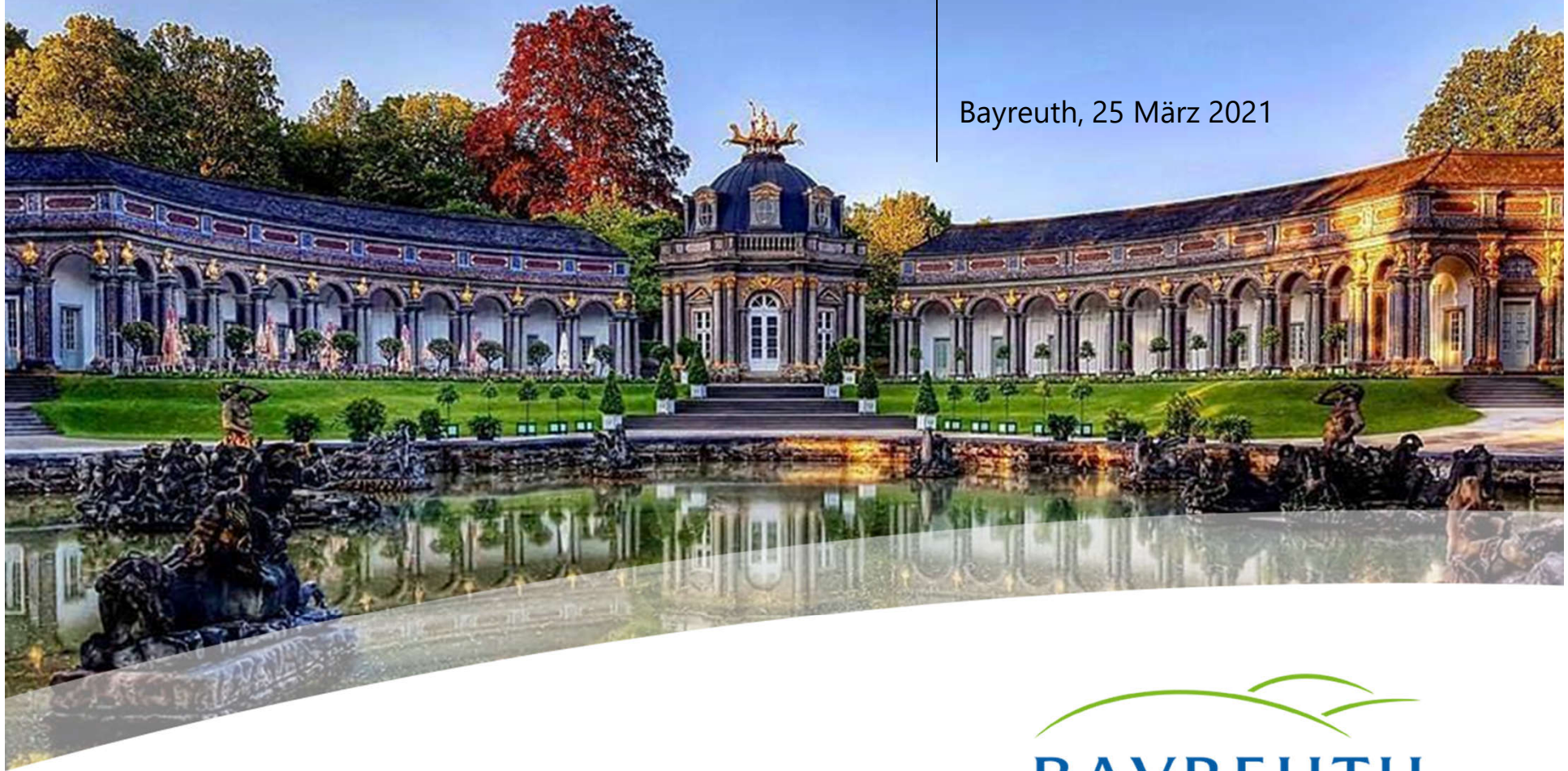


Bayreuth – Bavaria, not Lebanon

Bayreuth, 25 März 2021





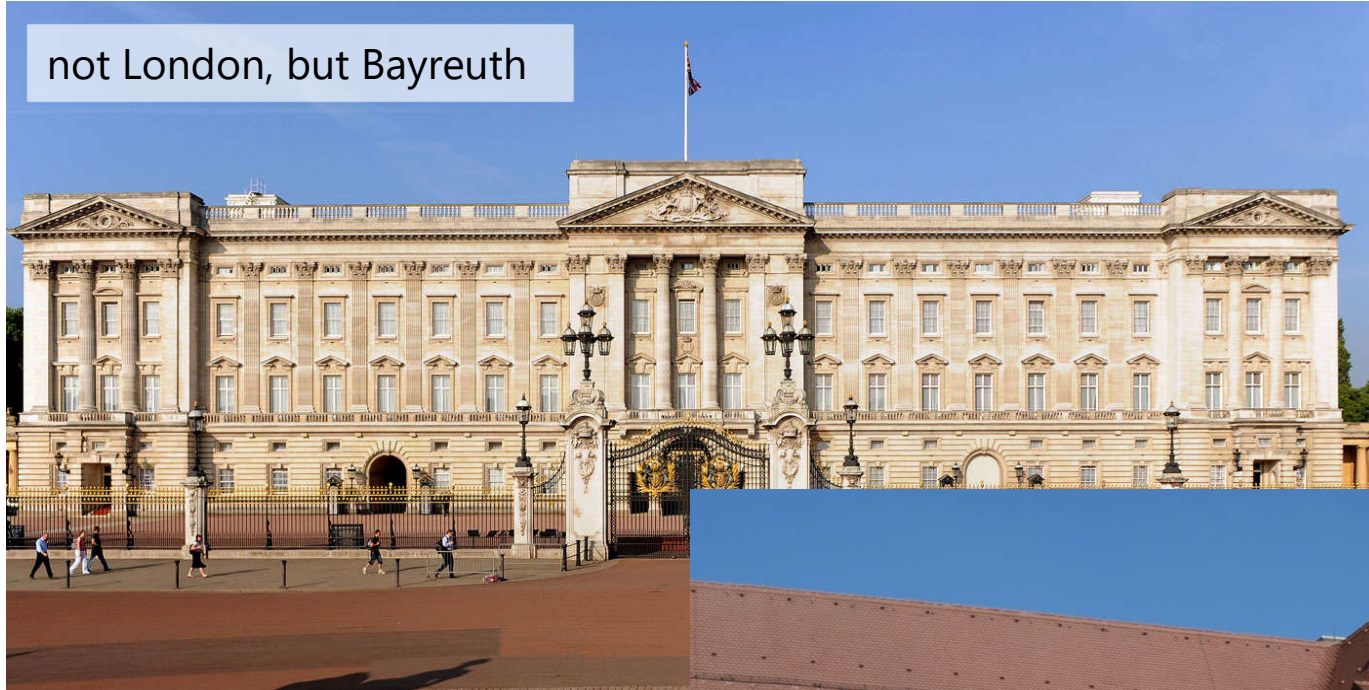
Born and raised to be Queen



©Bayerischer Schlösserverwaltung

- Friederike Sophie Wilhelmine von Prussia was born in 1709 as the eldest daughter of the soldier king Friedrich Wilhelm I.
- Her destiny is to become Queen of England.
- Her education is corresponding: she grows up trilingual
- She gets along very well with her three years younger brother Frederic, who will later be nicknamed "the Great".

not London, but Bayreuth



"The king [of England] had never liked his son's marriage, he wanted a daughter-in-law of limited mind who could not interfere in any business."
Quote of Wilhelmine



Wilhelmine's arrival in Bayreuth



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„Finally I reached Hof, the first town in the region of Bayreuth.... They all looked like the Servant Ruprecht; instead of wigs, they let their hair fall deep into their faces, and lice of as ancient origin as they themselves had taken up residence in their hair; ... their gross manners were perfectly in tune with their appearance; they could have been mistaken for peasants.”

Long story short:

She did not like it too much, but she made the best out of it.

The New Palace



"Ah, c'est sans pareil"



The Friedrichstraße in Bayreuth – a blueprint for Potsdam



The New Palace in the Hermitage



A perfect location for classical concerts and summer events



Palace Fantaisie for her daughter Friederike Sophie



An appropriate wedding location



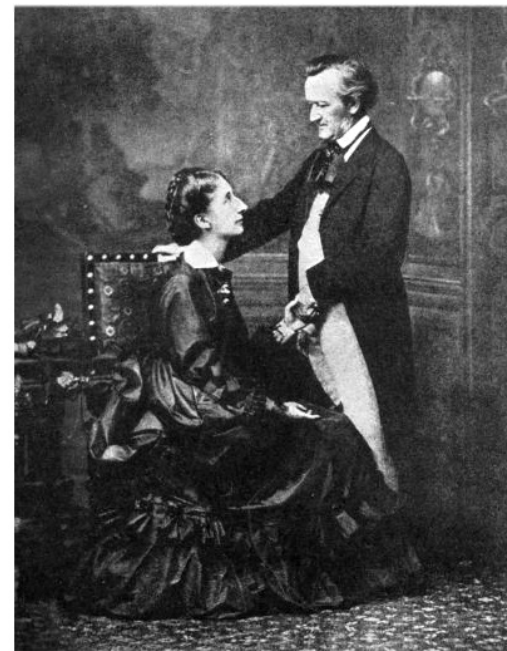
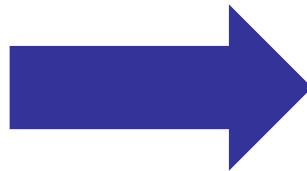
An appropriate wedding location



Organisation
der Vereinten Nationen
für Bildung, Wissenschaft
und Kultur



Markgräfliches Opernhaus
Bayreuth
Welterbe seit 2012



W... like Wagner Festival



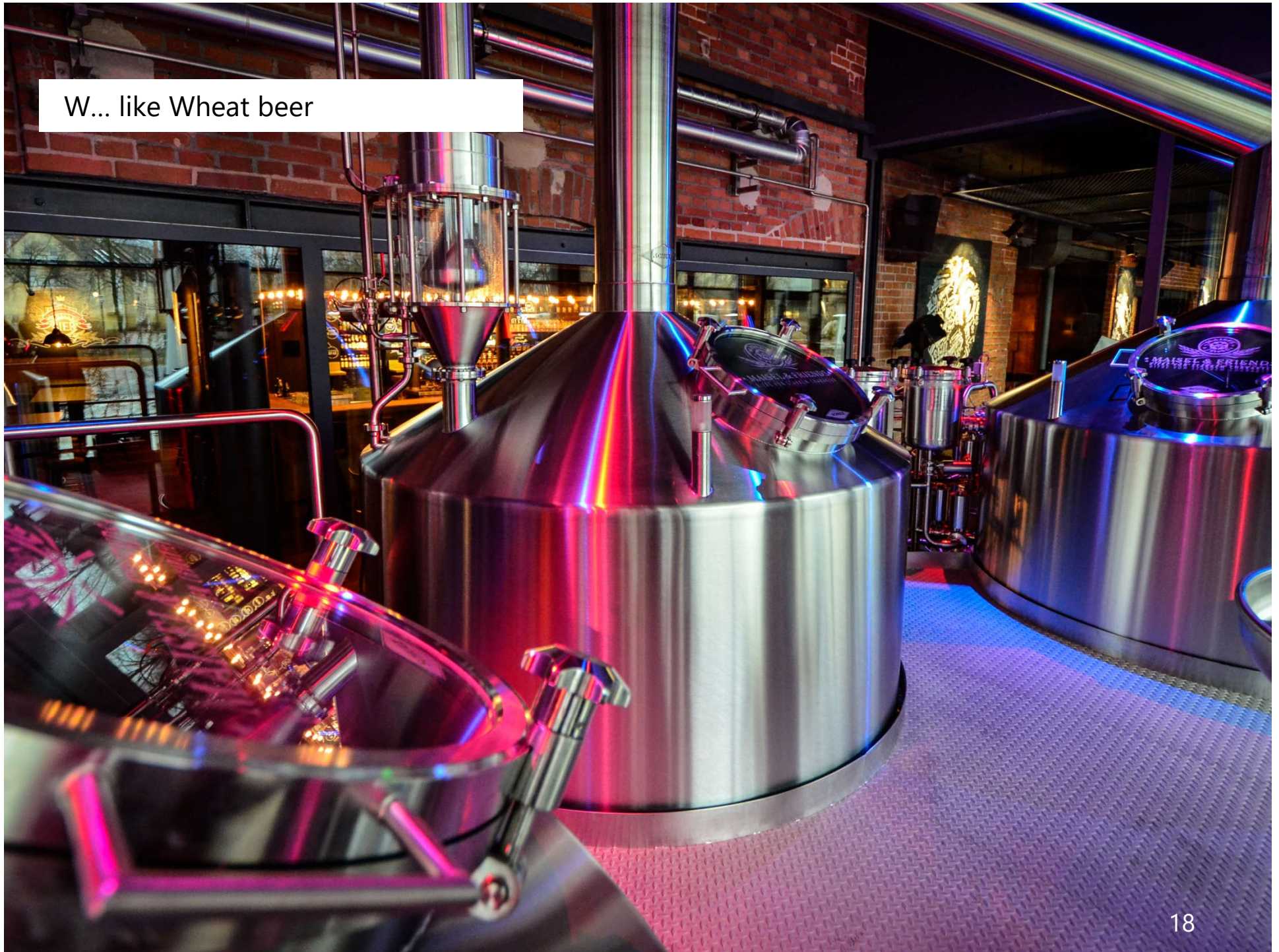
W... like Wagner Festival House



W... like Wagner and Wahnfried



W... like Wheat beer



W... like Wheat beer

- 19th century brewery & museum in the Guinness Book of Records as most comprehensive beer museum.
- In the heart of Franconia: about 200 breweries produce more than 1.000 different beers.
- Craft beer-brewery Liebesbier ("Love for beer") offers 120 beers to taste, among them 21 beers from tap.
- Beer tastings, food pairings und beer-seminars by professional beer-sommeliers for groups and FIT's.



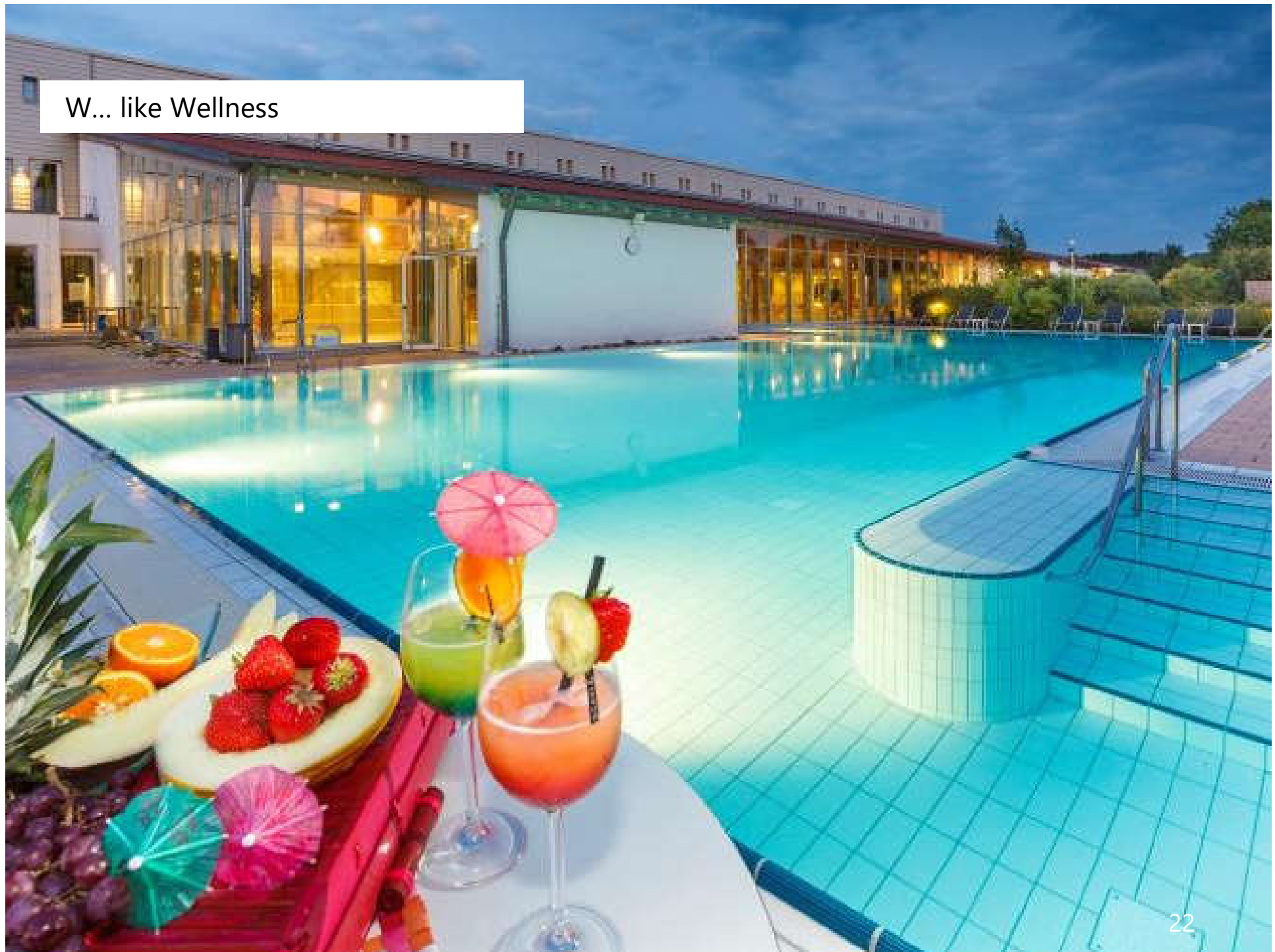
W... like Wurst



Regional Food and beverages



W... like Wellness



W... like Je**W**ish Bayreuth



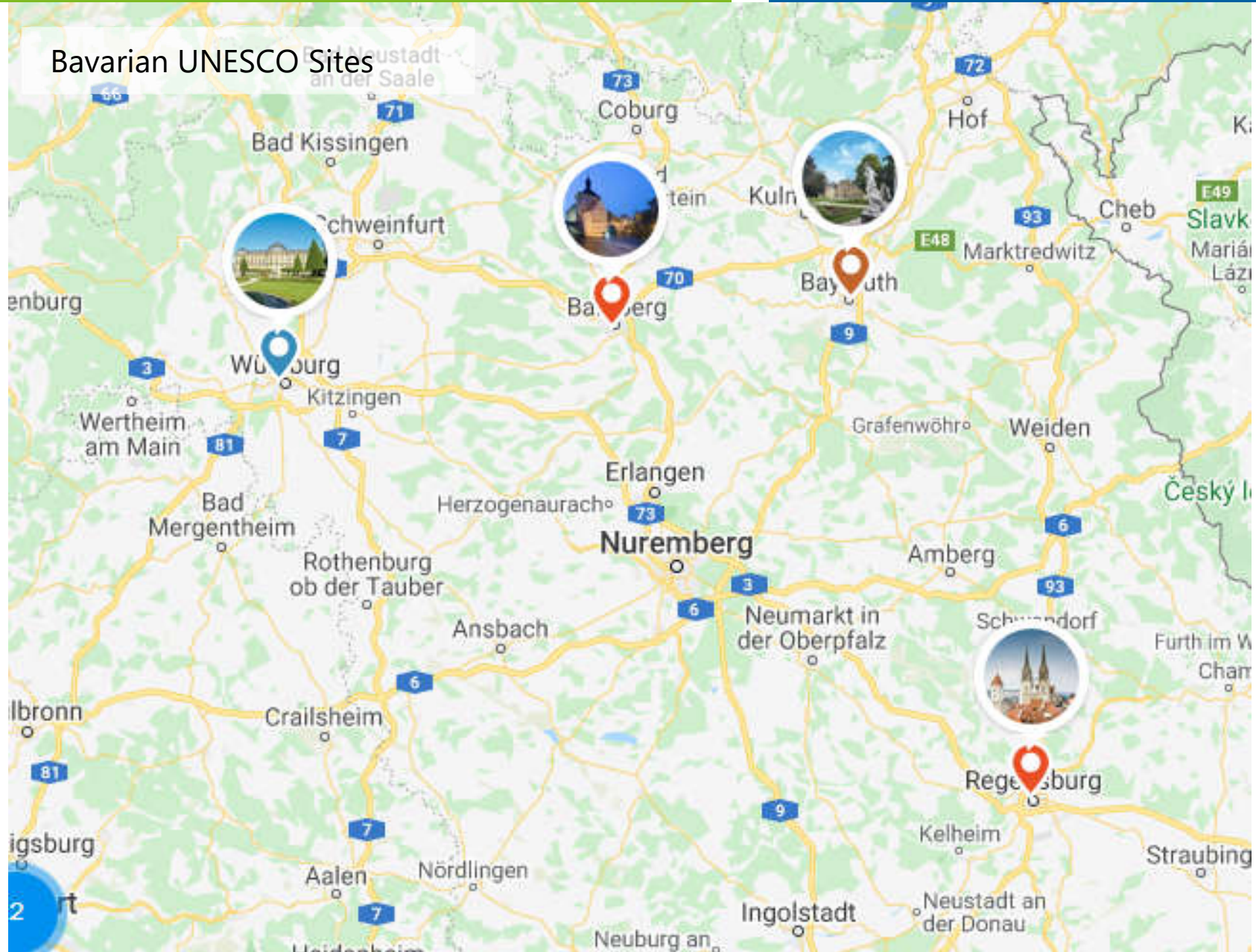
W... like other wonderful things



The Castles of Franconian Switzerland



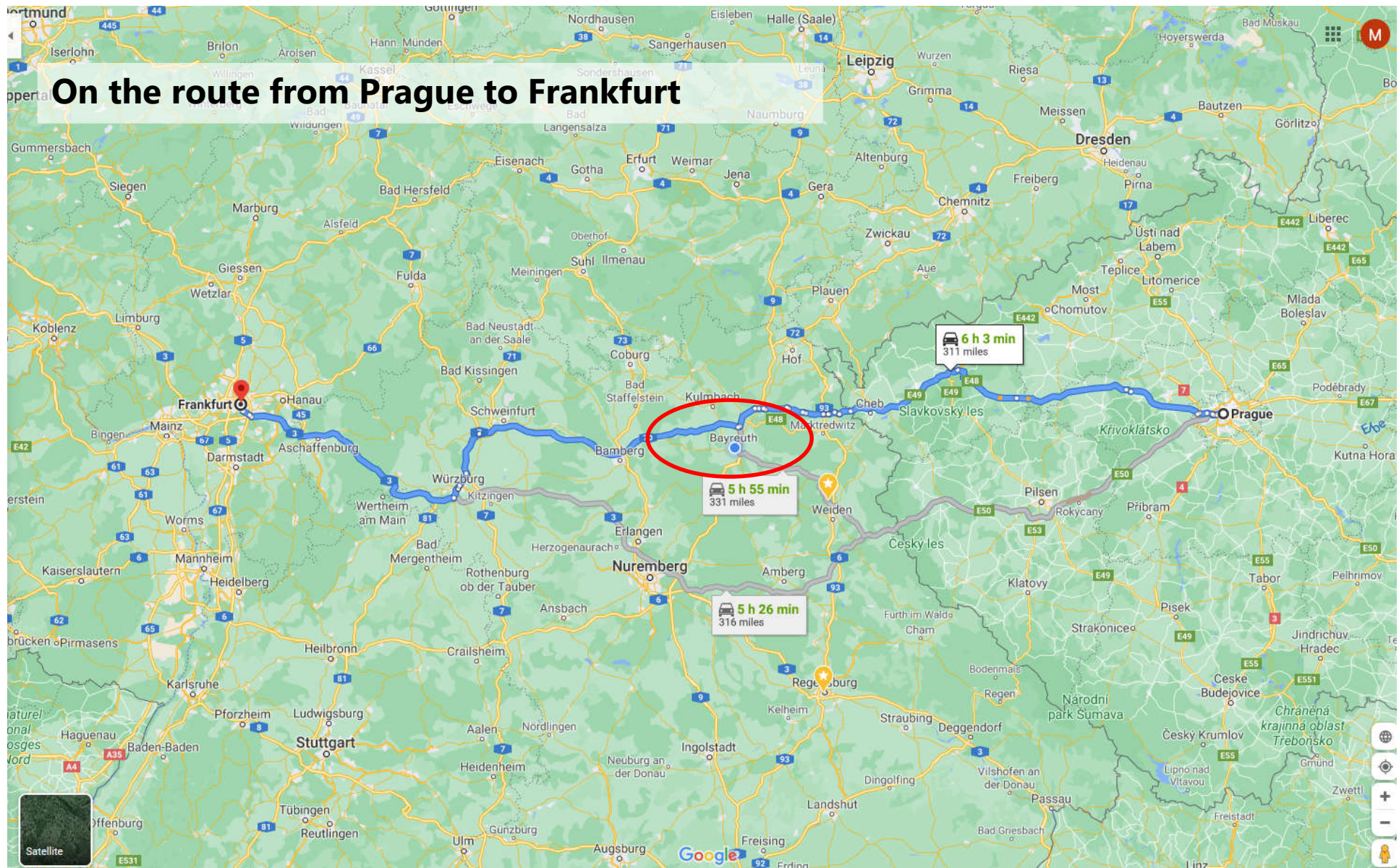
Bavarian UNESCO Sites



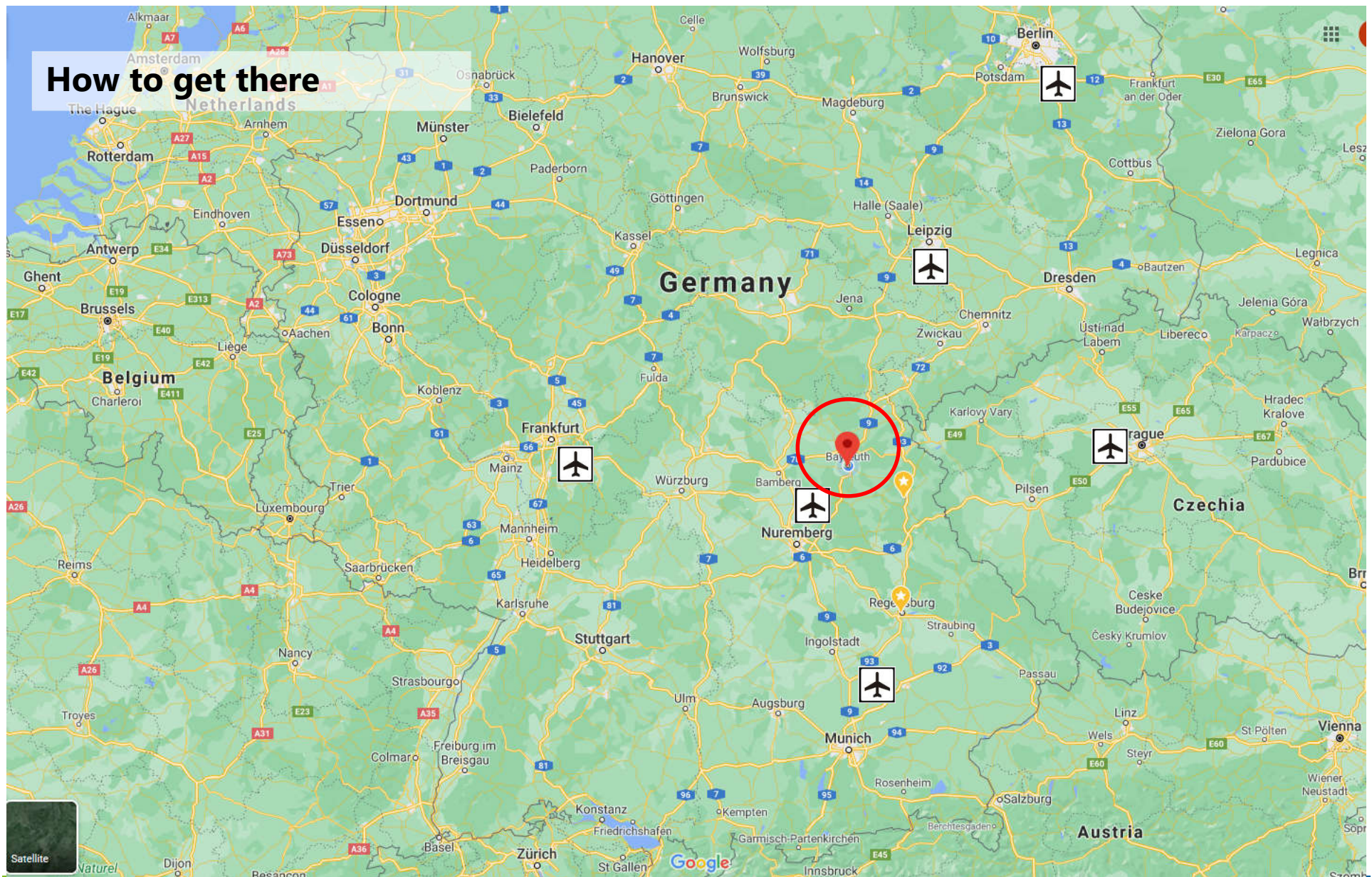
on the route from Berlin / Dresden to Munich



On the route from Prague to Frankfurt

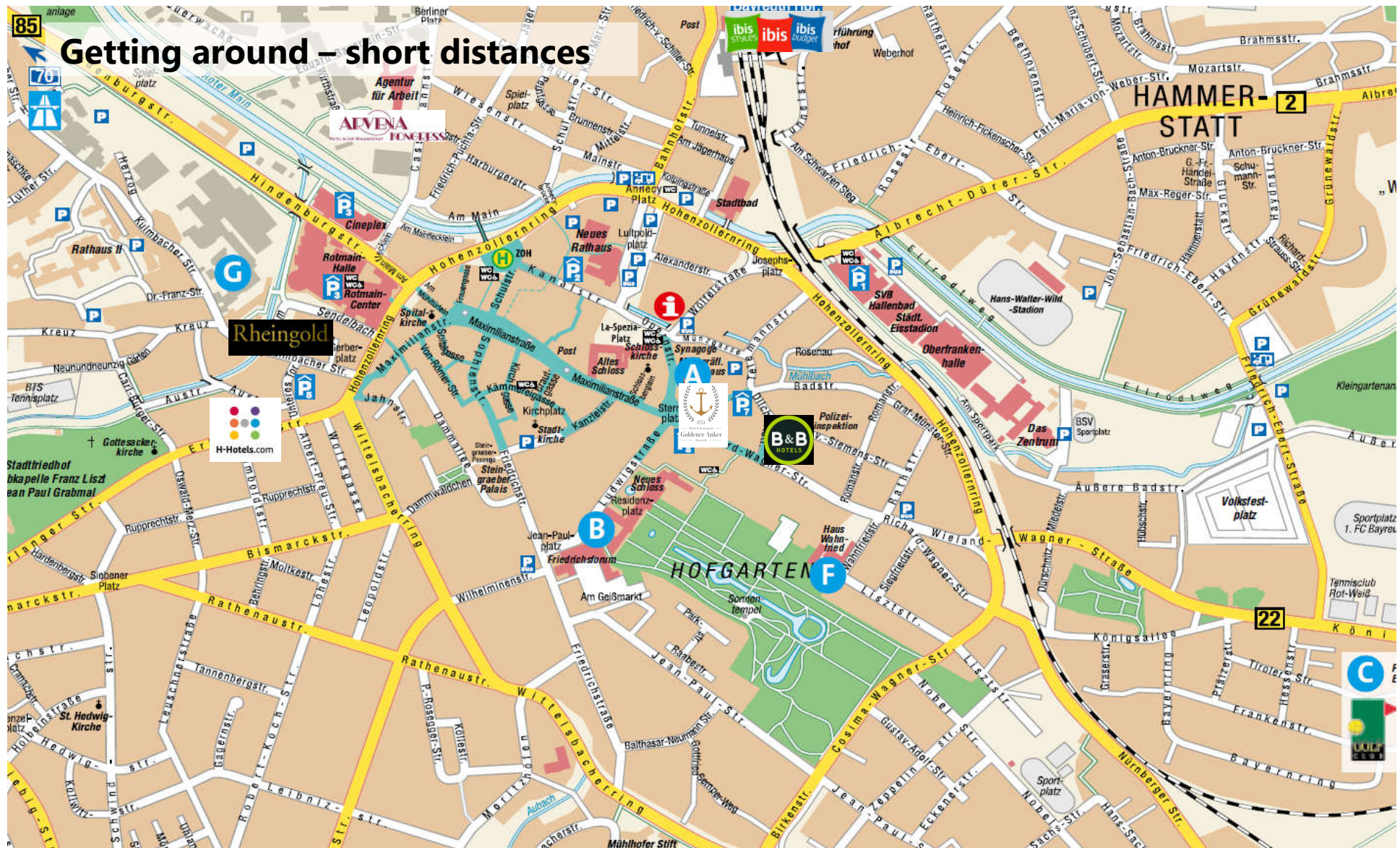


How to get there





Getting around – short distances





Some market research

- 92 % of US outbound travelers interested in Germany are motivated by experiencing culture. ✓
- 87% of US outbound travelers interested in Germany want to experience new cuisines. ✓
 - Authentic food eaten by locals: 85 % ✓
 - Distillery or brewery tours: 58 % ✓
- Prospective travelers seek new places:
 - Specific attractions / activities I want to experience: 53%
 - **Experience emerging, of-the-beaten track destinations: 34%** ✓
 - **Try not to repeat destinations: 35%** ✓
 - Go wherever there is a good deal: 31%
 - Saw compelling advertising: 24%
 - Feel like I've been there, done that: 17%
 - **Want to be the first of my friends and family to discover a destination: 22%** ✓

Source: Craig Compagnone, COO von MMGY Global on September 19th, 2019



Bayreuth Marketing & Tourism – what we offer

- Bayreuth Marketing & Tourism is your partner for planning your trip to Bayreuth
- Hotel booking service
- More than 20 guided tours for individuals and groups in English
- Book one of our package deals like
 - UNESCO package
 - Richard Wagner package
 - The Brewmaster Tour
 - Christmas package
 - and many others



Herzlichen Dank!

