Travel GmbH</td>
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<td>Berliner Verlag</td>
<td><a href="http://www.berliner-verlag.de">www.berliner-verlag.de</a></td>
<td><a href="mailto:info@berliner-verlag.de">info@berliner-verlag.de</a></td>
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<tr>
<td>Best Western World Travel</td>
<td><a href="http://www.bwtworld.de">www.bwtworld.de</a></td>
<td><a href="mailto:info@bwtworld.de">info@bwtworld.de</a></td>
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<tr>
<td>BTEC Best Western Travel</td>
<td><a href="http://www.btecbw.de">www.btecbw.de</a></td>
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<td>Classic Travel GmbH</td>
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<tr>
<td>Compass Travel GmbH</td>
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<td>Companonia Tours GmbH</td>
<td><a href="http://www.companonia-tours.de">www.companonia-tours.de</a></td>
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<td>DATEV Europe GmbH</td>
<td><a href="http://www.datev-europe.de">www.datev-europe.de</a></td>
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<td>Destination Service GmbH</td>
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2. About us

2.1. Services of Allgäu GmbH

Allgäu GmbH wants your tours to become a success. We are dedicated to assist you with any questions you may have about Bavaria and its offer. A diverse range of services has been developed to optimally support your activities.

Services for the travel trade

Basic services

Our basic services allow you to get started with your tour concept. The Online picture archive provides you with an extensive amount of professional material, classified according to themes, regions, and seasons. The latest news are shared in the online newsletter, which is published in English three to four times per year.

Services on request

Product ideas and tour suggestions

Contacts to potential partners

Support for educational trips

Our services on request provide you with further assistance tailored to your needs. To elaborate your tour design further, we can provide you with product ideas and tour suggestions. Allgäu GmbH has developed a range of holiday themes, and we are happy to prepare information and corresponding service providers for your requirements.

To help you and your staff to get to know and explore Allgäu, we organize educational trips for employees of travel agencies and tour operators as well as members of the media. On request, we can join your company's webinars and give trainings on Allgäu. In this way, you can help your employees to get a better understanding of what Allgäu has to offer to your guests.

In order to reach a larger audience, we offer services for joint marketing campaigns.

A variety of promotional material such as pictures, PR texts, video clips and brochures can be supplied to you. We also provide you with the latest information about your destinations of interest upon request.

Do not hesitate to contact Allgäu GmbH to make your tour a success.

Further Information: www.allgaeu.de/en
3. **Infrastructure**

**Travelling to Allgäu**

- **Arriving by rail:**
  Allgäu is easy to reach by rail from anywhere in Germany and neighbouring countries. Allgäu enjoys a quick and comfortable rail service from Munich via the Allgäu Express (ALEX) to Oberstdorf and Lindau. Within Allgäu you can reach many sights by rail too. Infos: www.bahnland-bayern.de

- **Arriving by car:**
  Two motorways run across Allgäu: the A7 from Ulm to Füssen and the A96 from Lindau to Munich. All the larger towns have car parks where you can leave the car, also for longer periods.

- **Arriving by air:**
  If you plan to arrive by air, the closest airports are Allgäu Airport in Memmingen, Lake Constance Airport in Friedrichshafen and the airports in Munich and Stuttgart. You can continue your journey by bus or train from all the airports.
3.1. Airports

Airports in and near Allgäu

Allgäu Airport Memmingen (FMN)
- Airport in the Allgäu
- Located 3.8 km from the center of Memmingen (Bavaria) with direct access to the Allgäu and 110 km from Munich City Center
- Serves destinations in Europe, Northern Africa and Asia
- Provides a low-cost alternative to Munich Airport

Get to the Alps:
- via Allgäu Airport Express: (www.aaexpress.de) regularly bus service to Munich (DE), Dornbirn (AT), St. Gallen (CH) & Zurich (CH) – offers also individual transfer via busses
- via long-distance coach: (www.meinfernbus.de/en) MeinFernbus/FlixBus to Fischen (DE, Allgäu), Immenstadt (DE, Allgäu), Oberstdorf (DE, Allgäu), Sonthofen (DE, Allgäu), Ravensburg (DE), Wangen (DE), Augsburg (DE), Lindau (DE), Bregenz (DE), Füssen (DE), St. Gallen (CH) & Zurich (CH)
- via Tirol Transfer: (www.tirol-taxi.at) airport transfer shuttle to all Tyrolean areas
- via bus lines: Lines: 2, 810, 811 to Memmingen’s Central Rail Station (secondary lines)
- car rental: (Sixt, Avis, Europcar and Hertz) with own service desks
- Via train: Central Rail Station (10 min drive)

Munich Airport (MUC)
- international airport
- located 28.5 km northeast of Munich
- Germany’s second busiest passenger airport
- serves about 100 airlines, 70 countries and 240 destinations in Germany, Europe and the world
- Europe’s only 5-star Airport and voted Best Airport in Europe and 3rd Best Airport worldwide in 2016 (Skytrax)
- Access to/from Bavaria and the Alpine Region
- via public transport: Bus services: Erding (line 512), Freising (line 635), Schwaig (line 512) and additional bus services to Landshut (Stadtwerke LA), Taufkirchen (Scharf), Wartenberg (Scharf); Metro line S1 and S8 to the Eastern Railway Station and the Central Train Station
- via Lufthansa Airport Line (www.airportbus-muenchen.de/en) to/from München-Schwabing and München Central Train Station
- via long-distance coaches: Postbus (www.postbus.de) to/from Augsburg, Bad Wiessee, Bamberg, Deggendorf, Dingolfing, Erlangen, Günzburg, Innsbruck (A), Landshut, Nürnberg, Passau, Pforzheim, Raubling/Rosenheim, Regensburg, Salzburg (A), Ulm, Wörgl MeinFernbus/Flixbus (www.meinfernbus.de/en) to/from Bolzano (I), Brixen (I), Garmisch-Partenkirchen, Innsbruck (A), Meran (I), Salzburg (A), Scharnitz (A), Sterzing (I), Terlan (I) busandfly (www.busandfly.de/en) to Bamberg, Erlangen, Memmingen, Nürnberg
- via shuttle services: SMS (www.flughafentransfer.at) and Four Seasons (www.tirol-taxi.at)
- car rental center (Avis, Budget, Enterprise, Europcar, Hertz, Sixt, Terstappen, Thrifty)
Bodensee Airport Friedrichshafen (FDH)
- regional airport
- the southernmost airport in Germany
- located 4.3 km from the center of Friedrichshafen (Lake Constance) and 231 km from Munich
- serves about 25 destinations (some only seasonal)

Get to the Alps:
- Train Station next to the airport
- Public Bus Stations directly connected with the airport
- Remote Bus Station at the city train station of Friedrichshafen reachable by public bus or train

Stuttgart Airport (STR)
- international airport
- Germany's seventh busiest passenger airport
- Hosting 55 Airlines
- located 13.2 km from the center of Stuttgart

Get to the Alps:
- Remote Bus Station and Public Bus Stations directly connected with Stuttgart Airport: Stuttgart Airport Busterminal (SAB)
- Traffic Connection:
  - S-Bahn-Connection in Terminal 1 and 3 (27 Minutes to Stuttgart Main Train Station)
  - Direct Connection with the Highway A 8 and the federal Highway B 27

Zürich Airport (ZRH)
- international airport
- largest airport in Switzerland
- located 10.1 km from the center of Zürich
- Destinations in 66 countries

Get to the Alps:
- Line 10 of the Glattalbahn connects Zürich Airport via Glattpark, Zürich Oerlikon
  - and Zürich Irchel directly with the Main Train Station Zürich
- 16 Bus Lines connect the most important regions Glattal, Zürcher Unterland and Zürich Oerlikon with the airport

Salzburg Airport (SZG)
- international airport
- second largest passenger airport in Austria
- located 4 km west-southwest from Salzburg and 2 km from the Austrian-German border
  - serves about 50 nonstop destinations, especially in Europe, at the Mediterranean Sea, on the Canary Islands and in Egypt

3.2. Rail and Road Networks

Rail Network

Allgäu is home to a comprehensive rail network providing frequent and reliable train connections to all surrounding airports and main places of interest. The fastest and most comfortable way of exploring Allgäu’s urban gems has to be by travelling with the high-speed ICE (or InterCity Express) train.
German Railway Company
Regardless of the destination you want to travel to: the online services of Deutsche Bahn AG will find the best route for you from anywhere in Germany at a click – complete with all connections.

Bavarian Railway Company
The Bayerische Eisenbahngesellschaft is the passenger transport company for regional railways in Bavaria. Further information on train connections within Bavaria: www.bayern-fahrplan.de

Contact
DB Vertrieb GmbH
Stephensonstrasse 1
60326 Frankfurt am Main
Tel.: +49 (0) 180 6996633
reiseportal@bahn.de
www.bahn.com

Contact
Bayerische Eisenbahngesellschaft GmbH
Boschetsrieder Strasse 69
81379 Munich
Tel.: +49 (0) 89 7488250
info@bahnland-bayern.de
www.bayern-fahrplan.de

Road Network
The extensive and good quality road network of Allgäu allows you to reach any place of interest by car or coach. There are different types of roads from the smaller regional roads to the famous Autobahn. They are all well signed and major roads connect to other national and international destinations.

Estimated travel times by bus between the major airports around the Allgäu and Allgäu cities and sights:

<table>
<thead>
<tr>
<th></th>
<th>Memmingen</th>
<th>München</th>
<th>Stuttgart</th>
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<tr>
<td>Airport)</td>
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</tr>
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</table>

Estimated travel times by bus between Munich and national and international cities:
Munich – Stuttgart 3:00 hrs
Munich – Prague 4:30 hrs
Munich – Salzburg 2:00 hrs
Munich – Vienna 5:10 hrs

3.3. Ropeways and Mountain Railways
Both in summer and in winter, Allgäu’s ropeways and mountain railways are carrying thousands of hiking and skiing enthusiasts to the peaks of the highest mountains and to the most breath-taking viewpoints throughout Allgäu. The highest peak to reach is of the “Nebelhorn” with 2,224 meters.

Further information on ropeways in Allgäu: www.allgaeu.de/bergbahnen-im-allgaeu
3.4. Rivers and lakes

What Allgäu lacks in shoreline, it makes up for in rivers and lakes. There are 118 bathing lakes in the Allgäu, and when summer temperatures climb to 30 degrees the numerous beautiful beaches are a great way to cool down whilst you lie back and enjoy the breathtaking scenery and plan your next walk or cycle ride.

Rivers

Lech
The Lech is a right tributary of the Danube with a drainage basin of 6,600 square kilometers. It rises in Austria and flows in a north-north-easterly direction and crosses the German border.

Key Facts
- Length: 264 km
- Head: Vorarlberg (Austria)
- Mouth: Danube (near Marxheim in Upper Bavaria)

Iller
The Iller is a right-bank tributary of the Danube with a drainage basin of 2152 square kilometers. It rises in Upper Allgäu and flows in a north-north-easterly direction towards the Danube.

Key Facts
- Length: 147 km
- Head: Upper Allgäu
- Mouth: Danube (near Ulm in Upper Bavaria)

Lakes

Lakes in the Allgäu

The Greater Alpsee
Only a short walk away from Hohenschwangau Castle is the little Swan Lake (Schwansee). This sleepy lake is attractively set in the Allgäu Mountains. The Greater Alpsee Lake near Immenstadt is the largest natural lake in the Allgäu and forms the focus for all of the region's water sports. From the castles of Hohenschwangau and Neuschwanstein there is a splendid view of the Alpsee. It covers an area of almost one square kilometer, with just under five kilometers of shoreline and a depth of up to 62 meters. The lake nestles between wooded mountain slopes in an area of unspoilt natural beauty, which was already popular in the 19th century - the Bavarian kings built their romantic castles here.

Lake Constance (Bodensee) is located on the northern edge of the Alps, where the borders of Germany, Austria and Switzerland come together. With an area of 539 square kilometers, it is the third-largest inland lake in Central Europe.

Highlights and Places of Interest
- Outdoor sport activities at the Greater Alpsee: fishing, sailing, surfing, paddle boating
- The castles of Hohenschwangau and Neuschwanstein and numerous hiking trails around the region
- Historic towns around the Lake Constance: Nonnenhorn, Wasserburg and Lindau

Further information: [www.allgaeu.info](http://www.allgaeu.info)

The Forggensee
The Forggensee Lake is an artificial lake through which flows the river Lech. It is located near Füssen and was built to avoid floods. The Lake covers an area of 15, 2 km², making it the fifth biggest lake in Bavaria and moreover the largest artificial lake in Germany.

Highlights and Places of Interest
- Outdoor sport activities at the Forggensee: fishing, sailing, surfing, paddle boating
- The castles of Linderhof, Hohenschwangau and Neuschwanstein and numerous hiking trails around the region
- The Ettal Abbey
- Historic towns near the Lake Forggensee: Füssen, Kempten and Kaufbeuren

Further information: [www.allgaeu.info](http://www.allgaeu.info)
The Niedersonthofener See
The Lake Niedersonthofener See originates from the glacial period when the Iller glacier carved the landscape. As it melted, it left a hollow that filled with water. Nowadays the lake covers 135.3 ha and offers not only bathing fun for the humans but also a refuge for water birds.

Highlights and Places of Interest:
❖ Outdoor sport activities at the Lake Niedersonthofener See: swimming, sailing, surfing, paddle boating, beach volleyball
❖ numerous hiking trails and biking trails around the lake and the whole region
❖ Historic towns around the Lake Niedersonthofener See: Kempten and Isny

Further information: www.allgaeu.info

The Rottachsee
The Lake Rottachsee is a product of the past glacial period. However, it is one of the youngest artificial lakes in Bavaria. Since 1992, an area of 300 ha has been dammed to ensure a healthy water balance between the Iller and Danube during extreme dry or rainy periods.

Highlights and Places of Interest
❖ Outdoor sporting activities at the Lake Rottachsee: fishing, sailing, surfing, paddle boating, beach volleyball
❖ numerous hiking trails and biking trails around the lake and the whole region
❖ Historic towns around the Lake Rottachsee: Kempten

Further information: www.allgaeu.info

3.5. Tourist Cards in Allgäu

Tourist Cards offer discounts and other benefits for visitors.

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<th>Name of Card</th>
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<td><a href="http://www.koenigscard.com">www.koenigscard.com</a></td>
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</table>

No claim on completeness.
4. **Culture**

4.1. **Cities and Towns in Allgäu**

**Allgäu**

**Füssen**
Situated at the southern end of the Romantic Road, lies the 700-year-old medieval town of Füssen. The town’s charming location on the edge of the Alps is impressive: framed in by imposing high mountain peaks and an idyllic lake district, at an altitude of 800 - 1200 meters. The Hohes Schloss of Füssen, the former summer residence of the prince bishops of Augsburg and one of South Germany’s largest and best-preserved late gothic castle complexes, is Füssen’s landmark.

**Nearest Airports**
- Allgäu Airport Memmingen (80 km)
- Munich Airport (160 km)

**Highlights and Places of Interest**
- Royal Palaces: Schloss Neuschwanstein and Hohenschwangau
- End point of the Romantic Road, part of the Sisi Road
- Historic town center

**Kempten**
Kempten, the Allgäu’s main town, has a 2000-year-old history. Roman times are brought to life at Cambodunum Archaeological Park. The townscape reflects the centuries of co-existence between the former Protestant Imperial City (today’s old town) and the Catholic Kempten of the Prince-Abbots (Residenz palace and St Lawrence’s Basilica). Furthermore the “Burghalde”, one of the oldest sites with open-air theatre or the “Marstall” (Court Stable) with Europe’s largest museum of Alpine history are well worth seeing. A wide choice of restaurants, interesting culture and excellent shopping opportunities complete the range of delights Kempten has to offer.

**Nearest Airports**
- Allgäu Airport Memmingen (40 km)
- Munich Airport (155 km)

**Highlights and Places of Interest**
- Cambodunum Archaeological Park

**Memmingen**
The historic town of Memmingen has a wonderful array of interesting sights with a Medieval touch. The historic center is the perfect place for a gentle stroll and a little shopping all topped off with some local culinary delights. Memmingen is also a great place to visit in winter: snow covered alleyways, steaming streams, hot mulled wine at the Christmas market and plenty of live music. It is also said that the template of John Ronald Reul Tolkien’s “Gandalf” originates from the Memminger painter Josef Madlener’s piece “Berggeist” (Mountain Troll).

**Nearest Airports**
- Allgäu Airport Memmingen (3.8 km)
- Munich Airport (144 km)

**Highlights and Places of Interest**
- Order of St. Anthony, one of the order’s oldest existing buildings
- Memmingen children’s festival
- Memminger Fisher Day

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**Contact**
- Füssen Tourismus und Marketing
  Tel.: +49 (0) 8362 93850
  tourismus@fuessen.de
  www.fuessen.de

- Tourist Information Kempten
  Tel.: +49 (0) 831 2525237
  touristinfo@kempten.de
  www.kempten.de

- Stadtinformation Memmingen
  Tel.: +49 (0) 8331 850172
  info@memmingen.de
  www.memmingen.de

**Tip:**
All information is available in English!
Wangen
Wangen in Allgäu is a picturesque, carefully renovated, erstwhile free imperial town with a large number of historical buildings and some of the most beautiful streets of Southern Germany. The historic town is under a preservation order and invites the visitor to wander through the city. There are interesting buildings to discover and around 25 funny stone fountains, cast-iron fountains and merry sculpture fountains which serve perfectly for a fountain-walk. Moreover, there are numerous beautiful and interesting sculptures, chapels, churches and abbeys to admire.

Nearest Airports
- Allgäu Airport Memmingen (52 km)
- Munich Airport (154 km)

Highlights and Places of Interest
- “City of fountains”
- near Zürich and Stuttgart
- near Lake Constance

Lindau
Lake Constance and its region offer a huge range of leisure activities, trips and excursions, and Lindau is the ideal base for exploring: palaces and castles, historic towns and villages, monuments and fascinating museums are reachable in a very short time. Two of the most popular destinations around Lake Constance are the islands of Mainau and Reichenau. By taking a ferry at the harbor of Lindau you can enjoy a beautiful ride across the water. A picturesque island set in magnificent scenery, Lindau is a work of art in itself. But the town has more to offer than just fabulous scenery. Its varied program of cultural events makes it a honeypot for visitors from far and wide.

Nearest Airports
- Allgäu Airport Memmingen (72 km)
- Zürich Airport (139 km)

Highlights and Places of Interest
- Lake Constance
- Lindau Harbor
- Lindau’s Municipal Museum

4.2. UNESCO World Heritage Sites

Pilgrimage Church of Wies
Year of UNESCO inscription: 1983
Miraculously located in the beautiful setting of an Alpine valley, the Pilgrimage church of Wies is one of the few 18th century churches to have been preserved in its original state, and its stunning interior is a celebrated icon of art history. The church was built by Dominikus Zimmermann between 1745 and 1754, who, together with the best artists of the age, created the undisputed pinnacle of rococo architecture in the Bavarian style. From the moment tears were seen on the face of the statue of the Scourged Saviour on 14th June 1738 the church rapidly became the most important pilgrimage church of the 18th century.
4.3. Aristocratic Bavaria and the Fairy-tale King at Allgäu

Allgäu fascinated King Ludwig II of Bavaria. When he sought peace and quiet and wanted to breathe in freedom, he climbed the mountain peaks, rode across the meadows or listened to the operas of Richard Wagner in his famous castle.

Bavaria was proclaimed kingdom in the Treaty of Preßburg between the German emperor and Napoleon in 1805. It remained a kingdom until 1918, and the borders of today’s state Bavaria were established in 1814 by the Treaty of Paris. The most famous of Bavaria’s six kings was Ludwig II., who ruled the kingdom from 1864 until 1882. He is called the Swan King and the Fairy Tale King due to his passion for art and extravagant architectural projects, such as the world famous Neuschwanstein Castle in the Allgäu.

Neuschwanstein Castle
The castle is one of the world’s most famous buildings and a central symbol of German idealism. It was commenced by Ludwig II. in 1868 and never actually completed. It was his monument to the culture and kingship of the Middle Ages.

Hohenschwangau Castle
Crown Prince Maximilian of Bavaria had the derelict castle Schwanstein rebuilt in a neo-Gothic style from 1832 to 1836, and it was here that King Ludwig II spent his youth. The castle is renowned both for its fairytale setting as well as for its interior.

Contact
Neuschwanstein Castle
Tel.: +49 (0) 8362 939880
svneuschwanstein@bsv.bayern.de
www.neuschwanstein.de

Hohenschwangau Castle
Tel.: +49 (0) 8362 93030
info@ticket-center-hohenschwangau.de
www.hohenschwangau.de

Museum of the Bavarian Kings
The museum recounts the history of the Wittelsbach dynasty from its beginnings to the present day. The main focus of the exhibition lies on King Maximilian II who commissioned the conversion of Hohenschwangau Castle into his summer residence, and his son, King Ludwig II, creator of Neuschwanstein Castle.

Contact
Museum of the Bavarian Kings
Tel.: +49 (0) 8362 9264640
museum@hohenschwangau.de
www.hohenschwangau.de

4.4. Medieval Allgäu

Travel in time and experience the Middle Ages in Allgäu. Well preserved medieval towns welcome you with their romantic streets and architecture. Explore the cities at night with the Nightwatchman who will tell you stories about life in the past. Celebrate at a range of festivals such as knights tournaments and shop handicrafts from medieval markets. Finally, rest in a fabulous castle or fortress and fully immerse into the times of princesses and knights.

Medieval and Historical Festivals

Wallenstein Memmingen
There is an historical market, a parade with the participants, and "Lagerleben" – a 17th century living history encampment involving period activities, drinks, food and entertainers. It takes place every four years at the end of July.
Next dates: 2020, 2024, 2028, 2032

Contact
Fischertagsverein Memmingen e.V.
Tel.: +49 (0) 8331 495065
info@fischertagsverein.de
www.wallenstein-mm.de

Frundsbergfest Mindelheim
There is a parade with medieval dressed participants and a medieval market with artists of old-fashioned handicrafts, musicians and much more. It takes place every three years at the end of June/ beginning of July.
Next dates: 2018, 2021, 2024, 2027, 2030

Contact:
Frundsberg Festring Mindelheim e.V.
Tel.: +49 (0) 8261 5584
www.frundsbergfest.de
**Oldest historical Children's Festival in Bavaria**
The so-called “Tänzelfest” is celebrated every July since 1497. The parade re-enacts the visit of Emperor Maximilian I and features 1600 children in historical costumes, 32 horse-drawn carriages and more than 150 horses. The unique atmosphere of the tattoo draws thousands of visitors to the town annually.

**Fischertag Memmingen**
On a Saturday at the end of July every year, the Memminger men are allowed to jump into the city stream at exactly 8:00 o'clock in the morning, following a medieval tradition. The party already starts the evening before, when everyone comes together in the pedestrian zone.

**The Festival of the Holy Blood**
With some 1700 riders on horseback and over 12000 pilgrims and spectators, the “Festival of the Holy Blood” in Bad Wurzach is the second largest procession on horseback in central Europe. The focus of the event is the worshiping of a relic of Holy Blood once owned by Pope Innocence XII, who in 1693 gave it to a German pilgrim on his way to Rome. Festively adorned horses and riders take part in this customary religious festival on the second Friday in July each year. It starts early in the morning with the procession followed by a service and a sermon in the open air on the Gottesberg.

**Annual Historical Traditions all over the Allgäu**

**Funken**
The so-called “Funkenfeuer” (a special fire ceremony) - a custom from the Alemannic region – marks the driving out of winter in the Allgäu in March. On “Funkensonntag” everyone gathers round to see the bonfire lit. Of course, it wouldn't be a true Allgäu “Funkenfeuer” without the typical accompaniment of beer, schnapps, mulled wine and “Funkenküchle” doughnuts.

**Alemannic Carnival**
Traditional wooden masks and dances are the essence of the Alemannic carnival in the Allgäu and Bavarian Swabia. History plays an important role and the costumes known as “Fasnetshäs”, are still based on the Christian origins of the festival. Just before the beginning of the abstemious period of Lent, the Catholics celebrate carnival in true style with plenty of feasting and drinking.

**Fasnatziestag**
The way in which carnival is celebrated in Oberstaufen is unique. “Fasnatziestag” is to commemorate a time in the 17th century, when 700 men in Oberstaufen died of the plague. The so-called “Butz” dances tirelessly through streets, until he drops “dead” at exactly 6 p.m. in front of the church. This symbolizes the deliverance of Oberstaufen from the plague in 1635.

**Klausentreiben**
The custom of “Klausentreiben” that originated some 2000 years ago is still alive today in the Allgäu. In many villages on December the 5th and the 6th the wild Rumpelklausen stroll through the streets and alleys. Years ago people were terrified of evil spirits, especially in long dark winter nights. Brave young men donned clothes of fur and leather and heads of animals or caps with antlers or ox horns and started screaming and rattling bells or chains to banish the spirits of the night. The tradition as it is today has one slight difference: it is now the spectators who are hunted rather than the spirits and anyone getting too close risks a beating with the birch.

**Cattle drive (“Vichsheid”)**
When autumn begins turning the leaves on the trees it is time once again for one of the region’s main tourist events: it is time to round up the cattle. It is a long-standing tradition: if the summer has been accident free then the lead cow is decorated with a garland of mountain flowers. Arriving at the so-called “Scheidplatz” (place of parting) the herd is split up and each animal is claimed by its rightful owner.
Round-up season in the Allgäu always begins around September 9th or 10th. Dates are available from each individual tourist office throughout the region.
4.5. Religious Cities and Places

The state’s famed churches and other sacred buildings are still today important places of pilgrimage and witnesses to the deeply held faith of the people of Allgäu. 

Today Allgäu’s monasteries have become important and attractive tourist landmarks. Most of them are well preserved, still inhabited by their religious order and living witness to the state’s rich past.

Ottobeuren

Ottobeuren can be accessed above a mild fore-alpine highland with generous fields, grassland and pastureland with dark, forested hills cutting across it, while two striking peaks of church towers signal the approach to the destination. Then, the valley of western Gunz opens up and exposes a panoramic view of Ottobeuren, bedded in a height of 660 m and dominated by the unique focal point of the baroque-basilica and Benedictine abbey.

Highlights and Places of Interest
- Basilica St. Alexander and Theodor of the Benedictine abbey

Kaufbeuren

The former Free Imperial Town Kaufbeuren is still dominated today by its city image of the middle age, in the middle of the historic town there is still the Crescentia abbey. The lofty middle-class houses offer an atmospheric platform for the numerous events and festivities of Kaufbeuren, and thereby, the dance-festival, the oldest historical children’s festival of Bavaria.

Highlights and Places of Interest
- Town-hall (1879-1881) by Georg Haubenrisser
- Historical ancient city with city-wall, Fünfknopfturm
- Convent of Crescentia Abbey, St. Martin’s church, St. Blasius church

Füssen

The town’s charming location on the edge of the Alps is impressive: framed in by imposing high mountain peaks and an idyllic lake district, as Bavaria’s highest city. The Hohes Schloss of Füssen, the former summer residence of the prince bishops of Augsburg and one of South-Germany’s largest and best-preserved late gothic castle complexes, is Füssen’s landmark.

Highlights and Places of Interest
- Historic town center, Reichenstreet
- Royal Palaces: Hohes Schloss
- Benedictine abbey St. Mang
- Municipal library- hidden insider tip

Memmingen

The former Free Imperial Town Memmingen is still dominated today by its city image of the Middle Ages, since in and around the historic town there are seven former abbeys and lots of listed buildings. In memory of the Middle Ages, there are various festivals that fill the past days with life again. Dignified churches such as St. Martin’s Church with one of the grandest gothic choir stalls in Germany or the Church of Our Lady (Frauenkirche) with paintings by the Strigel family dating from the 15th century are a delight for any culture enthusiast.

Highlights and Places of Interest
- Order of St. Anthony, one of the order’s oldest existing buildings
- recently-restored Knights Church (Kreuzhermkirche)
- Charterhouse Buxheim

Contact
Benedictine abbey
Tel.: +49 (0) 8332 7980
webmaster@abtei-ottobeuren.de
www.abtei-ottobeuren.de

Contact
Kaufbeuren Tourismus- und Stadtmarketing e.V. - TouristInformation
Tel.: +49 (0) 8341 437850
tourist-info@kaufbeuren.de
www.kaufbeuren-tourismus.de

Contact
Füssen Tourismus und Marketing
Tel.: +49 (0) 8362 93850
tourismus@fuessen.de
www.fuessen.de

Contact
Stadtinformation Memmingen
Tel.: +49 (0) 8331 850172
info@memmingen.de
www.memmingen.de

Tip:
All information is available in English!
4.6. Event & Meeting locations in the Allgäu

Are you looking for the right location to celebrate a party, hold a business meeting or any other big event!? Allgäu Meeting Hotels are the right choice if it comes to looking for a place with beautiful atmosphere.

You can search for the right location in the Allgäu here: www.allgaeu-top-hotels.de/themenhotels/TagungsHotels.html

Medieval and Historical accommodation

**Hopferau Castle**
The oldest knight’s castle in the eastern Allgäu from 1468 hosts the modern conference centre in Germany and a 4-star hotel with 14 individually decorated rooms.

**Lautrach Castle**
Award winning Four-Star Hotel Schloss Lautrach is a top location for events and festivities. Over all, the hotel is partner for seminars, counselling and coaching, ideal for conferences, events and festivities.

**Irsee Abbey**
Whether a congress or a conference, a work meeting, a banquet or a ball, Irsee Monastery offers an impressive setting for all events. The atmosphere of the former Benedictine imperial abbey from the 18th century is outstanding.

Contact
Hopferau Castle
Tel.: +49 (0) 8364 984890
info@schloss-hopferau.com
www.schloss-hopferau.com

Contact
Lautrach Castle
Tel.: +49 (0) 8394 9100
hotel@schloss-lautrach.de
www.schloss-lautrach.de/en

Contact
Irsee Abbey
Tel.: +49 (0) 8341 906630
hote@kloster-irsee.de
www.kloster-irsee.de

5. Culinary Allgäu

Food and drink play an important role in Allgäu life. A taste of Allgäu is synonymous with scrumptious homely cooking and prize-winning specialties, delectable wines and the excellence of Allgäu beer. In Allgäu, every region has its own typical products and is inextricably linked with these distinctive dishes.

Culinary pleasures in Allgäu mean more than just being served a good meal prepared using regional ingredients. Everything tastes twice as good when served with a panoramic view up in the mountains or in a secluded spot in the valley. And the hospitality of the locals will warm heart and soul.

Eating in Allgäu means enjoying the very best of the simple things in life! Kaiserschmarrn, home-made cheese pasta, sauerkraut dumplings: cooks in Allgäu conjure up specialties using high-quality regional ingredients, relying on local suppliers who care for the agricultural landscape and farm it in a sustainable manner. The picturesque appearance of Allgäu with its luminous forests and flowering mountain meadows is not only a gift of nature. It has been formed by the harsh climatic conditions on the edge of the Alps and by the hard work of the mountain farmers. They created the Alpine pastures and formed the space for a very special culture: the Alpine economy. Nowhere else are there more mountain farmsteads and alpine dairy farms than here. The specialties of Allgäu are made with a few basic ingredients; flour, eggs and dairy products. But what the citizens of Allgäu make with them is a culinary treat even today: home-made pasta from Baunzen to Schupfnudeln; plum dumplings; home-made ravioli and a wide variety of quark dishes and sweet puddings, from apple fritters to “drunken virgins”.

Fresh Alpine herbs have always been used to add a refined note, as have home-distilled schnapps and beer. Brewing enjoys a centuries-old tradition here. To this day beer is brewed in small breweries by craftsmen using selected hop varieties and pure Alpine water and is then offered in their own taverns – for drinking and to accompany food. Because with the Bavarian national drink the chefs of Allgäu serve light, refined dishes which will surprise you.
5.1. Beer and Brewery Visits

Allgäu’s reputation as the home of beer goes back centuries when brewing first began in the state’s monasteries. Thanks to Bavaria’s purity law that was introduced in 1516, Bavarian beer is brewed without the addition of preserving agents, froth stabilisers, flavour enhancers or any other additives. Bavarian beer is guaranteed to contain only the four classic ingredients - water, malt, hops and yeast.

Further information: www.bavaria.by/bavarian-german-beer

Oktoberfest in Munich
It all started with a horse race which the national guard staged for the people on 17th August 1810 to mark the wedding of the Ludwig Crown Prince of Bavaria (later King Ludwig I) to Princess Therese von Sachsen-Hildburghausen. The race was such a success that it was staged again the following year. From 1870 onwards the number of stalls began to increase and in 1896 the very first beer tents were erected which sold only beer brewed in Munich - a tradition which has remained to the present day.
Tip: many hotels in Memmingen and Bad Wörishofen offer transfer to the Oktoberfest and back for their guests.

Upcoming dates:
- 22.09. – 07.10.2018
- 21.09. – 06.10.2019
- 19.09. – 04.10.2020

Themed Museums

Spigot Museum, Pfaffenhausen
In Pfaffenhausen the first spigot Museum (Bierzapfhahn Museum) opened its doors. Tours including a beer tasting can be booked from a minimum of ten persons and are available in German and English on request.

Contact
Tel.: +49 (0) 8265 7022
info@storchenbraeu.de
www.storchenbraeu.de

Beer Mug Museum, Bad Schussenried
In 1994 the first and only German Beer Mug Museum opened on the Schussenrieder Brewery site. But it is more than just an exhibition of old beer mugs. Here you can make an adventure trip through five centuries of drinking culture and a vivid documentation of past values around beer and mugs.

Contact
Tel.: +49 (0) 7583 40415
info@schussenrieder.de
www.schussenrieder.de

Breweries to visit

Privatbrauerei Zötler, Rettenberg
The Zötler Brewery is listed as one of the oldest family-owned companies. In fact they are the oldest family Brewery with over 565 years of practice. Tours including a beer tasting can be booked in German and English on request.

Contact
Tel.: +49 (0) 8327 9210
zoetler@zoetler.de
www.zoetler.de

Allgäuer Brauhaus
A discovery tour enables the visitors to experience 600 years of brewing tradition and expertise. Tours including a beer tasting can be booked in German on request.

Contact
Tel.: +49 (0) 8342 9647235
info@allgaeuer-brauhaus.de
www.allgaeuer-brauhaus.de

Brauerei Schäffler Hanspeter Graßl
To guarantee innovation even in the sixth generation, the brewery and the machinery is subjected to continuous modernization. Tours including a beer tasting can be booked in German and English on request.

Contact
Tel.: +49 (0) 8320 92012
sg@schaeffler-braeu.de
www.schaeffler-braeu.de

Der Hirschbräu, Privatbrauerei Höß
Modern computer-controlled production facilities are essential these days. However, the instinctive feeling for brewing is still a human skill. Tours including a beer tasting can only be booked in German.

Contact
Tel.: +49 (0) 8321 66330
info@hirschbraeu.de
www.hirschbraeu.de
Brau-Manufactur Allgäu, Post-Brauerei-Nesselwang
The Brewing Manufactures’ claim is to develop exciting beers with breathtaking aroma and flavor. Tours including a beer tasting can be booked in German and English on request.

Meckatzer Löwenbräu
In the fourth generation the Meckatzer Brewmasters still try to improve their beer in quality by developing their own „Meckatzer Purity Law“. Tours including a beer tasting can be booked in German and English on request.

Engelbräu, Rettenberg
With over three hundred years of experience, the brewing tradition from Rettenberg in Allgäu enjoys an excellent reputation and a high level of brand awareness. Tours including a beer tasting can only be booked in German.

Braugasthof Falkenstein, Pfronten
Surrounded by the unique landscape of the Allgäu Alps, the brewery stands for craftsmanship and love for the work. Tours including a beer tasting can be booked primarily in German and English on request.

5.2. Food

Allgäuer Milk & Cheese
Allgäu cows are said to be the finest in the world. The traditional hay milk ("Heumilch") is moreover said to be the most original form of milk production. The milk is used as the basis for lots of specialties. There are four EU-protected cheese brands: "Allgäuer Sennalpkäse", "Allgäuer Weißkäse", "Allgäuer Emmentaler" and "Allgäuer Bergkäse". The last two in particular are known far beyond the region's borders and are used for the much loved "Käsespätzle" [a type of cheese pasta].

"Allgäuer Käsestraße"
There is even a cheese road named the "Allgäuer Käsestraße". It connects not only quality craftsmanship Alpine dairy and rural direct sellers, but also attractive Western Allgäu holiday resorts and traditional inns called "Landgasthöfe". On well signposted roads the culinary and touristic attractions along the route can be scouted by car, by bike or on foot.
6. Luxury Allgäu

6.1. Five-Star Hotels

In 1996, the German Hotel and Restaurant Association (DEHOGA) established an official hotel classification system in Germany. In the meantime, more than 8,000 establishments have asked for an assessment on a voluntary basis according to the uniform nation-wide criteria of the “German Hotel Classification”. On the basis of this classification system, guests are given expressive and reliable information about quality standards of hotels within a star symbol scheme rating from one to five.

Further information on the hotel classification system and its categories: www.hotelsterne.de

Kur- und Sporthotel Allgäu Sonne
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Tel.: +49 (0) 8386 7020
info@allgaeu-sonne.de
www.allgaeu-sonne.de

Sonnenalp Hotel & Resort
Schweineberg 10 • 87527 Ofterschwang
Tel.: +49 (0) 8321 2720
info@sonnenalp.de
www.sonnenalp.de

Parkhotel Frank
Sachsenweg 11 • 87561 Oberstdorf
Tel.: +49 (0) 8322 7060
info@parkhotel-frank.de
www.parkhotel-frank.de

Travel Charme Ifen Hotel
Oberseitestraße 6 • A-6992 Kleinwalsertal
Tel.: +43(0) 5517 608678
ifen@travelcharme.com
www.travelcharme.com

6.2. Health, Wellness & Spa

The air in most parts of the Allgäu is so pure that it is classified as a “Heiklima” (healthy climate). Health resorts renowned for the beneficial properties of the air include Bad Hindelang, Fischen, Oberstaufen and Oberstdorf. This climate considered so efficacious to the health even looks beautifully clean! Smog hazes that hang visibly over many towns and cities are unheard of in the Allgäu. The region’s rich forestation that plays such a crucial role in the purity of the air accounts for over a third of the surface area of Upper Allgäu alone. Further factors promoting the propitious qualities of the air include the altitude, temperature fluctuations, the exceptionally low temperatures in winter and the clarity of the air. Oberjoch in Bad Hindelang enjoys pride of place amongst climatic spa resorts: Oberjoch’s unique high altitude valley location enables allergy sufferers to enjoy air that is free of dust mites and virtually free of both mould spores and pollens.

Many visitors to the Allgäu swear by the region’s traditional health treatments based on the teachings of Johann Schroth and Sebastian Kneipp.

The Kneipp regime

Five elements comprise the regime acclaimed by the so-called “water-doctor” Sebastian Kneipp. The most well-known of these elements is the hydrotherapy that energizes the metabolism with warm and cold water. Water deluges, wraps and baths promote circulation, detoxification and relaxation whilst a supporting exercise regime alternating periods of intense exercise with relaxation trains the cardiovascular system. The phytotherapy employing medicinal herbs is probably the oldest medical treatment known to man. Modern scientific studies have confirmed the effectiveness in the treatment of a variety of ailments. Kneipp’s nutritional therapy that is based on the use of natural foods supports the body’s own self-healing ability. The fifth aspect of Kneipp’s regime involves his holistic teaching. This element aims to reconstruct perfect harmony of both body and soul. Bad Wörishofen in the Allgäu where the “water-doctor” practiced and worked as a priest has traditionally been the centre for Sebastian Kneipp’s teaching. In addition to the eight Kneipp health resorts in the Allgäu there are also a number of Kneipp health farms.

Further information is available at www.bad-woerishofen.de.
The Schroth regime

The detoxification of body, mind and soul using the Schroth regime is based on four main aspects: firstly the Schroth diet that forms the central core of this naturopathic treatment. This consists of a low calorie basic nutrition free of salt and animal protein and very low in fats which aims to revitalize the body and activate its power to heal itself. The second element consists of Schroth body wraps in the early morning. An increase in the peripheral blood circulation and an energizing of the metabolism promotes the breakdown and excretion of waste products and toxins. Thirdly, Schroth prescribed a regime of fluid intake that gives a further important impulse to the body by rhythmically alternating the daily amounts of fluid thus supporting the excretion of fluids. The fourth element involves a balanced amount of exercise and relaxation preferably in the open air to regenerate both body and soul. Oberstaufen in the Allgäu is the only Schroth health resort in Germany.

Further information is available at www.oberstaufen.de.

6.3. Exclusive Activities

Golfing in Allgäu
There are 21 golf courses, some nestling in the gently rolling hills of the Alpine upland, others directly at the foot of the Allgäu Alps. There are nine-hole and eighteen-hole courses offering various levels of difficulty. Even in winter the Kleinwalser tal has an eight-hole winter golf course.

ICO Skywalk Oberstdorf
A unique event location with a high ropes course and many rousing activity programs around the “fascination of ski jumping.” The ICO Skywalk Oberstdorf between the ski jumping hills of Audi Arena in Oberstdorf offers all year unforgettable moments. Up in the air it offers stunning mountain views.

High rope courses
The high rope course “Höllenschlucht” near Pfronten offers a great variety of activities: climbing between treetops, a playground for kids, 3D-arrow shooting or slacklining. During the summer months it is possible to sleep in a tree, while in winter, igloos are built to sleep in.

At the high rope course “Kletterwald Bärenfalle”, near Immenstadt at the Alpsee, everyone will find the right level, ranging from 17 different parcours near the ground up to difficult climbing elements 20 m high. At the beginning you get a detailed introduction to the safety technology. Kids from the age of 6 are allowed to climb together with an adult – the Kiddy-Parcours is open for children from the age of 3 years.

Balooning
A number of companies offer hot air balloon trips over the Allgäu landscape. Addresses are available from local tourist offices or on the Internet. Regular balloon festivals are held in Oberstdorf and Bad Hindelang. The night-glows against the backdrop of the mountains are particularly popular with visitors.

7. Shopping in Allgäu

Far from just providing the typical high street shopping available in almost any pedestrian precinct anywhere in Europe, Allgäu’s towns and cities offer a truly individual and unique shopping experience. Fashion, design, culinary delicacies, regional produce, crafts and artifacts are all popular purchases for visitors to the state. Whether fashion, sports and tableware – the Allgäu is home to many internationally known brand manufacturers.
7.1. Fashion in Allgäu

Apart from designer clothes there are also modern outlet stores in Allgäu. Most of the larger towns and cities have pedestrianized zones running throughout the town centres, meaning that they are car-free.

Traditional costumes "Trachten"

Traditional costumes play a huge role in Bavarian and Allgäu life, more so than in any other state of Germany. The saying goes that: "Clothed in a dirndl (traditional dress) or lederhosen (leather breeches) you are always dressed to perfection." Worn by locals to traditional Bavarian festivities or on church high days, local traditional costumes are also popular at weddings, birthdays and anniversaries. By using flashy colours and exceptional fabrics some innovative designers put a new spin on the traditional costumes - thereby reinterpreting an old tradition. The number of shops selling traditional costumes has grown over the past few years: the options are endless.

In Pfronten there is an annual "Trachten Market" in August, where traditional clothes, jewellery or other great pieces of handwork are sold. During the Market Weekend, there are performances of traditional music and dances, too. 2018: 11th & 12th August.

Further Information: www.pfronten.de/veranstaltungen/veranstaltungshoehenpunkte/pfrontener-trachtenmarkt/

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Bräuhausstr. 6-8
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Alpenherz, Trachtenmanufaktur
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87435 Kempten
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Fashion outlets

allgäu outlet
Immenstädter Straße 11
87527 Sonthofen
Tel.: +49 (0) 8321 607720
info@outletventures.de
www.allgaeoutlet.de

allgäu outlet Kaufbeuren
Moosmangstraße 1
87600 Kaufbeuren
Tel.: +49 (0) 8341 9936070
info@outletventures.de
www.allgaeoutlet.de

Bader, Obermaiselstein
Am Scheid 12
87538 Obermaiselstein
Tel.: +49 (0) 8326 1616
bader.obermaiselstein@web.de
www.bader-obermaiselstein.de

AlpseeOutlet
Julius-Kunert-Straße 44
87509 Immenstadt im Allgäu
Tel.: +49 (0) 8323 998300
info@alpseeoutlet.de
www.alpseeoutlet.de

7.2. Traditional Handcraft

Lindenberg – City of Hats
Elegant hats and traditional style: at Lindenberg hat manufacture you can find a combination of true works of art and state-of-the-art designs, the traditional and the innovative. Get an impression of almost 200 years of hat history at the German hat museum, too. There you will get tips to find the best or most extraordinary stores to buy hats.

Contact
Deutsches Hutmuseum Lindenberg
Tel.: +49 (0) 8381 9284320
hutmuseum@lindenberg.de
www.deutsches-hutmuseum.de
Honey-Village Seeg
In 2013 the village of Seeg was found as the first Honey-Village in Bavaria. The educational trail about bees allows the visitor to look more closely at their life and habitat. It informs you about honey and the diversity of products made from honey, as well as about the exciting job of a bee-keeper. Of course, the honey products and souvenirs can be bought on site. Moreover it is a health resort with particularly good air.

Glasmacherdorf Schmidsfelden
The glass manufacture village has stood for skilled craftsmanship and superlative quality since 1825. Every customer requirement, however abstract, was turned into reality with glass, whereby every production stage is still managed by hand. The museum nowadays makes it possible for visitors to buy beautiful, individual designed pieces of art made out of glass.

Allgäuer High Alpine Farming
In 2016 the Allgäuer High Alpine Farming was claimed intangible cultural heritage by the UNESCO. It is about a vivid tradition with long cultural story: Learn more about the sustainable economy and nature conservation. It is a good way to experience the cultural identity of the people. From Monday to Saturday, regional products are available at the farmer’s market (Bauernmarkt) in Bad Hindelang.

Schuh Keller Fischen
The family enterprise was founded in 1943. Here, true traditional “Trachten” shoe models are made from wood and can be bought on site. In the wooden shoes manufactory every shoe is made by hand, this guarantees extraordinary quality. The original wood and fur shoes are equipped with a special healthy foot bed.

Busche Berta
The old farmer house “Busche Berta” is protected as a historic monument and was renovated in 2017. Here every guest can see, taste, smell and touch all the good products originating from the village. With all senses you can experience traditional Allgäu handicrafts: the herb garden, the pottery, the distillery and the natural cellar. Allgäu cheese and ham specialties can be bought in the village shop (Dorfladen).

8. Nature and Outdoors

8.1. Hiking and Climbing
All around you are lakes, rivers and mountains – big ones (the Alps!) – and the endless possibilities of hiking, climbing, walking and Nordic walking – anything that’s active and restorative because, uniquely, Allgäus prize the purity of their air as much as their beer. There are diverse hiking and walking trails for every difficulty level all over Allgäu. Here, only a small excerpt of the vast hiking offer can be presented.

To travel with no fixed goal in mind – just to be on the move; to lose oneself in the sagas, myths and beauty of a remarkable region. By following the hiking trilogy in Allgäu, history can be discovered on foot. Above all, it can be experienced directly, at three altitudes, along three routes and in nine theme areas. They can be combined flexibly depending on your degree of fitness and interests. From the landscape of hills and terraces you can cross the Alpine foothills into the rugged peaks of the high mountains. This scenic variety is linked together by three routes. On the “Meadow Walkers’ Route” you can stroll across verdant pastures, gentle hills and mystic marshland; on the “Watercourse Route” you will be accompanied by imposing waterfalls and countless lakes; and on the “Route to the Top” you can conquer the magnificent peaks of the Allgäu Alps. En route you will pass through areas devoted to special themes and their gateway towns and stopovers will lead you ever deeper into the history of Allgäu. The region was once formed by three glaciers. They created three altitudes, three routes and a million reasons to be amazed. So why not set out on an unusual discovery tour.
Hiking trilogy in Allgäu – A trio in harmony with nature

Three altitudes, three routes, 867 kilometres, 51 stages, nine theme areas – what may sound complicated at first is basically quite simple: a completely new hiking experience. Look forward to a unique network of paths which link the diverse landscapes of the Allgäu with their fascinating history.

Climbing

There are various climbing trails in the mountainous regions of Bavaria. Mostly open during the summer months, one can find every difficulty level, including family-suited climbing trails. Some of the regions offering climbing trails are Füssen, Altmühltal, Bad Hindelang and Oberstdorf.

8.2. Cycling and Mountain Biking

Cycling - The Allgäu cycling circuit

A different kind of cycling route, without a beginning or an end. Instead it offers 450 kilometres filled with exciting stories and picturesque scenery. Cycling can be even more fun – following the Allgäu cycling circuit. Germany’s scenic long-distance cycle route passes through six districts in Bavaria, neighbouring Baden-Württemberg and Tyrol. However, it does not lead in a straight line from place to place and from town to town. Instead, kilometre by kilometre you will find yourself immersed in eight fascinating settings based on the exciting stories, famous people and impressive landscapes of Allgäu.

It takes you past world-famous sights like Neuschwanstein Castle and the birthplace of Sebastian Kneipp. Apart from all these impressions, of course the Allgäu cycling circuit is actually about cycling. And that should be as pleasant as possible. You can compile your own favourite route according to your personal requirements from a total of nine variations. More than 50 railway stations along the route, a number of e-bike rental depots and battery-changing stations as well as a luggage shuttle ensure additional enjoyment. And on that subject: of course the excellent Allgäu cuisine forms the highlight of any cycling tour.

Allgäu is really a “paradise for cyclists and mountain-bikers”: Rugged mountains rise high above gently winding rivers, narrow valleys enchant with a unique landscape, historical places, beautiful castles, and, and, and...

Quality cycling trails

Radrunde Allgäu (The Allgäu cycling circuit)
Allgäu GmbH
Tel.: +49 (0) 8323 8025931
info@allgaeu.de
www.allgaeu.de/rad

Iller-Radweg
Allgäu GmbH
Tel.: +49 (0) 831 5753730
info@allgaeu.de
www.radweg-iller.de

Schlossparkradrunde im Allgäu
Tourismusverband Ostallgäu e.V.
Tel.: +49 (0) 8342 911506
info@schlosspark.de
www.schlosspark.de

Bodensee/Königssee Radweg
Bayerische Fernwege e.V.
Sparte Bodensee-Königssee Radweg
c/o Alpin Consult
Tel.: +49 (0) 8025 / 92 44 95 2
www.bodensee-koenigssee-radweg.de
8.3. Tourist Roads in Allgäu

An inspiring way to travel and absolutely in fashion, when travelling through Germany and Bavaria, are themed routes or tourist roads. The extensive network of themed or tourist routes links Bavaria’s nature and cultural highlights providing visitors with a perfect route to the state’s most beautiful and important sights.

The German Alpine Road
Experience the Alps on an enchanting trip along the 450 km long Alpine Road from Lindau on the banks of Lake Constance to Berchtesgaden near the Austrian border.

Nearest Airports: Allgäu Airport Memmingen (FMM), Salzburg Airport (SZG)

Contact
Touristikverein Deutsche Alpenstrasse e. V.
Tel.: +49 (0) 8025 9244952
Fax: +49 (0) 8025 9244953
info@deutsche-alpenstrasse.de
www.deutsche-alpenstrasse.de

The Romantic Road
The Romantic Road that runs from Würzburg to Füssen provides a unique insight into the abundance of occidental history, art and culture, Würzburg, the wine lands, the Tauber valley and Rothenburg ob der Tauber, the Ries, Lechfeld, Pfaffenwinkel and the world famous palaces of King Ludwig II.

Nearest Airports: Allgäu Airport Memmingen (FMM), Nuernberg Airport (NUE)

Contact
Touristik Arbeitsgemeinschaft Romantische Strasse
Tel.: +49 (0) 9851 551387
Fax: +49 (0) 9851 551388
info@romantischestrasse.de
www.romantischestrasse.de

The Sisi Road
Follow in the footsteps of the Empress and Queen Elisabeth from Wittelsbacher Land to Budapest. After leaving Augsburg the Sisi Road follows the steps taken by Sisi during the first 31 years of her life and gives you the opportunity to visit towns and castles of great historical importance. Visit Sisi’s family seat at Unterwittelsbach as well as Munich, the place of her birth and the Roseninsel in Lake Starnberg.

Nearest Airports: Allgäu Airport Memmingen (FMM), Munich Airport (MUC), Salzburg Airport (SZG)

Tip: at the Konditorei Kurcafe in Füssen, a special experience awaits you: the Sisi cake is one of their most popular orders.
8.4. Winter Sports

Enjoy the amazing views of the “Voralpenland”, the foothills of the Allgäu Alps. Skiers and snowboarders alike will love the wealth of resorts located in this enchanting region at the foot of the Alps. But there are also plenty of ways to enjoy a wide range of winter sports without having to snap on your skis. Allgäu’s ski resorts also offer well prepared sled runs, snow tubing runs, snow parks for freestyle fans and ice sport centers all guaranteeing a wealth of wonderful winter fun and games.

Experience the ultimate, from wellness to winter sports. That is what a winter holiday in Allgäu will offer. For everyone who likes an active lifestyle, who is looking for an unusual experience or who longs to take time off in a snow-white winter wonderland, Allgäu offers unlimited winter fun.

If you are a fan of powder snow and sunshine you will love Allgäu. The 8 ski regions with 525 kilometres of ski slopes and over 235 lift systems in Allgäu and neighbouring Kleinwalsertal and Tyrol offer something for everyone. World Cup descents and family slopes, fun parks and ski kindergartens – everyone will find the mountain experience they are looking for. But not only skiers and snowboarders will find a winter paradise with guaranteed snow in Allgäu; so, too, will cross-country skiers and skaters. The snow-covered valley landscapes attract visitors with over 1,500 kilometres of cross-country skiing trails including famous competition loipes. Numerous international winter sports events also offer World Cup atmosphere. Far from the bustle of piste, loipe and ski jumps, first-class leisure offers welcome guests to relax. You can allow experts to pamper you with a massage, go for long walks or simply soak up the winter sun. Allgäu is waiting to offer unforgettable winter moments to each and every one of its visitors.

Allgäu has a wealth of exceptionally beautiful cross-country tracks in all shapes and forms. Many modernised track systems and excellently prepared cross-country ski tracks promise optimum conditions, and not just for the competitors in the World Championship, but also for hobby skiers.

Allgäu

Oberstdorf
The resort attracts the visitor with its three large ski areas “Nebelhorn”, “Fellhorn” and “Söllereck”, which extend between 825 and 2,224 meters. They contain 29 lifts and 38 different slopes among other things Germany’s longest downhill slope at the Nebelhorn cable lift with a length of 7.5 kilometres.

Holiday Region Alpsee-Grünten
Whether beginner or advanced, everybody can find the right winter sports activity here. From delightful snowshoe hiking through the magical landscape, cross-country skiing, or skiing tours and off-piste-skiing, the offering between Lake Alpsee and Mount Grünten is huge.

Bad Hindelang
Because of its location at 1,000m altitude, snow is guaranteed in Bad Hindelang over the winter months. According to the DSV, it is the family-friendliest ski region in the Alps and the Bad Hindelang PLUS card offers ski and sledding fun as well as a diverse sports offer for free.

Füssen
Around Füssen in Allgäu the small but excellent skiing regions are calling. Here is the perfect place for true connoisseurs, since children skiing as well as going on ski tours and enjoying the beautiful landscape are prioritized. Swift piste-sports play a less important role.

Oberstaufen
In Oberstaufen the pistes aren’t the only attraction in winter: carefully prepared cross-country ski tracks and winter hiking paths for miles and miles are waiting to be discovered on a snow-shoeing tour or during a romantic horse-drawn sleigh ride to enjoy the Allgäu winter fairytale.

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Contact
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www.alpsee-gruenten.de

Contact
Bad Hindelang Tourismus
Tel.: +49 (0) 8324 8920
info@badhindelang.de
www.badhindelang.de

Contact
Füssen im Allgäu
Tel.: +49 (0) 8362 93850
tourismus@fuessen.de
www.fuessen.de

Contact
Oberstaufen
Tel.: +49 8386 93000
info@oberstaufen.de
www.oberstaufen.de/winter
Pfronten
In total 13 ski-lifts and cableways with over 20 km of groomed ski runs as well as a big Fun Park offer great winter fun. A remarkable experience is the night skiing on one of the longest floodlit ski runs in the Allgäu. Or what about dreaming in a self-built igloo?

Allgäuer Hörnerdörfer
Five family-friendly ski areas with 85km unequalled skiing pleasure: From pleasant family descents on sun-kissed carving slopes up to challenging descents for skilled Ski-drivers and a FIS-Women’s Worldcup Route in Ofterschwang.

Tannheimer Valley
The Tannheimer Valley is located in Tyrol, Austria, at about 1100m height. During winter season there are six indirectly connected skiing areas in the high valley: Nesselwängle, Grän, Tannheim and the ski-swing Zöblen/Schattwald. Jungholz is autonomous. All in all there are 20 ski-lifts and cableways with 55 km of groomed ski run available.

9. Fun and Adventure (Parks)

Allgäu

Wonnemar Sonthofen
A Caribbean feeling with a panorama of the Alps. Action and fun for the whole family is guaranteed thanks to the various offers of the adventure waterpark. Active swimmers will also be satisfied with the large sports pool. A further highlight is the panoramic sauna with its spectacular view over the Alps.

Breitachklamm Oberstdorf
A special kind of nature experience awaits the hikers here: admire the deep ravines, water hollows, polished wall areas and other multi-faceted objects that have been created by the power of water over several thousand years. The ravine can be visited all year round.

Allgäulino – indoor playground
At the Allgäulino indoor playground small and big children will be satisfied by the variety of possibilities across the 3.000 m². There are electric cars, trampolines, slides, a carousel, etc., Adults can enjoy the time sitting in the Wi-Fi equipped beer garden or playing billiards, air hockey or tabletop football.

Alpsee Mountain world
The Alpsee Mountain World offers a multitude of highlights: Germanys longest all year round toboggan run (Alpsee Coaster), Germany's biggest mountain play adventure with petting zoo during the summer months and Germany's largest high ropes course (Kletterwald Bärenfalle).

Erzgruben – world of experience at Mount Grünten
Learn more about the geology of Mount Grünten and mining in the old days. A particular highlight is the subterranean world of experience. The whole family can visit the old pits and learn more about the daily life and the work of the mine workers.
**Allgäuer indoor go-cart track**
Let’s enjoy race action and feeling regardless of weather conditions in one of the biggest indoor go-cart tracks in Germany. With over 6,000 m² everyone can capture the pole position. Of course, there are the latest safety devices installed to guarantee the maximum fun with maximum speed.

**Ski jumping hill Oberstdorf**
Here the whole family can get an exclusive insight into how a ski jumper must feel. The tower lift takes you to a height of 70m, where a breathtaking view opens up from the 360° observation platform.

**Allgäuer mountain farmer museum**
This museum is a place for everyone to participate, understand and slow down. Go back in time to experience the life of a mountain farmer a century ago or visit the farm animals on the site. By booking courses in advance, it is possible to make butter, bake your own bread, etc.

**Skywalk Allgäu nature discovery park**
Recreational fun is assured by experiencing the barrier-free treetop path and seeing the world from a bird’s eye view 40 m above the ground. At 15 m high, there are wobbly bridges and a slide down. On the barefoot path the less brave will enjoy their time, too.

**Allgäu Skyline Park**
This magical place has attractions for everyone: Nostalgic fairground rides for romantics and lovers, plenty of fun for the very young and moments sure to delight the entire family. Thrill seekers will get the adrenaline rush they are looking for on the Sky Wheel, the world’s highest overhead roller coaster.

**CenterParcs, Leutkirch**
In October 2018 a new CenterParcs Park family hotel opens near Leutkirch in Allgäu offering a range of 66 activities: A tropical bathing paradise and a separate Spa & Country Club, an overwhelming offer of activities for every age. Inside the tropical Market Dome every taste will find the right restaurant or place to shop.

**LEGOLAND®Amusement Park Germany**
The LEGOLAND®park has lots to offer for families looking for adventure and fun. More than 50 amazing ride attractions, fascinating shows and models made from 55 million LEGO® bricks await the visitors. In the world’s first LEGOLAND®holiday village, visitors can spend the night in one of 50 LEGO®-themed chalets or in the caravan area.