

## Press Release

20 October 2009

### Munich on the Mount Olympus of the congress world

- Internationally renowned cardiologists' congress back in Munich in 2012
- Tourist Office and Messe München expect an injection of at least 80 million euros of spending

After successfully hosting the cardiologists' congress in 2004 and 2008, Munich is continuing this Olympic cycle and will again be welcoming cardiologists from all over the world in 2012, from 25 to 29 August. Thanks to the close cooperation and joint promotion efforts of Munich Tourist Office and Messe München/ICM - International Congress Centre Munich, the Bavarian capital was able once more to attract this highly regarded international congress highlight of the European Society of Cardiology (ESC), winning through against competition from a number of other European destinations.

Munich's Mayor, Christian Ude, is delighted: "By winning the bid again, Munich has now finally taken its place on the Mount Olympus of congress cities – this is a tremendous result for our city."

At the Munich Tourist Office and in the ICM and Messe München, too, there is satisfaction all round. Director of Tourism, Dr Gabriele Weishäupl: "The third contract to host this top-flight congress has enormously strengthened the pole position of Munich among the congress destinations." For Norbert Bargmann, the Managing Director at Messe München responsible for the ICM, one of the secrets of this success is that "we worked together on this bid in a way that is quite unique within Europe, linking in all the players in the congress business within Munich." For example, the hotel trade in Munich had set aside a contingent of around 15,000 rooms, as part of the ESC bid for 2012.

Not only the Tourist Office and Messe München benefit from successfully hosting a congress of this size: With well over 30,000 delegates, the cardiologists congress in 2008 injected a statistically proven sum of at least 80 million euros worth of purchasing power into the city and the surrounding area.

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