



Press information

Growing enthusiasm: Solid half-year results for München Tourismus

(27 August 2018) A 6.7 per cent increase in arrivals and an overall increase of 10.8 per cent in overnight stays in Munich – these numbers reflect successful tourism figures from January to June 2018. A total of 3.8 million guests visited the State Capital in the first half of the year, accounting for 7.7 million overnight stays. There were very positive developments in both the domestic market with 2.2 million arrivals (+7.1 per cent) and 4.1 million overnight stays (+10.9 per cent), as well as foreign markets with 1.6 million arrivals (+6.2 per cent) and 3.9 million overnight stays (+10.7 per cent).

The ratio of national to international overnight stays thus remains balanced. Visitors' average length of stay increased by 5.2 per cent compared with the same period in the previous year, to an average of 2.03 nights. With an increase in the number of hotels, room occupancy remained virtually constant between January and June at 72 per cent, and there was even a slight increase in bed occupancy at 56 per cent.

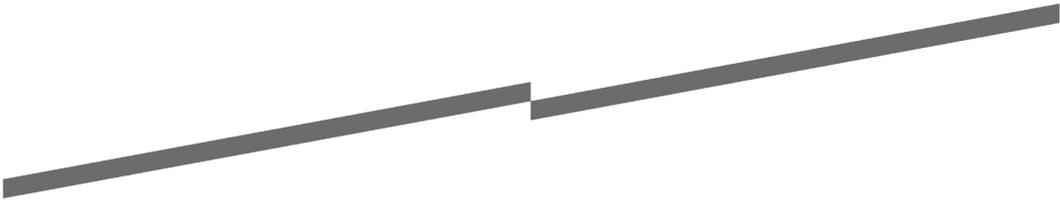
Head of the Department of Labour and Economics, Mayor Josef Schmid: "The increase in the length of stay in particular shows that the tourism strategy agreed with Tourismusinitiative für München e.V. in 2014 is taking effect. Munich is very well positioned against the international competition. I am delighted that visitors seem to be looking at the articles on our new website and enjoying what Munich has to offer in terms of culture and leisure."

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Growth in all key markets

Visitor overnight stays from the German-speaking markets of Germany, Austria and Switzerland (DACH) increased by 11 per cent to 4.5 million. That corresponds to a proportion of 59 per cent of all overnight stays. The DACH markets are of crucial importance to tourism in Munich because of their high purchasing power, their love of city trips and their relative immunity to crises. Travel to Munich from the key international markets of Europe (overnight stays: 2,029,553, +9.7 per cent), Asia (overnight stays: 785,803, +10.4 per cent) and America (overnight stays: 636,420, +13.8 per cent) increased by around the same amount in all regions. Munich as a city trip destination has international appeal, as reflected in the above-average number of visitors from China (overnight stays: 190,076, +23 per cent) and India (overnight stays: 68,308, +31 per cent).

Top ten markets January - June 2018

1.	Germany	4,092,968 overnight stays
2.	USA	454,196 overnight stays
3.	Great Britain	249,416 overnight stays
4.	Italy	239,835 overnight stays
5.	Switzerland	217,079 overnight stays
6.	Austria	213,519 overnight stays
7.	Russia	191,717 overnight stays
8.	China	190,076 overnight stays
9.	Arab Gulf States	179,279 overnight stays
10.	South East Asia	149,905 overnight stays



Background

München Tourismus is, as a municipal tourism organisation, situated in the Department of Labour and Economics for the State Capital of Munich ("Referat für Arbeit und Wirtschaft der Landeshauptstadt München"). Together with its partners from the private sector – Tourismusinitiative München TIM e.V. – München Tourismus is developing marketing and PR measures as well as tourism products with the aim of positioning Munich as a prime destination among its international competitors, and also to promote tourism in Munich. The Tourism Commission of Munich, a joint body of the city council and the local tourism industry, are working together to determine its strategic orientation.

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Printable photos for tourism reporting about Munich are available for download at www.einfach-muenchen.de/fotoservice