

Diese Meldung kann unter <http://www.presseportal.de/pm/28255/1574976/bmw-welt-with-two-million-visitors-a-year-is-the-number-one-in-the-list-of-munich-s-most-visited> abgerufen werden.



BMW Welt, with two million visitors a year, is the number one in the list of Munich's most visited sights

ITB Berlin, Hall 6.2 B

09.03.2010 - 17:58 Uhr, BMW Group

Munich (ots) - Dear Sir or Madam,

On behalf of the BMW Group, we would like to invite you to visit the BMW Welt exhibition stand.

In just a short time, BMW Welt has become one of the most popular tourist attractions in Munich. Around five million people have visited BMW Welt since it opened in October 2007. With two million visitors a year, it is now number one in the list of Munich's most visited sights.

The BMW Welt complex - consisting of BMW Welt, the BMW Museum and the BMW plant - provides a fascinating diversity of themes in one place and creates a brand experience that is unique throughout the world.

The recipe for the success of this experience is based on its wide-ranging diversity and regularly changing exhibitions and central themes. BMW Welt thus combines technology, design and innovation with lifestyle, dynamism and culture, acting as a public space for fascinating encounters and dialogues. In 2010, BMW Welt will once again be thrilling its guests with its diverse programme of events.

In 2010, in addition to the permanent exhibition, the BMW Museum will be displaying the BMW Concept Cars. From May, the BMW Art Car created by the South African artist Esther Mahlangu, part of the world-famous BMW Art Car Collection, will be moving into the BMW Museum. And from June to August 2010, the BMW Museum will be presenting the touring exhibition "Museums in the 21st Century".

Thanks to the new Production Mile, the BMW plant will once again be able to grant 150,000 visitors a glimpse of all the BMW production areas.

We would be delighted to welcome you to the BMW Welt exhibition stand. You'll find us in the "Bavarian Hall" - Hall 6.2. B

Further information:

http://www.presseportal.de/go2/bmwgroup_pressclub

Picture is available at:

<http://www.presseportal.de/pm/8342/?keygroup=bild> Contact:

Helmut Pöschl
BMW Group
Corporate and Governmental Matters
Spokesman, BMW Welt
Tel.: +49-89-382-45500
E-Mail: Helmut.Poeschl@bmw.de

Originaltext:

BMW Group

ISIN:

DE0005190037

Pressemappe:

<http://www.presseportal.de/pm/28255/bmw-group>

Pressemappe als RSS:

http://presseportal.de/rss/pm_28255.rss2