

simply welcome

Destination Munich 2024

simply Munich

General information:

Founded in 1158, inhabitants: 1.6 million
Germany's third-largest city

Economy: Centre for blue-chip companies, IT and communications, vehicle construction, biotechnology and the pharmaceutical industry, insurance companies, start-ups, cultural and creative industries

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

Tourism: 97,500 beds in more than 465 hotels; 18.6 million overnight stays (44% of which are international)*

*Source: München Tourismus 2023





simply cosmopolitan

Munich Airport - Facts & Figures

Europe's first 5-star airport & 6th best airport worldwide (2021)



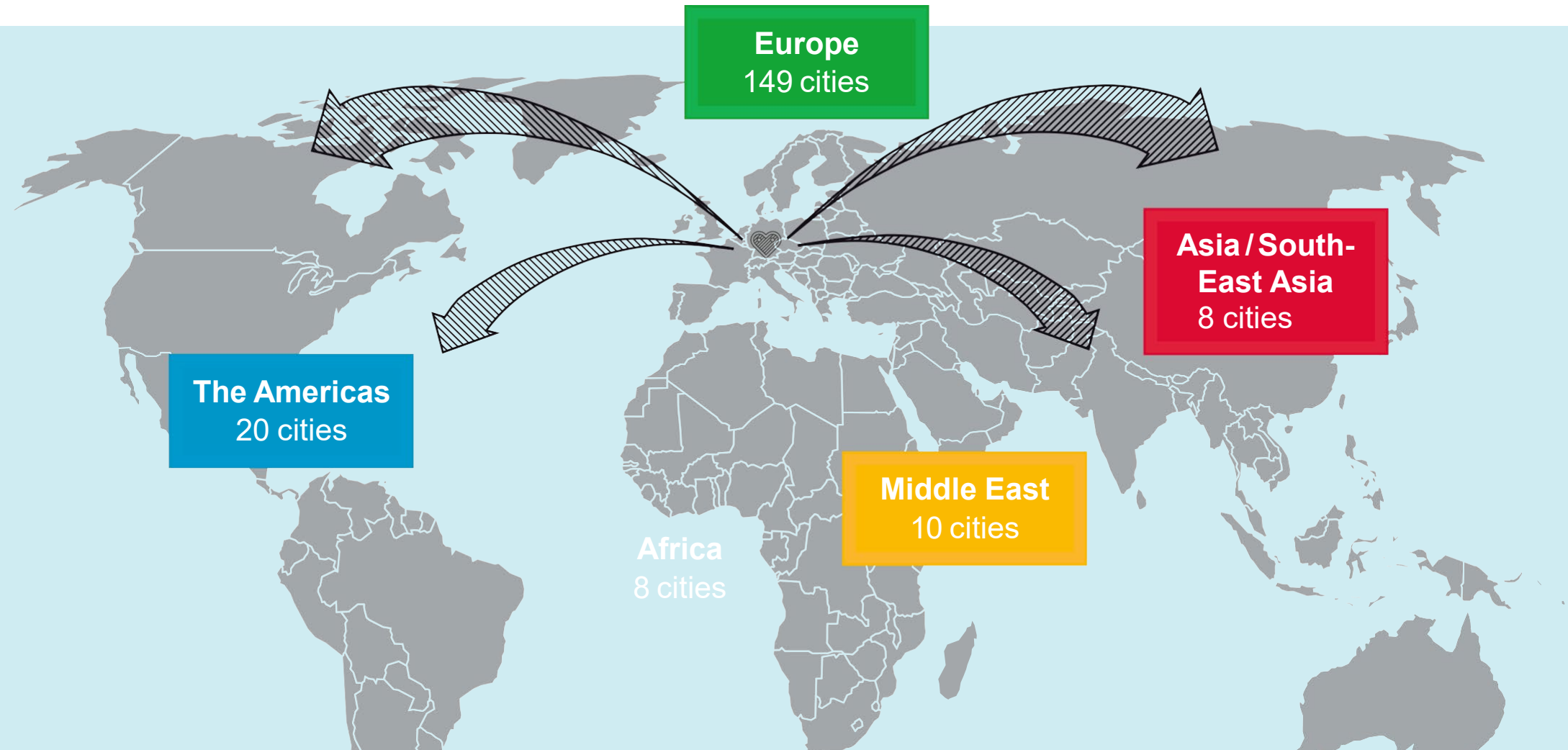
Certified environmental management in compliance with EMAS & ISO



World's 2nd best airport terminal, terminal 2 (2018) & modern lounges & special VIP wing

MUC, a real global player

195 destinations, 58 countries, 63 airlines*



*June 2022/source: Munich Airport

simply at home

Accommodations for every occasion

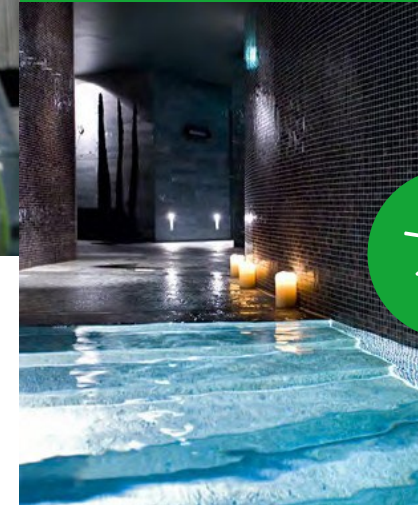
465 hotels
and
97,500 beds



Upscale & upper midscale
hotels 49 %



Luxury & upper upscale
hotels 17 %



Midscale & economy hotels
34%



New hotel properties:

www.simply-munich.com/hotel-openings

simply sporty

Cycling Tour through Munich by Bike

Cycling Tours

- Olympic biking
- Street art bike tour
- After work biking
- Englischer Garten tour
- Isar river tour

Detailed Information

www.simply-munich.com/cyclingtours





Be adventurous and climb the tent roof of the Olympic Stadium:
www.olympiapark.de/en/tours-sightseeing/guided-tours/



simply sporty

Hiking across Munich – from East to West

1. Stage 3km length
2. Stage 3.2km length

Highlights

- Angel of Peace
- Bogenhausen Cemetary
- Chinese Tower
- Milchhäusl Kiosk
- Ludwig-Maximilian University
- Kunstareal

Detailed Information

www.simply-munich.com/city-walks



simply sporty

Hiking across Munich – from North to South

1. Stage 9km length
2. Stage 4km length

Highlights

- BMW Welt
- Olympiapark & Schwabing
- University & Bavarian National University
- Eisbach Surfers
- Deutsches Museum

Detailed Information

www.simply-munich.com/city-walks





From street food to fine dining...

Check out Munich's restaurants:
www.innenstadtwirte.de/englisch/wirte_uebersicht.html



simply culinary



simply explore

Guided Tours

with an official guide of the city:

- Tour of the new town hall & the tower
- Local Love district tour
- Viktualienmarkt tasting tour
- Beer and brewery tour
- Hofbräuhaus tour
- Pedicab tours

and much more...

Detailed Information

www.simply-munich.com/guides





Beertasting
 Visit the Beer and Oktoberfest museum
 in Munich:
www.bier-und-oktoberfestmuseum.de




**simply
 traditional**



simply shopping

High-End/Luxury

Maximilianstraße, Ingolstadt Village

Pedestrian Zones Kaufingerstraße,
Sendlinger Straße Theatinerstraße

Shopping Centres

- Hofstatt (city centre)
- Fünf Höfe (city centre)
- Pasing Arcaden (west)
- Riem Arcaden (east)
- OEZ (north)
- PEP (south)

www.simply-munich.com/shopping





simply
royal



Royal
Check out the porcelain
manufactory:
www.nymphenburg.com





MUCA
 StreetArt goes Museum – check
 out Munichs Museum of Urban
 & Contemporary Art:
www.muca.eu/en/

simply green

Englischer Garten

More than 225 years old and with a surface area spanning 640 football pitches, it is one of the largest inner city parks in the world.

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.

www.simply-munich.com/leisure





simply culture



5,000 years of cultural history
Check out Munich's art district:
www.kunstareal.de/en/



simply festive

Munich celebrates
all year round:

Markets and Festivals

- Spring festival
- Auer Dult (three times a year)
- City foundation festival
- Tollwood summer and winter festival
- Oktoberfest
- Christmas market at Marienplatz

www.munich.travel/en/topics/travel-trade/choice-of-upcoming-events-2024



simply surrounding

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.

Experiences on offer

- Zugspitze
- Royal palaces
- Steamboat trip on the Bavarian Lakes
- Open-air museums

www.simply-munich.com/mountains





**simply
discover**

Jewels of Romantic Europe

**Welcome to the Heart of Munich
– Fly in and discover the Jewels of
Romantic Europe!**

- Visit regions of Bavaria, Tirol & Salzburg
- 8-day journey from Munich
- Discover beautiful castles along the way to the Austrian border.
- Climb Germany's highest peak, the Zugspitze & take in the amazing view

Detailed Information

<http://romantic-jewels.com/>





simply discover

German alpine Road

By Car or eCar, by Bike or eBike
450km Length from Lake Constance
to Lake Königssee. Cycling 4-6 Days

Highlights

Neuschwanstein Palace, Zugspitz
Mountain, Salt Mine Berchtesgaden
& Herrenchiemsee Palace

Detailed Information

info@alpin-consult.de

www.deutsche-alpenstrasse.de/en/home



simply connected

Information and inspiration for your stay in Munich

Our social media channels



www.facebook.com/einfachmuenchen



www.instagram.com/simplymunich



www.youtube.com/c/simplymunich



Book now!

Guided tours, round trips, excursions and travel packages

www.simply-munich.com/guides



Munich Card and City Pass

Munich official visitor cards at a glance

www.simply-munich.com/guestcards



Newsletter

News and information about the touristic options in Munich

www.touristnews-muenchen.de/en/



simply welcome

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