M“unique”

The City of Munich holds a unique position in Germany with all the prerequisites for authentic and exciting incentive and motivational programs.

With its world-famous „Gemütlichkeit“ and colorful traditions, its wealth of art and culture, excellent infrastructure and unparalleled location at the foot of the Bavarian Alps, it is the perfect destination. A truly M“unique” experience.
Prost! – Oktoberfest

Nymphenburg Palace

Theatiner Church and the Church of Our Lady

Allianz Arena
City Tours and Walks
Guided Munich tours for groups. Also: visits to museums and palaces, season-specific tours (Christmas Market, Auer Dult) and excursions. The time, date, duration as well as the subject theme and type of tour can be tailored to the customer’s needs. Tours available in 30 different languages. 
Information and reservation München Tourismus, Tel. +49-(0)89-23330-234 or -204 www.muenchen.de/guides

Themed City Tours
Historical tour of the Old Town, Munich under the Nazi regime, Without women nothing works, In the footsteps of Pope Benedict XVI, Paths of faith in Munich, Courtyards-Nooks-Alleys, Baroque and Rococo, Jewish Museum, Modern architecture, and much more.
Information and reservation München Tourismus, Tel. +49-(0)89-23330-234 or -204 www.muenchen.de/guides

Videobustour – Time Travel through Munich
Discover a new way to see the sights: the buses are equipped with TV screens so that historical films and photos relating to each sight can be shown and commented on during the tour, making it all the more authentic and emotional.
The Videobustour format can be used for bus transfers to event locations.
www.videobustour.de/muenchen

Valentin-Karlstadt-Musäum
Amusing and intriguing tours of the museum dedicated to the comedians Karl Valentin and Liesl Karlstadt.
Tel. +49-(0)89-223266, www.valentin-museaum.de

BMW Welt

Art & Culture

Beer and Oktoberfest Museum
Munich’s oldest residence (1340) is now a museum retracing the history of beer and the local brewe ries, as well as that of the Oktoberfest. The tour ends with “Jacob’s Ladder” (a medieval stairway) and a stop in the museum’s own tavern. Guided tours and beer sampling upon request. Tel. +49-(0)89-2423-1607, www.bier-und-oktoberfestmuseum.de

Munich Beer Tour
Munich is the home of breweries, beer gardens, beer cellars and the legendary Oktoberfest. An extensive tour provides interesting and entertaining insights on Munich and its famous brew. The Bavarian guides not only explain the history of beer and point out historical sites, but pepper their talk with anecdotes that would surprise many Munich natives. Extras: beer sampling and copious snack.
Information and assistance München Tourismus, www.muenchen.de/kongresse

Traditional Music
Bavarian bands wearing traditional costumes. Varied program and instruments. For meetings and events. Information and assistance München Tourismus, www.muenchen.de/kongresse

Horse-drawn Carriage and Sleigh Rides
In Munich and Upper Bavaria. Themes include “In the footsteps of Ludwig II!” Various operators, information www.muenchen.de/kongresse

Behind the Scenes at the Theater
Guided tour of the dressing rooms, scenery shop and stage. Introduction to current productions upon request. Bayerische Staatsoper: Tel. +49-(0)180-6732469, www.bayerische-staatsoper.de Gärtnerpflztheater: Tel. +49-(0)180-6732411, www.gaertnerplatztheater.de

BMW Welt – Guided Tours
Three worlds to explore: past, present and future come together to create a comprehensive brand experience. Inside the futuristic architecture of BMW Welt, visitors can get an up-close view of all BMW Group brands: BMW, MINI, Rolls-Royce Motor Cars and Husqvarna Motorcycles. The BMW Museum goes back in time through 90 years of BMW history and the BMW Plant shows the passion and precision which have always gone into these premium-class vehicles. http://www.bmw-welt.com

Palace Concert & Dinner
Concert and dinner at Nymphenburg Palace or in the Residenz. Enjoy a culinary and musical evening. For a memorable evening, watch the show while savoring a selection of culinary specialties. Tel. +49-(0)89-212288444 www.variete.de/muenchen

King Ludwig I/II
Give your event a historically royal flair: an actor portraying King Ludwig II entertains guests and poses with them for pictures.
Information and assistance München Tourismus, www.muenchen.de/kongresse

Comedy Tour
Munich’s stand-up show on wheels! Take a killingly funny tour! Explore the Bavarian metropolis roaring with laughter! During the 80-minute bus show information is mixed with comedy and historical anecdotes are garnished with spontaneous humor. Sightseeing meets stand-up! Bookings at: Tel. +49-(0)1806-570070, www.comedytour.de

Table Magic Theater
This unique venue is Germany’s first close-up theater. Seated comfortably around the “magic table”, spectators witness a thrilling display of first-class magic tricks, performed by Germany’s best close-up artists. Tel. +49-(0)89-94699850 www.magic-theater.de

GOP Varieté-Theater
The GOP Varieté-Theater offers top-notch innovative and original entertainment in beautiful surroundings. For a memorable evening, watch the show while savoring a selection of culinary specialties. Tel. +49-(0)89-210288444 www.variete.de/muenchen

King Ludwig I/II
Give your event a historically royal flair: an actor portraying King Ludwig II entertains guests and poses with them for pictures.
Information and assistance München Tourismus, www.muenchen.de/kongresse

The Morris Dancers
The Morris dancers were originally jugglers, acrobats and comedians, who came over to Europe from the Moorish regions. They performed their spirited dance on marketplaces and before kings and queens.
Side show for events and meetings. Tel. +49-(0)1806-570070, www.moriskien.de

Table Magic Theater
This unique venue is Germany’s first close-up theater. Seated comfortably around the “magic table”, spectators witness a thrilling display of first-class magic tricks, performed by Germany’s best close-up artists. Tel. +49-(0)89-94699850 www.magic-theater.de

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Make the most of this combination for the business events, too, and have our BMW Customized Experience team create an individually tailored program. With our wide range of courses and our years of experience, we can provide whatever you wish!

www.bmw-drivingexperience.com

Rafting Trip on the Isar
Rafting on the Isar river is a true Bavarian adventure with good food and a cheerful atmosphere, the wooden raft takes its passengers from Wolfratshausen past the picturesque river floodplains and to Munich. Duration approx. 5-8 hours.

Information and assistance München Tourismus, www.muenchen.de/kongresse

Team Building
Special training programs teach you how to develop and maintain a harmonious work group.

Information and assistance München Tourismus, www.muenchen.de/kongresse

Socca Five Arena
Pure indoor soccer fun, with 2 teams of 5 players. Areas measuring 30x15 m available for rent.

Tel. +49-(0)89-3067-2137, www.soccarena-olympiapark.de

Golf
Munich offers exclusive golf clubs as well as golf courses for visitors and vacationers. Information and assistance München Tourismus, www.muenchen.de/kongresse

Activities & Team Building

Allianz Arena
Various themed tours (except on match days). Duration between 75 and 90 minutes. Tel. +49-(0)89-69931222, www.allianz-arena.de

Segway Tours
Enjoy the feeling of effortless motion while touring the city on one of these two-wheeled scooters. Information and assistance München Tourismus, www.muenchen.de/kongresse

BMW Driving Experience
Fascinating driving dynamics, experienced BMW instructors, exclusive groups of participants and inspiring BMW and BMW M models: BMW Driving Experience guarantees a real adventure. No matter whether you wish to hone your driving skills on a BMW Training Experience, or whether you are out to discover an entirely new perspective with a BMW Tour Experience: You can always count on a unique combination of driving pleasure and safety.
Activities & Team Building

High-rope Garden
Masts or trees linked by ropes and beams, various “hurdles” such as suspension bridges or nets, present a unique challenge. Team-building activity. The complete climbing facility can be rented. Information and assistance München Tourismus, www.muenchen.de/kongresse

Beach Events
Unique events with a holiday flair, such as beach olympics and theme parties, involving beach volleyball, tennis und soccer courts. beach38 GmbH, Tel. +49-(0)89-63899510, www.Beach38.de
Roberto Beach Aschheim, Tel. +49-(0)89-9090186-0, www.robertobeach.de
Beach Arena, Tel. +49-(0)89-32210100, www.beacharena.com
Bamboo Beach, Kultfabrik, Tel. +49-(0)89-6283440, Beach and Business, Tel. +49-(0)171-7937349, www.beachandbusiness.com

Hotel Golf
Team spirit, skillfulness and a feeling for the ball are indispensible. For the hotel golf tournament a mobile golf court is incorporated into various hotel areas. This results in an individual and varied hotel golf court. Depending on options and availability players can hit the ball in the conference room, hotel room or suite, bar, restaurant, parking garage or even in the kitchen, lobby, fitness room or laundry facilities. www.teamgeist.com/en

RISE – Business Kicker
During a football / table-soccer workshop with tournament or as a part of a professional team building event, we will show the relationship between personality and team success. Rise - Business Kicker develops the strengths of individuals playing for the team. Companies, divisions and groups experience a motivated and sportingly passionate Tablesoccer-event with sustainable added value for the entire crew. www.business-kicker.de

SightRunning – Run and See the City
During Munich SightRunning you can improve your fitness while exploring the sights of the metropolis on the Isar river. This is not about track records but about getting to know Munich and about joint running in a city that is still unknown to the group. An experienced SightRunning guide will pick runners up and take them to cultural, architectural and historical highlights in Munich. The duration of the run is about one hour. www.muenchen-sightrunning.de

FC Bayern Erlebniswelt
A long-wait for FC Bayern München fans all over the world came to an end this summer, when Germany’s biggest club museum, the FC Bayern Erlebniswelt at the Allianz Arena, opened to the public. The literally „world of experience” is more than an ordinary exhibition - our visitors are able to experience the fascinating mixture of information, emotion and interaction. www.fcb-erlebniswelt.de
Adventures in Gastronomy

Everything is possible: Bavarian show, belly-dancing, karaoke, dinner in the dark, and much more.

Information and assistance München Tourismus, www.muenchen.de/kongresse

Beersamples

We host tastings of 15 different brands of beer and a light Bavarian snack. You’ll receive competent guidance (possible in various languages). To be hosted either in our retail store, a hotel, private rooms or any possible desired locality. www.bierprobe-muenchen.de

Cooking Course

Various cuisines and programs available for booking. Can be combined with wine-tasting or the participation of a private “star chef”.

Information and assistance München Tourismus, www.muenchen.de/kongresse

Munich Wholesale Market-Tour

Daily fresh! – An apt slogan of the “Großmarkthalle”. Extending over approximately 400,000 m² the Munich Wholesale Market ranks among the four largest local food markets in Europe. What were things like in earlier days? Are there any trends? What will the future bring? Find out by attending a guided tour.

Information and assistance München Tourismus, www.muenchen.de/guides

Traditions & Specialties

Brewery Tour

How are malt, hops, water and yeast transformed into Munich’s many refreshing beer specialties? The tour teaches all you need to know about the art of brewing.

Extras: Beer sampling followed by a meal.

Information and assistance München Tourismus, www.muenchen.de/kongresse

Tram Party

Munich’s trams can be rented for parties, events and special sightseeing tours. With/without buffet and musical program.

For approx. 40-100 persons.

Information and assistance München Tourismus, www.muenchen.de/kongresse

Traditional Evening in the Hofbräuhaus

Daily musical entertainment program in the historic festival hall. Booking possible with buffet, menu or à la carte.

Tel. +49-(0)89-290138-100, www.hofbraeuhaus.de

Gourmet Tour at Käfer’s

Guided tour of the famous delicatessen. Meal included.

Tel. +49-(0)89-4168-0, www.feinkost-kaefer.de

Brewery Course

Brew and drink beer together, and leave with a ”Beer connoisseur” degree. Snack included.

Information and assistance München Tourismus, www.muenchen.de/kongresse

Beer Halls and Beer Gardens

The traditional beer halls and gardens invite one and all to try Bavarian specialties and have a good time.

Information and assistance München Tourismus, www.muenchen.de/kongresse

EssKulTour – Gourmet Guided Tours

Munich’s gastronomy scene has a lot to offer: a cooking class as team event, a tasty wine seminar for loyal clients, a copious multi-course menu as item on the agenda, or simply a culinary tour through the Viktualienmarkt.

Information and reservation www.esskultour.com, Tel. 0180-5-7200 20

Hofbräuhaus „Art Mill“

The tour shows how grain is processed before it becomes the flour used for baking and cooking. During the visit of the mill, which is several storeys high, a guide explains the various machines in operation as well as terms such as plansifter, rolls, collecting conveyer and transmission.

Information and reservation www.hb-kunstmuehle.de

Welser Kuche

Come celebrate in merry company under historic vaults. Dine in the fine style of the 15th and 16th centuries with clients and colleagues.

Information and reservation Tel. +49-(0)89-296565, www.welser-kuche.de

Gourmet Tour at Käfer’s

Guided tour of the famous delicatessen. Meal included.

Tel. +49-(0)89-4168-0, www.feinkost-kaefer.de
Typical Souvenirs
Glass and stone mugs (with or without pewter lid), traditional clothing (handkerchief, lederhosen, dirndl, blouses, etc.) and jewelry, Charivari (charm chains), Nymphenburg porcelain, yodeling bears, and much more.
Further information: www.muenchen.de/int/en/shopping

Former Purveyors to the Court
Shops with a royal history offer everything from gourmet food to leather goods and jewelry to fashion.
Further information: www.koeniglich-bayerische-hoflieferanten.de

Pedestrian Zone
Wide selection of shops and department stores - something for everybody.
Further information: www.muenchen.de/int/en/shopping

Maximilianstraße
Luxury mile lined with brand names: from Chanel and Dior to Gucci and Dolce & Gabbana, from Louis Vuitton and Hugo Boss to Gianfranco Ferré and Versace.
Further information: www.muenchen.de/int/en/shopping

Fünf Höfe
An exceptional shopping experience in a prime location with stylish product presentation options. Lifestyle, urban chic, food culture, literature and art.
Further information: www.fuenfhoefe.de/en

Shopping & Souvenirs
Nymphenburg Porcelain Manufactory
Exclusive tour of the registered landmark. In addition to the guided visit, an employee in each room (porcelain mill, pottery, figure forming, paint studio, polishing) demonstrates and explains the corresponding procedure. Up to 18 persons, 1.5 hours. Tel. +49-(0)89-179197-50 www.nymphenburg-porzellan.de

Bavaria Filmstadt
Guided VIP-Tour through the sets of Bavaria Filmstadt including a special experience when visiting the 4D Cinema and the Bullyversum. Many things are possible - from a film dinner in original sets to filming your own movie and so much more. Tel. +49-(0)89-6499-2885 /-2850 www.vip.filmstadt.de

Site Tours
Munich Airport, Bavarian stock exchange, Hofpfisterei bakery, city council meetings, wholesale market halls, thermal power station in Unterföhring, Bavarian Parliament in the Maximilianeum, Firemen’s Museum and more.
Information and reservation München Tourismus, www.muenchen.de/kongresse

Flight Simulation
The sky’s the limit when you experience your dream flight with the flight simulator.
AirEmotion, Tel. +49-(0)8807-4267, www.airemotion.com
iPilot, Tel. +49-(0)89-414141040, www.flyiploto.de

Atlantic Tours
Sea Life Center
Discover a fascinating underwater world, from the Isar to the Danube and from the Black Sea to the Mediterranean.
Tel. +49-(0)180-666690101, www.visitsealife.com/munchen

Shoe-polishing Course
Learn how to polish shoes in the royal manner. Reservation required.
Ed Meier: Servicecenter Tel. +49-(0)89-29072444, www.edmeier.de

Posamenten-Müller
Visit the traditional trimmings and manufacturer’s yarn warehouse, twisting shop, weaving mill, and store. Guided tour, duration 1 hour.
Tel. +49-(0)89-777964, www.buchele-raumgestaltung.de

Art Foundry
Demonstration and explanation of bronze casting.
Tel. +49-(0)89-5233333, www.kunstgiesserei-muenchen.de

Party Bus
Buses can be rented for groups. For disco hopping, club crawling, or customized tours.
Tel. +49-(0)89/179197-50, www.tierpark-hellabrunn.de

Wellness in Hotels
The Westin Grand Munich Arabellapark:
new 1,500m² large spa area including pool, sauna, massage and cosmetic booths.
www.westin.com/munich

Hotel Bayerischer Hof Blue Spa:
pool & sun terrace, sauna, treatments, fitness, beauty, lounge, solarium, hairdresser.
www.bayerischerhof.de

Hilton Munich Park Hotel:
pool with countercurrent system, sauna, steam bath, fitness, massage and cosmetic booths, physiotherapy, personal training
www.hilton.de

Le Meridien Hotel:
sauna, steam bath, solarium, indoor pool, whirlpool, spa treatment, massage
www.lemeridien.com

Dorint Sofitel Bayerpost München:
indoor pool, sauna, solarium, fitness, massage
www.sofitel.com

Maritim Hotel:
panorama-roof indoor pool, sauna and steam bath, fitness area, physiotherm infrared cabin
www.maritim.de

Platzl Hotel, Moorish Kiosk:
fitness, sauna, aroma-steam bath, foot bath, adventure showers, heated bench, light therapy, music, solarium
www.platzl.de

Color, Style and Image Counseling
Seminars about fashion and accessories, cosmetics and skin care.
For company and incentive events.
Information and assistance Munich Tourist Office, www.muenchen.de/incentives

Swimming Pools and Saunas
Information about public pools and saunas:
www.muenchen.de/inten
Survival and Manager Training
Planning, organizing and performing tasks together in an Alpine environment improves interpersonal relations and group dynamics. Training combined with climbing, high rope, skiing or mountaineering activities. Information and assistance München Tourismus, www.muenchen.de/kongresse

Snowshoe Walking Tour
Guided tours of the snowy Alpine peaks.
Information and assistance München Tourismus, www.muenchen.de/kongresse

Mountain Bike Tours
Guided tours of the Alpine foothills. Levels easy to extreme.
Information and assistance München Tourismus, www.muenchen.de/kongresse

Balloon Trips
Float above the clouds and admire the Bavarian panorama. Up to 8 people.
Information and assistance München Tourismus, www.muenchen.de/kongresse

Winter Bivouac
Spend the night in a weatherproof sleeping bag in a snowy landscape. Team-building seminars. Information and assistance München Tourismus, www.muenchen.de/kongresse

Outdoor Training
Test your limits and learn to trust in yourself and others. From a high rope course to building a raft for the Isar river. Information and assistance München Tourismus, www.muenchen.de/kongresse

Ice Hockey, Curling & Ice Stock Sport (Bavarian Curling)
Organize competitions and experience something new!
Information and assistance München Tourismus, www.muenchen.de/kongresse

Jeep Rally
Across the Alpine foothills of Bavaria.
Information and assistance München Tourismus, www.muenchen.de/kongresse

Parachuting & Paragliding
Tandem jumps possible
Information and assistance München Tourismus, www.muenchen.de/kongresse

Inflatable Boat Ride
Down and across ravines, streams and landscapes. Duration 2 hours. Per boot approx. 8 people.
Information and assistance München Tourismus, www.muenchen.de/kongresse

Logical Golf
Top-notch golf lessons for all levels, for groups and as incentive. No handicap required.
Tel. +49-(0)8123-930828, www.logicalgolf.de

Water Ski Park
Possibility of renting complete water ski tower, located in Aschheim.
Tel. +49-(0)89-90019600, www.wasserskipark-aschheim.de

Experiencing Huskies
Whether you cross through ice and snow or traverse forests and meadows with a whole pack of sledge dogs, whether you take an extensive hike through nature with one single dog, or whether you embark on a snowshoe trail with a husky – this is an experience you will never forget!
Tel. +49-(0)174-3423302, www.huskies-erleben.de
Royal Palaces
Visits and guided tours to the gems of Upper Bavaria: from the fairytale castle of Neuschwanstein to Linderhof Palace, from Herrenchiemsee Palace to the King’s House on the Schachen.
Information and reservation www.schloesser.bayern.de

Steamer Excursion on the Bavarian Lakes
Information: www.schloesser.bayern.de

Zugspitz – Top of Germany
Conquer the peak together and invite everyone to an unforgettable event. At an altitude of almost 3,000 meters, it is easier to reach for the sky: companies that choose the Zugspitz as location for incentives, events or seminars can be certain of high-flying success. The site is ideal for gala dinners, informal luncheons and motivation training, and as platform for presentations of all kinds.
Zugspitzbahn Bergbahn AG, Tel. +49-(0)8821-7970, www.zugspitze.de

Bavaria: Experiences & Adventures

Glentleiten & Wasmeier Open Air Museums
Located in the enchanting landscape of the Alpine foothills, both open-air museums showcase historical buildings: farms, Alpine buildings and workshops provide interesting insights into Bavarian crafts. Various tours of the extensive museum grounds, which include woods, pasturage and gardens, convey a vivid impression of the influence of farm life in Upper Bavaria’s past. Event areas available.
www.glentleiten.de or www.wasmeier.de

Legoland
Discover a miniature world made of Lego blocks. For young and old.
Service Tel. +49-(0)1806-70075701, www.legoland.de

Torchligh Walking Tour
From 10 persons on.
Information and assistance München Tourismus, www.muenchen.de/kongresse

National Parks
Guided excursions around various themes. Duration from 1,5 hours to 1 full day.
Tel. +49-(0)8852-969660, www.nationalpark-berchtesgaden.de,
Tel. +49-(0)881-417474, www.alpenvorland-naturistik.de

Berchtesgaden Salt Mine
Visits and guided tours for groups into the salt mine.
From approx. 20 persons on.
Duration 1 hour.
Tel. +49-(0)8852-60020, www.salzbergwerk-berchtesgaden.de

Horse-drawn Sleigh
Sleigh ride across the snowy Alpine foothills, with several stops. Spiced wine and Christmas cookies included.
Information and assistance München Tourismus,
www.muenchen.de/kongresse

Mountain Lodge Evenings
With Bavarian entertainment and music. With or without overnight stay. Up to 300 persons.
Information and assistance München Tourismus,
www.muenchen.de/kongresse

Salzheilstollen
The salt gallery (literally, “salt healing gallery”) is an ideal place to enjoy peace and quiet. However, a musical background in the 250-million-year-old site is also an extraordinary experience. From singing bowls and acoustic events to concerts, almost anything is possible. And: where else can you listen to a concert lying down?!
Tel +49-(0)8652-975535
www.salzheilstollen.com or www.erlebniswelt-stille.de

Steamer tri
If you are planning an incentive in Munich ...

Let the Convention Bureau assist you:

- Counseling and suggestions for your individual program planning
- Information about and arrangements with service professionals
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- Event planning / Incentives online – assistance on the Web with program suggestions, Munich tips, partners and much more

Contact: Tel. +49-(0)89-23330-310
tourismus.kongressbuero@muenchen.de, www.muenchen.de/kongresse
The most famous beerhall of the world

Munich, beer and the Hofbräuhaus already belong together for 400 years. Enjoy Bavarian traditions with the tasty Hofbräu-beer and the typical specialities of the Bavarian kitchen with traditional live-music.

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