

The Munich Olympic Park: Company Profile

International event centre, sports and recreational park and tourist attraction with world fame - that's the Olympic Park in Munich. With its unique architectural buildings, the Olympic park has already admitted more than 220,6 million registered visitors, 125,2 million of them visiting 14.468 sports, cultural and commercial events and about 95,4 million being guests in the recreational and tourist facilities.

In the business year 2020 - due to the Corona pandemic - there were only slightly more than one million visitors, of which about 374,000, attended 143 events (on 328 event days) and about 635,000 used the leisure and tourism facilities.

33 world, 12 European and 100 German championships and many more important sport events, as well as concerts with pop, rock and classic stars, fairs, conferences, and exhibitions of the most different kind fill the Park's chronicle since the 1972 Olympic Games. The leisure and tourist operations with their numerous additional and up-to-date offers have not been less successful in the course of these thirty years.

With this unique concentration and combination of different event and leisure facilities and corresponding attractions, the Olympic Park in Munich has developed to become one of the most important centres of its kind.

The Olympic venues in the north of Munich are managed by Olympiapark München GmbH (OMG), a holding company fully owned by the City of Munich, the capital of Bavaria. The company's tasks is to operate the venues, i.e. to fill them with live. Creative, innovative, customer- and future-oriented concepts as well as economic thinking and acting are the maxims of the Olympiapark venture. To win and/or to create new events, to keep the leisure offers up-to-date and the facilities on the most modern standard, this is what the company considers to be its main objectives. In this respect, the services offered by Olympiapark München GmbH to its customers play a major role: the company's competence includes event organisation, press and public relations work and incentives, as well as catering, ticket sale and marketing – which are ensured and can be offered by the OMG partners DO & CO Gastronomie GmbH, München Ticket GmbH.

Furthermore, beyond its international relevance as an event and leisure centre, the Olympic Park represents an important economic factor for the Bavarian capital. Big events such as for example and to a particular extent MUNICH MASH (since 2014), X Games Munich 2013, the UEFA Champions League Women's Final 2012, the European Athletics Championships in 2002, the concert of the so-called "3 Tenors" in 1996, but also the Davis Cup Finals in 1985, the Basketball European Cup Finals in 1989 and 1999, the tennis tournament Compaq Grand Slam Cup from 1990 to 1999 and the guest performances of Holiday on Ice (since 1972), The FIFA FAN FEST 2006, the shareholders' meetings of major companies such as Siemens, Allianz and BMW, as well as exhibitions and big outdoor events (fairs and festivals, action sports events, etc.) and many more events have had and still have a positive impact on the city's businesses, especially the retail and catering businesses (hotels and restaurants), not to mention the value of such events for the City of Munich and its tourism in terms of public relations.

Nearly four decades, the Olympic Park has been the ideal platform for a broad event and leisure programme, and will remain so in future as well.

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