City of Munich
Department of Labor and Economic Development

Press release

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Let’s Go to the Oktoberfest 2025

The world's largest traditional fair will be held again on Theresienwiese from September 20 to October 5. This year, Munich celebrates the 190th Oktoberfest – with 16 days filled with festivities. The event kicks off with the traditional beer tapping by Mayor Dieter Reiter on September 20 at 12 noon in the Schottenhamel festive hall.

The fairground

The fairground covers an impressive 34.5 hectares. A total of 893 service providers applied for the Oktoberfest 2025, of which 468 were approved: 36 from the catering sector, 238 funfair attractions, 170 market traders and various other service providers.
On the Oide Wiesn (Old Oktoberfest), 95 applicants vied for a spot – 41 were accepted, including 4 catering enterprises and 31 funfair attractions.

New features of the Wiesn (Oktoberfest) in 2025

A Liad für d‘ Wiesn

The Department of Labour and Economic Development is launching the official music competition ‘A Liad für d'Wiesn’ for the first time this year. Musicians from Bavaria and neighbouring regions were invited to submit their songs by the end of May. A panel of experts, including Wolfgang Köbele

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(bandleader of Münchner Zwietracht/Fischer Vroni), Manfred Leopold (director of the Platzl Oktoberfestkapelle/Armbrustschützenzelt), Gary Hohlweg (Oktoberfestkapelle Gerry & Gary/Käfer Wiesn-Schänke), Benni Kostal (Head of Entertainment and Deputy Program Director at Antenne Bayern), Alexander Wolff (organiser of Brass Wiesn), Maximilian Kronseder (front man of DeSchoWieda and manager of Oimara), Andreas Maisberger (Managing Director of the Association of Munich Breweries) and Peter Inselkammer (spokesperson for the Wiesn landlords) evaluated the entries based on their suitability for performance in the festival tent. Eight of the 115 songs submitted made it to the online voting round, which was open to the public until July 16. The top 3 songs will be performed live on August 2 at the Brass Wiesn festival, followed by a second round of voting open until mid-September. Prizes include 20 sets of four seats each in an Oktoberfest festival tent, with every set featuring two beer vouchers and a roast chicken voucher courtesy of the Munich Brewers' Association. The artist of the winning song will receive, among other things, a live performance and promotion for their song during the traditional press tour of the Wiesn. The official ambassador of the competition is Oimara.

Barrier-Free Access

Following last year’s introduction of individual maps for the large festival tents on the “Barrier-Free Access” subpage of oktoberfest.de, maps for the small

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festival tents will be added in 2025 – provided they offer accessible facilities. These maps include the location of barrier-free entrances, seating for disabled visitors and barrier-free restrooms. In addition, the most important entrances are now marked using what3words. This location system is also used by emergency services such as the police, fire brigade and rescue teams for localisation and positioning.
What3words divides the world into 3-by-3-metre squares and assigns each square a unique three-word address. This way it is easy to find, share and save precise locations.
Here are some examples: ///geld.abkühlen.schaffen ///haar.niemand.nadel ///absagen.günstige.riechen

On September 22, a group from the Pfennigparade foundation will visit the Oktoberfest as part of the Schichtwechsel (shift change) initiative, after previously getting to know the Department of Labour and Economic Affairs. During the press tour, they will take a closer look at the barrier-free facilities at the Wiesn. Schichtwechsel is a job exchange programme that allows people with and without disabilities to swap workplaces for a day, giving them the opportunity to experience each other's working environments. This change of perspective is intended to break down prejudices and promote mutual understanding. The initiative also helps to highlight the diversity and

quality of work carried out by people with disabilities and aims to strengthen inclusion in working life.
The organiser, the Department of Labour and Economic Affairs, continues to work on making the festival streets more accessible. Last year, Street 1 was upgraded for barrier-free access and in 2025, Street 2 and 3 were made accessible, while also undergoing infrastructure improvements.
At the end of Schaustellerstrasse, near Paulskirche cathedral, a new large restroom facility is being built this year – including a wheelchair-accessible restroom.

Web2Wallet

Oktoberfest 2025 serves as the ideal testbed for the Münchner Verkehrs- und Tarifverbund's (Munich Transport and Tariff Association (MVV) new "Web2Wallet" system, thanks to its high visitor volume and many occasional users. In this context, the Oktoberfest is taking on a pioneering role as a testing ground for innovative digital services. The system offers passengers easy, multilingual access to public transport tickets.
During the Oktoberfest 2025, a dedicated MVV web shop will go live, featuring special ticket options for guests who want to visit the event – including day tickets and Airport-City-Day-Tickets. Tickets can be purchased online and stored directly in a smartphone wallet – with no app download or registration required. Payment is contactless, using existing payment

methods and there is no need to print a paper ticket. This offer will be promoted at key tourist locations such as the airport, hotels, campgrounds, park-and-ride facilities and the Tourist Information, as well as online via oktoberfest.de, einfach-muenchen.de and muenchen.de – using a QR code that links directly to the offer. If market research yields positive results, "Web2Wallet" will become a permanent part of MVV's digital services.

Rides

In the four gondolas of the **Sky Lift**, guests can enjoy breathtaking views of the city from a height of 71 meters. A special highlight: panoramic windows built into the cabin floors offer a stunning sight straight down onto the fairgrounds. While two gondolas rotate at the top of the tower, the other two remain at ground level. Each cabin can hold 20 people. Barrier-free access is available at Street 3 East, No. 5.

The **Happy Sailor** is a classic round ride. With its striking octagonal design and 20 rotating gondolas, it can accommodate up to 40 people and provides high-speed, wave-like thrills with a maritime twist (Schaustellerstrasse 10).

The kiddie ride **Montgolfiere** is a high carousel that exudes nostalgic flair with its hot air balloon theme. The gondolas gently move up and down along a central mast, reaching a flying height of 8.5 metres (Street 3, No. 18).

The **Geisterhöhle** (Ghost Cave) on the Oide Wiesn is a vintage haunted house from 1965, perfect for the whole family. It combines spooky thrills and

adventure, with elaborate scenes and creepy effects providing just the right amount of goosebumps (Oide Wiesn 13).

Anniversary: 100 Years of Russenrad (Russian Wheel)
The small Ferris wheel, also known as the Russenrad, is a beloved, regular feature of the Oktoberfest – accompanied by its vintage concert organ from the Wilhelm Bruder company in Waldkirch, Breisgau. In 1925, Josef Esterl commissioned the construction of a Russische Schaukel (Russian Swing) and put it into operation in June of the same year. Today, it is as much part of the Oktoberfest (and the Dult fair) as the giant Ferris wheel, the roller coaster or the wave swinger (Schaustellerstrasse 44).

Catering:
The **Munich resident quota** – without a minimum consumption requirement – has been expanded. On Saturdays, Sundays and public holidays, 10 per cent of all seats in the festival tents can now be reserved for locals.

The **Isarschänke Weissbiergarten** is a traditional beer garden brimming with Bavarian charm. In its centre is a fountain, adding to the relaxed and welcoming atmosphere. A special treat for young and old alike is the monk who pedals back and forth on a tightrope that stretches across the beer garden (Street 2 East, No. 4).

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At the **pretzel bakery**, pretzels are freshly baked right on site. In addition to the classic version, there are also topped and oven-baked varieties on offer (Street 4 East, No. 4).

In the meanwhile, **there are ten fountains with free drinking water available across the grounds**. You will find them on the Oide Wiesn, near the toilets, at the Familienplatzl entrance and at the Esperantoplatz entrance. Another fountain is located next to the Weissbier Carousel, run by the Fahrenschon family (Matthias-Pschorr-Strasse 6). New drinking fountains were also installed in April 2025 at St.-Pauls-Platz square and at the new restroom facility near the Theresienwiese underground station.

Cashless Payment

Each year, more and more vendors and rides at the Oktoberfest offer cashless payment options. By now, about half of all stalls and attractions accept card payments. For the first time, guests can also pay cashless in the **Armbrustschützenzelt** tent – however, not all waiters will be equipped with mobile payment devices.

In 2025, the **Münchner Stubn** festive tent goes one step further and only accepts payments by card or smartphone – including debit card (Girokarte), Apple Pay and Google Pay.

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Oide Wiesn

“Each Shot a Hit! Fairground Photography”

The new exhibition in the museum tent at the Oide Wiesn explores the development of fairground photography from its beginnings in the 19th century to the digital present. Visitors can discover original artefacts from fairground booths, photographic devices and their images, as well as interactive elements – including humorous portraits taken on-site by showman Chris Doherty and an immersive installation by artist Romain Mader. The exhibition illustrates how photography once served as both attraction and souvenir at funfairs, evolving alongside technological advances. In today’s world of smartphones, photography is a constant companion – turning old-school photo booths into nostalgic highlights that still thrive at the Oktoberfest. Romain Mader is a scholarship holder in the Artist in Residence Munich / Ebenböckhaus programme from July to September 2025. The exhibition is a collaboration between the Munich City Museum and the Historischen Gesellschaft Bayerischer Schausteller e.V. (Historical Society of Bavarian Showmen), supported by the Kohlndorfer Foundation.

For the first time, there will be an official info stand at the Oide Wiesn, located across the entrance. Other info points can be found at the main entrance, on Schaustellerstrasse opposite the Bayern Tower and at the Esperantoplatz entrance. There, visitors can also purchase official souvenirs, such as the

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new Oktoberfest collector's mug, poster art and a wide range of high-quality memorabilia. Those who want to stock up with these items before their visit, can browse the selection online at the official Oktoberfest shop at www.oktoberfest-shop.eu. As was the case last year, there will be a Wiesn pop-up store in the Tourist Information Centre on Marienplatz from September 1.

The "Oktoberfest" name has long been a successful licensing brand – continually expanding through partnerships with around 80 licensees across various industries. The product range reflects the core brand values: tradition and quality, originality, regionality, culture and heritage, as well as modern spirit and joy of life. Notable partners of the City of Munich include renowned names such as Meindl Fashion, LODRENFREY, Angermaier, FC Bayern Munich, CODELLO, Bavarian Caps and many more.

A special highlight this year is the brand partnership between the Oktoberfest and Münchner Bank eG. Under the motto "Tradition Connects", the two Munich institutions are presenting themselves as 'partners at heart', for example, in a joint image campaign and supporting local charity initiatives.

Another première: the Austrian cult lemonade Almdudler is launching its first licensed product in collaboration with the Oktoberfest – the limited Almdudler

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x Oktoberfest traditional dress edition, designed by Marina Hoermanseder as a colourful tribute to traditional costume culture and the Munich festival grounds.

Also among the latest creative license products: The new "scheene Wiesn Masskrug", a salt-glazed collector's beer mug crafted by traditional maker Schilz, in collaboration with Kulturgut AG and the Bavarian State Palaces, Gardens and Lakes Authority – combining craftsmanship, design and Bavarian identity in a truly unique piece.

Oktoberfest Construction Tours

München Tourismus once again offers exclusive 90-minute construction site tours of the Theresienwiese on weekends – led by official guides. Due to last year's high demand, the 2025 schedule has been significantly expanded. Tour times: Fridays: 3.00 pm & 5.00 pm, Saturdays & Sundays: 9.30 am & 11.30 am. From August 16 to September 6, additional Saturday tours at 4.30 pm & 6:30 pm. The first tour is scheduled for July 25, the last for September 7. Tickets are available at the Tourist Information Office in the Rathaus (Town Hall) at Marienplatz (main square) or online at: einfach-muenchen.de/oktoberfest-baustelle.

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Wiesn for Families

The two family days that take place on the first two Tuesdays offer reduced rates on rides, admissions and purchases and a good opportunity for a stroll through the Wiesn.

2025 Opening Hours

The Wiesn begins on September 20 and ends on October 5. The Oktoberfest is officially opened when the mayor proclaims: "Ozapft is" (traditional keg tapping) and the first beer is served. Starting at 10 am, the large and medium-sized catering establishments are allowed to serve non-alcoholic drinks (but not non-alcoholic beer) and small dishes.

Opening times:

Monday to Thursday: 10.00 am – 11.30 pm
Fridays and Thursday, October 2: 10.00 am – 12.00 midnight
Saturdays: 9.00 am – 12.00 midnight
Sundays: 9.00 am – 11.30 pm-

Oide Wiesn:

Sunday to Thursday: 10.00 am – 11.30 pm
Fridays and Saturdays: 10.00 am – 12.00 midnight

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Up-to-date information online:

Current details are available at http://www.oktoberfest.de. All official press releases can be found at http://www.oktoberfest.de/presse.

Festival Organisation

The Oktoberfest is a festival hosted by the City of Munich. The organiser is the city's Department of Labour and Economic Development (RAW). Dr Christian Scharpf, the Head of the Department of Labour and Economic Development, is responsible for the organisation and implementation of the Wiesn

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www.oktoberfest.de

Facebook: www.facebook.com/oktoberfest

Instagram: www.instagram.com/oktoberfest

Oktoberfest – das Fest der Landeshauptstadt München