



## A City full of Beauty

A "treasure chest" of the Renaissance.

The "Splendour of Augsburg", like that of Venice, Strasbourg or Nuremberg, was to become a figure of speech. For a long time Augsburg was the secret

much that you really must see: the splendid Renaissance Town Hall with its breathtaking "Golden Hall", the "Imperial Mile" with its precious



capital of the Empire. Why the Emperor Maximilian von Habsburg loved this city so much that they called him "The Mayor of Augsburg" can still be seen today, even during a very short visit. There is so

Renaissance Fountains, the Churches of Ulrich, the Schaezler Palais or the "Ladies Courtyard" in the Fugger houses. The Fuggers "made" emperors, controlled the world's financial markets and also built the oldest social welfare settlement in the world, the world famous Fuggerei.



Reminders of the Renaissance: The Dürer Portrait of Jakob Fugger, The Golden Hall and the world famous Fuggerei.



## Fun for all

Festivals for eyes and ears, feasts for the palate.

You mustn't think that because of all its beauty and treasures from Roman times, the Renaissance or Rococo, Augsburg is nothing more than one huge open air museum. Far from it! The squares and streets provide a unique setting for diverse summer cultural events.

On August 8, Augsburg, the city of the worldwide famous "Confessio Augustana", cele-



Augsburg experiences: Augsburg skyline at night, "Christkindlesmarkt" and the puppet "Kasperl" from the Augsburger Puppenkiste.

brates the unique legal holiday, the "Hohe Friedensfest" (Augsburg Peace Day). The cultural centre "Kresslesmühle" promotes the city as a central leader of cabaret in Germany. The popular Augsburg "Plärrer" is a "Swabian Oktoberfest".

In the days of Advent, the Christmas Market in front of the City Hall is probably one of the loveliest in Germany. Unique at all times of the year and a highlight of Augsburg is the world famous Augsburger Puppenkiste, a marionette stage known as far away as Japan and the USA. The marionette theatre invites guests to visit its museum where you can see the "stars on strings".



## Music, Music

Augsburg, the city of the Mozart family.

Yes, that's right: Augsburg was one of the most important cities in the life of the musical genius Wolfgang Amadé Mozart. And not just because his father, Leopold Mozart, was born in Augsburg. The Mozart House

house of the first Mozart family we know of can be seen in Augsburg's Forest Park in the region's Western Woodland.

Today music and theatre are still very good reasons to visit



reminds us of him and his famous son and of the fact that the Mozart family originally came from the Augsburg region, from the Swabian countryside known as "Stauden". The

Augsburg. Unique is the "Kurhaus" Theatre, one of the most beautiful theatres in Europe. The Augsburg Open Air Theatre in front of the former city battlements entices you into opera and musicals on warm summer evenings in a particularly romantic setting.



A must for music lovers: The Mozart House (above) and the open air theatre in the former battlements.



## Bavaria at its Best

Fairy tale king and the "Empress of Hearts".

In the so-called "Wittelsbach Country" to the east of Augsburg lie the roots of the Bavarian Royal Family of Wittelsbach. The ruins of the fortress of the first Wittelsbach family can be seen near Aichach.

In this delightful, "original Bavarian" countryside there are three castles tracing the Wittelsbach history, of the father and the childhood of his daughter Elisabeth who,



Empress Elisabeth spent a peaceful childhood in the Sisi residence in Unterwittelsbach. Castle Neuschwanstein in Allgaeu is only one hour away by car.

as "Sisi" of Austria, went on to become the "Empress of Hearts". Bavarian Baroque, pilgrimage churches, and delicious asparagus specialities are all features of the country of origin of this ruling dynasty.

With the Alps just a short distance away and only one hour's journey by car from the Augsburg Region is the area known as Allgaeu, where the most famous of the Wittelsbach children, King Ludwig II, built his fairy tale castle "Neuschwanstein".



stay overnight  
book online

A service of Regio Augsburg Tourismus GmbH: Now you can book your overnight stay in Augsburg and the region quickly and conveniently online. Hotels, guesthouses and more – direct at [www.augsburg-tourismus.de](http://www.augsburg-tourismus.de)

Regio Augsburg Tourismus GmbH  
Schiessgrabenstrasse 14  
D-86150 Augsburg  
Phone ++49/8 21/5 02 07-0  
Fax ++49/8 21/5 02 07-45  
[www.augsburg-tourismus.de](http://www.augsburg-tourismus.de)  
tourismus@regio-augsburg.de



Bertolt Brecht is possibly world wide the most famous of Augsburg citizens-trace his steps, or discover the attractions of Roman times, the Renaissance and of Rococo.



# The Fuggerei

The oldest social settlement in the world

Jakob Fugger the Rich founded the Fuggerei in 1521 as a social settlement for needy citizens of Augsburg. The Fuggerei is the oldest social settlement in the world today.



The Fuggerei museum displays the lifestyle of earlier times in three rooms found in the only apartment of the Fuggerei which has been preserved in its original condition. In 2006 a modern didactic area of the museum was newly opened where the story of the Fuggerei and the Fuggerei is documented on film, with text and picture boards as well as with exhibits.



An exhibition documents the destruction of the Fuggerei during World War II and its post-war reconstruction.

#### Opening hours

April – September . . . .8 am – 8 pm  
October – March . . . .9 am – 6 pm



Fürstlich und Gräfllich  
Fuggersche Stiftungs-Administration  
Fuggerei 56 · D-86152 Augsburg  
Telephone ++49/8 21/31 98 81-14  
Telefax ++49/8 21/31 98 81-12  
www.fugger.de · info@fugger.de



## The Place to meet People

A location with exhibition centre, convention hall, innovation.

Our region is a meeting place. Why? Because Augsburg is a young, ambitious exhibition centre with the flexibility to react to the demands of the regional public, for example for international trade fairs. Because the region spoils its convention guests with its variety of modern and historic locations for events.



Picture above: The "Kurhaus" in Göggingen, the loveliest of all historical buildings which also functions as a seminar centre. Picture below: The Augsburg Exhibition Centre. Right: On the tracks of Rudolf Diesel in the MAN Museum.

As the third largest economic area in Bavaria, the region represents a destination for commercial tourism. As an industrial location, with names such as EADS and MAN (it was here that Rudolf Diesel invented the engine which now bears his name), Kuka and UPM Kymmene, Fujitsu-Siemens, Böwe Systec, Arvin Meritor, Osram, Renk and Betapharm, the name Augsburg is carried throughout the world.

As a centre for environmental concept development, the university city of Augsburg is about to conquer the market throughout Europe.

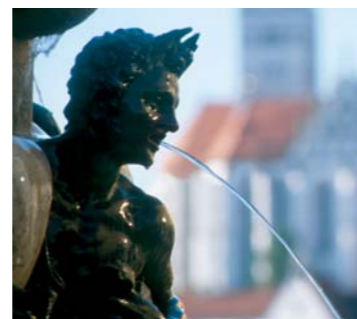
## "The most northern City of Italy" Mediterranean flair and Bavarian lifestyle.

Come to Augsburg during the summer months and you will be amazed and delighted with its almost Mediterranean flair: sun

The fountain effigy of the Emperor Augustus, founder of the city, holds a benevolent hand protectively over a city



worshippers at the foot of the bronze fountain gods in the Rathausplatz and Maximilian Strasse, pavement cafés in the squares and along the "Imperial Mile".



Emperor Augustus (right) founded Augsburg. Today Augsburg is considered the "most northern city of Italy". Renaissance art, such as the Hercules Fountain (above) and pavement cafés all play their part.

which many think of as the "most northern" of Italy. At the same time much of what happens in Augsburg and in the region's many green areas, in the open air, can be described simply as the Bavarian way of life. The "Biergarten" under the shade of old chestnut trees can also be found in the middle of the city centre and not just in the villages. Whether you come as a tourist or as a visitor to a trade fair or congress – you will enjoy the short distances to be covered in the city and region.



## In the Heart of Europe

Fast and comfortable in the region.

The Augsburg Region is located quite near to Munich, not far from the beautiful Allgaeu area and the Alps. Austria and Switzerland are on the doorstep. Augsburg is a jewel along the "Romantic Road" – running from Rothenburg down to the castles of King Ludwig II of Bavaria. An ideal location!

There are also many reasons for visiting the Augsburg Region, whether you are looking for relaxation or you wish to see all the city tourist sights. Visitors to trade fairs and congresses have every opportunity here in Augsburg to discover a part of "Bavaria at its Best". So, whether you are here privately or on business, you can reach us quickly and comfortably.

A glance at the map (above) shows how Augsburg is situated at the heart of Europe.

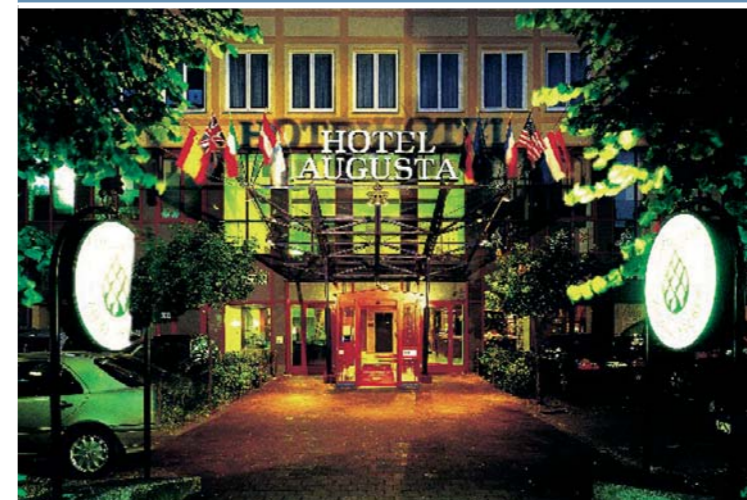
Munich International Airport is only an hour's drive away from Augsburg.

It is also easy to reach Augsburg by rail or by road, the A 8 motorway from Stuttgart to Munich. There is also the connection via the federal highway B 17 from Augsburg to Allgaeu and Lake Constance, Austria and Switzerland.

#### For further information please contact:

Regio Augsburg Tourismus GmbH  
Schiessgrabenstrasse 14  
D-86150 Augsburg  
Phone ++49/8 21/50 20 7-0  
Fax ++49/8 21/50 20 7-45  
tourismus@regio-augsburg.de  
www.augsburg-tourismus.de

## In the heart of Augsburg!



Enjoy an unforgettable stay with the individual service of a dedicated team. Business or leisure traveller – due to its central location Hotel Augusta offers comfortable accessibility to all points of interest. The historical old town with the famous "Fuggerei", the town hall, museums and theatres are just a few steps away. The perfect starting point for a sightseeing tour.

106 spacious rooms and 4 suites are furnished in an elegant and contemporary style. All rooms are equipped with bath or shower, WC, hair dryer, satellite- and pay-tv, minibar, direct dial telephone, modem connection and wireless lan.

6 different conference rooms for up to 100 people make your corporate meeting an enjoyable experience. All rooms with daylight, state of the art conference equipment and wireless lan.



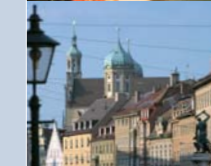
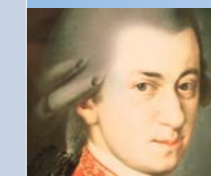
#### YOUR HOTEL IN THE HEART OF AUGSBURG.

Ludwigstraße 2 / Entrance on Kesselmarkt · 86152 Augsburg  
Telephone +49 (0) 821-5 01 40 · Fascimile +49 (0) 821-5 01 4-605  
www.hotelaugusta.de · reception@hotelaugusta.de



## YOUR DESTINATION IN BAVARIA

The Augsburg Region



Ein starkes Stück  
Bayern