



simply Munich

Destination Information



Time for Munich is Time for pleasure

(Feb 26, 2018) Munich is beautiful. And that beauty lifts one's spirits. All year round, the city thrills its present and future fans with flashes of genuine joie de vivre. It might be a glimpse of the golden Angel of Peace on the backdrop of a blue sky, the little parties of sun lovers on the steps of the Glyptothek on Königsplatz, the many variations of green in the Englischer Garten, the surfer with wet hair cheek-by-jowl with a businessman snapped by a serendipitous camera, a tourist standing eye-to-eye with the original blue horse of the Blauer Reiter group in the Lenbachhaus, or the skaters in Nymphenburg park gliding in the setting sun.

Sometimes Munich seems to be by the seaside: a sea of red scarves and shirts on Marienplatz, particularly when the Bayern football club has picked up another cup. This opulently sensual city boasts an overwhelming diversity of offers to respond to anyone looking, listening and experiencing its life. Whether walking, trotting or galloping, the visitor can set his or her own pace for visiting the city. The great Wittelsbach dynasty, which included the "Fairytale King" Ludwig II, spent 700 years passionately fostering culture and paving the way to a unique blend of music, theater and museums. Today, it's the turn of those who love music to bask in one of the world's most renowned opera houses and at concerts featuring top-notch orchestras. The heart of this international city beats to the rhythm of rock, pop, techno, indie, "Alpine rock," and more. The city's stages produce contemporary material in a very

exciting manner, drawing praise from national and international critics. In the art museums of the Kunstareal area in the Maxvorstadt district, the works exhibited span several millennia, from the double statue of King Nyuserre in the State Museum of Egyptian Art, to the works of Joseph Beuys at the Pinakothek der Moderne and the Lenbachhaus. Munich also harbors, in particular, a young and creative arts and science scene. What contributes in the main to this innovative and imaginative landscape is the interaction between the museums, the School of Television and Film, the Academy of Fine Arts, the Technical University and the Ludwig-Maximilians-Universität (LMU), which keeps earning top marks in rankings. And because international designers find the city so attractive to live and work in, Munich is considered Germany's capital of design.

What all fans of Munich share, is an appreciation of the ease with which one can transition from the enjoyment of culture to the culture of enjoyment: after the opera, you can drop into the Hofbräuhaus, and after visiting the Haus der Kunst, there is always river surfing in the adjacent Englischer Garten. Munich also features a lively bar and night life in the city center and its surrounding hip quarters. Yes, the people of Munich do like to party with their visitors from around the world. It's so easy to strike up a conversation at any of the numerous festivals and popular events, like the *Dult* fairs, the Spring Festival, the two Tollwood Festivals, the Oktoberfest, or, at the end of the year, Munich's Christkindlmarkt, where locals and visitors celebrate good will and the Christmas spirit together with mulled wine and traditional gingerbread pastries called *Lebkuchen*.

One of Munich's most enduring institutions is the beer garden. It's where people come to experience some of the city's most cherished clichés under chestnut foliage, during or after the flowering season: pretzels, beer and authentic *Gemütlichkeit*, and the amazing fact that everyone chats with one another here. All topics of conversation are fair game, for instance, what is an absolute must in the city, or what can happen if you do not watch your wallet at all times. a high-end shopping spree, the hunt for a classy traditional *Dirndl* dress or buckskin goods, finding a special sale at one of the

specialist sports shops, whose mere presence suggests the locals' deep connection to sports and the proximity of the Alps. All major-league department stores and international chains have set up shop in the city. In addition, a host of major players have opened flagship stores in Munich's malls. And always in close proximity is the Isar, the renatured mountain river that rolls right through the city, lined its green banks and cycling paths and offering rest and recreation in the midst of urban life.

In order to ensure that its visitors can enjoy a most pleasurable and carefree stay in Munich, the city has focused on sustainable solutions. Barrier-free travel has also been prioritized and a dedicated website set up.

(www.muenchen-tourismus-barrierefrei.de)

Background

München Tourismus is the city's central tourist organisation and is part of the City of Munich's Department of Labour and Economic Development. München Tourismus works with its business partners in the private sector and the tourist organisation München TIM e.V. to develop marketing and PR campaigns and tourism products in a bid to establish Munich as a destination on the international travel market. The strategy for achieving this aim is defined by the Tourismskommission München, a joint undertaking between the city council and the local tourist industry. The objective of the partners involved in this collaboration is to promote quality tourism in Munich. This safeguards the quality of a stay and the quality of life in the city, and ensures acceptance of tourism among the population. München Tourismus acts as a centre of expertise, knowledge and innovation within Munich's tourism industry; as a link to regional and supra-regional tourist organisations (TOM, BayTM, DZT, MC and many more); and as a professional, neutral advisor to the tourist industry.

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