

simply welcome

MICE-Destination Munich

simply Munich



simply Munich



Founded in
1158 as „forum
apud Munichen“



Stretches over
an area of
310.7 km



1.5 million
inhabitants,
Germany's third-
largest city



Over 450 hotels
with 13 in 5-star
and 138 in 4-
star sector



18.3 million
overnight stays
(48% international)*



Over 500 km of
bike routes



*Source: MünchenTourismus 2019

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Medicine



Life Sciences



Sciences and Research



Automotive

Economic clusters in Munich

Insurance and Finance



IT and Communications



Aerospace



Cultural and Creative



simply Munich



Crisis-proof economy with around 92,000 companies, a mix of blue-chip corporates, medium-sized businesses, start ups and creative institutions



Healthy diversity of industries, innovative spirit and strong growth



Companies:

Allianz, BMW, Linde, Munich Re, Siemens, Infineon Technologies, Alibaba, Apple, MAN, Google, Microsoft, IBM, MSD





simply connected

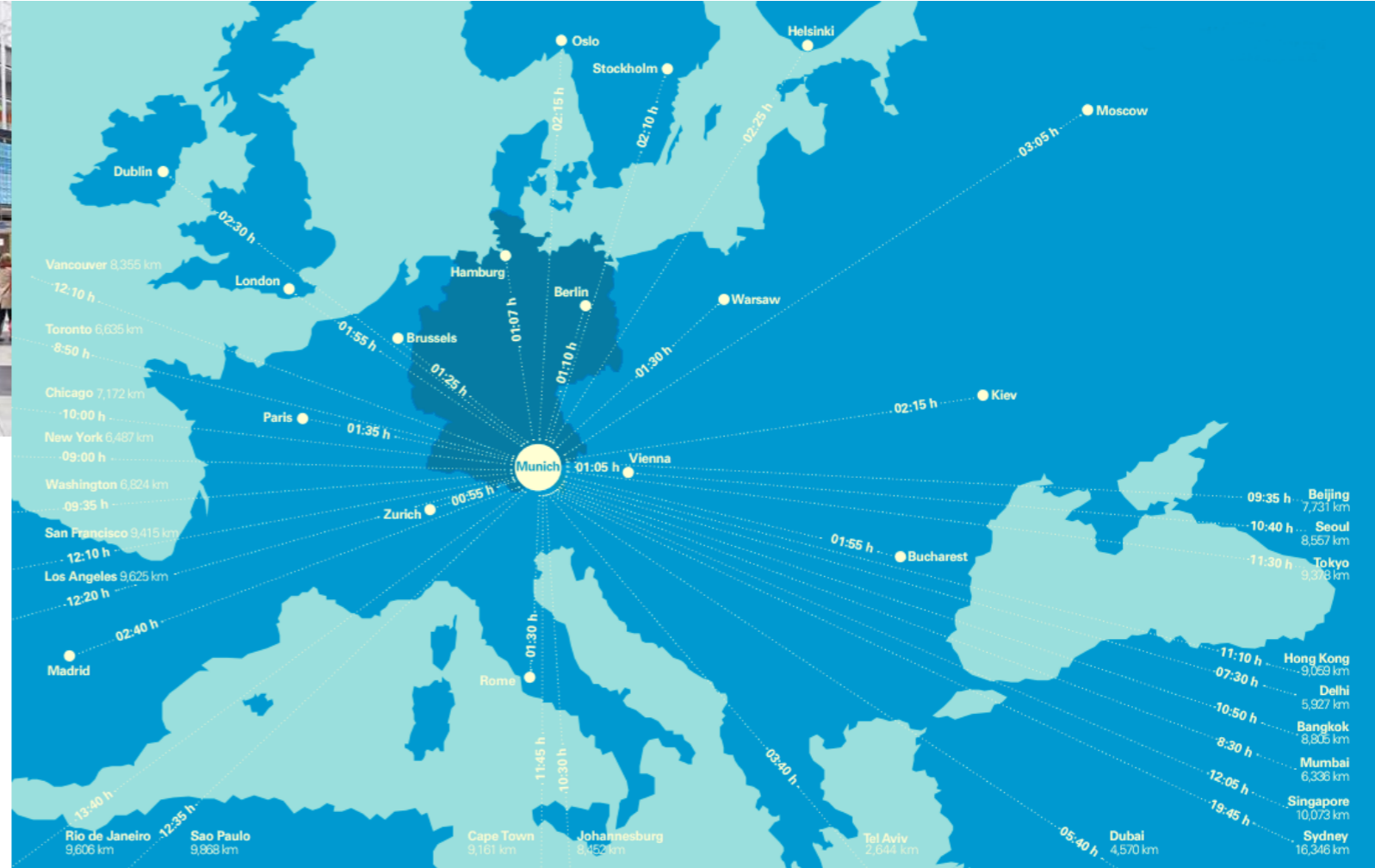
**MUC Airport welcomes
approx. 49 million passengers annually**

simply connected

First 5-star airport in Europe, seventh-best airport worldwide

195 direct flights,
58 countries, 63 airlines

Terminal 2
awarded as best
terminal worldwide



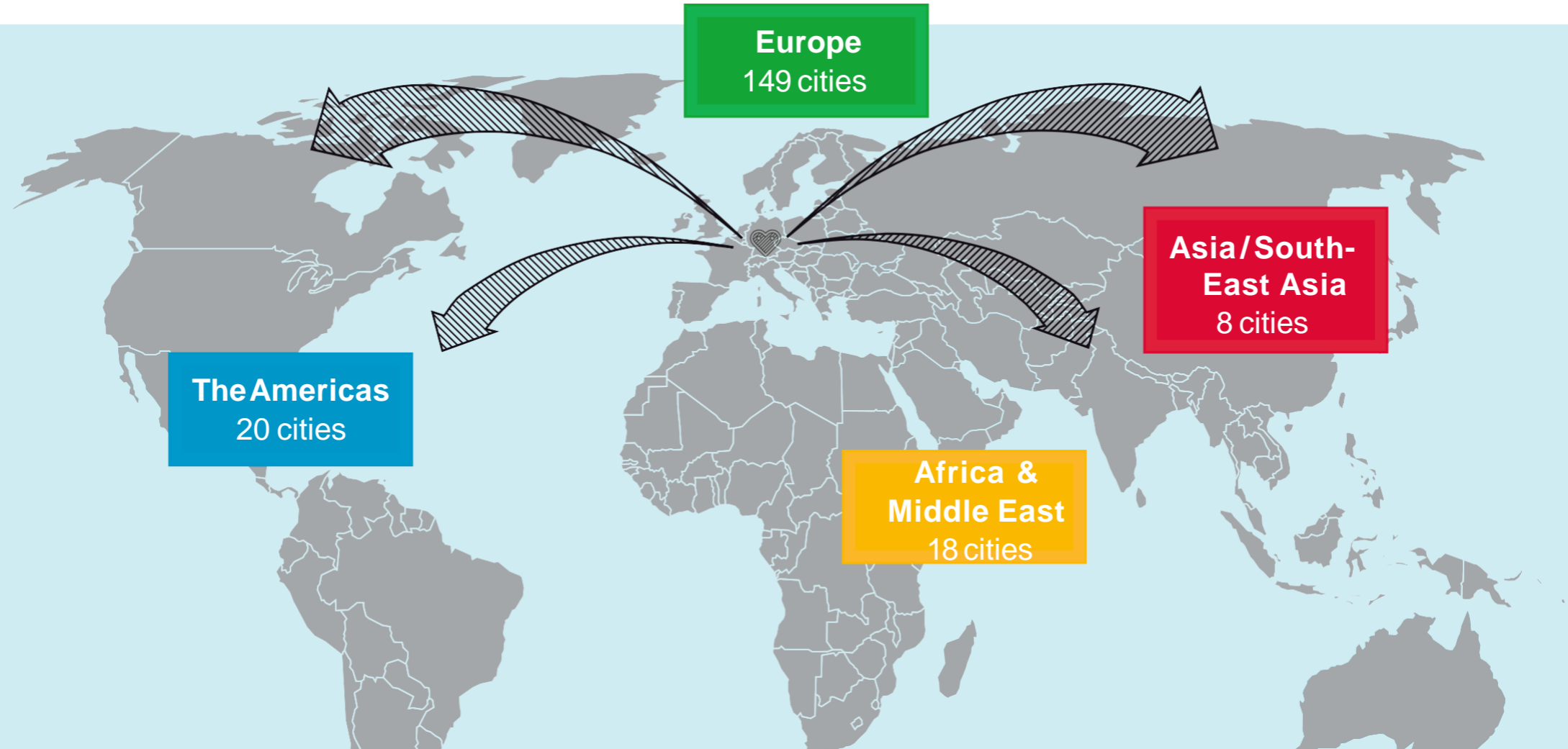
And did you
know?
Munich Airport
won the Eco
Innovation
Award



Source: Skytrax and Munich Airport May 2022

simply connected

195 direct flights, 58 countries, 63 airlines*



*Source: Munich Airport 2022

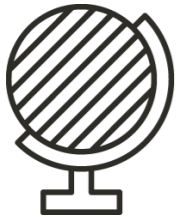
simply connected

Munich is well connected to the inside, as well as to the outside



Munich has a convenient and efficient public transport network with:

- 8 suburban train lines
- 8 subway lines
- 69 bus routes
- 13 streetcar lines



The Bavarian capital is well connected to the international rail network. There are daily direct connections to most of the major German and European cities.





simply home

Accommodation for every occasion

simply home

A total of 450 hotels with a total capacity of 49,474 rooms



13 hotels

3,397 rooms



138 hotels

20,001 rooms



237 hotels

20,348 rooms

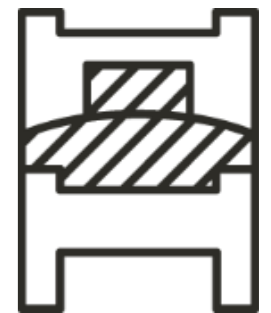


47 hotels

4,678 rooms



Trade fair hotels 1.124 rooms





simply enjoy

Every event or incentive
is an unforgettable experience in
Munich



"The world-famous *Gemütlichkeit* and the unique atmosphere of tradition and custom can be rediscovered anew every day in Munich."



"Where once Bavarian nobles resided and shaped the legend of Bavaria, visitors from near and far now admire the splendour of bygone eras."









Simply tradition

Did you know?

Oktoberfest in Munich is the worlds biggest fair and dates back to 1810, when Prince Ludwig from Bavaria married his wife Therese.



Munich people love celebrations! From the dance of the market-women for carnival to washing purses at the Fish Fountain: there are celebrations every season in Munich.





Did you know?
Street-Art already started
early in Munich!
Street Art Legend
„Loomit“ sprayed Europes
first Wholetrain here!



"Sometimes a stylish cosmopolitan
city, sometimes a tranquil idyll.
Sometimes brightly colored, sometimes
conservative blue and white. It's these
many faces and extremes which make
the city so full of life."



simply creative



"Munich's breathtaking opportunities and unique location at the foot of the Bavarian Alps provide diverse inspiration for authentic team-building programmes."









simply green



Did you know?

Munich has one of the largest outdoor meeting rooms of the world!

More than 225 years old **English Garden** has a surface area spanning 640 football pitches!

The Isar River

Break-out by the wild alpine river: A few diligent types bring their laptops, while a handful of braver souls kick off their shoes, roll up their trouser legs and brave the cool Isar-water.

Get together – Munich style.







Dream-like setting

In terms of its beauty and attractiveness, the area surrounding Munich consisting of mountains, lakes, original villages and regal palaces is almost unbeatable.



simply green



Experiences on offer
Zugspitze
Royal palaces
Steamboat trip on the
Bavarian lakes
Open-air museums



simply professional

Exceptional environment for congresses,
symposia and conferences



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Messe München



Trade Fair Center

200,000 m² exhibition space

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Messe München- Locations



Internationale Congress Center
7,000 m² exhibition space

Conference Center North
10,000 m² exhibition space



MOC Event Center
30,000 m² exhibition space

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Olympic Park and Science Congress Center



Olympic Park
7,000 m² exhibition space

**Science Congress Center
Munich**
3,470 m² exhibition space



simply professional

Olympic Park



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The services provided by the
Munich Convention Bureau

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We provide: expertise, consultancy, mediation and coordination

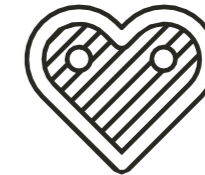
- Neutral contact for national and international event planners
- Mediation of professional service suppliers
- Providing of information material

- Destination marketing on the national and international MICE market
- Partner network with the Munich MICE industry as key opinion leader
- Representation in MICE associations



- Free of charge assistance and consulting with MICE requests
- Support with creative incentive ideas, framework and accompanying programme
- Organisation of site inspections and fam trips for national and international planners

- Coordination and assistance of official congress applications
- Organisation of hotel room contingents for big events
- Assistance with congress tickets for public transport



Flexible and tailored to your requirements!

We live for Munich... and we love to share our expertise through our impartial, customized consultancy services. From tailor-made incentive trips to major international conventions, we just have one goal: to ensure a successful event!

simply your partner

We work with a strong network of partners for success

Munich Congress Alliance



tim TOURISMUS
INITIATIVE
MÜNCHEN

CityPartner
München e.v.
Wir bewegen die Stadt.

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We are happy to stay in contact!



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**simply
welcome**

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