

news release

Mandarin Oriental Hotel Group Limited
8th Floor, One Island East, Taikoo Place, 18 Westlands Road, Quarry Bay, Hong Kong
Telephone +852 2895 9288 Facsimile +852 2837 3500
mandarinoriental.com



MANDARIN ORIENTAL, MUNICH LAUNCHES AN EXCLUSIVE EXPERIENCE FOR THE WORLD'S MOST FAMOUS BEER FESTIVAL - OKTOBERFEST 2024



Hong Kong, 30 July 2024 - [Mandarin Oriental, Munich](#) has launched a special Oktoberfest experience, featuring a collaboration with a traditional provider of Bavarian attire, to allow guests to fully immerse themselves in the spirit of the world's most famous beer festival.

From September 21st to October 6th, Munich's Theresienwiese will transform into a vibrant festival ground for the 189th Oktoberfest, captivating visitors from around the world with its festive spirit and timeless traditions.

Mandarin Oriental, Munich invites guests to enjoy the city's world-renowned festival and truly get into the Oktoberfest spirit with a package that features a unique partnership with Heimatglück Tracht, famed for their bespoke, high-quality Bavarian attire, including Dirndl and Lederhosen.

Merging heritage with modern elements, Heimatglück's designs are made in Munich and a private In-Room Shopping Experience allows Mandarin Oriental, Munich's guests a relaxed atmosphere for consultations and fittings, as they choose Bavarian traditional clothing to ensure that they truly look the part for Oktoberfest. Alternatively, guests can visit Heimatglück's flagship store for a personalised shopping experience.

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Arriving at Oktoberfest then happens in true style as the experience also includes transfers from the hotel in an authentic vintage bus equipped with beer and pretzels. Once on site, two tickets are included to one of the highly sought-after Oktoberfest tents. Sitting at a table for up to ten people, the experience comes complete with a typical Bavarian menu with dishes such as roast chicken (Brathähnchen), pretzels (Brezeln), and pork knuckle (Schweinshaxe), before dancing to the lively tunes of traditional brass bands.

Accommodation comes in a choice of 48 elegant rooms and 25 suites, from stylish deluxe rooms with city views to the remarkable 325 sqm Grand Presidential Suite which occupies half a wing of the hotel's top floor.

The package also includes a full daily breakfast, served in the hotel's restaurant, while guests will also enjoy a selection of Bavarian delicacies served in their room upon arrival.

Additional optional Oktoberfest experiences for Mandarin Oriental, Munich's guests include ['Bavarian Wonders from Above'](#), a luxury scenic flight with Alpenair as they soar over majestic mountains, serene lakes and breathtaking glaciers.

There's also the chance to ['Create your own Bavarian Hat'](#) in partnership with Fatzke. The personalised one-hour hat making experience allows you to customise your own Bavarian 'hut' (as it is known in German) in terms of colour, shape and decoration, even incorporating personal items like chains, shells, or coins. The hat is typically ready in 4-6 weeks and can be shipped worldwide.

Special events for the 189th Oktoberfest start on September 21 with the grand entrance of the Oktoberfest hosts, before a parade of traditional attire the following day, showcasing Bavaria's rich cultural heritage as participants adorned in vibrant attire march through the streets, accompanied by traditional music.

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Other highlights include a special open-air brass band concert with a backdrop of Munich's 19th century Bavaria Statue on 29 September, special Kids Days on 24 September and 1 October, then the thrilling fireworks display on 6 October as Oktoberfest draws to a close.

The special [Oktoberfest package](#) at Mandarin Oriental, Munich, is priced from **EUR 2,000** for two people per night, and includes:

- Full daily breakfast.
- A selection of Bavarian delicacies in room upon arrival.
- The chance to dress up and arrive in style at Oktoberfest in one of the hotel's authentic vintage buses equipped with beer and pretzels.
- Two tickets to one of the highly sought-after Oktoberfest tents at a table for up to ten people, complete with a typical Bavarian menu.
- A private In-Room Shopping Experience with the hotel's exclusive partner "Heimatglück Munich" for traditional dress

About Mandarin Oriental, Munich

Quietly tucked away in a side street, yet centrally located near the famed Maximilianstrasse, [Mandarin Oriental, Munich](#) is an elegant gem, combining timeless, sophisticated charm with a contemporary, modern design and subtle oriental accents. Mandarin Oriental provides the highest levels of personalized service in the very city centre and is home to a selection of stylish, elegant [restaurants and bars, including Matsuhisa, Munich by world renowned Chef Nobu Matsuhisa](#). The hotel's elegant and spacious [48 guestrooms and 25 suites](#) offer the finest in international luxury and, along with the stunning [rooftop](#), feature views that stretch across the picturesque surroundings of the old town.

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About Mandarin Oriental Hotel Group

Mandarin Oriental is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Recognised for creating exceptional properties, each destination reflects the Group's oriental heritage, local culture and unique design. The Group's mission is to completely delight and inspire guests through delivering passionate service. Having grown from its Asian roots over 60 years ago into a global brand, the Group now operates 40 hotels, 12 residences and 24 *exclusive homes* in 26 countries and territories with many more projects under development. Mandarin Oriental continues to drive its reputation as an innovative leader in luxury hospitality, delivering sustainable growth over the long term.

Further information is available on our Social Media channels and website: www.mandarinoriental.com, including [Media Centre](#). Alternatively, please contact:

Corporate Office

Emilie Pichon (epichon@mohg.com)
Brand Director Europe

Mandarin Oriental, Munich

Phillip Mayer (pmayer@mohg.com)
Director of Marketing and Commerce
Tel: +49 (0) 89 290 980