

OKTOBERFEST 2023: WHO BENEFITS THE MOST



The final weekend of Oktoberfest 2023 has come to an end. So far, visitors have increased compared to last year, and tourists are flocking to Munich in large numbers. However, have you ever wondered who benefits the most from their spending?

Hotels benefit the most

Interestingly, visitors to Oktoberfest 2023 do not spend most of their money on the festival grounds. More than two-thirds of foreign guests choose to stay in Munich during the festival, meaning the hotel industry benefits the most from the world's largest folk festival. During the survey period, the hotel industry generated around 513 million euros in turnover.

Frank-Ulrich John, the Managing Director of the Bavarian Hotel and Restaurant Association, is optimistic about the upcoming year. He believes that the industry can return to pre-COVID-19 levels. Although Russian guests are absent, the traditionally American solid and Italian visitors are back in similar numbers as in 2019. John also mentioned that the inflow of other visitors in terms of numbers compensates the absence of Russian visitors. The length of stay of two to three nights remains roughly the same as in 2019.

70 euros per visit to the Oktoberfest 2023

It's great news that festival management has reported a better interim result at the halfway point this year, with 3.4 million visitors, than in both 2020 and 2019. This is particularly positive for innkeepers and showmen, who rely on good weather to attract visitors. Yvonne Heckl, the showman spokeswoman, said that with the warm temperatures comes La Dolce Vita, which attracts more people to the festival. On average, visitors spend around 70 euros per visit, up to 450 million euros on the fairgrounds. The showmen and women who run the rides and attractions earn about 140 million euros. This year, the most popular attractions are the freefall towers, the high chain flyer, and the Ferris wheel.

13,000 jobs and lots of air traffic

Oktoberfest is a significant source of employment as the city offers 13,000 jobs yearly, of which 8,000 are permanent. The festival also creates job opportunities for many people in and around Munich. Munich Airport, for instance, observes the highest traffic volume of the year during the Oktoberfest.

According to an airport spokesperson, this year's Oktoberfest has seen an average of around 83,000 passengers embarking or disembarking at the airport daily. There has been a 15% increase in passenger traffic compared to last year. The airlines have reported a high load factor, especially for flights to and from North America, which usually witness many Oktoberfest visitors. These flights are currently operating at over 90% capacity.

290 million for food and local transport

Traffic in and around Munich is a significant source of revenue, with almost 290 million visitors spending money on taxi rides, public transport, food, and shopping in the city. Maximilian Kaltner, the spokesperson for Munich transport companies, has noticed a substantial increase in passenger numbers compared to Oktoberfest of 2022. In fact, the numbers are even higher than those recorded in 2019. The taxi industry also expects a lot of turnover – but also stress. A lot of things come together.

Measuring Oktoberfest's value as an advertising medium for Munich isn't easy. However, the festival plays a significant role in making the Bavarian capital a popular tourist destination. Apart from its charisma, Oktoberfest is a billion-dollar industry. The city of Munich was surveyed in 2019 to determine the festival's economic value, estimated at 1.25 billion euros.

Date: 2023-10-03

Article link: <https://www.tourism-review.com/beneficiaries-of-the-oktoberfest-2023-news13758>