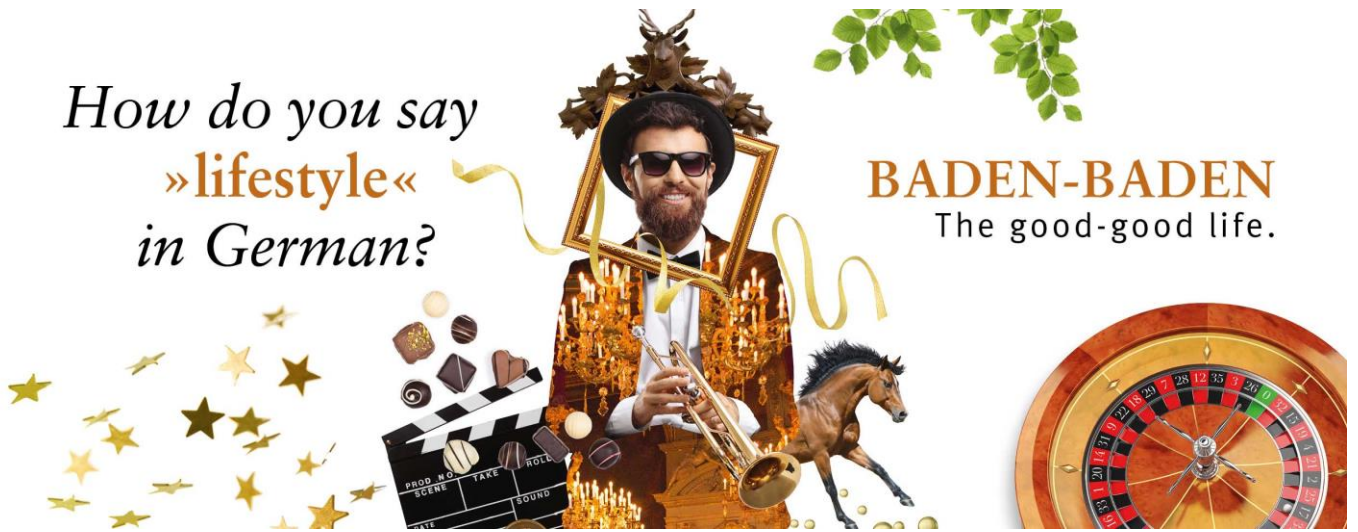


How do you say  
»lifestyle«  
in German?

**BADEN-BADEN**  
The good-good life.



“The Belle Époque meets the Age of Instagram” is the headline the New York Times recently used to describe Baden-Baden – and it is certainly true that today the city’s rich history blends seamlessly with a highly contemporary lifestyle. This lifestyle is also reflected in the new claim of the city called “**The good-good life**”. This claim is also a promise to all international guests.

Baden-Baden is revitalizing itself and drawing increasing numbers of international visitors. What makes this small but impressively cosmopolitan city so appealing? First and foremost: it’s always had a strong appeal. Baden-Baden was created over 2000 years ago as a place for people to relax and reconnect with themselves. Water, light, earth and air are the city’s precious resources. Extraordinary **hot springs, spas and nature, hotels of unparalleled quality**. Over the centuries, Baden-Baden has evolved into an enchanting destination, offering a spectacularly diverse range of opportunities for both relaxation and excitement.

For people seeking wellness and relaxation Baden-Baden is the ideal location for guests from all over the world. The modern **Caracalla Spa** and the historic “**Friedrichsbad**” create an exceptional ambiance for soothing relaxation in thermal water. Baden-Baden is home to a variety of spa- and wellness hotels offering exquisite spa treatments.

Known as the “**Green city of short distances**”, Baden-Baden is also an oasis for nature, shopping, art and culture. Baden-Baden has a **car free city center** and numerous **parks and gardens**. Inviting for walks to enjoy the **fresh clean air** and the scent of the flowers, stimulating the senses. Furthermore, Baden-Baden is located at the foothills of the **Black Forest**. The Black Forest stands for beautiful nature and incredible views over the mountains and the **Rhine Valley**.

Several of Baden-Baden’s museums are situated in the town’s largest park, the “**Lichtentaler Allee**”. A must-see for guests who enjoy art and extraordinary architecture is the **Museum Frieder Burda**. Presenting selected masterpieces of the Classical Modernism in changing exhibitions. The **Fabergé Museum** is the first museum worldwide dedicated to the life’s work of jeweller Carl Peter Fabergé. Culture lovers will also be fascinated by the Festival Hall. The **Festival Hall Baden-Baden** has 2,500 seats and is Europe’s second largest **opera and concert** hall. During the year, it hosts around 150 events including international opera, ballet and concerts at the highest level.

Shopping enthusiast will enjoy the exclusive shopping opportunities like exquisite boutiques. Inviting visitors to luxurious **shopping in the picturesque streets**, shopping boulevard and the small roads of the neo-baroque old town. Baden-Baden’s **restaurant scene** ranges from Michelin-starred restaurants to cosy little taverns, offering both international and traditional Badian cuisine. Besides the restaurants in the centre, the Baden-Baden “Rebland” is one of the most popular **Riesling growing districts in Germany** and an insider tip for the gourmet and connoisseur of **good wines**.

Germany’s oldest and according to Marlene Dietrich “the **most beautiful casino** in the world” rounds off a perfect day in a playful manner and entices international guests to try their luck at the roulette table

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