Received by NSD/FARA Registration Unit 10/28/2026 9:30:27 AM

Subject : Bavaria by Water: Refreshing Experiences for Your Clients
Total Send : 19149 **Opened** : 9605(50.2%) **Clicked** : 0(0%)
Search Criteria : Canada, United States

Bavaria

TRAVEL TRADE

Online version



SERVUS

Dear Travel Trade Partner,

Summer is just around the corner – and Bavaria is at its most refreshing. Crystal-clear lakes, gently flowing rivers, and endless ways to enjoy the water set the scene.

Whether your clients are looking to unwind by the shore, dive into outdoor adventures, or arrive by river cruise, Bavaria offers experiences that feel both effortless and unforgettable.

Get inspired by new waterside highlights in this newsletter —and don’t forget to register for our upcoming webinar.

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Warm regards,
Your Team at Bavaria Tourism

WEBINAR INVITATION



May 7 – Hidden Bavaria: Off-the-Beaten-Path Towns & Villages

Looking for new ideas beyond Bavaria's classic highlights? In our upcoming webinar, we will present lesser-known regions and boutique accommodations that bring travelers closer to local life. Together with our partners **Brauereigasthof Hotel Aying** and **Füssen**, discover inspiring travel ideas and hidden gems for your clients.

Register now

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FLOW & FLOAT IN BAVARIA

Lakeside Luxury

Sail **Lake Chiemsee to Herrenchiemsee**, Ludwig II's "Bavarian Versailles." Discover opulent halls and fountain-filled gardens – now a UNESCO World Heritage highlight since 2025.

Read more





Waterside Towns

From the three-river city of **Passau** to historic **Regensburg**, Bavaria's waterside towns blend culture, scenery, and laid-back lifestyle – perfect for easy, memorable experiences.

Read more

SALES TOOLS FOR PROFESSIONALS

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River Cruise Extensions Tours

Extend the journey beyond the boat. Our flexible pre- and post-cruise itineraries combine Bavaria's highlights with local insights—perfect for seamless add-ons or stand-alone trips.

Read more

GETTING TO AND AROUND BAVARIA

Find out about important travel information and updates your clients might need to know before and during a visit to Bavaria.

Learn more

CONTACT PERSON

Stephan Dörner

Jaqueline Schmid

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Bavaria



Hidden Bavaria: Off the Beaten Path Towns & Villages

Looking to move beyond Munich?

Discover how to craft more immersive Bavarian itineraries by incorporating **charming villages, authentic regional experiences and standout stays** that go beyond the expected. From local traditions and culinary heritage to scenic alpine settings and storybook towns, this session will explore how to bring a deeper sense of place into every journey.

Featuring insider perspectives from our special guests, **Brauereigasthof Hotel Aying** and **Füssen Tourism**, this webinar will equip you with fresh ideas, practical insights and new inspiration to surprise and delight your clients while elevating your Bavaria offerings.

Thursday, May 7th,2026

1:00 PM EST

REGISTER HERE

Can't join the webinar? Register to receive a recording to watch later!

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Subject : Cultural Routes & Creative Bavaria
Total Send : 19467 **Opened** : 9544(49%) **Clicked** : 0(0%)
Search Criteria : Canada, United States

Bavaria

TRAVEL TRADE

Online version



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Dear Travel Trade Partner,

From medieval towns and UNESCO World Heritage sites to local craftsmanship and contemporary creativity, Bavaria offers a wide range of cultural experiences for diverse traveler interests.

Discover inspiring themed routes through historic cities, authentic traditions brought to life by passionate locals, and a vibrant creative scene shaped by art, music, design, and innovation.

Invite your clients to explore Bavaria — a destination filled with unforgettable cultural journeys beyond the ordinary.

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Warm regards,
Your Team at Bavaria Tourism

BAVARIA`S CULTURAL TREASURES



SPONSORED

A New Perspective on History in Nuremberg

Discover the updated permanent exhibition “Nuremberg and the Nazi Party Rallies,” offering a contemporary and interactive look at the site’s history.

Read more

SPONSORED

Erding – A Hidden Gem Just Outside Munich

Bavarian charm, diverse events, and a newly opened hotspot for art lovers make Erding a perfect addition to any Bavaria itinerary.

Read more



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SPONSORED

Over 1200 Years of History in Dachau

Dachau blends remembrance, history and culture into a uniquely inspiring place at the doorstep of Munich.

Read more

SPONSORED

150 Years of Wagner in Bayreuth

The Bayreuth Festival welcomes music lovers to Bavaria. In its anniversary year, “Festival 150” celebrates Wagner’s legacy with cultural events across the city.

Read more



WEBINAR INVITATION



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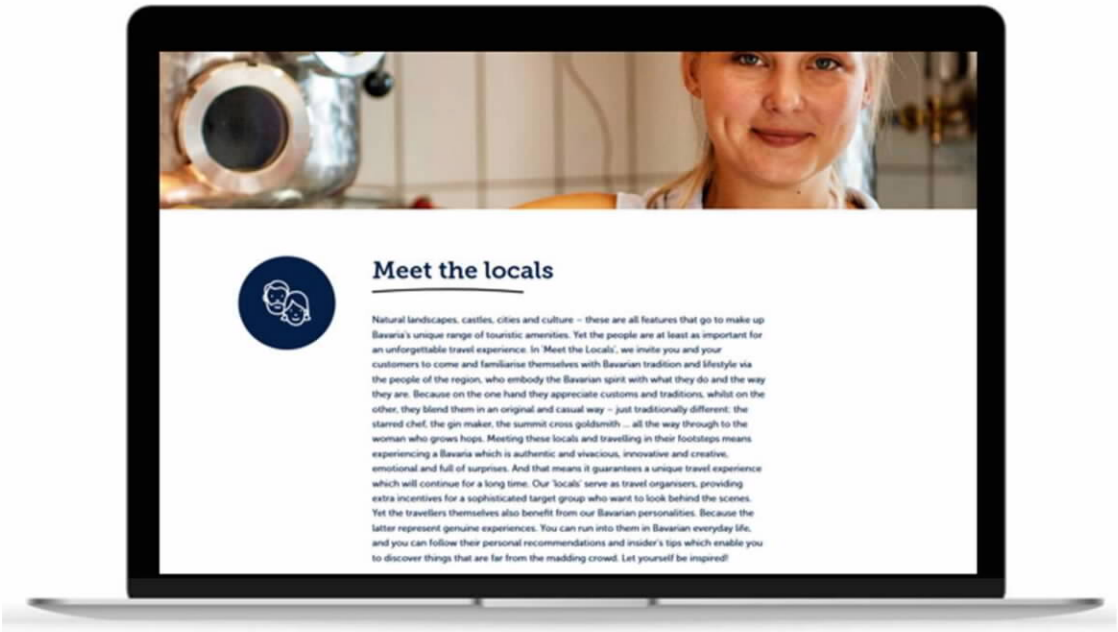
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???? August 12 – Bavaria: Traditions, Culture & Timeless Experiences

Discover the heart and soul of Bavaria through authentic experiences and timeless traditions. Together with **Munich** and the **Salt Mine Berchtesgaden**, this webinar highlights meaningful ways for clients to connect with Bavaria's culture, heritage, and local lifestyle.

Register now

SALES TOOLS FOR PROFESSIONALS



Meet the Locals

Get inspired and give your clients a deeper connection to Bavaria through authentic local encounters, hidden stories, and genuine experiences beyond the classic highlights — creating journeys that feel truly personal and unforgettable.

Read more

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Learn more

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Subject : Bavaria's Finest: Luxury & Shopping Experiences
Total Send : 21693 **Opened** : 13452(62%) **Clicked** : 17680(131.4%)

Bavaria

TRAVEL TRADE

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Dear Travel Trade Partner,

Bavaria offers your clients a sophisticated blend of luxury, lifestyle, and authentic experiences. From elegant five-star hotels and world-class wellness retreats to designer shopping and exceptional dining, Bavaria invites travelers to experience the region in style.

Whether they are seeking premium brands, unique local craftsmanship, gourmet cuisine, or exclusive experiences amid stunning landscapes, Bavaria combines refined luxury with genuine hospitality and regional charm.

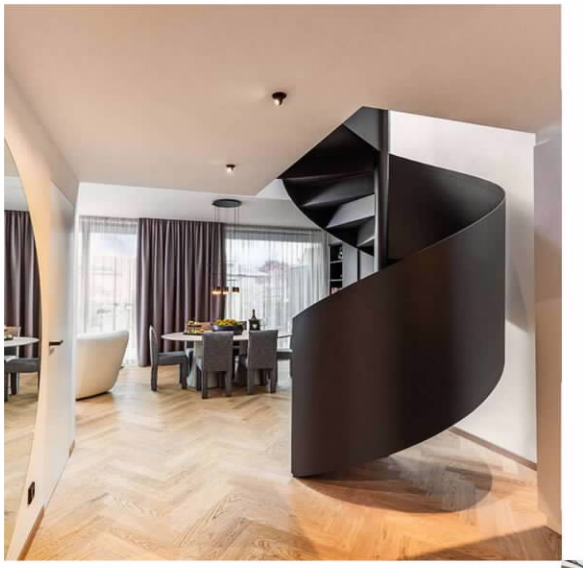
Discover inspiring travel ideas for clients seeking the finer things in life.

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Warm regards,
Your Team at Bavaria Tourism

BAVARIA IN STYLE



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Augsburg Luxury Escape

Just outside Munich, **Hotel Maximilian's** combines MICHELIN-starred dining, elegant suites, and a rooftop pool in the heart of historic Augsburg.

Read more

Fashion Made in Bavaria

From heritage craftsmanship to contemporary design, Bavaria offers your clients a shopping experience featuring unique local brands and lifestyle labels.

Read more



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REMINDER: WEBINAR INVITATION



???? August 12 – Bavaria: Traditions, Culture & Timeless Experiences

Discover the heart and soul of Bavaria through authentic experiences and timeless traditions. Together with **Munich** and the **Salt Mine Berchtesgaden**, this webinar highlights meaningful ways for clients to connect with Bavaria's culture, heritage, and local lifestyle.

Register now

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Christmas Market List

???? Give your clients a magical winter experience with Bavaria's historic Christmas markets, premium shopping opportunities, and festive culinary highlights. Explore our Christmas Market List and start planning unforgettable holiday journeys.

Read more

GETTING TO AND AROUND BAVARIA

Find out about important travel information and updates your clients might need to know before and during a visit to Bavaria.

Learn more

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Bavaria



Bavaria: Traditions, Culture & Timeless Experiences

Discover the heart and soul of Bavaria through its rich traditions, vibrant culture, and unforgettable heritage experiences.

Join us as we explore the timeless charm of **Munich** and the historic **Salt Mine Berchtesgaden**, two iconic destinations that showcase authentic Bavarian identity. From local customs, culinary traditions, and historic sites to underground salt mining adventures and Alpine heritage, this webinar will provide travel advisors with inspiring ideas and meaningful experiences to share with clients seeking culture, history, and a true connection to Bavaria.

Thursday, August 6th, 2026

1:00 PM EST

REGISTER HERE

Can't join the webinar? Register to receive a recording to watch later!

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Subject : Discover Bavaria's Diverse Hotel Landscape
Total Send : 467 **Opened** : 240(51.4%) **Clicked** : 461(192.1%)

Bavaria

US TRAVEL TRADE

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Dear Travel Trade Partner,

From charming, family-run inns and historic hotels to luxurious wellness retreats and exciting new openings, Bavaria's accommodation landscape is as diverse as the destination itself.

In this edition, discover inspiring places to stay and new ideas for your clients – including a closer look at the Steigenberger Hotel Munich. Plus, join our upcoming webinar "Mindful Journeys & Regional Flavor" for inspiration on authentic experiences, and explore our Hotel List, a practical sales tool featuring selected accommodation options throughout the state.

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Whether your clients are looking for authentic Bavarian hospitality, a relaxing retreat or a stylish city stay, Bavaria offers the perfect place to make their journey memorable.

Warm regards,
Your Team at Bavaria Tourism

WEBINAR INVITATION



November 5 – Bavaria: Mindful Journeys & Regional Flavor

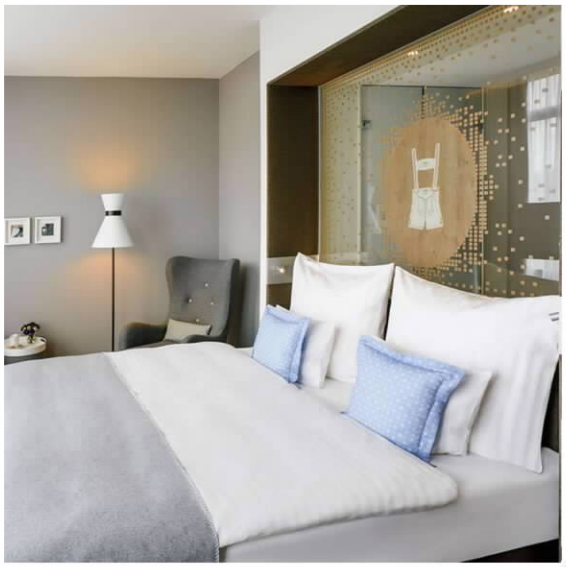
Discover a more mindful side of Bavaria in our upcoming webinar. Together with **Munich Wanderland and Nuremberg**, we'll showcase regional flavors, authentic experiences and inspiring ways to slow down. Get fresh ideas for meaningful itineraries – from urban discoveries to nature and culinary highlights.

Register now

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BAVARIAN BEDS & BEYOND



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Stay in Style

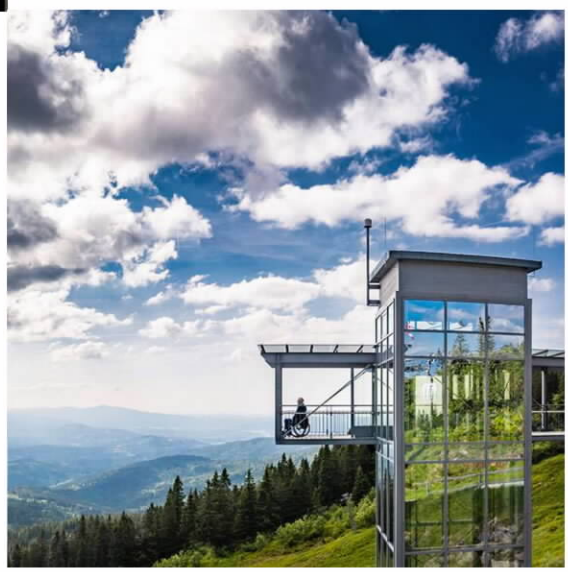
Discover Munich from the heart of Schwabing. Close to the English Garden, **Steigenberger Hotel Munich** combines stylish rooms, wellness and fitness with Bavarian-inspired dining.

Mehr erfahren

Stay Without Barriers

Make Bavaria accessible to every client. Discover certified accommodations across the region, offering comfort, reliable accessibility information and welcoming stays for travelers of all abilities.

Read more



SALES TOOLS FOR PROFESSIONALS

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Your Hotel Sales Tool

Find the right stay for your clients with our curated selection of partner hotels across Bavaria – a practical resource for planning and selling Bavaria to your clients.

Read more

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