District of Weißenburg-Gunzenhausen

Altmühlfranken
Feel welcome. Feel good. Feel at home.
It is a story familiar to any resident of Altmühlfranken: You’re on holiday and someone asks where you’re from. You generally answer by naming a large city at least 50 kilometres from your home – and in Altmühlfranken that could mean one of quite a few! Perfectly located between the cities of Nuremberg, Stuttgart, Augsburg, Munich and Ingolstadt, even someone from Berlin quickly understands where the rural district of Weißenburg-Gunzenhausen is. The region’s residents are even quicker to enthuse about their central location, affordable housing and the beautiful countryside right on their doorstep.

This is a key part of what makes Altmühlfranken so attractive: A high standard of living coupled with outstanding opportunities in the worlds of work, education and leisure that cater to all ages and stages of life. Altmühlfranken has therefore earned the right to present its many strengths with self-confidence, as has been underlined by the brand slogan “altmühlfranken – the powerful south” since 2010. The forward-thinking altmühlfranken initiative remains fully committed to the further development of the rural district of Weißenburg-Gunzenhausen, and has already implemented a range of innovative projects.

Have you heard of the rural district of Weißenburg-Gunzenhausen? Or perhaps Altmühlfranken? The latter is the brand with which we are delighted to present our region to you. Situated in the powerful south of Central Franconia, and characterized by the charming landscapes that line the River Altmühl, Altmühlfranken nestles between the Franconian Lakes to its north and the Altmühl Valley Nature Reserve to its south.

We would like to invite you to get to know us, our Franconian lifestyle and the difference between modern rural life in Altmühlfranken and the rush of the pulsating European Metropolis Region of Nuremberg, which is only around 30 minutes away.

To find out just how much we have to offer, simply have a browse through this brochure – you’ll be amazed!
The Franconian Lakes are not just popular with day-trippers from nearby cities, but also with locals – who get to live and work where other people spend their holidays. Whether you prefer to relax by the water or splash around in it, the region awaits you with seven lakes: The Altmühlsee, Kleiner and Großer Brombachsee, Igelsbachsee, Rothsee, Hahnenkammsee and Dennenloher See.

What makes the lakes special is that they are freely accessible and open to all swimmers, sailors and surfers. Whereas their wonderfully sandy beaches offer a range of attractive leisure options, the surrounding countryside is almost entirely unspoilt, blending lush meadows, shady forests, flashes of broom and cherry blossom fit for a fairy tale.

In addition to their typical Franconian half-timbered houses, the region’s small towns also bear witness to the Romans that once settled here.

It should come as no surprise that the Kleiner Brombachsee always finishes among the top destinations in the online “Your Favourite Lake in Bavaria” competition, receiving over 100,000 votes each and every year. www.fraenkisches-seenland.de
The Franconian Lakes

On water. On land. In the air.

The region brims with Franconian tradition, and is crisscrossed with marvellous hiking and cycling trails that wend through hop fields and pine forests. What better reason to pull on your boots or get in the saddle?

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to manœuvr at the ting and froing on the Igelsbachsee from above. The themes of water and nature combine when it comes to the many culinary highlights on offer in the Franconian Lakes, where eating and drinking what the region serves up is the order of the day.

The Franconian Lakes

Where fun and sport make waves

Fancy an outing but not sure what to do? Look no further than two special highlights in the shape of the MS Brombachsee – Europe’s largest passenger trimarans on inland waters – and the MS Altmühlsee.

The MS Brombachsee – an almost entirely glazed, three-hulled vessel – is a real treat in every respect. In addition to leisurely tours of the Großer Brombachsee with stops in Ramsberg, Absberg, Enderndorf, Allmannsdorf and Pleinfeld, passengers can also opt to have brunch on board on Sundays and public holidays, gain a Junior Captain’s Commission, enjoy the suspense of a murder-mystery cruise or dance into the sunset.

Those who prefer to keep their feet on solid ground will also be anything but bored. Whether you would rather explore the area on a bicycle, rickshaw or Segway, a range of well-equipped rental outlets have something to suit all tastes.

Anyone who’s seen enough beautiful countryside, magical forest and romantic paths for one day can simply take a relaxing break by the lake – paddling almost compulsory!

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to marvel at the

The region brims with Franconian tradition, and is crisscrossed with marvellous hiking and cycling trails that wend through hop fields and pine forests. What better reason to pull on your boots or get in the saddle?

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to manœuvr at the ting and froing on the Igelsbachsee from above. The themes of water and nature combine when it comes to the many culinary highlights on offer in the Franconian Lakes, where eating and drinking what the region serves up is the order of the day.

The Franconian Lakes

Where fun and sport make waves

Fancy an outing but not sure what to do? Look no further than two special highlights in the shape of the MS Brombachsee – Europe’s largest passenger trimarans on inland waters – and the MS Altmühlsee.

The MS Brombachsee – an almost entirely glazed, three-hulled vessel – is a real treat in every respect. In addition to leisurely tours of the Großer Brombachsee with stops in Ramsberg, Absberg, Enderndorf, Allmannsdorf and Pleinfeld, passengers can also opt to have brunch on board on Sundays and public holidays, gain a Junior Captain’s Commission, enjoy the suspense of a murder-mystery cruise or dance into the sunset.

Those who prefer to keep their feet on solid ground will also be anything but bored. Whether you would rather explore the area on a bicycle, rickshaw or Segway, a range of well-equipped rental outlets have something to suit all tastes.

Anyone who’s seen enough beautiful countryside, magical forest and romantic paths for one day can simply take a relaxing break by the lake – paddling almost compulsory!

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to marvel at the

The region brims with Franconian tradition, and is crisscrossed with marvellous hiking and cycling trails that wend through hop fields and pine forests. What better reason to pull on your boots or get in the saddle?

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to manœuvr at the ting and froing on the Igelsbachsee from above. The themes of water and nature combine when it comes to the many culinary highlights on offer in the Franconian Lakes, where eating and drinking what the region serves up is the order of the day.

The Franconian Lakes

Where fun and sport make waves

Fancy an outing but not sure what to do? Look no further than two special highlights in the shape of the MS Brombachsee – Europe’s largest passenger trimarans on inland waters – and the MS Altmühlsee.

The MS Brombachsee – an almost entirely glazed, three-hulled vessel – is a real treat in every respect. In addition to leisurely tours of the Großer Brombachsee with stops in Ramsberg, Absberg, Enderndorf, Allmannsdorf and Pleinfeld, passengers can also opt to have brunch on board on Sundays and public holidays, gain a Junior Captain’s Commission, enjoy the suspense of a murder-mystery cruise or dance into the sunset.

Those who prefer to keep their feet on solid ground will also be anything but bored. Whether you would rather explore the area on a bicycle, rickshaw or Segway, a range of well-equipped rental outlets have something to suit all tastes.

Anyone who’s seen enough beautiful countryside, magical forest and romantic paths for one day can simply take a relaxing break by the lake – paddling almost compulsory!

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to marvel at the

The region brims with Franconian tradition, and is crisscrossed with marvellous hiking and cycling trails that wend through hop fields and pine forests. What better reason to pull on your boots or get in the saddle?

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to manœuvr at the ting and froing on the Igelsbachsee from above. The themes of water and nature combine when it comes to the many culinary highlights on offer in the Franconian Lakes, where eating and drinking what the region serves up is the order of the day.

The Franconian Lakes

Where fun and sport make waves

Fancy an outing but not sure what to do? Look no further than two special highlights in the shape of the MS Brombachsee – Europe’s largest passenger trimarans on inland waters – and the MS Altmühlsee.

The MS Brombachsee – an almost entirely glazed, three-hulled vessel – is a real treat in every respect. In addition to leisurely tours of the Großer Brombachsee with stops in Ramsberg, Absberg, Enderndorf, Allmannsdorf and Pleinfeld, passengers can also opt to have brunch on board on Sundays and public holidays, gain a Junior Captain’s Commission, enjoy the suspense of a murder-mystery cruise or dance into the sunset.

Those who prefer to keep their feet on solid ground will also be anything but bored. Whether you would rather explore the area on a bicycle, rickshaw or Segway, a range of well-equipped rental outlets have something to suit all tastes.

Anyone who’s seen enough beautiful countryside, magical forest and romantic paths for one day can simply take a relaxing break by the lake – paddling almost compulsory!

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to marvel at the

The region brims with Franconian tradition, and is crisscrossed with marvellous hiking and cycling trails that wend through hop fields and pine forests. What better reason to pull on your boots or get in the saddle?

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to manœuvr at the ting and froing on the Igelsbachsee from above. The themes of water and nature combine when it comes to the many culinary highlights on offer in the Franconian Lakes, where eating and drinking what the region serves up is the order of the day.

The Franconian Lakes

Where fun and sport make waves

Fancy an outing but not sure what to do? Look no further than two special highlights in the shape of the MS Brombachsee – Europe’s largest passenger trimarans on inland waters – and the MS Altmühlsee.

The MS Brombachsee – an almost entirely glazed, three-hulled vessel – is a real treat in every respect. In addition to leisurely tours of the Großer Brombachsee with stops in Ramsberg, Absberg, Enderndorf, Allmannsdorf and Pleinfeld, passengers can also opt to have brunch on board on Sundays and public holidays, gain a Junior Captain’s Commission, enjoy the suspense of a murder-mystery cruise or dance into the sunset.

Those who prefer to keep their feet on solid ground will also be anything but bored. Whether you would rather explore the area on a bicycle, rickshaw or Segway, a range of well-equipped rental outlets have something to suit all tastes.

Anyone who’s seen enough beautiful countryside, magical forest and romantic paths for one day can simply take a relaxing break by the lake – paddling almost compulsory!

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to marvel at the

The region brims with Franconian tradition, and is crisscrossed with marvellous hiking and cycling trails that wend through hop fields and pine forests. What better reason to pull on your boots or get in the saddle?

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to manœuvr at the ting and froing on the Igelsbachsee from above. The themes of water and nature combine when it comes to the many culinary highlights on offer in the Franconian Lakes, where eating and drinking what the region serves up is the order of the day.

The Franconian Lakes

Where fun and sport make waves

Fancy an outing but not sure what to do? Look no further than two special highlights in the shape of the MS Brombachsee – Europe’s largest passenger trimarans on inland waters – and the MS Altmühlsee.

The MS Brombachsee – an almost entirely glazed, three-hulled vessel – is a real treat in every respect. In addition to leisurely tours of the Großer Brombachsee with stops in Ramsberg, Absberg, Enderndorf, Allmannsdorf and Pleinfeld, passengers can also opt to have brunch on board on Sundays and public holidays, gain a Junior Captain’s Commission, enjoy the suspense of a murder-mystery cruise or dance into the sunset.

Those who prefer to keep their feet on solid ground will also be anything but bored. Whether you would rather explore the area on a bicycle, rickshaw or Segway, a range of well-equipped rental outlets have something to suit all tastes.

Anyone who’s seen enough beautiful countryside, magical forest and romantic paths for one day can simply take a relaxing break by the lake – paddling almost compulsory!

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to marvel at the

The region brims with Franconian tradition, and is crisscrossed with marvellous hiking and cycling trails that wend through hop fields and pine forests. What better reason to pull on your boots or get in the saddle?

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to manœuvr at the ting and froing on the Igelsbachsee from above. The themes of water and nature combine when it comes to the many culinary highlights on offer in the Franconian Lakes, where eating and drinking what the region serves up is the order of the day.

The Franconian Lakes

Where fun and sport make waves

Fancy an outing but not sure what to do? Look no further than two special highlights in the shape of the MS Brombachsee – Europe’s largest passenger trimarans on inland waters – and the MS Altmühlsee.

The MS Brombachsee – an almost entirely glazed, three-hulled vessel – is a real treat in every respect. In addition to leisurely tours of the Großer Brombachsee with stops in Ramsberg, Absberg, Enderndorf, Allmannsdorf and Pleinfeld, passengers can also opt to have brunch on board on Sundays and public holidays, gain a Junior Captain’s Commission, enjoy the suspense of a murder-mystery cruise or dance into the sunset.

Those who prefer to keep their feet on solid ground will also be anything but bored. Whether you would rather explore the area on a bicycle, rickshaw or Segway, a range of well-equipped rental outlets have something to suit all tastes.

Anyone who’s seen enough beautiful countryside, magical forest and romantic paths for one day can simply take a relaxing break by the lake – paddling almost compulsory!

For those with a head for heights, a 560m flying fox offers an exhilarating opportunity to marvel at the
Welcome to one of the largest nature reserves in Germany. Covering an area of nearly 3,000 square kilometres (almost half of which is forested), Altmühl Valley Nature Reserve and the idyllic river that runs through it offer a huge range of leisure options that will capture the hearts of families, sports fans, hikers, cyclists and those seeking peace and quiet alike.

The heart of the Altmühl Valley Nature Reserve is home to a variety of picture-book landscapes including heathland juniper bushes, meadows, arid grassland, karst caves, impressive rock formations and, of course, the River Altmühl. Fans of pedal power will love the Altmühl Valley and Limes cycle trails, while hikers will be enchanted by the Altmühl Valley Panoramic Trail and the Ecumenical Pilgrimage Trail between Eichstätt and Heidenheim. When planning a trip to the reserve, make sure you allow time for a break! The area's traditional restaurants and cosy beer gardens—many of which serve local delicacies and beers—are worth the trip alone.

Founded by a group of nature lovers from Pappenheim in 1969, it should come as no surprise that the reserve’s popularity has grown from year to year ever since.

www.naturpark-altmuehltal.de
The landscapes of the Altmühl Valley are unique. Nature sets the tone – and visitors walk, cycle, climb and paddle into it. Anyone who comes here will not just want to take in the reserve’s beauty, but also get out into it and experience it with all their senses.

The Altmühl is one of the slowest rivers in Germany and has the lowest gradient of any Bavarian river. Those who wish to explore it by boat, kayak or raft should therefore pack plenty of time and patience. Navigating the river by boat offers wonderful opportunities to take photos of bizarre dolomite formations such as the Twelve Apostles east of Solnhofen. Those keen for a sporting challenge can opt to test their skill at either the high-wire centre or on the cliffs that line the river. If the weather fails to cooperate, a number of climbing and boulder halls offer something for climbers of all tastes and abilities. Prefer to keep your feet dry and on solid ground? Why not pedal along the popular Altmühl Valley Cycle Trail, or lace up your hiking boots and explore the award-winning Altmühl Valley Panoramic Trail. Those more interested in the more glamorous side of the period are invited to visit the recently refurbished Roman History Museum in Weißenburg, which is home to a fabulous collection of treasures. There is a little less dazzle and a lot more dust at the region’s quarries. From Plattenkalk and Jura marble to fossils such as the famous bird-like Archaeopteryx, stone is of huge importance here. It is therefore natural that it should have its own showcase in the form of the Bürgermeister Müller Museum in Solnhofen. Too much theory? Grab your hammer and chisel and pay a visit to the visitors’ quarry near Solnhofen. Who knows, maybe you’ll find a bird that has been resting among layers of stone for millions of years!

Blue lagoons, coral reefs, tropical sun – this is what would have greeted you in and around Solnhofen roughly 150 million years ago. Its geology makes the area an ideal source of the world-famous Solnhofen and Jura limestones. Oh, and the eagle owl is back!
Weekly Markets

Fresh and friendly

Our markets are always worth the trip, and give you the opportunity to not only buy fresh, regional products from local traders, but also take home new impressions and the latest news and gossip. So what are you waiting for? Grab your basket and wallet, and set off for Ellingen, Gunzenhausen, Pappenheim, Treuchtlingen or Weißenburg. For a full list of market days, please visit the following website: www.altmuehlfranken.de/wochenmaerkte

No Italian holiday is complete without a visit to a market, and markets are also an important part of our weekly routine here at home in Altmühlfranken. Our weekly and farmers’ markets are full of colour, life and friendly hustle and bustle. A joke with a stallholder here, a chat with a friend there and the opportunity to try delicious cherries, hearty sausages or creamy farmyard ice cream. Resistance is futile!

Our markets are always worth the trip, and give you the opportunity to not only buy fresh, regional products from local traders, but also take home new impressions and the latest news and gossip. So what are you waiting for? Grab your basket and wallet, and set off for Ellingen, Gunzenhausen, Pappenheim, Treuchtlingen or Weißenburg. For a full list of market days, please visit the following website: www.altmuehlfranken.de/wochenmaerkte

Eat, drink and be merry

Around 200 pubs, restaurants and beer gardens, over 60 producer-sellers and 10 breweries make Altmühlfranken a great place to enjoy outstanding food and drink. Whether you’re looking to fill your plate, glass or both, the region serves up a range of high-quality products that are as diverse as they are delicious.

The Culinary Weeks set up as part of the altmühlfranken initiative represent a great opportunity to explore all the region has in store for your palate. There’s something here for everyone, whether it’s winter warmers featuring cabbage, beetroot and root vegetables, local fish such as tench, bream, carp and chub or the tender delights of spring lamb. The Altmühl bratwurst, cherries from Brombachsee, walnut-based products from Gelbe Bürg and Altmühl Valley lamb are building an increasingly strong reputation well outside the region itself. All this lovely food will have you thirsty for a tasty drop to wash it down with, and the region’s 10 breweries are here to help with a variety of excellent beers! Visitors to Gunzenhausen need to be able to hold their drink, as the town is home to one of the world’s strongest beers – and at 57.5 per cent proof it packs quite a punch! If you don’t drink, or are the designated driver, you can look forward to refreshing fruit juices from local orchards.

www.altmuehlfranken.de/genussregion

“Fresh, local, seasonal food – Life here tastes great!”

“Fresh, local, seasonal food – Life here tastes great!”
Do you dream of a life as a princess, a king or a knight? In Weißenburg-Gunzenhausen you can be all three! Fairy-tale palaces, imposing forts and mystical ruins show that Altmühlfranken has always been a popular place to set up home.

The Wülzburg – one of Weißenburg’s most recognisable landmarks – is one such example. Standing proudly above the town, this fort built by the Hohenzollern dynasty awaits visitors with a magnificent view, imposing fortifications, a deep moat, impressive vaulted ceilings and a real canon. The guided tour comes highly recommended!

Still owned by a count, Pappenheim Castle again offers stunning views as well as a delightfully scented herb garden, historical exhibitions and the Museum of Nature and Hunting. Princesses and princes of all ages will marvel at the ornately decorated Teutonic Castle in Ellingen. The castle is a wonderful example of high baroque architecture, and its outstanding ceiling frescoes, wainscoting and stucco – not to mention its grand stairwell and banquet hall – will draw gasps of amazement from even the most unwilling of visitors!

If you happen to be in the area during the Easter period, make sure you take a stroll along the castle grounds to enjoy a blue carpet of alpine squill in bloom.

At Spielberg Castle it is contemporary art that takes centre stage. Indeed, the Steinackers – a family of artists – have turned the entire property into a work of art, with visitors to the sculpture garden more likely to encounter a modern bronze than a princess.

Things are just as topical but more matter-of-fact at Treuchtlingen Palace, the birthplace of Count Gottfried Heinrich zu Pappenheim (please refer to the box on the right for further details). The palace houses not only a spa and tourist information centre, but also the main information centres for the Altmühl Valley Nature Reserve and Geopark Ries. Once a year, the palace shows off its romantic side during the Treuchtlingen Palace Christmas Market. Whether retracing the footsteps of the monastery’s patron saints Willibald, Wunibald and Walburga on the Ecumenical Pilgrimage or following the world-famous St James’ Path, any pilgrims passing through the region are encouraged to include a stop at Heidenheim Monastery. The former Benedictine monastery also acts as a place of ecumenical exchange, education and historical documentation. For those travelling with children, the Getting Faith moving series of specially designed discovery tours for children is another great option.

Once upon a time...

The history of Pappenheim can be traced back to the 8th century. Back then, the Charlemagne charmer, Count Gottfried Heinrich zu Pappenheim, cemented the town’s place in history when his Wallenstein character Field Marshal Count Gottfried Heinrich zu Pappenheim uttered the words: “That’s how I know they’re my Pappenheimers.” Now unfortunately used in a more negative sense, the phrase originally meant “I know my people, I know their value” and referred to an elite combat unit. The region has remained a trusted source of outstanding expertise to this day!
We have more than enough culture to go around! Altmühlfranken is home to a number of great locations with unique atmospheres that play host to big stars and dedicated amateurs alike. From elegant and classical to alternative and loud, there is nothing a city has that you won't find here. The big difference: The air here is much better…

The region's many open-air events are therefore a wonderful opportunity to experience a blend of rural charm and cultural delights. Visitors to the Bergzelttheater in Weißenburg, for example, can breathe fresh forest air while enjoying music, theatre or cabaret. The new plays performed on the open-air stage in Muhr am See are an annual highlight, while the Brombachsee attracts entire generations of music lovers to Altmühlfranken – from beach parties and electronic music for the young and wild to classic German hits for the young at heart. Families with children should make sure they put the Magische Momente festival and SeenLand-Markt in their calendars!

As temperatures fall, a variety of indoor venues open their doors once again. Performances by musicians, comedians, local and regional youth ensembles and amateur theatres fill the winter months with opportunities to get off the couch, switch off the TV and enjoy life live. The cultural magazine Carpe diem regularly publishes details of forthcoming events and dates for your diary.

www.altmuehlfranken.de/kultur-und-freizeit
Sport, societies and fairs

On your marks, get set...

Big sporting events bring out the best in Alt-
mühlfranken – whether it is 2,000 runners taking
part in the Seenland Marathon, a field of histori-
cars tackling the Fürst von Wrede Rally or athle-
tes from as far away as Hawaii competing in the
stand-up paddling race on the Brombachsee. Par-
ticipants and visitors from around the globe are
just as enthusiastic as local sportspersons about
the region’s sporting events. Whether you’re
from, whatever your pursuit, we’re sure you’ll
love Altmühlfranken’s strong sense of team spirit.

Togetherness is an important part of life in the re-
gion – as is demonstrated by over 1,300 clubs and
associations. From volunteer fire services and local
heritage societies to sports and hunting clubs, it’s
the company that counts as friends and clubmates
line up, deal the cards, take aim, share the latest
news or raise their glasses at the start of a night to
remember.

Many of the region’s over 100 annual fairs and
carnivals are still organized on a voluntary basis
by local associations. Tournaments and matches
also offer a colourful demonstration of club spirit in
Altmühlfranken.

Even those who prefer to take a passive role in the
boxing at the annual fairs in Weißenburg, Pap-
penheim and Gunzenhausen or the town football
championships are still extremely active as they
cheer on the local favourites and celebrate a me-
morable victory or a glorious defeat. After all, it’s
the taking part that counts!

Stages, theatres and events

Celebrating tradition – in a region with a talent for celebration

The Franconians might not have a reputation as
party animals, but the people of Altmühlfranken
still know how to have a good time. The calendar
is packed with cultural and culinary events cate-
goring to families and singles, the young and young
at heart, residents and tourists alike. There is
something here for everyone!

To give an example, two cabaret theatres enable
culture vultures to get their fill throughout the year.
Nestled away in an enchanting courtyard, the Lun-
abühne venue brings big city flair to the rural town
of Weißenburg. The resident ensemble’s successful
repertoire includes Franconian comedy alongside
ambitious new productions. By way of contrast, the
Theatergasthaus Alte Schule in Solnhofen attracts
comedians and satirists from throughout Germany.
In fact, it would be fair to say that the big names in
German cabaret all perform in Solnhofen on their
way to stardom.

The local trade association, retailers and restau-
rants guarantee fun for all the family at the annual
Treuchtlinger Wallifest on Wallmüllerplatz. It is a
real joint effort, and within just a few years the
Wallfest has established itself as a cult event at
the heart of Treuchtlingen. Bands rock the stage,
models strut the catwalk and food stands offer a
variety of tasty snacks.

The bustle of Weißenburg reaches a climax in the month of July, when the three-day Almtalfränkler
(literally “Old Town Festival”) fills the streets of the
town centre. People in historical costume to and
fro in the town moat to the sounds of bagpipes
and the scent of roasted suckling pig, ladies in
traditional dirndl dresses dance next to prams on
the market square and the Schweppermann and his
entourage offer insights into the town’s history. As if
all that was not enough, revellers can take a break
in one of many beer and wine gardens while en-
joying regional delicacies and the tomfoolery and
song and dancing clowns and street musicians.

KulturHerbst (literally “cultural autumn”) in Gunzenhausen draws bargain hunters and gour-
mets alike out onto the streets to shop and savour
delicious food well into the early hours. Every gift
or bratwurst bought supports local retailers. Visitors
to Altmühlfranken in January and February might
be surprised to discover that the region’s carnival
festivities can compete with their more famous cou-
sins in Cologne and the Rhineland. From gaudy pa-
rade and boisterous balls to opulent ermine gowns
of the carnival committee, the Franconians show that
they love to joke, party and have a drink or two.
Anyone in the region with time on their hands bet-
ween April and November should take a look at the
calendar of annual fairs in Altmühlfranken. Com-
unities, clubs and restaurants invite guests to join
them for over 100 annual fairs and festivals which
celebrate the region’s traditions in all their glory.

www.altmuehlfranken.de/kirchweih

“We’ve found just the right club –
and made some great friends there.”

www.stadt-magazin.de/2016/05/051799

The Franconian way of saying “we’re here”
Stones that tell stories

The listing of buildings and ensembles of special cultural importance is often a tricky and time-consuming matter. It is nevertheless vital if long-established urban structures, outstanding architectural monuments and stories of times long since past are to be preserved for future generations.

To give an example, the 38 fortified towers that have survived to this day show just how heavily guarded the centre of Weißenburg once was. Preserved sections of the old town wall and wooden walkways enable visitors to get an idea of what the town must have once looked like. The Falterturm, a round tower in Gunzenhausen, is listed in the Bavarian List of Protected Monuments. Built from rock-faced ashlar, the tower was originally the site of the town's gunpowder store and prison. It takes its name from a nearby dyeworks (Färberei). The first documentary evidence of the district's third-largest town dates back to 899, and refers to it as "Drutelinga". As the centuries passed, Treuchtlingen worked its way up from a market to a town, and is now a state-approved spa town with mineral springs.

Building with the head and the heart

Hop houses, Jura houses, Franconian farmhouses – all are typical architectural styles that continue to please the eye to this day. Boasting a charming blend of form and function, these traditional buildings are preserved with love and time-consuming dedication. Those lucky enough to live in them show off their homes with pride – and who could blame them?

Known as "heaven-high treasure chests" in local parlance, the hop houses of the Franconian Lakes feature gable walls of up to five storeys in height. In times past, they were used to dry the long hops that grew in the fields around them. Their many dormer windows make for an enchanting, airy atmosphere inside. Things couldn't be more different in Jura houses, which seem to crouch down to avoid the winds that swirl around the eponymous hills. The gentle slopes of their roofs are clad in numerous layers of Schichtstein and have a maximum gradient of 30 degrees – making it almost impossible for tiles to slip or be moved by the wind. The more timbers on show in the gable wall, the richer the owners – or so the locals once said. One thing is for sure: Franconian farmhouses still bear witness to the outstanding talents of local carpenters.
The green, green grass of home

Picture this: On the right, a well-kept village square with a pretty church tower in the background. On the left, a row of lovingly tended front gardens. The neighbour opposite waves a hello; some children ride their tricycles, bicycles and miniature tractors across the narrow lane. Can it leave you with anything but a smile on your face?

This is not a scene from a kitschy novel, but a description of the small villages that dot Altmühlfranken. It should therefore come as no surprise that 15 of them have been singled out for praise as part of the national village competition “Unser Dorf hat Zukunft – Unser Dorf soll schöner werden” – making Weißenburg-Gunzenhausen the most successful district anywhere in Bavaria. In many places, it is easy to feel as if time is standing still and all the stress of life is far, far away. Traditions, voluntary work and friendly, supportive coexistence are the pillars of our communities, and shine through in moments such as merry dances round the maypole and lantern-lit processions of smiling, happy children.

Kindness is the golden chain by which society is bound together (Goethe)

The Duden dictionary defines “community” as “togetherness, coexistence in mutual friendship”. That certainly applies in Altmühlfranken! Anyone who decides to settle here will soon be integrated into community life – with all the pros and cons that go with it.

Helpful neighbours, friendly colleagues and sociable clubmates are like a wave that carries, supports and inspires. Yet with those benefits come responsibilities: Helping raise the maypole, doing a shift behind the barbecue at the village fair or throwing out sweets at the carnival procession. But it could be worse! After all, you are usually rewarded with a cold beer and a bratwurst – and you didn’t have to pay over the odds for the land on which you built your house.

“We’re not just building a house – we’re building our future.”
Altmühlfranken – a region with natural talent

If you do feel like a day trip, the region is full of natural delights just waiting for you to discover them. The fascinating Steinerne Rinnen in Wolfsbronn and Rohrbach are natural stone viaducts that carry the purest of spring water through the forest. As you breathe the revitalising forest air, this enchanting environment brimming with moss, ferns and small flowering plants will help you leave any stress far behind. Small streams and ponds such as the Kesselweiher in Stopfenheim and the Hüll in Göhren are an invitation to sit down, relax and enjoy the view at the heart of nature. If the long, dreary winter months leave you longing for blossom and flowers? If so, we recommend a visit to Ettenstatter Forest, where the gleaming white calyxes and lush green leaves of thousands of spring snowflakes light up an area roughly the size of 17 football pitches. Manna from heaven!

Do the long, dreary winter months leave you longing for blossom and flowers? If so, we recommend a visit to Ettenstatter Forest, where the gleaming white calyxes and lush green leaves of thousands of spring snowflakes light up an area roughly the size of 17 football pitches. Manna from heaven!

Education

The rural district of Weißenburg-Gunzenhausen has held the status of a “Bavarian Educational Region” since 2013. It has definitely earned this seal of approval, as citizens of all ages benefit from access to a comprehensive range of educational options that are as close to home as they are high in quality.

There is a fantastic variety of learning opportunities on offer. In addition to all the sorts of schools you would normally expect, Altmühlfranken also boasts a specialist academy of social education and training colleges for apprentices and master craftsmen. Weißenburg and Treuchtlingen are also home to colleges of higher education. Located in Weißenburg, kunststoffcampus bayern (literally “Plastics Campus Bavaria”) and its Technology and Study Centre are a new and important addition to the region. Alongside its research and development work, the campus also offers young people an opportunity to gain academic training in the field of plastics. By way of contrast, Treuchtlingen is the site of Europe’s only academic Adventurere Campus – a true beacon for tourism-related training. Anyone looking to combine family with further education can draw on the support of a strong network of nurseries, day-care centres, after-school care, childcare, grandparents and babysitters – all ready and willing to lighten the load.

www.bildung.altmuehlfranken.de

“Jura is not just the German word for a law degree, but also a landscape in Altmühlfranken.”
Residents of all age are in good hands in Alt-
mühlfranken. A dense network of clinics, doctors’
practices, pharmacies and other healthcare providers is on hand to provide you with the care and medical treatment you require.
It's a different story entirely at the modern Altmühl Spa in Treuchtlingen, which is well on the way to
establishing itself as an exclusive luxury spa destina-
tion boasting state-approved healing water.
The focus is on family fun in Gunzenhausen, where
the Juramare complex offers not only a warm saltwa-
ter pool, whirlpool, steam room, slide and outdoor
pool, but also an entire village of saunas.

As residents of Altmühlfranken, we are safe
in the knowledge that we’ll always be in good hands –
even when we become less mobile than we once were.”

“The best reward for a hard day’s work at college is an evening’s
relaxation at the spa.”

www.mogetissa-therm.de
www.altmuehltherme.de
www.juramare.de

Altmühlfranken attaches great importance to
the well-being of its senior citizens! As a result,
anyone keen to remain fit and active to a ripe
can choose from a range of attractive
to a ripe
old age can choose from a range of attractive
options, while those requiring help and support
can access it at competent, dependable regional
advice centres.

Residents of all age are in good hands in Ab-
mühlfranken. A dense network of clinics, doctors’
practices, pharmacies and other healthcare providers is on hand to provide you with the care and medical treatment you require.
It's a different story entirely at the modern Altmühl Spa in Treuchtlingen, which is well on the way to
establishing itself as an exclusive luxury spa destina-
tion boasting state-approved healing water.
The focus is on family fun in Gunzenhausen, where
the Juramare complex offers not only a warm saltwa-
ter pool, whirlpool, steam room, slide and outdoor
pool, but also an entire village of saunas.

As residents of Altmühlfranken, we are safe
in the knowledge that we’ll always be in good hands –
even when we become less mobile than we once were.”

“The best reward for a hard day’s work at college is an evening’s
relaxation at the spa.”

www.mogetissa-therm.de
www.altmuehltherme.de
www.juramare.de

Altmühlfranken attaches great importance to
the well-being of its senior citizens! As a result,
anyone keen to remain fit and active to a ripe
can choose from a range of attractive
to a ripe
old age can choose from a range of attractive
options, while those requiring help and support
can access it at competent, dependable regional
advice centres.

Residents of all age are in good hands in Ab-
mühlfranken. A dense network of clinics, doctors’
practices, pharmacies and other healthcare providers is on hand to provide you with the care and medical treatment you require.
It's a different story entirely at the modern Altmühl Spa in Treuchtlingen, which is well on the way to
establishing itself as an exclusive luxury spa destina-
tion boasting state-approved healing water.
The focus is on family fun in Gunzenhausen, where
the Juramare complex offers not only a warm saltwa-
ter pool, whirlpool, steam room, slide and outdoor
pool, but also an entire village of saunas.

As residents of Altmühlfranken, we are safe
in the knowledge that we’ll always be in good hands –
even when we become less mobile than we once were.”

“The best reward for a hard day’s work at college is an evening’s
relaxation at the spa.”

www.mogetissa-therm.de
www.altmuehltherme.de
www.juramare.de

Altmühlfranken attaches great importance to
the well-being of its senior citizens! As a result,
anyone keen to remain fit and active to a ripe
can choose from a range of attractive
to a ripe
old age can choose from a range of attractive
options, while those requiring help and support
can access it at competent, dependable regional
advice centres.

Residents of all age are in good hands in Ab-
mühlfranken. A dense network of clinics, doctors’
practices, pharmacies and other healthcare providers is on hand to provide you with the care and medical treatment you require.
It's a different story entirely at the modern Altmühl Spa in Treuchtlingen, which is well on the way to
establishing itself as an exclusive luxury spa destina-
tion boasting state-approved healing water.
The focus is on family fun in Gunzenhausen, where
the Juramare complex offers not only a warm saltwa-
ter pool, whirlpool, steam room, slide and outdoor
pool, but also an entire village of saunas.

As residents of Altmühlfranken, we are safe
in the knowledge that we’ll always be in good hands –
even when we become less mobile than we once were.”

“The best reward for a hard day’s work at college is an evening’s
relaxation at the spa.”

www.mogetissa-therm.de
www.altmuehltherme.de
www.juramare.de
Plastics. Automotive parts. Natural stone. Wire. Mechanical engineering. Healthcare. Tourism. These are the pillars that make Altmühlfranken an economic region to be reckoned with. Over 4,600 companies ranging from hidden champions to global market leaders benefit from the availability of plenty of space to expand, a variety of premises, great infrastructure and an outstanding range of leisure options. It is hard to imagine a commercial location offering a better work-life balance.

Altmühlfranken is an ideal place to set up or develop your business. From start-ups and sole traders to global players, from cottage businesses to industrial manufacturing, from family companies to international corporations, the stage is set for your success.

The region is home to a wide range of flourishing businesses – from manufacturing, commerce, transport, hotels and restaurants to providers of public and private services. Whether you are an employee or an entrepreneur, you too will profit from a location that enables you to strike a harmonious, successful balance between your professional and private life.

Altmühlfranken’s motto of “Feel welcome. Feel good. Feel at home.” is apt given the powerful south of Central Franconia’s ability to combine the quality of life experienced in a rural area with the infrastructure of a city. Importantly, the economic benefits of the region’s urban-rural partnership with the European Metropolitan Region of Nuremberg are passed on to employees, employers, entrepreneurs, residents and visitors alike.

Altmühlfranken – a premier league location

This approach has already been a recipe for a wealth of business success stories in Altmühlfranken – and the region is well prepared to write many more!

For more detailed information, please refer to the brochure “Altmühlfranken: A strong region – live, work and stay”, which can be downloaded from the following page:

www.altmuehlfranken.de/standortbroschuere

For gourmets. For sausage fans. For fruit bats. For climate-friendly travellers. For train passengers. For ticket buyers. For connoisseurs. For schnapps tasters. For juice junkies. For night owls. For the young at heart. For health fanatics. For outdoor types. For landscape painters. For nature lovers. For city strollers. For rural explorers. For open water swimmers. For blue sky thinkers. For workaholics. For homemakers.

For stone collectors. For culture vultures. For treasure hunters. For thrill seekers. For pedalo pedalers. For endurance runners.


“We love it here – Altmühlfranken is top of the league!”

Business and the world of work

5 minutes to work, 10 minutes to the lake

Business and the world of work
District of Weißenburg-Gunzenhausen

Zukunftsinitiative altmühlfranken
des Landkreises Weißenburg-Gunzenhausen
Bahnhofstraße 2, 91781 Weißenburg i. Bay.
Tel. 09141 902-192, Fax 09141 902-195
info@altmuehlfranken.de · www.altmuehlfranken.de

Altmühlfranken
A multi-faceted tour through the powerful south

www.altmuehlfranken.de