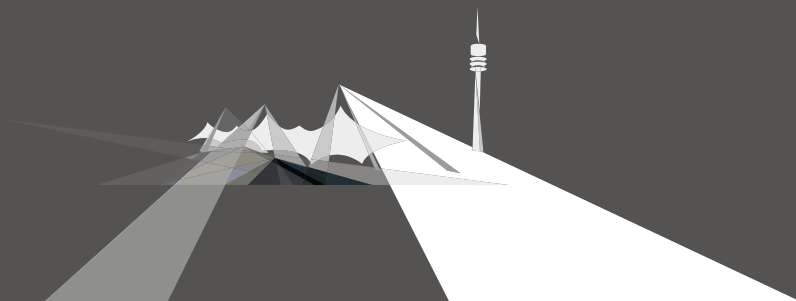


Information on the  
Locations of the  
Munich Olympic Park

**Munich Olympic  
Park**  
**Olympic Stadium**  
**Olympic Hall**  
**Small  
Olympic Hall**  
**Coubertin /  
Club**  
**Business Area**  
**Outdoor Area**



## Olympic Park

World-famous and a landmark: It is part of Munich like the Frauenkirche and the Hofbräuhaus, it belongs to the city as the mountains do to Bavaria – and it is even today, almost 50 years after the Summer Olympics of 1972, a great attraction both for tourists and locals. A wonderful recreation area for a tremendous amount of leisure activities as well as a vibrant event venue with worldwide reputation. Munich's Olympic Park is just phenomenal.

Since the end of the Olympic Games much more than 200 million people have come to the Park for visiting its many leisure facilities as well as more than 13,000 events which have taken place in the past decades since 1972. There is no other place in the world where sports facilities and venues of former Olympic Games are still so much in use like here in Munich. The Olympic Park is a place of easiness, happiness and vitality – and a place offering a spectacular variety for the most different occasions. Breathtaking sports and action, thrilling cultural and music events, from Open Air nights in the Olympic Stadium to the concerts in the Olympic Hall. In addition stirring festivals and events in the outdoor areas: The park presents itself as a colorful, livable and lovable place to be, just according to the basic idea of the architects who intended to create a peaceful, cheerful and cosmopolitan appearance.

Moreover the Park also provides perfect conditions for enterprises and companies to stage highlight events for employees, clients or business partners: Workshops or assemblies, conferences or conventions, presentations or staff meetings – being situated right in the City and with direct access to Munich's Middle Ring Road and the immediate connection to all Motorways including a fast transit to the Airport the Olympic Park provides not just a distinctive atmosphere but also a locational advantage for local, national and international guests. The Olympic Park is just unique.

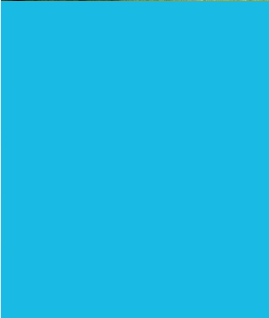
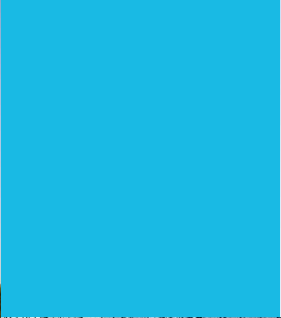
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### Information and Booking

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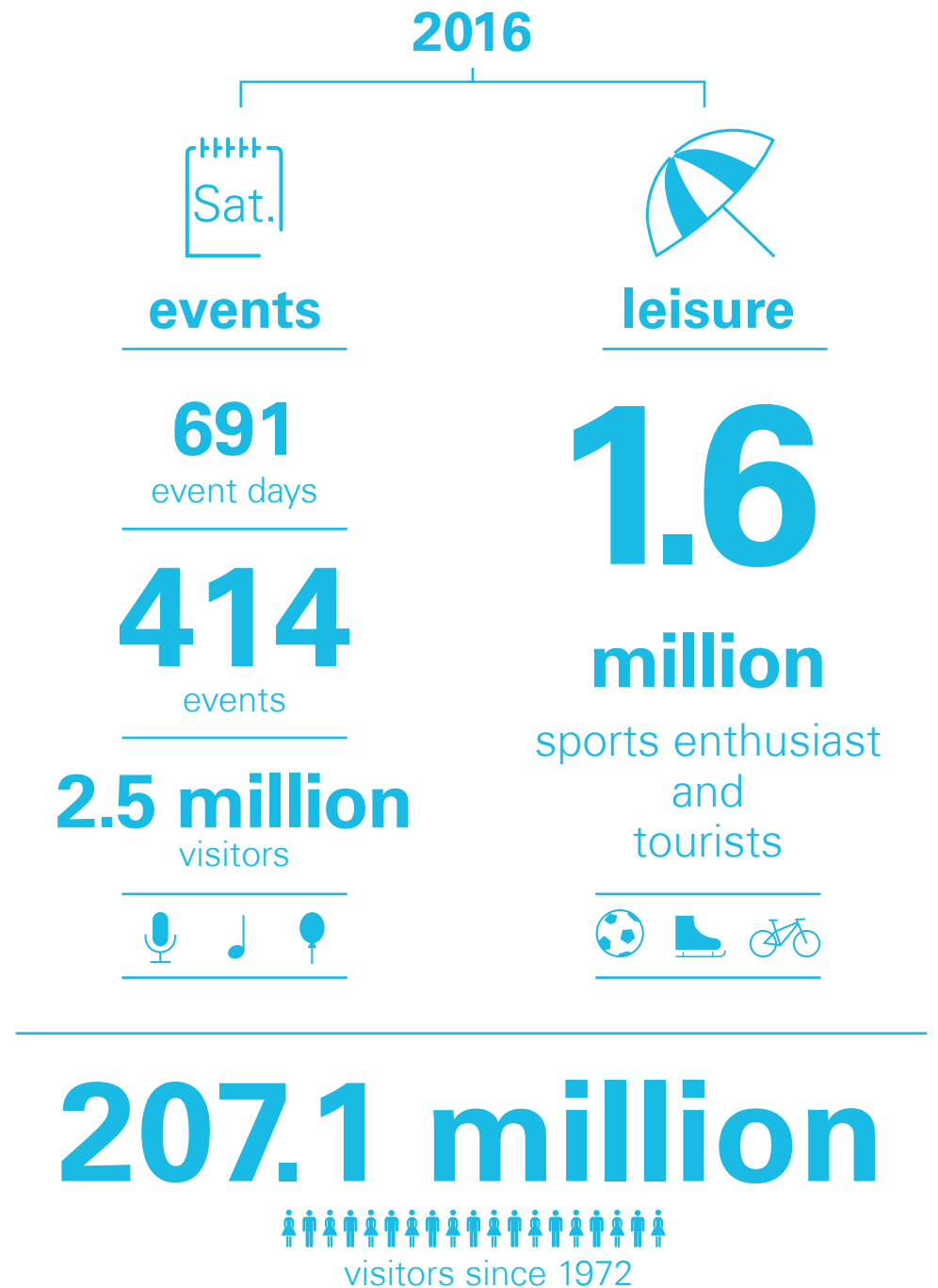
# Munich Olympic Park



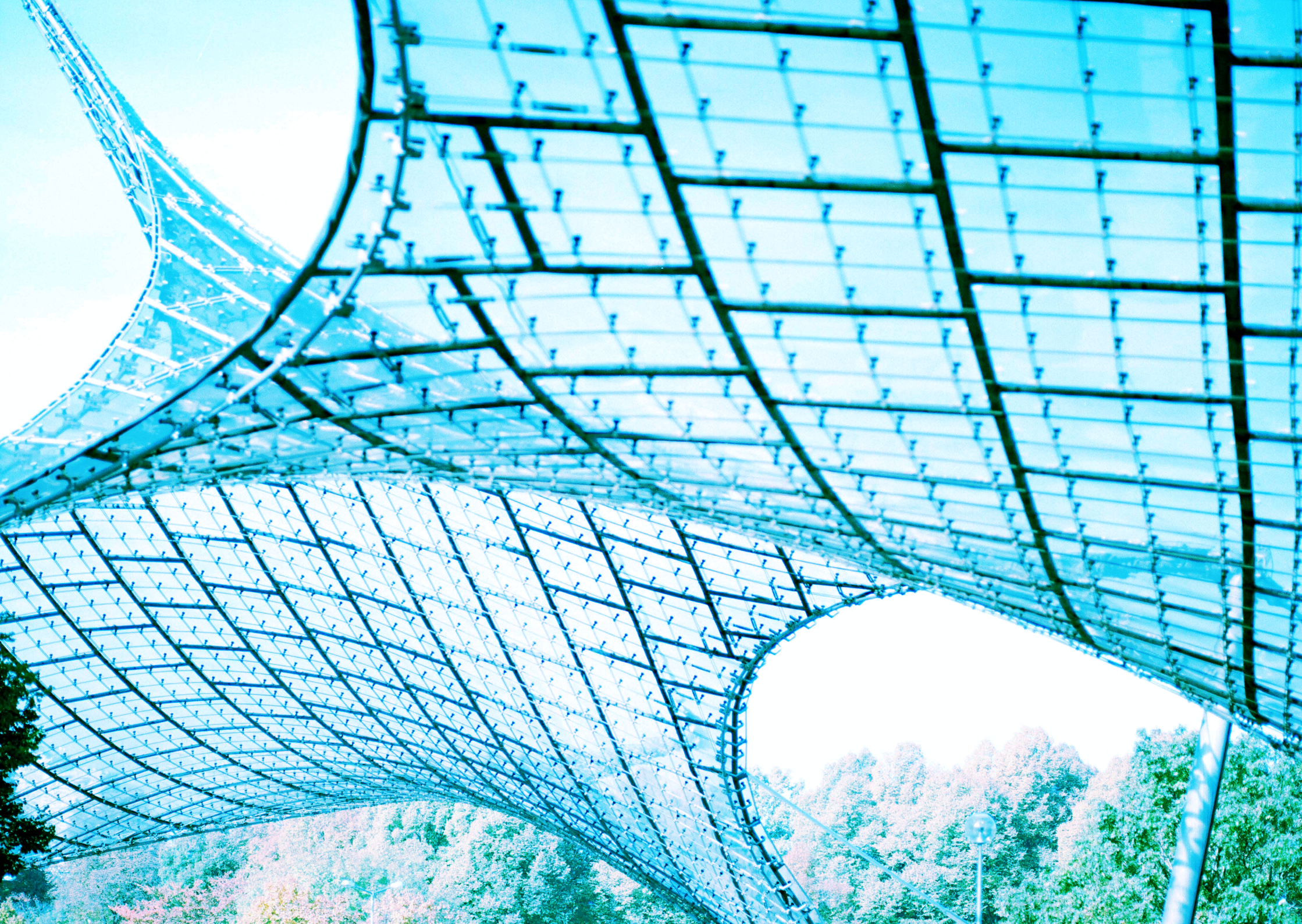




# Just outstanding: The land- mark in the heart of Munich









2016



691  
event days  
Munich Olympic Park

## Visitors of the locations

since 1972 (as of August 2017)

over 51 million



Olympic Stadium

30 million



Olympic Hall

about 38 million



Olympic Tower

about 3.9 million



Olympic Ice Sports Centre

about 27 million



Outdoor Area





# Olympic Stadium

No matter if it is your first visit or if you have seen it many times before: The Olympic Stadium exerts a fascinating pull on everyone all the time. The spectacular sight of the oval being embedded underneath the smoothly curved tent roof, the stunning architecture and the stirring aesthetics have attracted people for almost half a century – an enormous appeal no one can withstand.

Yet the Olympic Stadium is more than just a monumental construction of the past, more than just a mere piece from the Summer Olympics 1972: The Olympic Stadium is still a vibrant venue being annually frequented by hundreds of thousands of visitors – be it Open-Air-Concerts performed by top-class world stars or rock-pop-festivals and operas, be it enthralling sport events or the wonderful atmosphere during the already famous Public Screening of World Cup and European Championship matches in front of thousands of spectators in the Stadium: With its wide topical range for any different events the Olympic Stadium proves its great versatility and does not only fulfil the technical requirements of a contemporary event arena but provides also high comfort to its audience. With its distinctive tent roof architecture the Olympic Stadium still represents easiness, openness and transparency, being the heart of the Olympic Park – in the heart of Munich.

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## Information and Booking

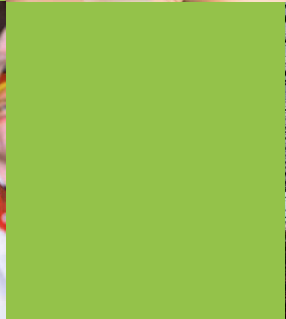
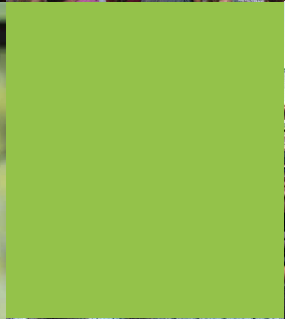
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# Olympic Stadium

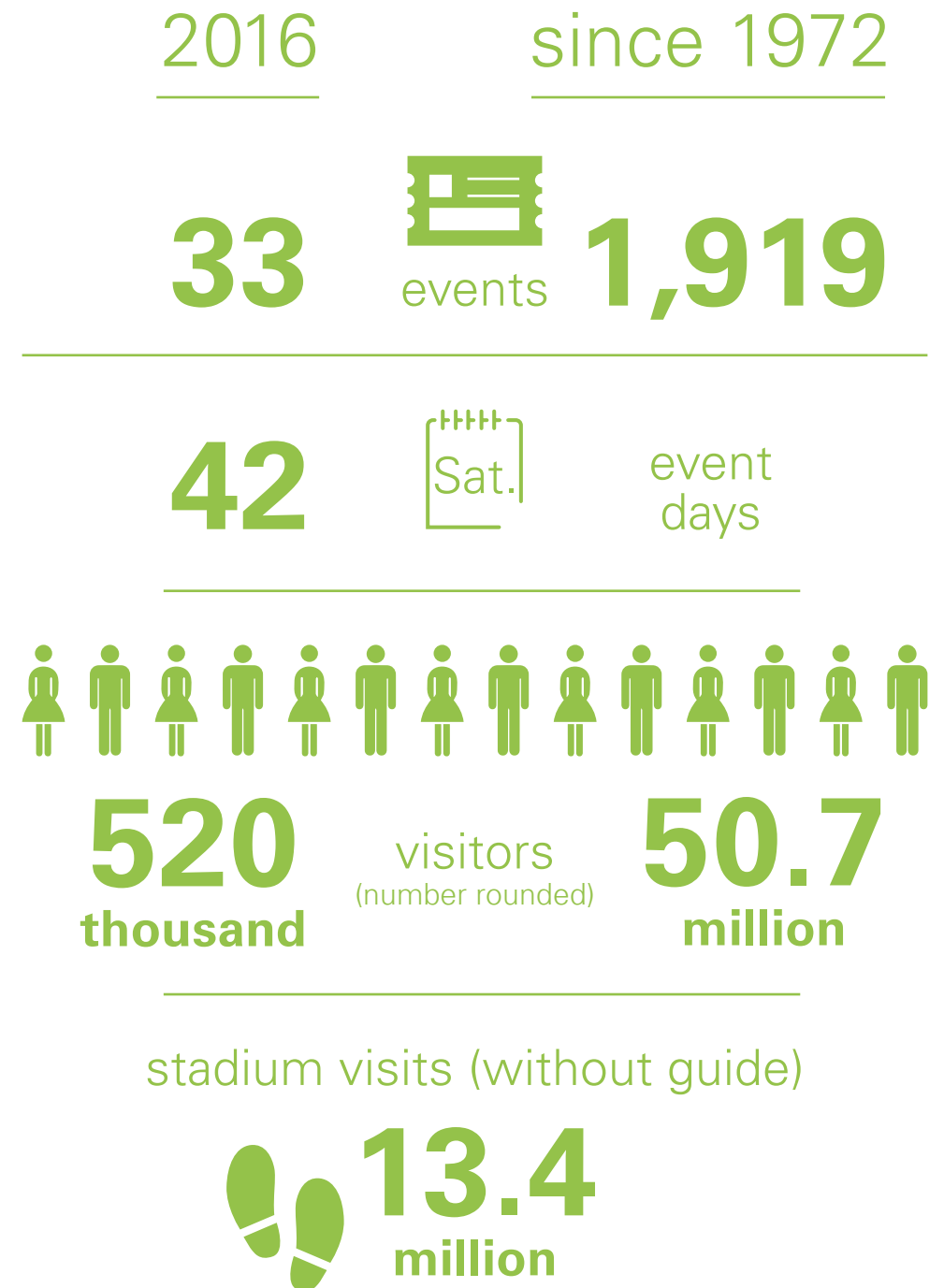
Concerts  
Sports  
Congresses







# Magic under the roof tent: A location for legends







# Olympic Hall

Major events with World and European Championships in the most different sports, sold out concerts with world stars of rock and pop and classic, musicals, festivals, show and entertainment – and, of course, many business events being staged by companies. If there is a place which truly lives up to the name “Multifunctional Hall”, it is the Olympic Hall. Hardly any event which has not taken place here.

Munich’s biggest indoor venue impresses with versatility and flexibility, in just a short time it can adjust and adapt to the most various requirements. No matter if a parquet flooring for basketball and handball games, an ice rink for hockey games or figure skating championships, if tons of sand for the annual equestrian highlight, the Munich Indoors, if with or without seating for meetings or conventions, shows or concerts: The Olympic Hall provides the right foundation for each occasion.

And yet the Olympic Hall is up to date after comprehensive renovations, fulfilling the highest standard in terms of high-tech requirements and providing great comfort for event organizers and promoters as well as for the audience. There is good reason why for decades the Olympic Hall has been a most popular venue with the best possible reputation – for artists and musicians, but also for international operating companies. A venue which is rightly on top level as one of the most used European event locations, and in which state-of-the-art technology is paired with undeniable charm.

The Olympic Hall is a real quick-change artist, a jack of all trades: The ideal place for a successful event in a fabulous atmosphere.

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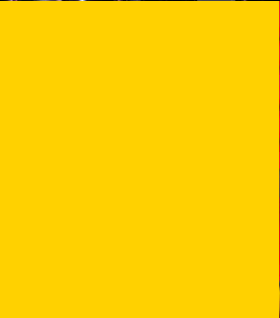
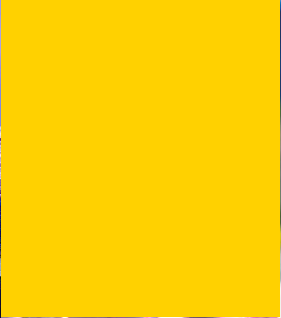
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# Olympic Hall

Concerts  
Sports  
Plenum Events  
Galas







# Our thousand-trick-pony: Charming and changeable

2016

since 1972

132



events

2,645

153



event  
days



704  
thousand

visitors  
(number rounded)

29.5  
million

concerts

sports

plenum events

galas





## Small Olympic Hall

Even if it is situated a little bit underneath, showing some understatement: There is no need for the Small Olympic Hall to hide. The younger sister turns out to be an independent venue as well as an ideal annex with many options to support events in the Olympic Hall next door. Being opened in 2011 and smoothly embedded under a green hill on the foot of the Olympic Tower it is softly flooded with daylight to create a pleasant brightness in the interior.

And, as little sisters always tend to do, also the Small Olympic Hall goes its very own individual way, convincing with strong qualities, special characteristics and also with a huge and after the first approach quite surprising size. With a capacity of up to 3,600 people the Small Olympic Hall provides plenty of room for business and cultural events. In addition it has become a famous and popular venue for numerous long lasting big exhibitions which have overall been frequented by a total of more than one million visitors in the first five years. Furthermore, due to its ample rooms which are illuminated by a fascinating lightning concept, the Small Olympic Hall provides enough space to host fairs and seminars, presentations, meetings and conventions in a customized size. Because of its multifunctional nature it can be perfectly shaped and adapted to the needs of the organisers and promoters – no matter whether as an own autonomous location or as the annex of the big sister.

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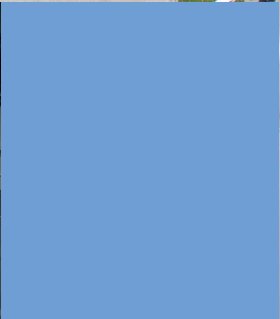
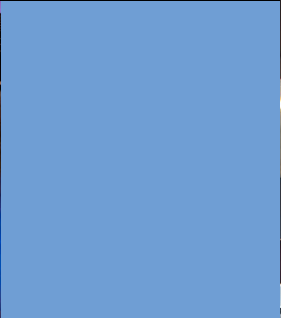
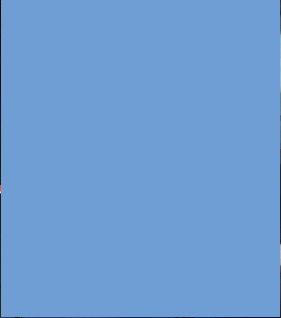
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# Small Olympic Hall

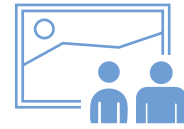
Exhibitions  
Concerts  
Corporate Events







# Little understatement: The Small Olympic Hall provides big surprises



exhibition

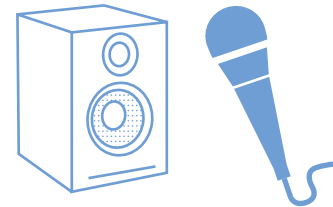
**business**  
and  
**cultural**  
events



corporate events

capacity  
for up to  
**3,600**  
visitors

more than  
**1 million**  
visitors  
in the first  
**5 years**



**concerts**

trade fair  
meetings  
product presentations  
conferences  
congresses



fascinating  
**lighting concept**





## Business Area

Whether for meetings or seminars, speeches and conventions, presentations or festivities: The Business Area of the Olympic Hall is just the right place to be for the most various events, no matter how large they are. Customers can book one of the seven conference rooms with a size between 66 and 71 square meters as well as two and more at the same time or the location as a whole with a total area of 872 square meters. There is a huge variety with possible combinations for companies and enterprises that wish to choose the right location in the right scale.

In the past few years the Business Area has demonstrated its outstanding quality for hosting exclusive V.I.P. and backstage events during concerts, shows and sport events in the Olympic Hall – due to its varied usage possibilities it also regularly succeeds in staging smaller events and activities.

The curved shape, the circular ceiling lights and the bright and pleasant interior create a nice and friendly atmosphere. Because of its multiple opportunities the Business Area provides all requirements to meet the demands for an efficient and successful use of the customers – no matter what size: The Business Area is just the place for a big deal.

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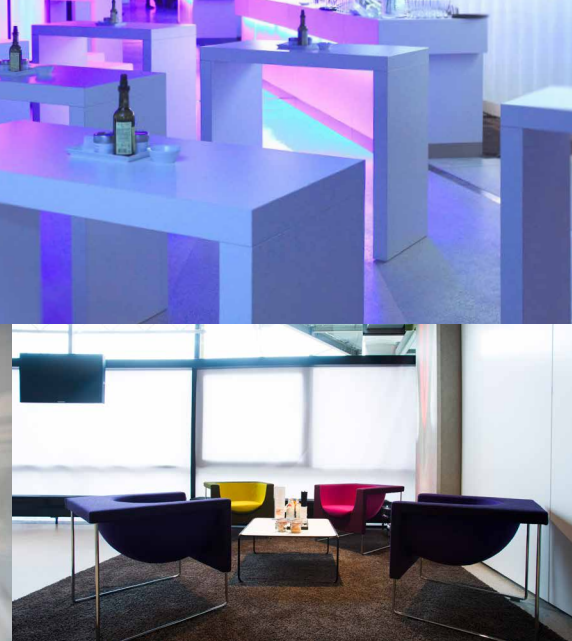
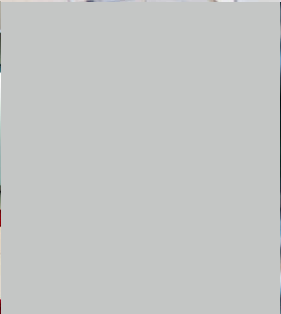
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# Business Area

Meetings  
Press Conferences  
Premium Packages

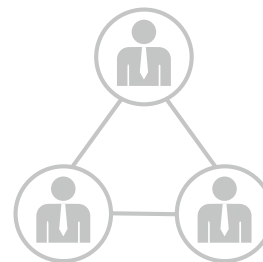




Between  
outside and  
inside:  
Splendid  
views  
and great  
insights



meetings  
seminars  
presentations  
corporate events  
speeches  
team events



press  
conferences

7

conference rooms

**66–71 m<sup>2</sup>**

individually  
combinable



VIP receptions  
backstage guests  
**premium packages**

**872 m<sup>2</sup>**

total area





## Coubertin / Club

It is one of the most recent constructions in the Olympic Park, an elegant and decent building. Despite of its striking architecture it perfectly fits into the distinctive visual appearance of the park. Coubertin and the Club next door are the ideal location for meetings and festivities, for presentations, public relation invitations and other business events – a facility which connects the outside with the inside in a great manner and which finds a smooth transition from the park's outdoor area into the interior of the Olympic Hall.

Both Coubertin and the neighboring Club are equipped with an up to date technology and provide all conditions for an impeccable and flawless operation of an event. Yet the two venues are more than just functional and appropriate rooms, they are locations with a very special aura. From its two outdoor terraces but also from the interior the Coubertin allows a stunning view into the Park, to landmarks like the Olympic Tower, the Olympic Stadium, the tent roof and the lovely nature. In contrast the Club leads into the interior of the Olympic Hall, granting a spectacular view during concerts or sports events. The Coubertin and the Club represent a perfect symbiosis between a great outlook and deep insights.

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# Coubertin / Club

Meetings  
Press Conferences  
Corporate Events







# Just the right size: Adjustable & multitasking

2

open air  
terraces

outlook on the  
← **Olympic Park** →

insight in the  
→ **Olympic Hall** ←



meetings  
presentations  
PR events  
corporate events



parties  
corporate events

meetings



press conferences







## Outdoor Area

It's the center and the mainstay – and for anyone walking through park hardly to miss: The Coubertin Square is the core of the whole scenery, situated between the Olympic Stadium and the Olympic Hall, between the Olympic Swimming Pool and the Olympic Lake. In other words: The Coubertin Square enjoys to be in the center of attention.

Due to its spacious size but also to its ideal location with the atmospheric surroundings including the tent roof and the Olympic Hill the Square is a wonderful place for great events: It is the stage for the traditional Summer Festival impark taking place each year in August, it is an impressive setting for thrilling action sport events like the annual MASH but it can also be a great stage for Open Air concerts like once with the British pop world stars of Coldplay. Moreover the Coubertin Square also creates the perfect conditions for many public presentations and fairs, road shows or promotion events with vast opportunities for exhibitors and companies to introduce themselves and to show their business. Major attractions like Cycling and Running Events as well as other highlights like the Munich Outdoor Sports Festival entice thousands of active participants and spectators to come to the Park. Regarding the indispensable scenery with the unique architecture of the Olympic Park: With a background like this any event provides a perfect image.

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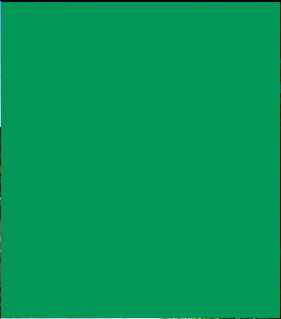
# Outdoor Area

sports

road shows /  
promotion events /  
brand events

music + culture





# Shining brightly: Great emotions underneath the sky

2016

since 1972

110



events

2,786

176



event  
days



916

thousand

visitors  
(number rounded)

26.2

million

sports



road shows /  
promotion events /  
brand events



music + culture







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