



Press Release

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Munich - a brief description

Geographical location

The City of Munich is located close to the Bavarian Alps in the centre of Europe. The River Isar flows through the town. Total area of the city: about 31,000 hectares (76,543 acres); lowest point: 482 metres (1,582 feet) above sea level; highest point: 579 metres (1,901 feet) above sea level. Isar: 13.7 km (approx. 10 miles) long in the city area.

Climate

Munich is located in a moderate climatic zone and therefore has neither an extremely cold winter or an extremely hot summer.

January: -11.7° - 16.1° C

May: 1.9° - 30.7° C

June - August: 6.4° - 33.5° C

Precipitation (2005): 1021 mm

Sunshine duration (2005): 1901 hours

Population

Inhabitants: 1.326.206 million (December 2006)

History

On 14th June 1158 the settlement of "Munichen" was granted the right to hold markets and to mint coins. Munich was given the status of a town (civitas) in 1214. In 1255 it became the seat of the Wittelsbach dynasty. In 1632 Munich was occupied by Gustavus Adolphus of Sweden in the Thirty Years' War. Under King Ludwig I (25th August 1786 – 29th Februar 1868) famous buildings were erected the Glyptothek, the Old and New Pinakotheks, the Royal Residence, the Feldherrnhalle, Siegestor (Triumphal Arch) etc. thus turning Munich into a major cultural centre in Europe. On 7th November 1918 Kurt Eisner proclaimed the Free State of Bavaria. In 1957 Munich's millionth inhabitant was born. In 1972 Munich was the venue of the XXth Summer Olympic Games, and in 2006 one of the venues of the Football World Cup.

Municipal administration

The municipal authorities are run by 80 town councillors in an honorary capacity, one Lord Mayor, one Mayor and one Mayoress together. The Town Council is the political representation of the municipality and makes all the essential decisions.

Economy

It is regularly confirmed by numerous city ratings: Munich, the capital of Bavaria, remains the most attractive and successful German city. Munich's strength rests on a balanced mix of global players and a lively middle class, a broad range of growth branches and a highly qualified workforce. The immediate proximity of manufacturing companies, service industries and research facilities creates a unique environment for inter-branch synergy effects and above-average economic prosperity. The Munich cluster of information and communication technology, life sciences, corporate finance, aerospace technology, nano technology and automotive engineering ensure sustainable impulses for innovation. Functioning networks, a first-class infrastructure and the whole gamut of opportunities to obtain capital and services on the spot complete the spectrum of advantages of the location. Eight companies quoted on the DAX 30 are based in Munich.

The resource for growth in future global competition is knowledge. Munich, with its strong creative background, is as a city of knowledge and science an outstanding location. In 2006 the first round of the "Excellence Initiative" ended with a triumph for the science location of Munich. The Ludwig Maximilian University and the Technical University were selected as elite universities. For the two Munich universities and the science location of Munich this award means an inestimable promotion of their image.

With a share of just under 11 per cent of the Bavarian population, in 2005 the City of Munich earned 16.7 per cent (= €67.34bn) of Bavaria's gross domestic product. The average unemployment rate dropped from 7.2 per cent to 6.4 per cent in 2006. Munich can successfully defend its position as the German city with the lowest unemployment. With a volume of investment of €784m, in 2006 the city also contributed to maintaining its competitive edge and to further developing the infrastructure of its economic location. For the retail trade Munich remains a first-class location and with a per capita purchasing power of over €24,700 still tops the major German cities. A favourable economic setting has played a role in the fact that 24,000 people started up new businesses in 2006 and risked taking a step towards independence.

Tourism

Munich offers about 355 hotels and pensions with about 45,500 hotel beds. 4.4 million tourists booked 8.9 million overnight stays in 2006. The proportion of guests from abroad was 47,2%, an indication of the international character of tourism in Munich. Most of the foreign visitors came from the USA, followed by Italy, Great Britain, Austria and Switzerland.

Beside the 4.4 million guests staying overnight in hotels and guesthouses about the same number of non officially registered guests staying overnight with friends or relatives can be assumed. In addition about 87 million day visitors came to Munich in 2006.

Altogether there is a net economic value resulting from tourism for the city of some € 5.8 billion (figure based on the study of the "Deutsches Wirtschaftswissenschaftliches Institut für Fremdenverkehr" at the Munich university and the extrapolation of the Munich Tourist Office) in 2006.

Education and culture

In Munich there are 3 universities and 8 colleges with approx. 86.150 students.

60 theatres including one opera house

45 museums and collections

3 large symphony orchestras

88 cinemas

129 public libraries

Traditional festivals and events

Maidult (a 'dult' is a streetmarket and fair)	end of April/ beginning of May
Anniversary of the City's Foundation	one weekend mid June
Opera Festival	July
Jakobidult	end of July
Oktoberfest	16 days finishing on the first Sunday in October and beginning on the Saturday 2 weeks before
Kirchweihdult	mid October
Christmas Market	from the first weekend on Advent to December 24th

More details and actual information on the events in Munich are available in the information and service section of the tourist office in the internet: <http://www.muenchen-tourist.de>.

More press releases under: [www.muenchen.de /tam](http://www.muenchen.de/tam)