



JEWELS *of Romantic* EUROPE

YOUR DESTINATION
IN THE HEART
OF EUROPE



simply Munich



simply facts

General information:

Founded in 1158, inhabitants:
1.5 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:

Ca. 98.000 hotelbeds in more than 470
hotels 19 million overnight stays



simply at home

Accommodations for every occasion

JEWELS
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EUROPE

**470 hotels
and
98,000 beds**

☆☆☆☆☆
**Luxury & upper upscale
hotels 19 %**



**Upscale & upper midscale
hotels 48 %**



**Midscale & economy hotels
33%**



**New hotel properties
(selection with opening year):**

**Cocoon Hotel (2025)
Stay Kooooked (2025)
Motel One (2024)
Ameron Munich Motorworld
(2024)**

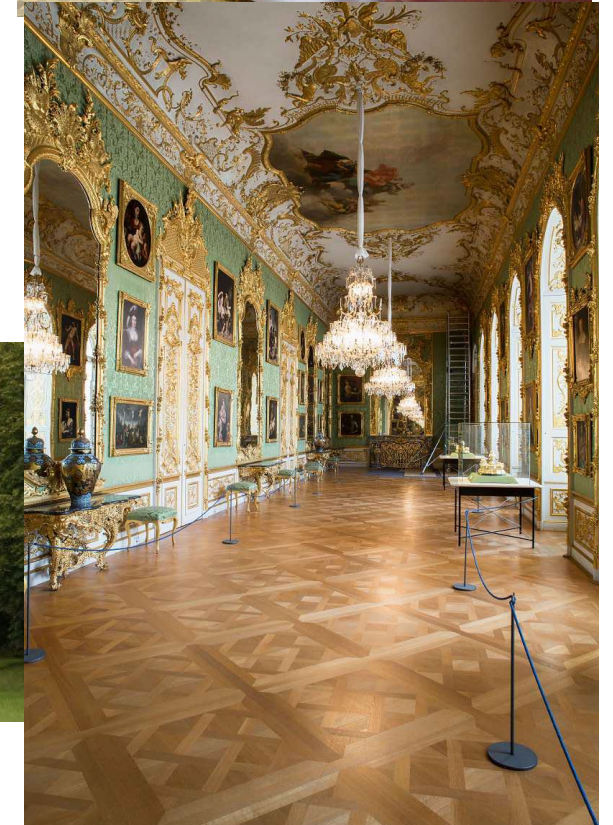


simply royal

Munichs royal sights:

- Guided Tour in the Summer Palace Nymphenburg
- Very exclusive: Guided tour through the Nymphenburg Porcelain Manufactory
- Also worth a visit: Residence Palace, Schleißheim Palace & Castle Blutenburg

New: Book a Time Slot for your groups to enter the Palace



simply Munich

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High-End/Luxury
Maximilianstraße

Pedestrian Zones
Kaufingerstraße,
Sendlinger Straße
(Breuninger)
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](http://www.simply-munich.com/shopping)

New @
Breuninger:
Service for Tax
Free Shoppers -
Global Blue Tax
Refund Point
with immediate
refund



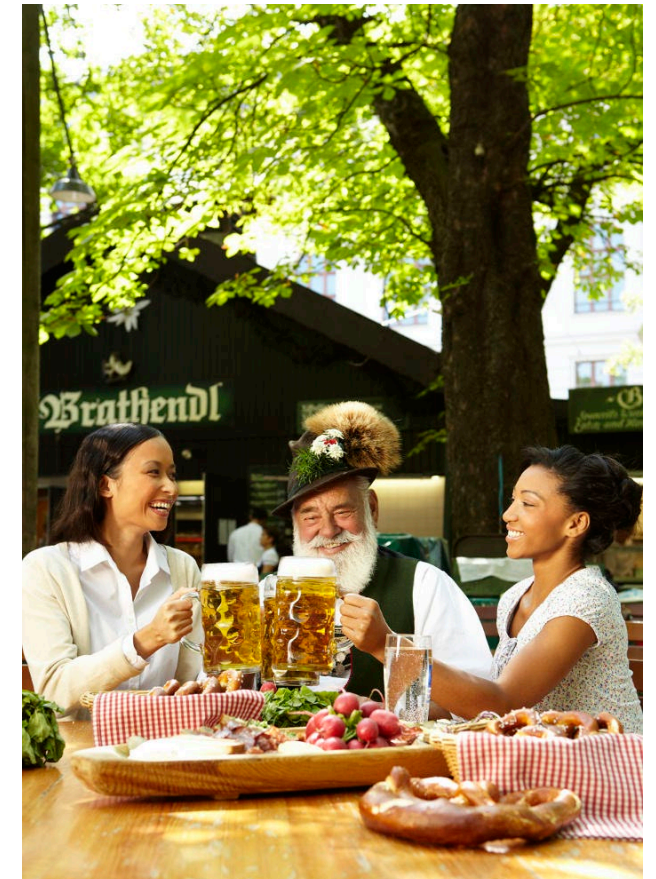
simply B – Beer

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Munich offers over 100 Beergardens all over the city and surrounding area

Beer themes guided Tours:

- Group tour in the Hofbräuhaus
- Group tour at Oktoberfest
- Beer & Brewery Tour inkl Beer Tasting



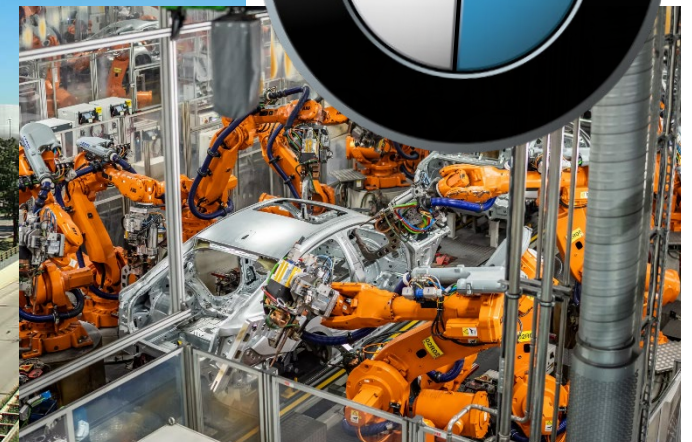
simply B – BMW Bavarian Motor Works

A must for car lovers:

BMW museum – futuristic architecture
Guided Tours for groups & FITs

BMW Welt – World of experience and
car delivery centre – free admission
Guided tours for Groups & FITs

BMW Group Plant –
Factory of over 1.000 cars daily
Guided tours for groups & FITs



simply B – FC Bayern Munich



Guided Tours in the Allianz Arena Stadium
Visit of the FC Bayern Museum

Cool: combine a city tour with a FC Bayern
Football Tour, inkl the Stadium &
FC Bayern Museum



simply festive

Munich celebrates
all year round:

Markets and Festivals

- Spring festival
- Auer Dult (three times a year)
- City Foundation Festival
- Tollwood (twice a year)
- Oktoberfest
- Christmasmarkets



simply surrounding

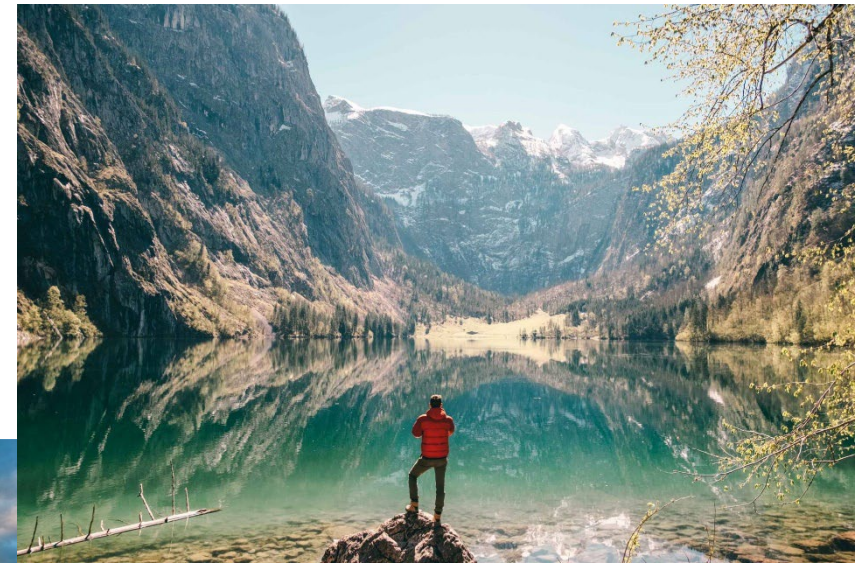
Dream-like setting

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 explore - guided tours

with an official guide of the city

Top Tours:

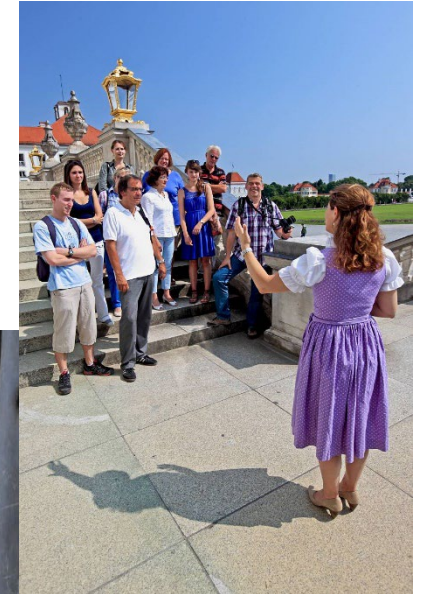
- Group Tour in the Hofbräuhaus Brewery Restaurant
- Viktualienmarkt Tasting Tour
- Palace of Justice Tour

Establishes Favourites:

- Tour of the new town hall & the tower
- Tour at Nymphenburg Palace
- Munich hidden gems
- Christmasmagic - market tour
-and much more...

Detailed Information

www.simply-munich.com/guides



simply connected

Information and inspiration for your stay in Munich

Our social media channels



Little red Book



www.youtube.com/c/simplymunich



Weibo



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/



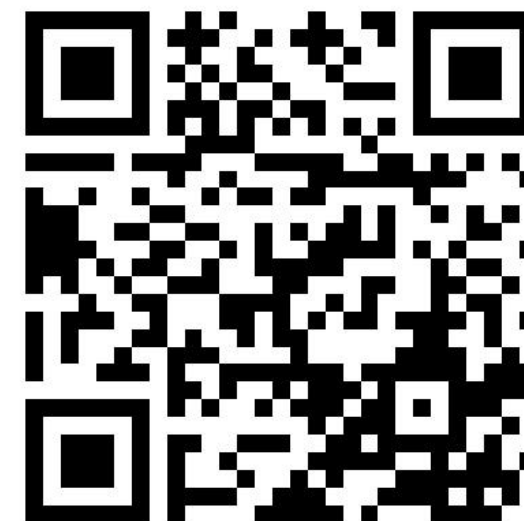
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simply welcome

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