

Baden-Baden. The good-good life

“The Belle Époque meets the Age of Instagram” is the headline the New York Times 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 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 national and 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 centre 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 con-cert 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