



PRESS KIT

Tourismus und Stadtmarketing Bad Neustadt GmbH

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Bad Neustadt an der Saale lies in the heart of Germany at the foot of the Bavarian Rhön Mountains. Its central location makes it easily accessible and a good starting point for many outings in the region. When it comes to tourism and the health spa industry, the city is divided – and even physically separated – into the medieval town center and the spa and hospital district. This modern health area with many renowned medical institutions also has a broad range of cultural, tourism, wellness and sports activities on offer. Moreover, Bad Neustadt an der Saale is an important German economic hub home to several large companies. For more information on Bad Neustadt an der Saale, please visit www.bad-neustadt-erleben.de.

Bad Neustadt an der Saale at a glance

Bad Neustadt an der Saale lies in the heart of Germany, at the foot of the Bavarian Rhön Mountains. Its central location makes it easily accessible and a good starting point for many outings in this diverse region. The city has a broad range of cultural, tourism, wellness and sports activities on offer. With its many renowned medical institutions, it likewise offers some of the most modern healthcare in Germany. This dichotomy of the “historical” Bad Neustadt an der Saale with its medieval town center and the spa and hospital area is also evident in the physical layout of the city. In addition, it is an important German economic hub, home to several large companies, including Siemens, Preh and Jopp.

History

The name “Neu-Stadt” (literally “new city”) is a bit of a misnomer as Bad Neustadt an der Saale has a long and eventful history. Evidence of this is visible in its fully preserved city walls. According to legend, the founding of the city goes back to Charlemagne. Looking down at the floodplains of the Saale river from the precise location where Salzburg Castle now stands, he promised to build his beloved wife Fastrada a city in the shape of a heart as a sign of his love. The name “Neustadt”, or nova civitas, first appeared in a document from the bishop of Würzburg in 1232. For the past 150 years, Bad Neustadt an der Saale has been dedicated to health. In 1853, the Countess of Haxthausen had the Elisabeth and Bonifatius mineral springs contained and a bathing house built, laying the foundation for the city’s health resort industry. It carries the title “Bad” (spa) since 1934 and has since grown to become one of Germany’s most important health and business locations.

Health

Today, excellent medical expertise can be found in the six hospitals and rehabilitation facilities of Rhön-Klinikum AG, in the area hospital, which also has an affiliated medical supply center and in the Point-Center medical health center. This is augmented and further developed by wellness centers specializing in traditional health methods, such as the health spa. Sports options like walking, hiking and biking trails and the aqua-fitness courses at the Triamare Wellness and Water Park train the entire musculoskeletal system and increase vitality.

Attractions

The city’s many attractions are all within easy walking distance. The one-and-a-half-kilometer medieval city walls are very well preserved and surround the old town in the shape of a heart. A special sight are the city wall’s three slim defense towers. These lie to the west of the Hohntor, a 34-meter tower and symbol of the city. Perched above Bad Neustadt an der Saale is Salzburg Castle, which consist of seven smaller freestanding castles sharing a common perimeter wall. The main castle is privately owned, but the courtyard area is open to the public free of charge. Other attractions include the Assumption of Mary Church, the former Carmelite monastery, the Carolingian King Church, the Jewish cemetery and the former synagogue. While strolling through the city’s typical Franconian old town, visitors can also explore the market square, browse through numerous shops and boutiques and enjoy the local gastronomy.

Culture & events

The calendar of events in Bad Neustadt an der Saale offers varied entertainment year-round. A highlight is IRHÖNMAN and the city’s wellness and movement days. This unique combination, which emphasizes health and well-being over competitive sports, combines walking, swimming and cycling with culture and hospitality.

Bad Neustadt an der Saale has a coordination and advisory board for cultural events and activities, the cultural agency, whose activities include the publication of an annual cultural calendar for the entire Rhön-Grabfeld district. Many visitors come for the "Neuschter Summer Festival" and events at the Wecherswinkel Abbey and Fladungen Open-air Museum. The arts association Kulturwerkstatt Rhön-Grabfeld e.V. brings music, cabaret and performing arts to the stages of the Bildhäuser Hof playhouse. One of the city's most beloved events is the Market Square Summer with many concerts of all music genres. The city's adult education center also has a variety of cultural offerings, such as a reading club and a writing workshop. The arts club offers exhibitions, courses and workshops. Every other summer, there is also "Salzburger-Klassiker", an open-air event in the courtyard of Salzburg Castle for lovers of classical music.

Moreover, the city hosts regular food and farmer's markets as well as a spring market and Christmas market. The Carnival night parade is also a popular street festival. From mid-November to January for the past ten years, the city's market square has housed the only open-air ice rink in Lower Franconia. In honor of the 10th anniversary of "NES on ICE", there will be a Rhön-style lodge with stalls, catering, skate rental and a shelter and event area. A pavilion will also be erected over the rink. In 2014, Bad Neustadt an der Saale will host its first-ever medieval Christmas market on the market square. In addition to craft stalls, culinary delights and melodies and sounds from the Middle Ages, there are two more highlights in store for visitors: an official opening by the "herald" and a spectacular fireworks show based on Charles Dickens's Christmas story.

Perspective: Electric mobility

Bad Neustadt an der Saale is Bavaria's first model city in electric mobility, i.e., the use of electric vehicles to meet individual mobility needs and an essential factor in comprehensive, cross-sectorial change in how we use energy. In addition to free test drives with electric cars, it has plenty of electric bicycle rental options. These so-called "e-bikes" or "pedelecs" are becoming increasingly popular among the young and the tech savvy as well. Around Bad Neustadt an der Saale, there are many beautiful bike trails, and battery charging stations can be found throughout the region.

The model city in electric mobility project has a broad foundation and is divided into three areas: project management, the M-E-NES e.V. development association and the Technology Transfer Center at the University of Applied Sciences Würzburg-Schweinfurt. Together, they are working on e-supply systems compatible with the landscape, special parking spots and the establishment of an electric mobility technology transfer center (TTZ-EMO) in Bad Neustadt an der Saale. Every year a car show with the theme "electric mobility" is held.

For more information about Bad Neustadt an der Saale, please visit www.bad-neustadt-erleben.de.

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Bad Neustadt an der Saale: Holiday region, business location and medical center

Bad Neustadt an der Saale has been a resounding success: This city formerly bordering the Soviet zone is brimming with jobs, well-known companies, idyllic natural surroundings and a wide variety of leisure offerings. It is a model city in electric mobility and is conveniently located along the A71 in the virtual center of Germany. Visitors and the city's 15,600 inhabitants enjoy excellent shopping, superb educational centers and colleges, spirited cultural life and numerous health facilities. The city is home to Rhön-Klinikum AG, one of Germany's most important hospitals, and other medical facilities.

Moreover, the city is an important industrial center, home to environmentally friendly firms and more than 12,000 jobs. The companies established in Bad Neustadt an der Saale include Siemens, Preh, Kunert-Wellpappe, BSH Bosch und Siemens Hausgeräte, Jopp and the Geis shipping company. The city also has 15 schools, including an elementary, middle and senior high school, an academic high school and a variety of vocational schools in fields like occupational therapy, speech therapy, physical therapy and economics. There is also an adult education center.

Ahead into the future as a "private spa"

In contrast to neighboring state-run Rhön-area health spas like Bad Kissingen or Bad Brückenau, Bad Neustadt an der Saale is "private": the city and hospital work together on its future development to further strengthen and develop its status as a medical center and to promote the quality of life of local residents. This is why the city has set twelve goals for urban development. These include protecting and caring for the cityscape, improving the public transport system and ensuring that local amenities are just a short walk away.

Economy

Bad Neustadt an der Saale is part of the Main-Franconia region, which, in turn, is among the ten leading high-tech regions in Europe. Around 60,000 companies are established in the area. Many companies settled in Bad Neustadt an der Saale in the early 20th century, the most well-known of these being Siemens with nearly 2,300 employees and over 100 trainees.

Main-Franconia ranks fourth among 97 regions nationwide in the automotive and engineering sector, acting as a hub between the locations of the major automobile manufacturers. Some of the largest industrial firms in Bad Neustadt an der Saale include Jopp with 1,800 employees and Preh, which employs 1,300. Due to its convenient location in central Germany and Europe, there is above-average growth in logistics in Main-Franconia and specifically in Bad Neustadt an der Saale: Logistics service provider Geis Group, with approximately 4,500 employees and 95 locations throughout Europe, is headquartered here.

Rhön-Klinikum AG

Public awareness of Bad Neustadt an der Saale is in large due to the state-of-the-art medical treatment at Rhön-Klinikum AG, one of Germany's largest healthcare providers. Rhön-Klinikum AG is a private, market-listed company, which owned 51 until 2013 hospitals and treated around 2.65 million patients per year. After selling most of its hospitals to Fresenius/HELIOS, Rhön-Klinikum AG still maintains ten highly specialized hospitals with roughly 5,300 beds and around 15,000 employees. Since 2014, Rhön-Klinikum AG is the only German company in the Solactive Healthcare Facilities Index. Its facilities are spread across five locations, one of which is Bad Neustadt an der Saale, where it has 2,500 employees, 900 beds and six medical centers. They provide both acute care medicine and rehabilitation medicine at the "Haus Saaletal" hospital, a heart and vascular hospital, the "Haus Franken" hospital, a hospital for hand, shoulder, foot and ankle surgery, a neurological hospital and the Bad Neustadt Psychosomatic Hospital.

An excellent project is the planned construction of a new hospital campus by 2018 at a cost of around 150 million euros. The new campus will be an investment in promising and optimum medical care. The focus is on networking and intensive exchange between disciplines.

Accommodation

Bad Neustadt an der Saale sees more than 44,600 guests and holidaymakers and 355,000 overnight stays each year. The local hotels, guesthouses and holiday apartments in almost all categories currently offer 300 beds for visitors. There are plans to gradually develop the hotel sector in the future, especially in the events and health spa area. In addition, there is a motorhome parking area "Am Kurpark", tucked away in the Saale meadows in the district of Mühlbach between the city and the spa district. It has 50 parking spaces and is open year round. There are also 1,100 beds in rehabilitation facilities and hospitals.

New city hall

The current city hall of Bad Neustadt an der Saale, inaugurated in 1956, will be demolished and rebuilt following a referendum on December 8, 2013. Some 71.49% of the population voted in favor of a new city hall with a capacity for 600 to 1,200 visitors. The costs are calculated at around 14.6 million euros, and it is slated for completion in late 2016. The new city hall will be a modern, future-oriented event and conference center that will enhance Bad Neustadt an der Saale as a place for business.

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Bad Neustadt an der Saale: Committed to health

Bad Neustadt an der Saale has been dedicated to health for more than 150 years. In 1853, the Countess of Haxthausen had the Elisabeth and Bonifatius mineral springs contained and a bathing house built. This was the first private enterprise. This decisive step laid the foundation for the town's career as a successful Bavarian spa town. Even the famous chemist Justus Liebig attested that the springs are among the very best in Germany.

Nowadays, over 2,000 dedicated and experienced doctors and healthcare providers work in the acute care hospitals and rehabilitation centers of Rhön-Klinikum AG, the area hospital with an affiliated medical supply center and in the Point-Center medical health center.

In addition, there are numerous practicing specialists and therapists available to consult on health issues.

Healing waters for health and well-being

The spa industry in Bad Neustadt an der Saale is based on three mineral springs: the Elisabeth, Bonifatius and Karl-Theodor springs. All three are sodium-chloride springs with a substantial amount of bitter salt and Glauber's salt. The Karl-Theodor spring has the highest salt content and is therefore only suitable for use as a saltwater bath (e.g., for eczema).

A very special health experience is bathing in one-hundred-percent natural brine in the light-filled spa. In the adjoining modern therapy center, visitors will find qualified physical therapy, classical **natural remedies** and wellness and fitness programs.

The **Triamare** Wellness and Water Park offers various water fitness classes, such as aqua fitness and aqua cycling. These activities permit fitness training but are easy on the musculoskeletal system.

Similarly, water is also at the heart of all therapy in the **Kneipp** facility and treading pool in Luitpoldau Park.

Gesundheit durch medizinische Expertise

The most famous medical facility is **Rhön-Klinikum AG**. It provides both acute care and rehabilitation medicine for a variety of indications. The hospital is divided into six facilities: a neurological hospital, a psychosomatic hospital, a heart and vascular center, a hospital for hand, shoulder, foot and ankle surgery, the "Haus Saaletal" hospital with addiction rehabilitation facilities and the "Haus Franken" hospital.

The **area hospital** is the hospital providing basic and standard care and ensures general, comprehensive care for the people in the region. It is distinguished by pleasant rooms, a wide range of treatments and modern technology.

Point-Center is another health center in Bad Neustadt an der Saale. Doctors and healthcare providers have established themselves here to provide comprehensive health services to residents and visitors. As part of its health academy, there are also regular free information sessions on health issues open to the general public.

For more information about the hospitals in Bad Neustadt an der Saale, please visit www.bad-neustadt-erleben.de/gesundheitsrichtungen/

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Activities & outings in and around Bad Neustadt an der Saale

Triamare Water Park

A center of attraction for the entire region is Triamare Water Park with its offerings for leisure seekers as well as for families and athletes. Visitors who would like rest and recovery can relax in the sauna and wellness area, which includes a cold-water pool and roof terrace, or declamp under a UV-transparent sun roof. Children can splash around in an imaginatively designed fun pool featuring a 94-meter slide. Sports enthusiasts can take advantage of the center's ideal training conditions and an adjustable floor for aqua jogging and other activities. The diving board and 25-meter indoor and 50-meter outdoor tracks meet competition standards. Fitness classes and open spaces round out the offer. www.triamare.de

IRHÖNMAN

In July, amateur athletes put their running, biking and swimming fitness to the test at the IRHÖNMAN triathlon. In 2015, the highlight was to swim with an Olympic medal winner Britta Steffen. The joy of movement, not record times, was also the focus of the ten-kilometer Sparkasse city run along the city wall and through the city center and the Bambini run for children. Cyclists got their turn in the "Rhön Summit Ride", which traversed six street routes and three mountain bike tours. www.irhoenman.de

City tours and hikes

Visitors can walk and explore the history of Bad Neustadt an der Saale on various themed tours through the city. For instance, local guides offer a spa tour, a church tour, a pleasure tour and an old town tour. The tours can be booked year-round by calling 09771/63103-10. More tours, some especially for children, and individual programs are available on request. www.bad-neustadt-erleben.de/kunst-kultur/stadtfuehrungen/

Hiking enthusiasts can go on to explore the whole Rhön area on their own two feet over nearly 6,000 kilometers of trails, including "The Hochröhner", a 180-kilometer premium trail. On the "Via Romea" medieval pilgrim route to Rome, you can follow in the footsteps of Friar Albert of Stade. In addition, there are also educational trails and several Nordic walking trails of various lengths and skill levels.

Cycling

The landscape around Bad Neustadt an der Saale is rich in variety: flat paths along the Saale, over meadows and through forests or steep trails in the mountains. Guests can enjoy more than 400 kilometers of marked bike paths, long-distance routes like the 180-kilometer Röhn cycle trail and mountain bike trails. All bicycle paths are indicated by length, allowing visitors to decide if they would rather head out with a "normal" bike, a road bike, a mountain bike or an e-bike. Bicycle shops in Bad Neustadt an der Saale rent out the latest e-bikes and tour bike models.

Activities and outings

Bad Neustadt an der Saale is located at the foot of the Bavarian Röhn Nature Park right where Bavaria meets Hessen and Thuringia, making it the perfect place for outings into the Rhön. For instance, the Maria Bildhausen Golf Club, Germany's only monastery golf course, is just ten kilometers from the city. On its large, slightly hilly 140 hectares, the club offers a sporty yet challenging 18-hole championship course. www.maria-bildhausen.de

Other popular outings are the numerous lakes in the area or to the Saale River for boating and other water sports. Wasserkuppe, the highest mountain in the Rhön, is less than 40 kilometers from Bad Neustadt an der Saale. Known as the "cradle of gliding", this mountain is a mecca for gliding enthusiasts as well as the center for winter sports in the Rhön region. In winter, it becomes an Eldorado for skiers, snowkiters, cross-country skiers and snowshoe hikers. Bad Neustadt an der Saale also offers "NES on Ice" on its market square, the only open-air ice rink in Lower Franconia.

The cities of Schweinfurt, Fulda, Würzburg, Bamberg and Meiningen are all nearby and are great destinations for shopping and city tours. For a varied range of entertainment, there is also the Freizeit-Land Geiselwind amusement park, Merkers Adventure Mine, the Walldorf Sandstone and Fairytale Cave, the "Märchenwald" Sambachshof fairytale amusement park, the Takka-Tukka-Land indoor games world and the Klaushof and Gersfeld wildlife parks. The Fladungen Open-air museum and the Sandberg chocolate manufacturers, who made a birthday cake for Lady Diana, attract many visitors every year.

Numerous benefits and discounts

The Bavarian Rhön Spa Region Association (Bad Bocklet, Bad Brückenau, Bad Kissingen, Bad Königshofen and Bad Neustadt an der Saale) provides a variety of benefits and discounts for visitors. Regardless in which town the guests are staying, they may use numerous other leisure, cultural, wellness and health services in the other four towns free of charge or at a reduced cost. The discounts include guided tours, walks and use of the city bus lines. www.baederland-bayerische-rhoen.de

Through the Bavarian Rhön spa region: The Bäderlandbus

From May 1st to October 31st, guests of Bad Neustadt an der Saale can travel on the "Bäderlandbus", a bus that connects the city along a 80-kilometer route to Bad Bocklet, Bad Brückenau, Bad Kissingen and Bad Königshofen. These five health spas are in close proximity and offer a wide range and variety during one's stay. The region has been recognized with the "Bavaria Health Region" seal of quality and is popular for its varied, interesting and relaxing program for all the senses. www.baederlandbus.de

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Bad Neustadt an der Saale Facts and Figures

Key information

- Bad Neustadt an der Saale is located at the heart of Germany, at the foot of the Bavarian Rhön Mountains near the intersection of Bavaria, Hessen and Thuringia.
- The city is framed by the scenic Spessart range and the Hassberge and Thuringian Forest nature parks at the confluence of the Franconian Saale and Brend rivers.
- Cities in the area: Schweinfurt (39 kilometers), Meiningen (46 kilometers), Fulda (60 kilometers), Coburg (66 kilometers), Würzburg (75 kilometers), Bamberg (86 kilometers), Eisenach (88 kilometers)
- Neighboring spa cities in the "Bavarian Röhn spa region": Bad Bocklet, Bad Brückenau, Bad Kissingen and Bad Königshofen. From May to October, a bus connects the five cities.
- Bad Neustadt an der Saale has approximately 15,600 inhabitants.
- Bad Neustadt an der Saale receives more than 44,600 guests and holidaymakers per year.
- Bad Neustadt an der Saale sees more than 355,000 overnight stays per year.
- Bad Neustadt an der Saale is the first Bavarian model city for electric mobility.
- Bad Neustadt an der Saale is a technologically advanced city with innovative, world-renowned companies.
- Bad Neustadt an der Saale has a lively historical old town with boutiques, restaurants, cafés and typical Franconian cuisine.

Getting there

- By car:
 - Coming from the north from Kassel:
Take the A7 to the Fulda/Süd exit. Continue on the B279 towards Gersfeld.
Then keep following the B279 to Bad Neustadt an der Saale.
 - Coming from the northeast from Dresden:
Take the A71 to the Bad Neustadt an der Saale exit (25).
 - Coming from the south from Ulm:
Take the A7 to the Schweinfurt/Werneck motorway junction, and continue on the A71 towards Erfurt to the Bad Neustadt an der Saale exit (26).
 - Coming from the west from Frankfurt am Main:
Take the A66 to the Neuhof/Süd exit. Continue on the B279 towards Gersfeld.
Then keep following the B279 to Bad Neustadt an der Saale.
 - The B279 (Fulda-Bamberg) and the B19 (Meiningen-Würzburg) run through the city.
- By train: The Bad Neustadt an der Saale train station lies on the Schweinfurt-Meiningen railway line. There are connections to the Franconia-Thuringia Express. The nearest connection to the ICE is in Würzburg.
- The Frankfurt am Main and Nuremberg airports are each about 150 kilometers away.

Selected sites & events

- Salzburg Castle, one of the most imposing fortresses in Germany
- Heart-shaped city wall and Hohntor tower
- Former Carmelite monastery
- Jewish cemetery and former synagogue
- Carolingian King Church
- IRHÖNMAN – Wellness and movement days
- Market Square Summer, picnic and Thursday concerts, Neuschter Summer Festival
- Spring and Christmas markets, Carnival night parade
- "Salzburger-Klassiker" (every other year in the courtyard of Salzburg Castle)
- "NES on Ice" ice rink on market square
- Medieval winter market
- Events at the Wechterswinkel Abbey
- Events at Bildhäuser Hof

Wellness & health offerings

- Triamare Wellness and Water Park
- Health spa and castle park as well as health resort with mineral springs
- Six hospitals and rehabilitation facilities part of Rhön-Klinikum AG, area hospital with affiliated medical supply center, Point-Center medical health center and numerous practicing specialist and therapists

Activities & outings

- More than 400 kilometers of bike trails in and around Bad Neustadt an der Saale
- More than 6,000 kilometers of hiking trails in the Rhön region
- Various themed city tours
- Maria Bildhausen Golf Club: Germany's only monastery golf course, 18-hole course
- Nordic walking trails of various lengths and skill levels
- Kneipp facility with footpath, barefoot trail and outdoor fitness equipment
- In the area: Freizeit-Land Geiselwind amusement park, Merkers Adventure Mine, Walldorf Sandstone and Fairytale Cave, "Märchenwald" Sambachshof fairytale amusement park, Takka-Tukka-Land indoor games world, Klaushof and Gersfeld wildlife parks, Fladungen Open-air museum, Sandberg chocolate manufacture, mountains Wasserkuppe and Kreuzberg

Historical timeline

- 741: First written mention of the Church of St. Martin in the city's Brendlorenzen district in Franconian King Carloman's deed of gift to the newly established Diocese of Würzburg
- 790: Charlemagne had the Salz imperial residence built near the city.
- 1232: First mention of "Neustadt" (new town) as nova civitas in a document from the bishop of Würzburg
- 1853: The Countess of Haxthausen had the Elisabeth and Bonifatius mineral springs contained and a bathing house built, laying the foundation for the city's health resort industry
- 1934: The city acquired the title "Bad" (spa).

Visitor information:

- Official tourist information at Spörleinstraße 11, 97616 Bad Neustadt a. d. Saale
- Service telephone: 09771/687 60 60
- E-Mail: info@tourismus-nes.de
- www.bad-neustadt-erleben.de
- Facebook: [/badneustadt](https://www.facebook.com/badneustadt)
- Instagram: [/imherzen_badneustadt](https://www.instagram.com/imherzen_badneustadt)

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