

Your premium event location

Information on the locations
at the Olympic Park Munich

 Olympic Park Munich

 Olympic Stadium

 Olympic Hall

 Small Olympic Hall

 Business Area

 Coubertin/Club

 Outdoor Areas

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Olympic Park Munich



The Olympic Park is a world-famous landmark. It is as integral to Munich as the Cathedral Church of Our Lady (Frauenkirche) and the Hofbräuhaus, as integral as the mountains are to Bavaria. And to this day, more than 50 years after the 1972 Olympic Games, it remains a major attraction for tourists and locals alike. It is a wonderful place of recreation that's big on leisure. It is also a vibrant event centre, a multifunctional event cluster of global renown. The Olympic Park is a phenomenon.

Some 226 million people have visited the park's leisure and tourism facilities and attended more than 15,000 events held there since the Olympics – in no other city in the world has such intensive use been made of the sports facilities and complexes after the city has hosted the Summer Olympics. The Olympic Park is a place of vitality and joy, of joie de vivre – and a place with a spectacular array of diverse offerings. Breathtaking sports and action events, thrilling cultural and music offerings ranging from summertime open-air events in the Olympic Stadium to concerts in the Olympic Hall, and not forgetting rousing festivals and events held in the outdoor areas – the park is colourful, liveable and loveable, entirely in keeping with original architects, whose vision it was to give the ensemble a peaceful, friendly and cosmopolitan feel.

The various locations around the Olympic Park additionally offer companies and businesses unique conditions for organising tailored highlights for business partners, customers and employees, be it seminars and conventions, conferences and congresses, presentations, or works assemblies and annual general meetings. And being in the direct vicinity of the 2R middle ring road, which offers swift access to all the motorways including the Munich Airport approach road, the Olympic Park offers not only an unmistakable atmosphere, but also a major location advantage for local, national and international guests. The Olympic Park is simply unique.





**Simply
fantastic:
the land-
mark in the
heart of
the cosmo-
politan city**

The Olympic Park Munich in figures
2022



events

483

events

2.6

million
guests



recreation

1.8

million

sports enthusiasts
and tourists



225.9 million



visitors since 1972



2022

location



609

event days
Olympic Park Munich

days

Visitors to the facilities since 1972

as at December 2022

53.1 million



Olympic Stadium

33 million



Olympic Hall

4.6 million



Olympic Ice Sport Centre

30.2 million



Outdoor Areas





-  Olympic Stadium
-  Olympic Hall
-  Small Olympic Hall
-  Business Area
-  Coubertin/Club
-  Outdoor Areas



Olympic Stadium

Concerts

Sports

Congresses

Whether you're approaching it for the first time or you have seen it many times before, the Olympic Stadium exerts a uniquely fascinating hold over each and every beholder and visitor. The spectacular sight of the oval nestled beneath the curved tent roof, the bold architecture and the stirring aesthetics have been captivating people for over half a century – there is a pull here you simply can't resist.

But the Olympic Stadium is more than merely a monumental structure from bygone days, more than merely a memorial to the 1972 Summer Olympics. To this day, the Olympic Stadium remains a vibrant event venue frequented by hundreds of thousands of visitors every year. From the annual open-air concerts given by top-class, world-famous musicians, the rock and pop festivals, and open-air opera to thrilling sports events such as recently the European Championships Munich 2022, the Olympic Stadium boasts an immense range of events it can potentially host and continues to demonstrate its huge versatility to this day, not only meeting all the technical requirements of an event arena, but also offering visitors and spectators a high level of comfort. With its iconic tent roof architecture, the stadium continues to stand for lightness, openness and transparency: the centrepiece of the Olympic Park – and a centrepiece of Munich.





Fascination beneath the tent roof: a place of legends

2022

since 1972

69



events

2,185

80



event
days



819
thousand

visitors
(figure rounded)

53.1
million

stadium visits (without guide)

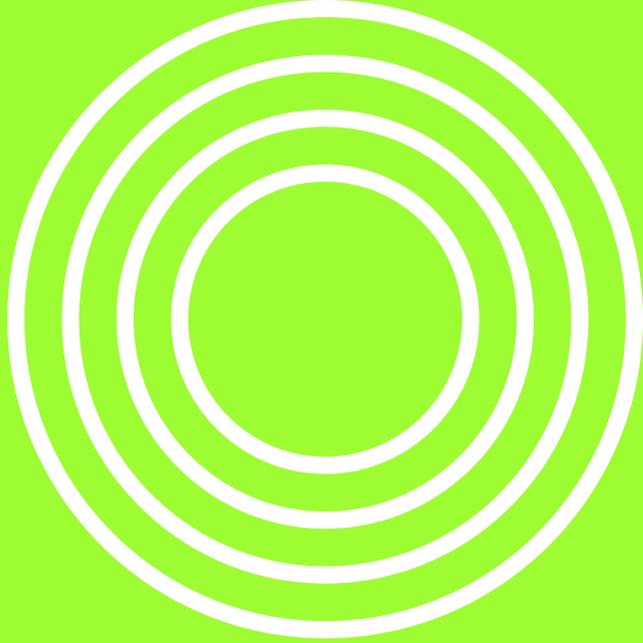


14.2
million since 1972





Olympic Hall



Concerts

Shows

Sports

Corporate Events

Major events, world and European championships in all kinds of different sports, the sold-out concerts of world-famous rock and pop stars, classical music, musicals, festivals, shows, entertainment and, of course, numerous business and corporate events – the Olympic Hall really does justice to the term ‘multi-purpose hall’.

Munich’s biggest event venue with a roof is impressively versatile and adaptable, and can be modified to meet all kinds of requirements in next to no time. The Olympic Hall can create just the right basis for any occasion, be it parquet flooring for basketball and handball matches, an ice rink for ice hockey matches or ice skating championships, tonnes of sand for an equestrian event or an interior with or without seating for conventions and conferences, shows and concerts.

And the Olympic Hall is up to date too, not only meeting the most stringent technical requirements, but also offering the event organisers and visitors alike great comfort in terms of the framework conditions. It’s not for nothing that it remains a popular destination for artists – a venue which has justifiably ranked among the most frequently used event arenas in Europe for decades, pairing modern facilities with unmistakable charm.

The Olympic Hall is a master of transformation, the Olympic Park’s all-rounder – making it the perfect place for a successful event held in a marvellous atmosphere.



Our all-rounder: wonderful and wonderfully versatile

2022

since 1972

105



events

3,165

131



event
days



715
thousand

visitors
(figure rounded)

33
million

concerts

shows

sports

corporate
events





Small Olympic Hall

Exhibitions

Concerts

Corporate Events

While it is somewhat tucked away and outwardly appears to be going for understatement, there is no reason why the Small Olympic Hall should hide its light under a bushel. The Olympic Hall's much younger sister is an event venue in itself, but can also serve as the ideal complement to events held in the big Olympic Hall next door, and offers all kinds of options. Opened in 2011, its architecture is subtly embedded beneath a green mound at the foot of the Olympic Tower. Flooded with daylight in spite of its underground location, it unobtrusively nestles in the masterful park ensemble.

And as is often the case with little sisters, the Small Olympic Hall goes its own way, making an impression with its own qualities, a very independent character and its surprising size and expanse inside that you wouldn't expect at first glance from outside. With capacity of up to 3,600 spectators, it can accommodate business and cultural events, and has also made a name for itself as a popular venue for numerous major exhibitions lasting for months. What's more, with its wide expanses which are perfectly lit by a fascinating lighting concept, the Small Olympic Hall also offers plenty of space for events such as trade shows, conventions, product presentations, conferences and congresses in a wide variety of sizes. Thanks to its multifunctionality, the venue can be tailored to an event organiser's or host's specific needs, be it as a stand-alone location or together with its big sister.





Charming understatement: the Small Olympic Hall is full of big surprises



exhibitions

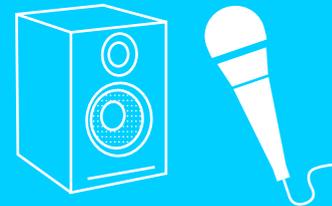
business
and
cultural
events



corporate events

capacity
for up to
3,600
spectators

approx.
1.8 million
visitors since
2011



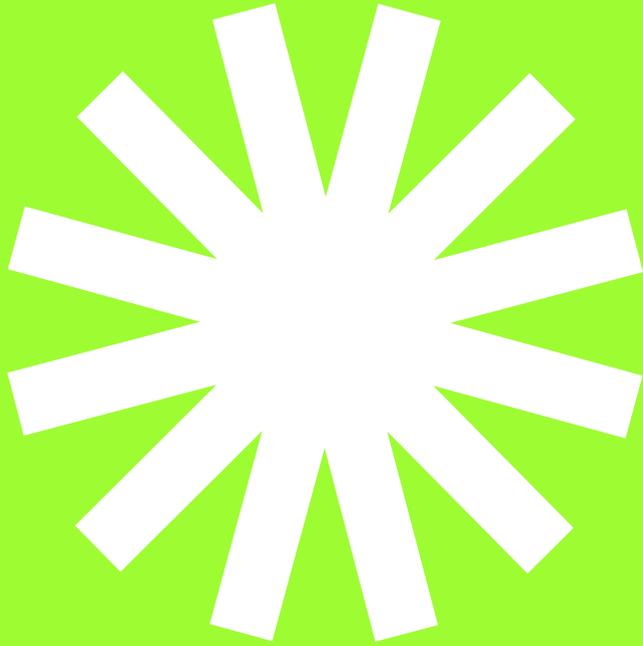
Concerts

trade shows
conventions
product presentations
conferences
congresses





Business Area



Premium Packages

Conventions

Conferences

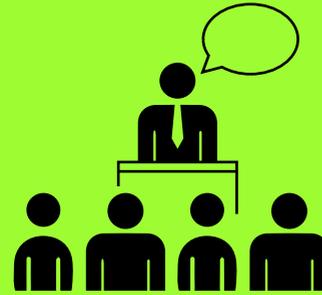
Be it for a talk or a seminar, a team event or a convention, a presentation or a company party, the Business Area in the Olympic Hall is ideal for hosting all kinds of events, no matter what size. Whether customers wish to book one of the seven conference rooms ranging in size from 66 to 71 square metres, a number of the rooms together or the entire Business Area including the foyer and totalling 872 square metres, businesses and companies can choose from a wide array of different combination options to create just the right location.

In recent years, the spacious Business Area has served as the ideal spot for VIP receptions and backstage guests at many a major concert, show and sports event held in the Olympic Hall. And with its variable usage options, the exclusive area has also more than proved its worth as a venue for events held on a smaller scale.

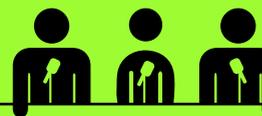
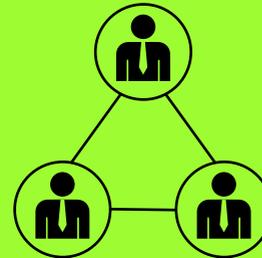
The curved room geometry, the circular ceiling lights and the bright, well-lit interior create a pleasant and friendly atmosphere. It can be flexibly tailored to perfectly meet the renter's needs, creating all the conditions required for its effective, productive and successful use. The Business Area – a great place for doing business.



Tailored to your needs: flexible and multi- functional



conventions
talks
seminars
company parties
team events
presentations



conferences

7
conference rooms
66–71 m²
flexibly
combinable



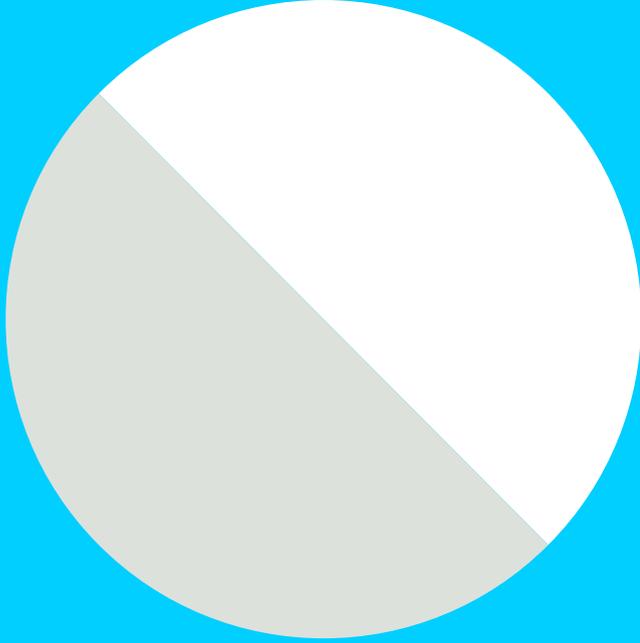
VIP receptions
backstage guests
premium packages

872 m²
of space in total





Coubertin / Club



Conventions

Press conferences

Corporate events

One of the newer Olympic Park buildings, this elegant and unobtrusive construction smoothly and gracefully melds with the entire ensemble in spite of its striking architecture. The Coubertin and the adjacent club are the ideal venue for meetings and festivities, presentations and PR events, and other business happenings. The building wonderfully combines the indoors and the outdoors, and almost inconspicuously and subtly forges a link between the park's outdoor areas and the interior of the Olympic Hall.

Thanks to their technical facilities, both the Coubertin and the club offer everything you need for a perfect, smooth-running event. What's more, both spaces are a whole lot more than merely businesslike and conveniently functional locations – they are places that boast their very own flair. The Coubertin's two outdoor terraces afford fascinating views of the parkland, and from the inside too there is an atmospheric panorama of the outdoor areas including the Olympic Tower, the Olympic Hill and, of course, the tent roof. The adjacent club, on the other hand, extends into the Olympic Hall, offering a captivating view of the Olympic Hall arena. The Coubertin and the club are the perfect symbiosis of fantastic sights and phenomenal insights.

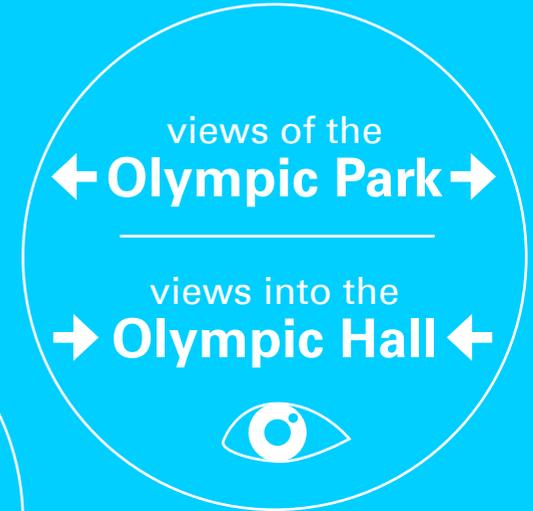




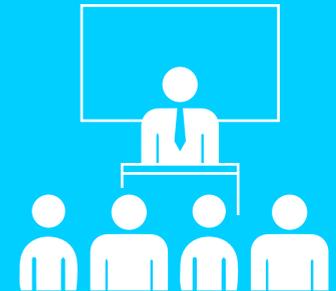
Inside and out: super sights and incredible insights

2

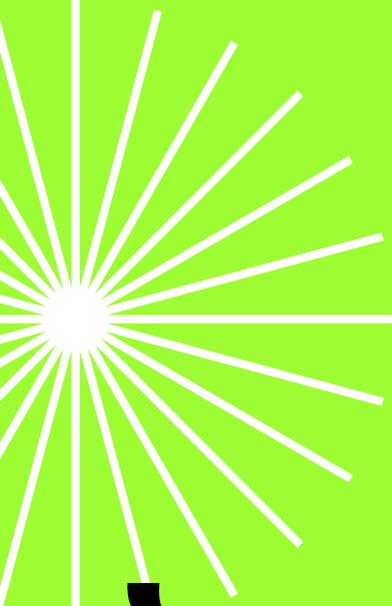
outdoor
terraces



conventions







Outdoor Areas

Sports

Roadshows/promotional events/
brand events

Music + culture

You can't miss it. It is the heart, the hub, of the Olympic Park, and you're bound to pass this way if you are ever heading across the park ensemble – located between the Olympic Stadium and the Olympic Hall, between the Olympic Swimming Pool and the Olympic Lake, the Hans-Jochen-Vogel-Platz square is at the core of the entire ensemble. Or to put it another way, the Hans-Jochen-Vogel-Platz square enjoys being the centre of attention.

With its spacious expanse, ideal location and atmospheric ambience, the square is a wonderful venue for major events such as the annual Summer Festival. It serves as an impressive backdrop for music and sports festivals such as MASH and Summer Nights Dream as well as for open-air concerts like the one once played by Coldplay. The Hans-Jochen-Vogel-Platz square is additionally the ideal setting for public presentations such as roadshows and promotional events. Crowd pullers such as cycling and running events attract thousands of active participants and spectators to the park again and again. Exhibitors and companies can showcase themselves at open-air shows like the annual E Bike Days held in the incomparable setting of the Olympic Park's unique architecture – a backdrop like this will help any event cut a fine figure.

What's more, maximum visitor fluctuation means a great deal of attention is guaranteed. All the main paths in the Olympic Park lead to the Hans-Jochen-Vogel-Platz square, which serves as the core of the entire ensemble. You simply can't miss it.



© Red Bull



Dazzling: big emotions in the open air

2022

since 1972

75



events

3,234

121



event
days



919

thousand

visitors
(figure rounded)

30.2

million

sports

roadshows /

promotional events /
brand events

music + culture





Unforgettable moments – that's a promise

Information and bookings

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