

SALES GUIDE



MUC: PASSENGERS' DARLING

A big kiss for its **friendly service** ...

A big kiss for its **superb timeliness** ...

A big kiss for its **fantastic shopping opportunities** ...

A big kiss for its **great food and drinks** ...

From its around **35 million** very enthusiastic air travellers



Millions of travellers agree: In the independent Skytrax passenger survey, 11.38 million passengers voted Munich Airport best airport in Europe for the fifth time (2005, 2006, 2007, 2008, 2010, 2011). For us, your judgement is the best incentive to become even better day by day. Munich Airport – Best of Europe.



www.munich-airport.com

M Munich Airport

Service nonstop



DEAR TRAVEL INDUSTRY PARTNERS,

Isn't it true that the backbone of our industry is service and support? Yes. And when you top excellent service with efficiency and passenger-friendly facilities you have what it takes to successfully operate an international hub airport. Service nonstop, is much more than Munich Airport's slogan; it defines the steadfast commitment to our passengers. They are among the 11.38 million travellers worldwide who participated in the internationally renowned Skytrax survey 2010 that identified – for the fourth consecutive year – Munich Airport as "The Best Airport in Europe".

As Munich Airport is constantly improving its state-of-the-art facilities and service portfolio we have also decided to redesign and update our main tool for the travel trade. Our Sales Guide has a new layout and clean look that will make it easier for planners to organize travel packages to Munich, Bavaria and Romantic Europe. Spectacular Alpine scenery and numerous UNESCO World Heritage Sites await the traveller upon arrival at Munich Airport. One is quickly captivated by the places where history was made and quite tempted to travel down Bavaria's extensive network of holiday routes to experience the region's culture. Why resist the oppor-

tunity to experience medieval cities, picturesque villages, amazing architecture, fabulous shopping and pulsating nightlife?

Another Bavarian jewel is the City of Munich itself. Here trend merges with tradition to create an atmosphere of magic. Discover the features that make Munich an extremely popular city: outstanding museums, famous theaters and orchestras, magnificent palaces, lovely parks, gourmet temples, down-to-earth beer gardens - and much more...

Great travel destinations need powerful gateways. Looking back, the development of Munich Airport has been a dynamic process from a mainly point-to-point airport into one of Europe's most modern airports. Currently, Munich Airport ranks number seven in the "Champion League" of European airports. Yet, I firmly believe that we have a good chance of becoming one of Europe's TOP 5 hub airports by the year 2020.

Even so, we will always pursue the commitment to our tourism region and the close cooperation with you - our travel industry partners.

Dr. Michael Kerkloh
President and CEO of Munich Airport

AT A GLANCE

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Masthead

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