



# simply Munich

## Destination Information



### News & Highlights 2023

\*Angaben ohne Gewähr

**Munich is in for an exciting new year. Event planners and visitors can look forward to a number of news and some special events in the metropolis on the Isar. It will be digital, service-oriented, culinary, active and also a bit "fantastic". In addition to high-class new hotels, MICE guests can also benefit from some new venues in 2023.**

#### **Pretty clever - the new SmartVillage Bogenhausen**

It is perhaps the most creative location in Munich. Based on the "VW Bulli attitude to life", 17 completely different meeting rooms were created in Munich-Bogenhausen in autumn 2022. To this day, the Bulli stands for freedom and the possibility to shape one's life flexibly and away from the mainstream. Also the [SmartVillage Bogenhausen](#) wants to show this young, flexible and innovative way into the future, to create a new era of meetings, workshops and workplaces. The rooms with a total of 3,500 square metres take you to the most beautiful destinations in Europe: breakfast with colleagues in Sicily, a workshop in Versailles or a refreshing after-work drink at the champagne bar in Paris. The SmartVillage Bogenhausen is also sustainable. And for the right overnight stay, the SmartVillage works closely with the neighbouring Hotel [Four Points by Sheraton Arabellapark](#).

#### **Bergson Kunstkraftwerk - a new location is being built in the west of Munich**

A completely new location for events is being built in a former heating power station in the west of Munich. The [Bergson Kunstkraftwerk](#) is set to become the largest gallery for modern art in the metropolis on the Isar and will also offer musicians a variety of performance opportunities. In future, companies will also be able to plan their events in this inspiring environment. Spacious rooms, high-end equipment, full-service consulting and the unique industrial architecture make the Bergson a very special new location for congresses, conferences, seminars, corporate events and festive dinners. Five gastronomy areas and a catering service complete the offer. The Bergson Kunstkraftwerk is scheduled to open at the end of 2023 and will be barrier-free.

### **Design Offices - new, additional workplaces at Königsplatz**

"Feel good, work better" - according to their slogan, the [Design Offices](#) want to make working life easier for their guests so that they can simply "do". The Design Offices have already made a name for themselves in Munich with various offices. In the Highlight Towers, for example, you can rent the highest bookable conference rooms and event location with a 360-degree panorama, and in the Macherei, Munich's new urban office and business quarter, there are not only individual and team offices on a total of 16,500 square metres, but also entire floors for corporate coworking. A tenth location was added to the previous nine in Munich in autumn 2022: the Munich Campus Königsplatz on Briennerstraße, around 18,000 square metres in the most central location, surrounded by numerous museums, cafés and restaurants. In addition to the established offerings, Campus Königsplatz also provides working environments for young founders with smaller units in a younger, more modern look and at more affordable prices. An inviting inner courtyard with a stream, a cosy café and a modern roof terrace round off the new location.

### **Munich Airport - now also non-stop to Taiwan**

Since autumn 2022, the Taiwanese airline Eva Air has been flying to Munich, its first German destination. It will fly four times a week from Taipei to the city on the Isar. The capital of Taiwan will be served from Munich on Mondays, Wednesdays, Fridays and Saturdays. A Dreamliner - the long-haul Boeing 787-900 - is used. In the direction of North America, [Munich Airport](#) offers a route network in winter that now includes more connections than before the Corona pandemic: Lufthansa and the American airlines United, Delta and American Airlines as well as Air Canada fly a total of 131 times a week to 13 destinations in the USA and to two destinations in Canada. In addition, Lufthansa is not only offering connections to Dubai (five times a week), Cape Town and Miami (seven times a week each) in winter, but is also continuing to fly to Bangkok, Rio de Janeiro and San Diego, which were added in summer, in winter. In addition, the Indian metropolises Delhi and Mumbai as well as Singapore will again be served daily.

### **New, exclusive hotels for Munich - Rosewood and Marriott City West**

The new [Rosewood Munich](#) will be a five-star hotel in the middle of the old town on Kardinal-Faulhaber-Straße next to Palais Neuhaus-Preysing. This is not a new building, however, but a hotel opening behind the listed rococo façade of the former bavarian state bank. 132 rooms and suites, a spa that will also be open to the public, a restaurant, a bar and rooms for events with up to 400 guests round off the exclusive ambience.

In the Westend district, on Landsberger Straße, the four-star [Munich Marriott Hotel City West](#) will open in 2023. It will have 402 rooms and is designed as a conference and event hotel with 21 function rooms and a ballroom. In addition to the spacious lobby, which can be used for networking and working, there will also be a rooftop bar with a view over the city.

### **Riding the new wave - SURFTOWN® MUC**

The surfers at the Eisbach in the English Garden are legendary. Now there is another surfing opportunity in Munich: the independent project developer [SURFTOWN® Hallbergmoos GmbH](#) is currently realising the 20,000 square metre artificial surfing facility SURFTOWN® MUC in the heart of the Munich Airport Business Park (MABP) - unique in Europe. Environmentally friendly and individually adjustable waves generated by means of pressure conversion will offer a very special sports, training and leisure experience - both for professionals and beginners and therefore also ideally suited for MICE events. The entire system of the facility is designed to be CO2-neutral and relies on renewable energies as well as a sustainable water concept. The opening of the facility is currently planned for 2024.

### **Climb, jump, marvel - the new "Tegernsee Phantastisch" adventure world**

Since the summer of 2022, there has been a new, innovative edutainment attraction for MICE guests at Lake Tegernsee near Munich: "[Tegernsee Phantastisch](#)" is a contrasting learning, play and entertainment world that creatively combines knowledge transfer with games and sports. The fun photo sets, the high ropes climbing garden, the trampoline area, the glass bouldering wall or the virtual reality attractions are ideal for strengthening team spirit. And physical well-being is also catered for: pizza and pasta are served in the adjoining Italian restaurant Gardone. Tegernsee Phantastisch was launched by Hotel Bachmair Weissach GmbH.

### **From medicine to construction - the events at Messe München 2023**

The first highlight of [Messe München](#) in the new year is [BAU](#). The world's leading trade fair for architecture, building materials, materials and systems will take place in 2023 from 17 to 22 April. This is where everyone who is internationally involved in the planning, construction and design of buildings comes together: Architects, planners, investors, industrial and trade representatives and craftsmen. BAU brings together the know-how of all sectors and trades at a high international level. The programme continues with a top-class congress at the ICM: the [ESOC](#), European Stroke Organisation Conference, from 24 to 26 May 2023, is Europe's leading forum for advances in research and clinical care for patients with cerebrovascular diseases. The scientific programme on stroke research will feature clinical trials, seminars and educational workshops. The congress, with its high international content, is an important international meeting place for building collaborations to improve stroke care worldwide.

### **Big events for everyone - from Oktoberfest to Flower Power to the Open Space of IAA Mobility**

One of the biggest and best-known events in Munich is the famous [Oktoberfest](#). A conference or incentive during this time can be something very special. Next year the Wies'n will even last two whole days longer than usual. The reason for this is the Day of German Unity on the third of October. According to the official festival rules, the Oktoberfest normally lasts exactly 16 days and ends on the first Sunday in October. In 2023, however, 3 October, German Unity Day, falls on a Tuesday. And so the city council has decided to extend the Oktoberfest up to and including 3 October. 18 days of celebration instead of 16.

From spring to autumn, nature is celebrated as part of the "[Flower Power Festival](#)". The participatory festival starts with an interdisciplinary exhibition on the cultural history of flowers at the Kunsthalle München entitled "Flowers Forever. Flowers in Art and Culture". In the course of the year, the Kunsthalle München, together with the Gasteig Munich, the Botanical Garden Munich-Nymphenburg and BIOTOPIA - Natural History Museum Bavaria, will initiate a cross-city event for Munich and the surrounding area - around the themes of city, nature, culture. From 3 February to 7 October, the programme will include exhibitions, theatre performances, concerts, readings, discussions, conferences, happenings, city walks, guided tours, workshops and much more.

Then, from September 5 to 10, it's all about mobility. The [IAA Mobility](#) will take place in Munich for the second time. The focus is on sustainable and intelligently connected mobility solutions. Under the new motto "Experience Connected Mobility", the intelligent networking of vehicles and infrastructure will be brought to life at the IAA Mobility. The aim is to show what will move people tomorrow, from cars to micro-vehicles and bicycles to new solutions for public transport. But the IAA Mobility is also coming to the heart of the city again.

With the Open Space in Munich's city centre, places for everyone to experience will be created at Wittelsbacher Platz, Odeonsplatz, Marstallplatz, Königsplatz, Marienplatz, Max-Joseph-Platz as well as Ludwigstraße, Hofgartenstraße and the Residenzhöfe.

The aim is to show what the future of the event industry could look like. The Open Space will thus become a festival site for sustainable mobility and at the same time a test area. Incidentally, all exhibition areas in the Open Space will be climate-neutral. At the last IAA Mobility, 2,214 tonnes of CO<sup>2</sup> were offset in this way.

### **New Gastro in Munich - the new riva Bar and the Brasserie Schreiberei**

You can eat and drink in the Bavarian capital in many different ways - from traditional down-to-earth to international to star cuisine. Two new venues stand out for the coming year. After 22 years as a pizzeria, restaurateur Rudi Kull, together with architect Albert Weinzierl, has rebuilt and reoriented the "riva Tal" (im Tal 44). The "[riva Bar](#)" now offers good wines from the Lake Garda region and Italian specialities such as pasta dishes, stuzzichini (sandwiches) and of course typical aperitivi dishes in a warm interior design with elm wood panelling, terrazzo flooring and shimmering golden details. The new brasserie [Schreiberei](#) specialises in fine dining, French cuisine with Italian temperament, Spanish fire and Japanese precision. In the city's oldest town house at Dienerstraße 20, you can now dine at star level on the first floor and do food sharing on the ground floor, all very cosmopolitan and yet extremely sustainable - with ingredients from the region.

### **New hotels in Munich**

A lot is happening in the hotel scene after Corona. In the last quarter of 2022, four new hotels will open in Munich: the Scandic Munich Macherei, the Revo Munich, the Ibis Styles in Munich-Perlach and the serviced flats M41. A total of seven new openings are scheduled for the coming year. First and foremost is the five-star Rosewood Munich with 132 rooms. The four-star Munich Marriott Hotel City West will offer 402 rooms and the Hotel Schani, also four stars, 50 rooms. At Theresienwiese, the 3-star Cocoon Hotel with 84 studios will open in 2023.

### **Openings autumn/winter 2022**

#### Ibis Styles Munich Perlach

Thomas-Dehler-Straße 13, 81737 Munich, 172 rooms  
[all.accor.com](http://all.accor.com)

#### M41 – Serviced Apartments

Meglingerstr. 41b, 81477 Munich, 91 Apartments

#### Revo Munich\*\*\*

Carl-Wery-Str. 35, 81739 Munich, 607 rooms  
[www.revo-club.com](http://www.revo-club.com)

#### Scandic Munich Macherei\*\*\*\*

Weihenstephaner Straße 28, 81673 Munich, 234 rooms  
[www.scandichotels.de](http://www.scandichotels.de)

## **Openings 2023**

### The Base Munich

Schätzweg 1-3, 80935 Munich, 154 Apartments, end of 2023

[www.jointhebase.co/de](http://www.jointhebase.co/de)

### Cocoon Hotel Theresienwiese \*\*\*

Theresienhöhe, 80336 Munich, 84 Studios, 2023

[www.cocoon-hotels.de](http://www.cocoon-hotels.de)

### Isarleiten Apartments

Wolfratshauer Straße 90-92, 81379 Munich, 50 Apartments, winter 2023

### MK 6 – Serviced Apartments

Radlkoferstraße, 81373 Munich, 118 Apartments, spring 2023

### Munich Marriott Hotel City West\*\*\*\*

Landsbergerstr. 160-162, 80687 Munich, 402 rooms, spring 2023

[www.marriott.de](http://www.marriott.de)

### Rosewood Munich\*\*\*\*\*

Kardinal-Faulhaber-Str. 1, 80333 Munich, 132 rooms, spring 2023

[www.rosewoodhotels.com](http://www.rosewoodhotels.com)

### Hotel Schani\*\*\*\*

Goethestr. 26, 80336 Munich, 50 rooms, summer 2023

[www.schanihotels.com](http://www.schanihotels.com)

## **Openings 2024**

### Freiham MK2\*\*\*

Wiesenfelder Straße, 81249 Munich, 100 rooms, summer 2024

### JW Marriott Munich\*\*\*\*\*

Karlsplatz 25, 80335 Munich, 108 rooms, 2024

[jw-marriott.marriott.com](http://jw-marriott.marriott.com)

### Nena Apartments (Pantera Serviced Apartments)

Levelingstr. 17, 81673 Munich, 85 Apartments, 2024