

# Luxury Travel in Munich, Bavaria and the Alpine region



## Welcome to Munich Airport

Munich Airport is the gateway to an unforgettable journey through the heart of Bavaria. The journey begins in Munich, a city where tradition, elegance, and innovation coexist in perfect harmony. From the baroque beauty of Nymphenburg Palace to the bustling Viktualienmarkt, Munich offers a rich blend of history, lifestyle, and sophistication. Culturally, the city stands among Germany's true centers of excellence. With more than 60 museums—including the world-renowned Kunstareal, home to the Alte Pinakothek, Neue Pinakothek, Pinakothek der Moderne, and Museum Brandhorst—Munich presents an extraordinary spectrum of art, from classical masterpieces to cutting-edge contemporary works.



Munich is the culinary capital of southern Germany. With 15 Michelin-starred restaurants, the city ranks among the top gourmet destinations in the country. Whether Alpine-inspired fine dining, modern fusion cuisine, or traditional Bavarian dishes reimagined with elegance, Munich's gastronomic landscape is as diverse as it is refined. The Viktualienmarkt, with its artisanal delicacies and vibrant food stalls, reflects the city's deep-rooted food culture.

In addition to its culinary excellence, Munich is a shopping hot spot. From luxury boutiques along Maximilianstraße to trendsetting concept stores in the Glockenbachviertel, the city offers a premium retail experience that blends international fashion with local craftsmanship. The combination of style, quality, and urban flair makes Munich one of Europe's most attractive shopping destinations.



## Welcome to Munich Airport

Once the city's cultural, culinary, and shopping highlights have been explored, the surrounding region unfolds with breathtaking beauty. Just a short drive from Munich, visitors encounter crystal-clear lakes, fairy-tale castles that inspired Walt Disney, and majestic mountain panoramas. The Austrian cities of Innsbruck and Salzburg are within easy reach—less than two hours away by car—offering a seamless extension into the heart of the Alps.



For further inspiration, curated experience suggestions and local incoming agencies are available to assist with planning. This guide is designed to help create a journey that exceeds expectations, rich in culture, flavor, and unforgettable moments. Munich—and beyond.

# Munich Airport: 5 star premium hub and among the top 10 best airports worldwide



## Munich Airport VIP-Wing

Exclusive comfort and premium-class service before leaving the ground: Munich Airport's VIP Services means relaxed, stress-free travel through the modern VipWing premium terminal. International ambiance combined with traditional Bavarian comfort – regardless of your airline or ticket.

[VipWing - Munich Airport](#)



## Lounges

The 14 lounges across Munich Airport's two terminals offer an exclusive experience before your journey even begins. In addition to the Emirates, KLM, Air France, and Lufthansa lounges, Munich Airport itself operates two premium lounges that elevate the travel experience from the moment you arrive.

[Lounges - Munich Airport](#)



## Hilton Munich Airport

The five-star property located directly at Munich Airport offers a range of premium amenities, including the Mountain Hub Spa, an Executive Lounge, and the Nightflight Bar. Guests can unwind in the serene wellness area featuring a heated indoor pool and or enjoy handcrafted cocktails beneath the soaring glass atrium.

[Hilton Munich Airport - Munich Airport](#)



## Mountain Hub Gourmet at Hilton Munich Airport

Hilton Munich Airport is home to the Mountain Hub Gourmet Restaurant which makes hearts of gourmets beat faster and offer international specialities of the highest class with regional influence. Discover culinary highlights in this Michelin starred restaurant.

[Mountain Hub Gourmet - Munich Airport](#)

Where to stay:



Tobias Lindner, Chefconcierge Hotel Bayerischer Hof.



# Luxury Hotels in Munich:

Munich offers a diverse range of luxurious five-star hotels. Discover a curated selection below.



Hotel Bayerischer Hof

5\* Luxury establishment with a personal touch.

Highlight: Unique health and beauty retreat measuring with a breathtaking view over the rooftops of Munich.

<https://www.bayerischerhof.de/en>



Kempinski Hotel Munich

5\* Luxury grand hotel in the city center of Munich.

Highlights: Numerous paintings from the Munich Pinakothek museum decorating the walls of the rooms and suites. For example in the below shown luxury and brand new Ludwig Suite.

[www.kempinski.com/en/](http://www.kempinski.com/en/)



Rosewood Munich

5\* Luxury hotel in the city center with an elegant, cultural touch.

Highlight: Showcasing Artwork by award-winning local illustrator Olaf Hajek, and Munich Snapshots by renowned illustrator Rosanna Merklin.

[www.rosewoodhotels.com/en](http://www.rosewoodhotels.com/en)



Sofitel Munich Bayerpost

5\* Contemporary design hotel where history meets modernity.

Highlight: French lifestyle blends with Bavarian joie de vivre in the DÉLICE La brasserie and the bar ISARBAR.

[www.sofitel-munich.com/](http://www.sofitel-munich.com/)



Mandarin Oriental, Munich

5\* Luxury retreat with timeless appeal.

Highlight: Renowned Japanese-Peruvian cuisine by top chef Nobu Matsuhisa.

[www.mandarinoriental.com/munich](http://www.mandarinoriental.com/munich)

# Luxury Hotels in Munich:

Munich offers a diverse range of luxurious five-star hotels. Discover a curated selection below.



## The Westin Grand Munich

5\* hotel located directly in prestigious Bogenhausen neighborhood, offering direct access to the English Garden.

Highlight: Stunning views of the city and Alps from the exclusive 23rd-floor lounge, plus 1500 m<sup>2</sup> Isar Spa for ultimate relaxation.

[www.marriott.com/en](http://www.marriott.com/en)



## The Charles Hotel

5\* Luxury hotel with and elegant, contemporary style.

Highlight: World class spa, with exclusive products made from botanics grown at the Rocco Forte Sicilian resort.

[www.roccofortehotels.com](http://www.roccofortehotels.com)



## Koenigshof, a Luxury Collection Hotel, Munich

5\* Luxury hotel for cosmopolitan travellers in the heart of Munich.

Highlight: The Latin American signature restaurant GRETA OTO Munich with exceptional panoramic views.

[www.marriott.com/en](http://www.marriott.com/en)



## Beyond by Geisel

5\* Luxury hotel with an relaxed and elegant ambience.

Highlight: Wide windows reveal breathtaking view of the Munich's City Hall.

<https://www.geisel-privathotels.de/en/beyond/rooms>



## Andaz Hotel

5\* Luxury boutique hotel with an inspiring creative touch.

Highlight: Munich's highest Rooftop Bar.

[www.hyatt.com/en](http://www.hyatt.com/en)



## DO & CO Hotel FC Bayern World Munich

Brand new boutique hotel with views of the city's most famous landmarks.

Highlight: Next to the recently opened FC Bayern World.

[www.docohotel.com/munich/en/](http://www.docohotel.com/munich/en/)

# Luxury Hotels around Munich:

Other regions in Bavaria and Austria also offer exclusive accommodation for a luxurious stay. Please find a selection below.



## Das Tegernsee

5\* Wellness hotel at the Lake Tegernsee.

Distance from Munich Airport: around 85 km

Highlight: The fascinating lake view accompanies guests throughout all spaces: rooms, terrace, pools and gardens.

[www.dastegernsee.de/en](http://www.dastegernsee.de/en)



## Kempinski Hotel Berchtesgaden

5\* Mountain Resort in the Bavarian Alps.

Distance from Munich Airport: around 180 km

Highlight: From sun-lit terraces to tranquil spa pools and cozy wildwood lounges, the alpine panorama surrounds you at every turn.

[www.kempinski.com/en](http://www.kempinski.com/en)



## Schloss Elmau

5\* Luxury Spa Retreat and Cultural Hideaway.

Distance from Munich Airport: around 145 km

Highlight: Ikigai Restaurant with its two-Michelin-starred French-Japanese cuisine.

[www.schloss-elmau.de/en/](http://www.schloss-elmau.de/en/)



## Rosewood Schloss Fuschl

5\* Luxury hotel – a historic castle retreat.

Distance from Munich Airport: around 180 km

Highlight: The hotel is a fairy-tale 15th-century hunting lodge reimagined by Rosewood to preserve its architectural legacy.

[www.rosewoodhotels.com/en](http://www.rosewoodhotels.com/en)



## Kempinski Hotel das Tirol

5\* superior luxury hotel in the Kitzbühel Alps.

Distance from Munich Airport: around 170 km

Highlight: Direct access to slopes and easy connection to Kitzbühel ski area offers a seamless winter immersion

[www.kempinski.com/en](http://www.kempinski.com/en)



# Luxury Hotels around Munich:

Other regions in Bavaria and Austria also offer exclusive accommodation for a luxurious stay. Please find a selection below.



## Das Achental Resort

5\* Luxury hotel in the heart of Chiemgau.

Distance from Munich Airport: around 130 km

Highlight: Hotel's own 18-hole championship golf course and indoor TrackMan similar, driving range and premium coaching.

[www.das-achental.com/en](http://www.das-achental.com/en)



## Inter Alpen Hotel Tyrol

5\* Luxury hotel at the heart of Tirol

Distance to Munich Airport: around 160 km

Highlight: Year-round activity and leisure integration with indoor golf, outdoor tennis, kids' club, guided hikes and fitness classes

[www.interalpen.com/en](http://www.interalpen.com/en)



## Bachmair Weissach Spa & Resort

5\* Design hotel at Lake Tegernsee.

Distance from Munich Airport: around 91 km

Highlight: 3,000 m² Japanese-style bathing sanctuary with hot and cold pools, steam, brine pool and outdoor sauna

[www.bachmair-weissach.com/en](http://www.bachmair-weissach.com/en)



## Sacher Hotel Innsbruck

5\* Luxury hotel at Seefeld- Tirol

Distance to Munich-Airport: around 160 km

Highlight: Enjoy the prestige of the Sacher brand combined with pure Alpine tranquility and panoramic mountain views at 1,200 m elevation

[www.sacher.com/en](http://www.sacher.com/en)



## Hotel Victory Therme Erding

Luxury hotel at Therme Erding

Distance to Munich-Airport: around 13 km

Highlight: Enjoy direct access to the world's largest spa and discover a new level of exclusivity.

<https://www.therme-erding.de/en/accommodation/victory-gaestehaus/>

# Luxury Hotels around Munich:

Other regions in Bavaria and Austria also offer exclusive accommodation for a luxurious stay. Please find a selection below.



## Hotel Schloss Mönchstein

5\* Luxury hotel in Salzburg.

Distance from Munich Airport: around 180 km

Highlight: Private 14,000 m<sup>2</sup> park with sweeping vistas over Salzburg's rooftops

[www.monchstein.at/en/](http://www.monchstein.at/en/)



## Althoff Seehotel Überfahrt

5\* Superior Wellness hotel at Lake Tegernsee.

Distance from Munich Airport: around 91 km

Highlight: Private beach and panoramic balconies in every room or suite overlooking the lake or mountains

[www.althoffcollection.com/en](http://www.althoffcollection.com/en)

## Gourmetrestaurants in Munich:





# Gourmetrestaurants in Munich:

Enjoy culinary specialties at Munich's various Gourmetrestaurants.

You can find a small selection below.



## Restaurant Jan – Jan Hartwig

Seasonal german gourmet cuisine with regional products.

Awarded with three Michelin stars since opening in Oct. 2022.

[jan-hartwig.com/en](http://jan-hartwig.com/en)



## Atelier, Bayerischer Hof

Creative, seasonal gourmet cuisine.

Awarded with two Michelin stars.

[www.bayerischerhof.de/en](http://www.bayerischerhof.de/en)



## Restaurant Alois, Dallmayr Fine Dining

Fine Dining on the highest level in a relaxed atmosphere.

Awarded with two Michelin stars.

[www.dallmayr.com/deen](http://www.dallmayr.com/deen)



## THE CLOUD by Käfer

Regional products with flavors from all over the world – inspired by the head chef's trip through Africa. Sustainable, creative and international – a culinary experience of a special kind.

[Enter | The Cloud by Käfer](#)



## Mountain Hub Gourmet

Gourmet restaurant at the Hilton Airport Hotel with a chic-modern Design.

Awarded with one Michelin star.

[www.mountainhub.de/en/](http://www.mountainhub.de/en/)

# Gourmetrestaurants around Munich:

There are also several Gourmetrestaurant in different regions around Munich.

You can find a small selection below.



## Es:senz

Culinary works of art served at the Es:senz Restaurant at the Resort "das Achental"..

Awarded with three Michelin stars.

Distance from Munich Airport: around 125 km

[www.das-achental.com/en](http://www.das-achental.com/en)



## Restaurant Essigbrätlein

Extraordinary spice and herb cuisine with the focus on vegetables.

Awarded with two Michelin stars.

Distance from Munich Airport: around 166 km

[www.essigbraetlein.de](http://www.essigbraetlein.de)



## Restaurant Ikarus

Beautiful mix of modern international and national creations, including a guest chef menu, an Ikarus menu and a vegetarian menu.

Awarded with two Michelin stars.

Distance from Munich Airport: around 160 km

[www.hangar-7.com/en](http://www.hangar-7.com/en)



## Ikigai

Extraordinary fine dining at Hotel Schloß Elmau.

Awarded with two Michelin stars.

Distance from Munich Airport: around 140 km

[www.schloss-elmau.de/en](http://www.schloss-elmau.de/en)

# Shopping & Style Guide in Munich:





# Shopping in Munich:

Discover the exclusive boutiques of top brands like Gucci, Chanel, Dior, and Yves Saint Laurent along Theatinerstrasse, Maximilianstrasse, and Brienner Strasse. Explore charming passageways, arcades, and courtyards for unique finds. Check out a curated list of premium shopping options below.



## Breuninger

The fashion and lifestyle company Breuninger is one of the leading multi-channel department stores in Europe and offers many services, s.a. personal shopping, a tax refund point, multilingual staff, beauty rooms or bespoke tailors.

<https://www.e-breuninger.de/en/stores/munich/>



## Oberpollinger

One of Germany's best known luxury department stores. Oberpollinger also includes personal assistants and chauffeured limousine service.

[www.oberpollinger.de/en](http://www.oberpollinger.de/en)



## Ludwig Beck

Flagship store with a wide range of luxury products. Among other things, you can choose from trendy fashion, exclusive leather goods and unique beauty products.

[www.ludwigbeck.de](http://www.ludwigbeck.de)



## Fünf Höfe

The Passage with unique atmosphere is home to upscale designer stores, cafes, bars and restaurants. Right in the middle: the Kunsthalle München with changing themed exhibitions.

[fuenfhoefe.de/en](http://fuenfhoefe.de/en)



## Maximilianstraße

The Maximilian street is Munich's most expensive street: almost all international luxury labels are represented here in a row next to each other.

# Shopping around Munich:

Bavaria boasts many exclusive shopping destinations, from exquisite boutiques to luxurious fashion houses offering unique experiences. Explore a curated selection of high-class shopping options below.



## Ingolstadt Village

Less than 45 min drive from Munich Airport, is Ingolstadt Village, part of The Bicester Collection and home to more than 110 finest luxury fashion and lifestyle boutiques with year-round savings of up to 60% on the former recommended retail price.

Distance from Munich Airport: around 73 km

[www.ingolstadtville.com](http://www.ingolstadtville.com)



## Personal Shopping Ingolstadt Village

A personalized style journey with our expert guidance. Our skilled Personal Shopping Consultants offer an unforgettable shopping experience tailored to you. With an intimate knowledge of the Village boutiques and a flair for curating the perfect look, your dedicated stylist will hand-pick pieces to meet your wardrobe needs in one of our private Personal Shopping suites.

Contact: [PersonalShopping@ingolstadtville.com](mailto:PersonalShopping@ingolstadtville.com)



## Outletcity Metzingen – Europe's largest outlet\*

Outletcity Metzingen stands out for not only its over 170 premium and luxury brands and the world's largest BOSS outlet, but also has an exciting event program that is continuously renewed and refreshed. With year-round reductions of up to 70 % off\*\*, Outletcity is the place-to-be for Fashionistas from all over the world.

Distance from Munich Airport: around 211 km.

[www.outletcity.com/en](http://www.outletcity.com/en)



## Personal Shopping Outletcity Metzingen

Outletcity Metzingen offers not only luxury brands but also a VIP Lounge, personal shopping assistance and premium services.

Contact: [Services on site | Outletcity Metzingen](#)

# Special Shopping Services & Style Guides:

Enjoy an unique and luxurious shopping experience with effortless special services. Top stylists offer personal shopping, exclusive style advice, and hair styling. Discover a small selection below.



## Louise & Fred

The exclusive top hairdresser for the highest demands.

Specialized in consultation according to your type, hair colors and extensions!

[www.louiseandfred.com/](http://www.louiseandfred.com/)



## Style Advisor Twins

Personal stylists and twin sisters Nina and Lena deliver your favourite new pieces while always remaining true to your style.

[styleadvisor.twins.com](http://styleadvisor.twins.com)



## André Schulz

Munich celebrity hairdresser André Schulz, often welcomes celebrities to his salon at Maximilian Platz. In addition to professional haircuts, he and his team are experts in extensions, balayage and coloring.

[www.andreschulzsalon.com](http://www.andreschulzsalon.com)



## Katrin Lehbruner

Katrin Lehbruner offers different services such as style advice, personal shopping and color advice. Either the personal shopping will be done together or alternatively, after a short telephone interview, a selection will be put together for you in advance so that all you have to do is try them on in the store or at home.

[www.katrinlehbruner.de/](http://www.katrinlehbruner.de/)



## Concierge Service and Transportation in Munich:



# Concierge Service and Transportation in Munich:

Experience exceptional concierge and transportation services in Munich. Enjoy personalized assistance and luxurious travel options for a seamless stay. Discover our top selections below.



## Pure Mobility Limousine and Chauffeur Service

Limousine and Chauffeur Service for Business and Leisure. For sightseeing you can choose an individual route or choose one of the offered sightseeing tours.

[www.pure-mobility.de/en](http://www.pure-mobility.de/en)



## Pro Service Cargo

Forwarding agency which picks up your luggage at your hotel and arranges for it to be transported by air to your destination.

[proservice-cargo.com](http://proservice-cargo.com)



## MINGA VIP

International Concierge Service which offers in addition to personal shopping assistance, airport transfers, hotel bookings and much more.

[www.minga-vip.com/en](http://www.minga-vip.com/en)

# Concierge Service and Transportation in Munich:

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## CarVia

Experience a new kind of car rental. CarVia offers premium carsharing and rental services for those who appreciate the art of driving. Access the vehicles directly through the CarVia Share App or rent a car on the website. They guarantee the exact model—whether it's a compact car, an SUV, or a classic sports car like the iconic Porsche 911.

[www.carvia.com](http://www.carvia.com)



## Xceed Concierge Service

Xceed Concierge Services delivers premium chauffeur and transfer solutions in Munich and beyond. From airport transfers to hourly bookings, our professional drivers and luxury fleet ensure comfort, discretion, and punctuality. Additional concierge support is available to elevate every journey beyond transportation.

<https://www.xceed-concierge.com/>





Experiences in Munich:



# Experiences in Munich:

Immerse yourself in Munich's top experiences, from the iconic Allianz Arena until the Opera House and BMW. Explore these must-visit attractions and more with our curated selections below.



## Munich Opera House

One of the world's leading opera houses. The annual opera festival at the end of the season has been one of the world's most important music festivals since 1875. Find out all about the upcoming events in the link below.

[www.staatsoper.de/en](http://www.staatsoper.de/en)



## Ballett Munich

The Bavarian State Ballet was founded as an independent division of the Bavarian State Opera in the 1990/91 season at the instigation of former prima ballerina Konstanze Vernon. The Bavarian State Ballet has one of the most varied repertoires in the world. It employs around 70 dancers from over 20 different nations and is characterized by its artistic excellence.

[www.staatsoper.de/en](http://www.staatsoper.de/en)



## Ameron Motor World

Over 30 of the world's most valuable and exclusive vehicle brands, a comprehensive range of automotive service providers and specialized workshops, numerous shops, various event locations, as well as over 23 conference rooms, the four-star AMERON München Motor world, a broad variety of restaurants, bars, cafes and much more besides. The AMERON Hotel offers luxurious and unique accommodation in the motor world ambience.

[www.ameroncollection.com/en](http://www.ameroncollection.com/en)



## Individual Driving Experience, BMW

Experience true driving pleasure with your favorite BMW model.

[www.bmw-welt.com/en](http://www.bmw-welt.com/en)



## Allianz Arena

One of the most iconic football stadiums in the world, Allianz Arena is renowned for its striking architecture and vibrant matchday atmosphere. Since opening in 2005, it has hosted countless unforgettable games and events. You can have a guided VIP arena tour and also visit the FC Bayern museum.

[allianz-arena.com/en](http://allianz-arena.com/en)

# Experiences around Munich:

Experience great new adventures around Munich in a fascinating way. Find a collection of exciting activities below.



## Therme Erding- Lake Chalet

Experience wellness at the highest level: in your private, exclusively bookable Lake Chalet in the Vital & Sauna at **Therme Erding**, a top-class retreat awaits you - with its own sun terrace on the natural lake, queen-size bed, elegant interior and sparkling champagne.

[www.therme-erding.de](http://www.therme-erding.de)



## Crossing the Alps with a hot air balloon

Balloon ride of 4-8 hours with champagne toast and overnight stay in Italy.

[www.ballonfahrten-regensburg.de/ballon-alpenueberquerung](http://www.ballonfahrten-regensburg.de/ballon-alpenueberquerung)



## Helicopter sightseeing flight

Helicopter flights in the whole German-speaking area. Wherever you want to start your flight.

[www.hubschrauberflug.de/en](http://www.hubschrauberflug.de/en)



## Luxury bus to Castle Neuschwanstein

Transfer from Munich to Linderhof Castle, Oberammergau, Neuschwanstein Castle and back to Munich, duration approx. 10.5h including snacks and drinks on the bus as well as free Wi-Fi and picture windows in the bus.

[www.munich.travel/en](http://www.munich.travel/en)



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## Surf Town

The O2 SURFTOWN MUC was founded with the goal of making authentic surfing experiences accessible to everyone, fostering a happier community through the shared passion for surfing, strong individual characters, and the courage to take the first step into the water.

<https://surftown.de/en>



## Sunset Sailing

Sail accompanied by a professional skipper with the most modern yachts in a wonderful evening atmosphere on Lake Tegernsee.

[Segelerlebnisse mit Daysailer-Yachten - Sailingcenter Tegernsee](#)



## Riverside Cruises

Fantastic Insights and fabulous views.

Discover the many facets of the Danube on this thrilling luxury cruise. Starting in Passau, the *City of Three Rivers* in Germany, crossing Austria and Hungary before ending at the beautiful Belgrade in Serbia.

[All of our Riverside Routes | Riverside Luxury Cruises](#)

## Incoming Agenturen DMCs in Munich:



# Incoming Agencies:

Find a collection of DMCs in Munich below.



## Unique Germany

Unique Germany – The destination company & On-Site with offices in Munich, Frankfurt and Berlin covers all of Germany & Austria. Founded in 1974, its well-trained staff reflect a diversity of ages, backgrounds & skills. This unique blend of personalities & experience proves a valuable resource for travel advisors & their clients alike.

<https://uniquegermany.de/>



## SETT

SETT offers exclusive luxury lounge tickets and premium hospitality packages for FC Bayern matches at the Allianz Arena. Experience the thrill of the game in style, with access to elegant lounges, gourmet food, and exceptional service.

<https://www.s-e-t-t.com/>



## La-Ra Reisen

La-Ra Reisen has an excellent network of carefully selected service- and event providers. Our market position and negotiating power provide you with optimum cost/performance ratios. From creative planning to perfect implementation, La-Ra Reisen is your reliable and first-class partner for destination management, corporate and event, vocational education and concierge service.

[www.la-ra.de/en/](http://www.la-ra.de/en/)

## HalPrime Tours Germany GmbH

Prime Tours Germany is a German tour operator based only a few minutes from Munich's city center. The company specializes in high-end and luxurious travel experiences in Germany, Austria, Switzerland and their neighboring countries. Each journey is custom-made and, therefore, exclusively created based on your requests.

[www.primetoursgermany.com](http://www.primetoursgermany.com)

## Embassy of Travel

The company specializes in personalized travel experiences, avoiding one-size-fits-all package tours. Each trip is tailored to the unique needs of the traveler, covering accommodations, private excursions, exclusive experiences, and more. They offer 24/7 support throughout the journey, adapting flexibly to any changes or requests. With local experts providing insider tips, the company creates exclusive itineraries that reflect each traveler's preferences, ensuring a unique and unforgettable experience.

<https://exclusivegermany.com/>

