



Just right for you!

Bavarian Swabia offers a wide variety of experiences around Augsburg, LEGOLAND®, the Danube and Nördlinger Ries

Bavaria plus Swabia results in Bavarian Swabia, the popular region for short getaways and excursions around Augsburg. The area is proud of its twofold legacy: here two distinct heritages with their own traditions, dialects and flavors overlap; Bavaria speaks Swabian and Swabia Bavarian – with the most diverse nuances.

Charming historical towns adorn the varied scenery of the region. The numerous river valleys – with the majestic Danube at the center – offer active vacationers many different recreational opportunities. The Romantic Road, one of Germany's best known holiday routes, travels through the region from the Geopark Ries into "Wittelsbacher land," the ancestral homeland of the Wittelsbach dynasty. Bavarian Swabia is a popular destination for families, attracted by LEGOLAND near Günzburg and the Augsburger Puppenkiste (marionette theater) whose legendary stars include the delightful "Urmel" character. Other visitors appreciate the tranquility; pilgrims on the Bavarian-Swabia section of the Way of St. James (to Santiago de Compostela) take their time and rejuvenate in welcoming monasteries.

Romantic treasures: For those seeking the flair of historical urban settings, Bavaria Swabia is absolutely perfect. Enchanting small towns indulge with abundant ambiance for shopping, enjoyment and living history. A tradition of civic culture is evident in the construction of well-known attractions, such as the church tower "Daniel" in Nördlingen, and in the active preservation of customs and historical

festivals. The crown jewel is Augsburg, called the "Fugger City" after the prominent mercantile family of that name. Augsburg is famous for its Renaissance magnificence as well as for its important monuments of the textile and industrial time. Since 2019, Augsburg proudly carries the name UNESCO World Heritage Site. Other towns are embellished with castles of the House of Wittelsbach, whose roots originate in the region.



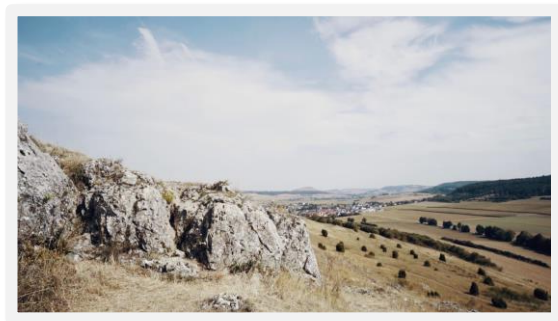


River-hopping by bike: The high point of Bavarian Swabia river tours is the popular Donau-Radweg (Danube Bike Path). But the entire region around the great waterways is characterized by a dense network of river landscapes that offers cycling tourists many diverse and combinable possibilities. From the Iller and the three-valley Mindel-Kammel-Günz trails in the west over the Zusam, Wertach and Wörnitz rivers to the Paar in the east, attractive routes wander through picturesque river valleys. Gentle tours meander through pure nature and inviting small towns that have arisen along the vital rivers over the centuries.



And NEW in 2022 - we proudly present the new bike tour along the Lech - from the north near the confluence with the Danube at Marxheim, heading south towards the Alps.

One destination, many landscapes: With its river paradises, lovely gardens, forested nature park and the unique Geopark Ries, which just received the "UNESCO Global Geopark" award, Bavarian Swabia offers many special destinations to nature lovers. Wonderful hiking paths lead through moorlands, lowland forests and the round meteorite crater in which geological history can be experienced up close. Thematic tours and educational trails provide fascinating insights and offer impressive views. Panoramic outlooks, stations for all senses, bird watching towers and idyllic beer gardens along the way enhance enjoyment.



Peace and tranquility: Monasteries, churches and chapels, pilgrimage destinations and routes – values of devotion, stability and tradition are firmly rooted in down-to-earth Bavarian Swabia. Perhaps that is why the region is so ideal for short breaks away from everyday life. Here one can find spiritual enrichment as well as breathing space, a slower pace and calm in a restless time. In a tree-top hotel or quiet countryside castle, relaxing in a historical spa or making a pilgrimage on the Bavarian Swabia segment of the Way of St. James, rest and renewal are wonderfully close at hand.





Right in the middle of a childhood dream: The only LEGOLAND in German speaking lands is located in Bavarian Swabia and, with new highlights every year, is a real magnet for visiting families. In addition to more than 60 rides and attractions in ten theme-worlds and models constructed of more than 60 million LEGO® bricks, the theme park delights with the LEGOLAND Holiday Village providing fanciful accommodations for over 2,600 guests in LEGOLAND Castles, Pirate Island Hotel, Camping Barrels and themed cottages.



But the Augsburger Puppenkiste also makes children's hearts beat faster – and has done so for generations with its legendary characters Urmel, Jim Knopf and the Blechbüchsenarmee (Tin-can Army), among others. Bavarian Swabia has many, many more destinations for rewarding family outings: from the children's museum in Neu Ulm or the Käthe Kruse Doll Museum in Donauwörth, to the Bavarian Bee Museum in Illertissen and the imposing Harburg, a knight's castle as if out of a picture book.

Listen ... – and see more: 21 audio tours (two tours also in English) about 21 fascinating places are available via the free app "Bayerisch-Schwaben-Lauschtour" from the Bavarian Swabia Tourism Association. The outdoor walking tours encompass many different themes – from Celts, Kneipp water therapy or Empress Sisi, to the Romans on the Danube, Martin Luther in Augsburg or Napoleon in Elchingen, a stork as tour guide or 4,000 tons of organ pipes. In 2022 the award winning project added one new great tour through Neu-Ulm – start in autumn 2022.



For insider's tips: In addition to the website www.bayerisch-schwaben.de and the Facebook page www.facebook.com/entdecke.bayerisch.schwaben, tips for tourists and information about the Bavarian Swabia region are also available on the blog <https://blog.bayerisch-schwaben.de>.



With the motto “experience it yourself and tell it yourself”, the online journal offers over 1,000 firsthand vacation and excursion reports. Everyone may participate; stories from guests from near and far are welcome.

The variety of experiences in Bavarian Swabia in video:

