

Press Release

"Jewels of Romantic Europe" again on Roadshow in Asia

Munich, August 2007 – For the 8th time several partners from Bavaria (Germany) and Tirol (Austria) visit Asia to promote these two popular year-round holiday destinations. The roadshow takes place from 14 to 24 August 2007 - with events in Bangkok, Hongkong, Taipei and for the first time in Singapore.

Under the slogan "Jewels of Romantic Europe" the partners invite the Asian travel industry and media to join workshops, sales calls, breakfast seminars, press events and VIP dinners. KulturGut AG is happy to be a new partner on this traditional roadshow. Just in time for the roadshow "The Jewels of Romantic Europe" launched a new information brochure in Chinese and Thai language.

In 2005 Bavaria counted 183,597 overnight stays from China, 170,000 from SouthEast Asia and 56,121 from Taiwan. Whereas the Austrian region Tirol registered 58,574 overnight stays from China, 14,676 from SouthEast Asia and 5,809 from Taiwan.

Munich Airport – the modern Gateway to Romantic Europe recorded an increase of 28 percent in passengers from China including Hongkong – totalling at 67,200 travellers. Arrivals from Thailand increased by an enormous 388 percent to 16,100 passengers and arrivals from Tawain grew by 67 percent to 8,200 travellers.

During the roadshow following partners will give impulses and ideas for unforgettable holidays in one of Europe's most charming and romantic regions:

The Zugspitze – Top of Germany - invites visitors to Germany's highest mountain and the adjacent mountains Alpspitz, Kreuzeck and Wank – a paradise for walkers, hikers, climbers, paragliders and skiers or for those who just want to enjoy a breathtaking 360 degree panoramic view into Germany, Austria, Italy and Switzerland. Approximately 400 majestic moutain peaks govern the landscape around – unforgettable (www.zugspitze.de)

Neuschwanstein Hotels & Events who is in charge of three hotels next to the world-famous castles Neuschwanstein and Hohenschwangau of King Ludwig I and II offers various interesting and romantic arrangements for Asian visitors such as "King Ludwig Summer Excursions". A great opportunity to get insight into Bavarian royal history. (www.neuschwanstein-hotels.de)

Salt Mine Berchtesgaden/ Historic Salt Works Bad Reichenhall offers a spectacular adventure for young and old to discover a salt mine and a historic salt

works built by King Ludwig I. On an electric railway system and in traditional miner's clothing, people start the investigation underground by a guided tour. There will be a spectacular ride on a traditional wooden miner's slide, a drive across a sparkling salt sea with mysterious light shows, a readjustment explosion and much more worth seeing for children or grown-ups. Not to forget your guide is a real miner and the mine is still in work for brine production until today. After that make a trip to the most beautiful Salt Works of the world in Bad Reichenhall, where the visitor gets the information how the "white gold" was obtained in former times and how it is done today. (www.salzwelt.de)

Prien at Lake Chiemsee, More to Sea! – The ideal location, situated between Munich and Salzburg, in the heart of the Bavarian Alps. Prien am Chiemsee has long been a favourite tourist destination for travellers to Bavaria with its huge variety of nature, sport, leisure and cultural activities on offer. This quaint market town, surrounded by the crystal clear waters of the Bavarian Sea, has something for everyone. Be it the famous palace "Herrenchiemsee", built for the "Fairytale" King Ludwig II, open-air concerts at the E.ON Bavaria Chiemsee Lakestage – the first of its kind in Germany or the internationally renowned Christmas market on the Island of Frauenchiemsee. Prien manages to uphold the traditions and customs of the region but combine them with an international flair. Further information on leisure and cultural activities, in and around Prien, together with details of accommodation and special packages can be obtained from: www.tourismus.prien.de

The City of Munich is well-known for its charm, outstanding museums, world famous theaters and orchestras, magnificent churches and palaces, great shopping opportunities, lovely parks and gardens as well as high class sports events. The year 2007 will see the opening of the "BMW-Welt" right next to BMW's world headquarters in Munich. It is here where tourists will experience what makes BMW so unique. And just 30 minutes drive north of Munich, "Ingolstadt Village" one of Europe's leading outlet villages offers luxury shopping at affordable prices. (www.munich-tourist.de) (www.bmw-welt.com) (www.ingolstadtville.com)

Munich Airport – the most modern Gateway to Romantic Europe and the Alps welcomes Asian travelers with most modern facilities for easy orientation and the fastest check-in, boarding and transfer procedures. For easy orientation Lufthansa offers a welcome service for Mandarin speaking guests. In a survey conducted by the British Skytrax Institute among seven million passengers around the world, Munich was awarded "Best Airport in Europe 2006" and the number three airport worldwide for the year 2006 – behind the airports of Singapore and HongKong. (www.munich-airport.de)

Unique Bavarian Shopping by KulturGut AG - More than just design and aesthetics. KulturGut AG designs shopping facilities and products on behalf of the Bavarian State Government in close partnership with the Bavarian Department for State-Owned Palaces, Gardens and Lakes. The phrase "design and aesthetics" alone cannot begin to do justice to the appeal of these products. Initially intended as an exclusive and innovative means of highlighting the treasures in the care of the Bavarian Department for State-Owned Palaces, Gardens and Lakes, these products have enjoyed such phenomenal success, that they are now highly coveted consumer goods. The range includes aesthetically designed silk scarves, cushions, bags, napkins, decorative bottles and even Nymphenburg-made porcelain. Shops can be

found at Neuschwanstein Castle, Linderhof Castle, Herrenchiemsee Castle, Nymphenburg Castle and the Residenz Munich as well as most of the State-owned Castles and Palaces in Bavaria. (www.schloesser-bayern-shop.de)

Region Tirol – Austria’s leading holiday region in the south of Bavaria provides an insight to Central European life with a unique blend of nature and culture. Proud peaks and picturesque valleys, rugged rocks and green pastures, sparkling mountain lakes and gorgeous glaciers have captivated people from all over the world since time immemorial. **Innsbruck**, Tirol’s capital offers splendid buildings in the heart of the town and imposing works of art in imperial residences, churches and museums provide glimpses of over 800 years of history. 20 kilometres to the east of Innsbruck an unique museum opened 1995 its doors in Wattens and attracted over 5 million visitors since its opening – the Swarovski Crystal Worlds. (www.imperialalps.com)

Swarovski Crystal Worlds - provide their guests with a magical experience, an escape from daily life. Inside the "Giant", subterranean Chambers of Wonder present a faceted display of crystalline colours and shapes. Under the direction of André Heller, original interpretations by famous international artists melt into a kaleidoscope for all the senses. The enclosed shop is displaying a unique selection of Swarovski products. The yearly changing special exhibition is another highlight expecting visitors. A shuttle takes visitors four times daily from Innsbruck directly to the Swarovski Crystal Worlds. (www.swarovski.com/crystalworlds)

Riedel Glas - seeing, hearing, smelling, feeling, tasting. Come and see how glassmakers create a “Sinnfonie” from the versatile material of glass. “Only” 2000 years have passed since the glass blowpipe was used in ancient Rome for the first time. This made it possible to blow glass into different shapes. At Riedel's factory in Kufstein the glassblowers still use this ancient mouth-blowing method with great care and precision to create the world-famous handcrafted Riedel glasses. Why not share the enjoyment in Riedel's “Sinnfonie” and celebrate the glassmakers 250th birthday? Set off on a journey through the world of Riedel glass and the senses. In Riedel's Factory Tour visitors will see the fantastic handicraft and the multimedia show “Sinnfonie”. (www.riedel.com)

The holiday package "Jewels of Romantic Europe" is a 8-day round trip combining Garmisch-Partenkirchen, Zugspitze, Castles Hohenschwangau and Neuschwanstein, the Swarovski Crystal Worlds, Riedel Glas, Innsbruck, Berchtesgaden, Lake Königssee, the Salt Mines Berchtesgaden/Bad Reichenhall, Lake Chiemsee and Munich in one trip.

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