

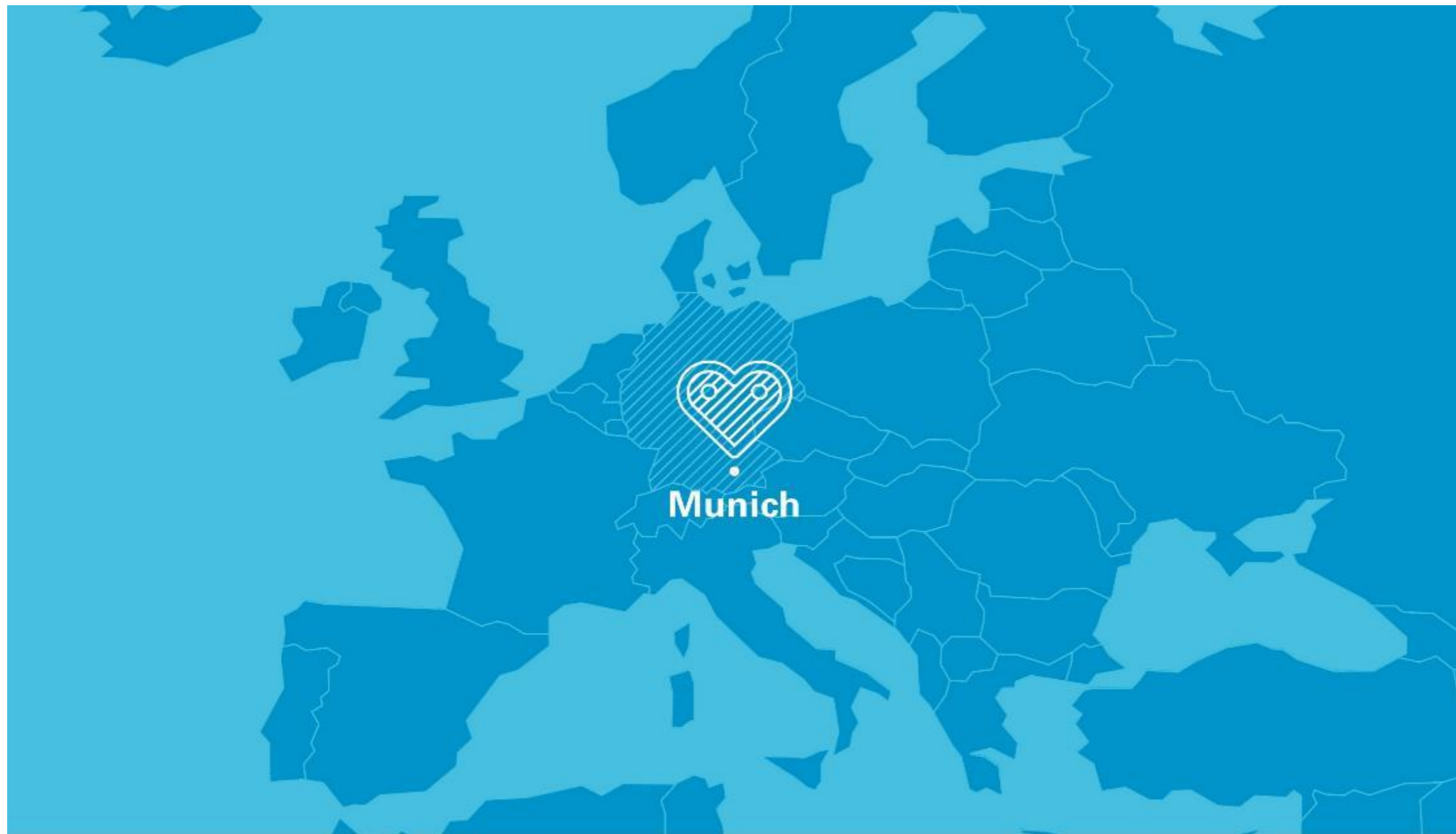


simply welcome

MICE-Destination Munich

simply Munich





simply in the heart of Europe

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 / 2022

simply Munich



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

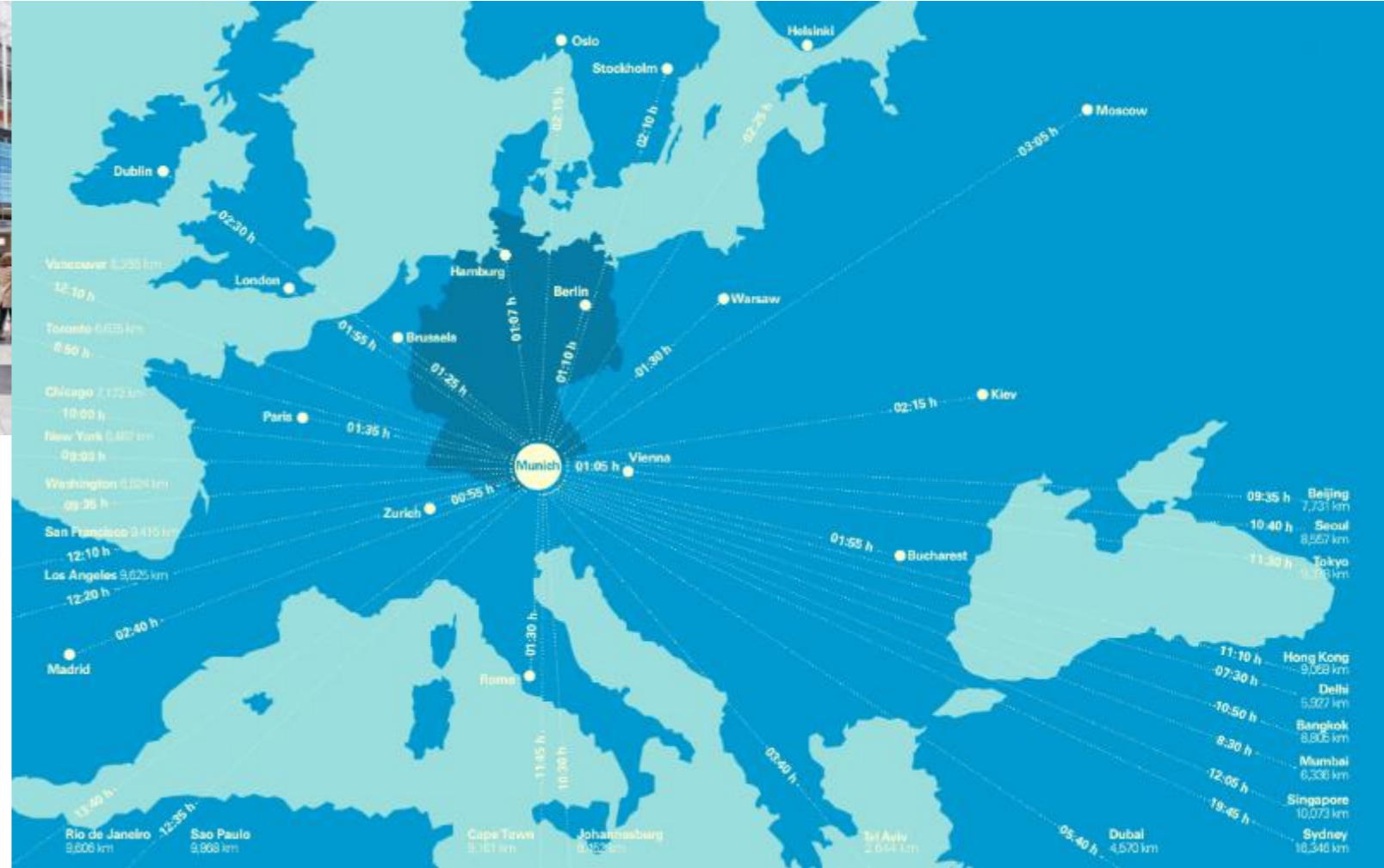
First 5-star airport in Europe, seventh-best airport worldwide

210 direct flights,
63 countries, 90 airlines

Terminal 2
awarded as best
terminal worldwide

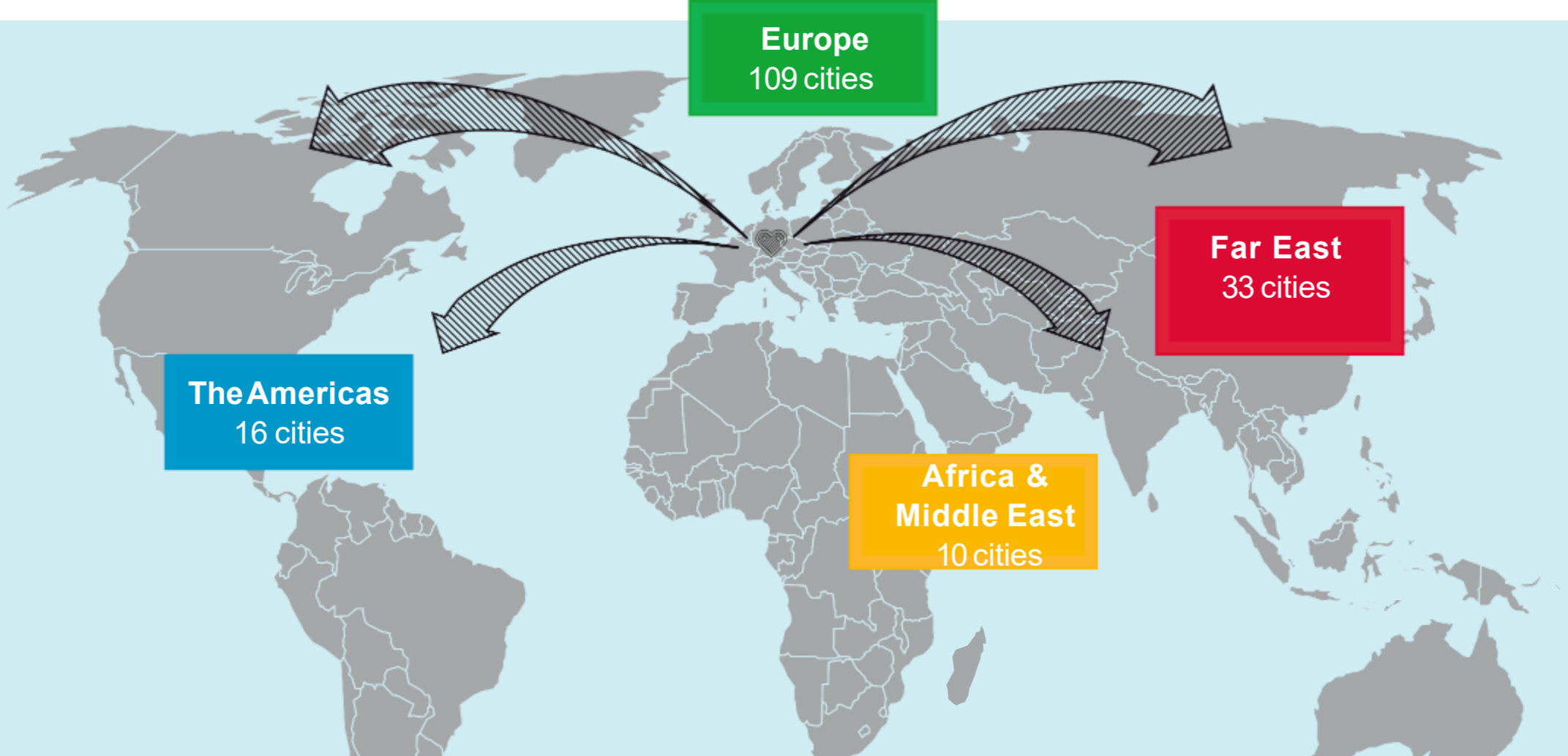


And did you
know?
Munich Airport
won the Eco
Innovation
Award



Source: Skytrax and Munich Airport 2022

simply connected



*Source: Munich Airport 2024

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
- 13 streetcar lines
- 69 bus routes



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 467 hotels with a total capacity of 47.530 rooms



16 hotels
3.358 rooms



134 hotels
20.084 rooms



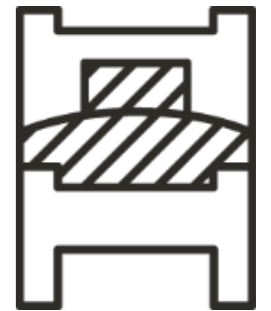
215 hotels
18.748 rooms



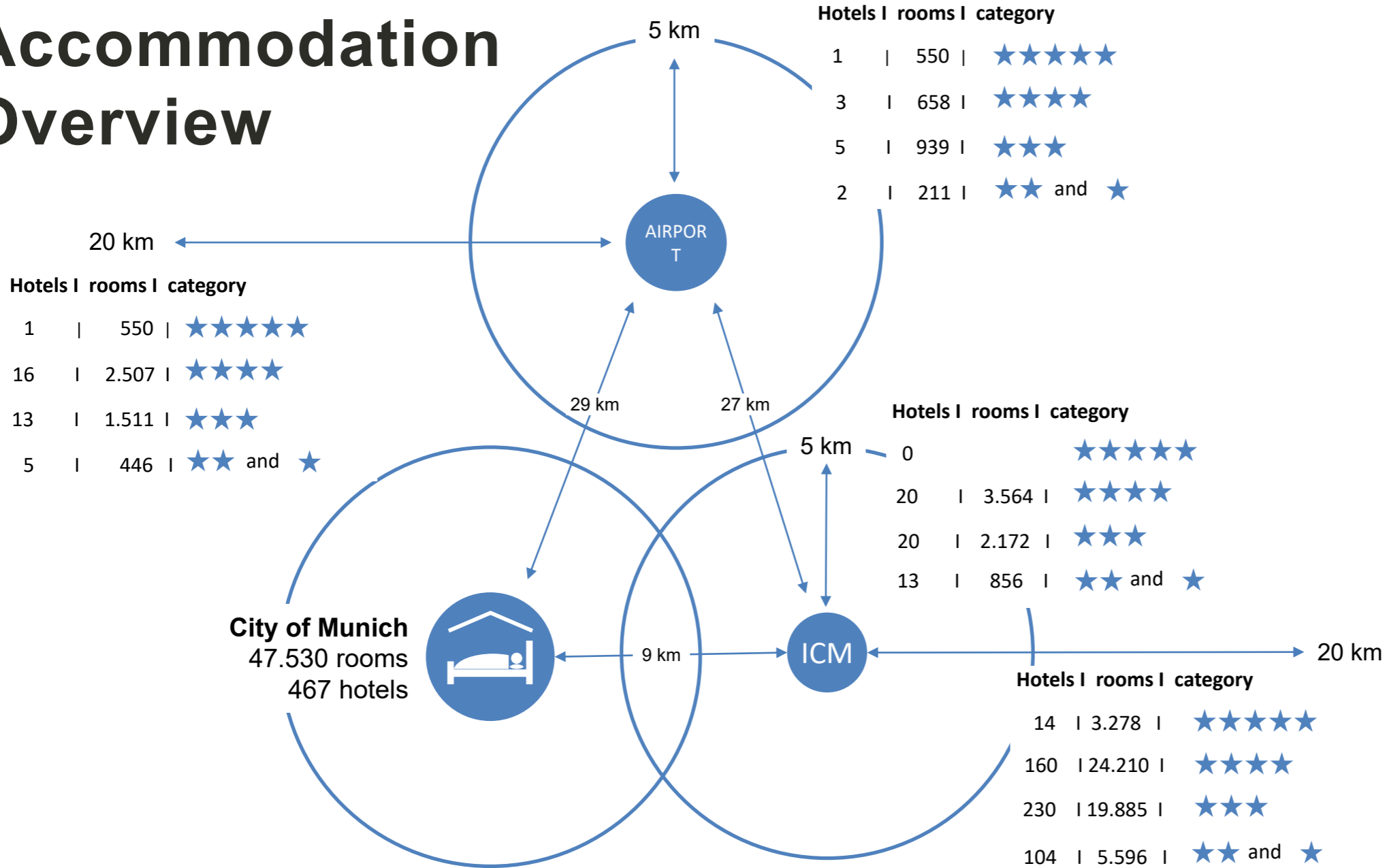
57 hotels
3.697 rooms



Trade fair hotels 1.124 rooms



Accommodation Overview



Source: City of Munich, Department of Labor and Economic Development, August 2024. No claim to completeness.



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!



simply creative

"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."





"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

A modern office interior featuring a glass staircase on the left. A man in a dark suit is walking down the stairs while looking at a smartphone. A woman in a white blouse and light blue trousers is walking up the stairs. In the foreground, two women in professional attire are standing and talking. The background wall is covered with numerous small photographs or documents. A large white diagonal shape is overlaid on the left side of the image.

simply professional

Exceptional environment for congresses,
symposia and conferences



simply professional

Messe München



Trade Fair Center

200,000 m² exhibition space

simply professional

Messe München- Locations



International Congress Center
7,000 m² exhibition space

Conference Center North
10,000 m² exhibition space



MOC Event Center
30,000 m² exhibition space

simply professional

Trade Fair Center Messe München



- Space capacities of 200,000 m² with 18 modern halls, additional 414,000 m² open exhibition space and Atrium

- Messe München handles impressive events with ease – such as the biggest trade fair in the world “bauma” (> 600,000 visitors)



simply professional

ICM – International Congress Center Messe München



- One of the Leading Centers in Europe
- Exclusive, timeless architecture with plenty of natural

- 20 Rooms and a capacity for a maximum of 6,000 visitors
 - Perfect for tailor-made, full-service solutions



simply professional

CCN – Conference Center North Messe München



- Event space solutions for smaller and medium-sized events in combination with hall C6

- Option to expand the event space in combination with further additional halls



simply professional

MOC – Event Center Messe München



- Up to 30,000 m² of modular flexible event space
- Up to 156 available rooms in total, unique in Europe

- All rooms can be perfectly customized to meet individual requirements



simply professional

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



simply your partner

The services provided by the
Munich Convention Bureau

simply your partner

We provide: expertise, consultancy, mediation and coordination




**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 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
-

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.

simply your partner

We work with a strong network of partners for success





simply welcome

Photo credits: München Tourismus; Except: „Der neue Blick auf München“ von Rainer Viertlböck , iStock.com , Flughafen München GmbH, Messe München, Stefan Handke, ArchivTölzer Land Tourismus und die/der Fotografin/Fotograf (unbekannt), Bavaria Filmstadt 2018, Museum of Urban and Contemporary Art (MUCA), BMW AG, Jochen Schweizer GmbH, Markus Wasmeier Freilichtmuseum