



# Press release


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## First-Half Report 2024 A Charming and Peaceful Wiesn

(29/9/2024) With predominantly fair weather, friendly and relaxed guests, as well as satisfied suppliers and security authorities, it would be ideal if the second half of the Wiesn (Oktoberfest) continued in the same trend. During the first weekend of the 189th Wiesn, around one million visitors were counted. In good weather, guests were evenly distributed across the tents, gardens and streets. The crowd is diverse: families, couples, friends, young people and seniors. Tourists, especially from the USA, mingle with the locals, while Italian, French and Spanish, Polish, Swiss German as well as British and Australian English were also heard on the festival grounds. All agree on one fact: the full Oktoberfest experience is not complete without traditional dress. According to estimates by the festival organisers, 3.6 million guests (2023: 3,4 million) came to Theresienwiese up until (and including) Sunday. Of these, around 206,000 visitors attended the Oide Wiesn event (2023: 180,000).

### Food and Drink

Both small and large providers report that traditional Bavarian cuisine remains popular. Guests appreciate quality and enjoy the food experience at the Wiesn. Price sensitivity is noticeable when guests forego the last beer or dessert. Both the medium-sized establishments and the large tents report an increase of around 10 per cent in food consumption. The ever-expanding range of vegetarian and vegan dishes is enjoying constant demand. The

A decorative graphic consisting of two parallel, slightly upward-sloping lines that meet at a point on the left and then split into two segments on the right.

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vegetarian favourite is also a classic: Kässpätzlen (traditional cheese pasta). Beer consumption increased by around seven to eight per cent, and also non-alcoholic beverages sold very well.

### **Official Booking and Resale Portal**

Unused reservations can be exchanged or purchased at the original price via the online portal launched in 2023. This system ensures secure transactions and protects against the inflated prices, charged on the black market. So far, 21 medium-sized and large catering establishments have decided to use the Oktoberfest-Booking.com portal. The platform reports around 180,000 page views per day (2023:100,000) and more than 600 transactions have been processed to date (2023: 310). Over 700 reservations have been made for tables with ten seats (2023: 360).

### **Street Sales**

Roasted almonds, chocolate-covered fruits and gingerbread hearts continue to be Volksfest staples, with smaller gingerbread hearts being particularly popular. Vendors report a high level of satisfaction.

### **Rides and Attractions**

On the opening weekend, visitors flocked to the Wiesn not only to explore, but also to enjoy the carousel rides right away. Family day was once again very well received. Thankfully, the weather turned out to be more pleasant than initially forecast.

### **Souvenirs**

Souvenir sales are thriving. This year's poster featuring the friendly smiling



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Münchner Kindl is very popular. American guests, in particular, are stocking up on themed T-shirts to surprise their friends and family. Traditional hats are a top choice for men, while women opt for flower headbands this year. The Hendlhut (chicken hat) is still a classic favourite. Whenever rain is expected, the demand for ponchos and umbrellas increases.

### **Wiesn Hit**

A clear Wiesn hit has not emerged this year, perhaps signalling the end of the trend. Many classic songs have become Wiesn regulars, played year after year. Newer additions, like 'Major Tom' and Taylor Swift's 'Shake It Off', have been added to the mix, but have yet to surpass timeless favourites like 'Sweet Caroline', 'Alice', or 'Hey Baby'.

### **From the Authorities**

Security authorities praised the calm behaviour of the visitors, affirming the success of the current security plan. Guests accepted admission controls without any problems. The police, medical service and youth protection authorities were particularly pleased with the continuing decline in underage drinking. Both the security staff and waiters were very vigilant in this regard.

### **Police**

The police are highly satisfied with the progress of the Oktoberfest. They commend the relaxed atmosphere, the reasonable behaviour of the guests and the strong cooperation between all security forces and collaboration with the Safe Space for Women initiative. The number of offences has dropped significantly (Own report)



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### **Ambulance**

Aicher Ambulanz reported a quieter first half of the Oktoberfest, with around 11% fewer patients than last year (2024: 2,509). The stretchers were deployed 814 times, marking the lowest figure since 2018. The CT scanner was used nine times, also accommodating patients from outside the Theresienwiese. (Own report)

### **Youth Protection**

Youth protection services reported a very quiet week and praised the exemplary display of youth protection regulations in the Oktoberfest tents. The breastfeeding and nappy-changing room is very well frequented.

### **Lost Property**

By Sunday, the lost property office had registered 1,515 lost items (2023: 1,200), including 335 items of clothing, 230 ID cards, 180 bank cards, 270 wallets, 65 keys, 70 bags/rucksacks/pouches, 150 mobile phones/smartphones, 170 pairs of glasses (+110 per cent), 30 pieces of jewellery and 15 umbrellas. In the meantime, 330 lost property items have been returned to their owners (2023: 250). The most curious find so far was a high-heeled designer shoe, which has already been claimed.

### **Beer-mug theft**

The stewards have recovered around 48,000 beer mugs so far (2023: 50,000).



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### **KVR - Food Monitoring**

Food-monitoring authorities inspected 385 businesses. These are checked daily for proper operational, product and personal hygiene, as well as labelling. Morning checks ensure proper goods delivery (refrigeration and cleanliness). The KVR is pleased to report a very high standard of hygiene at the Wiesn.

### **Fire Brigade**

The fire brigade reports a quiet Wiesn without any significant incidents. (Own report)

### **TÜV (Technical Inspection Association)**

Despite the tragic accident at the Olympia Looping and the associated delays, the assembly of the tents, stalls and rides, along with the necessary safety inspections, were completed within the planned timeframe this year. From a technical safety point of view, the Wiesn has so far been calm and uneventful.

### **Health Department**

The Health Department expressed satisfaction with drinking water hygiene, beer jug cleaning and the cleanliness of the public area. Water from drinking fountains is checked daily and consistently meets hygiene standards.



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### **Energy and Water**

As in 2023, the Wiesn is powered entirely by green electricity. Around 65% of customers continue to opt for M-Ökostrom. Up until (and including) 27 September 2024, 1,096,646 kWh of electricity was consumed; an increase of 5.34% compared to the last year. This is due to the cooler temperatures and various conversions. Average daily consumption was 156,039 kWh. This year, 55 gas systems are supplied with natural gas from the Theresienwiese supply network, powering garden heaters, almost all the large kitchens and barbecue facilities. Only the Münchner Stubn remains completely gas-free, as it did in 2023. In the first seven days, 61,000 cubic metres of gas were consumed, including 3,055 cubic metres for heating. Overall, this is around 2.2 per cent less than in 2023, partly due to more efficient appliances and partly to the switch to electricity. Water consumption in the first 7 days of the Wiesn totalled around 34,900 cubic metres, which is around 2,300 cubic metres more than at the Wiesn 2023. Until 10 July, 290 water samples were taken from hydrants, manholes and taps, all showing negative results. Consumption at the drinking fountain was 42 cubic metres in the first seven days.

### **Munich Waste Management Operations**

By the halfway point, the waste management company (AWM) had disposed of 429 tonnes of waste; 30% more than last year. Since this year, AWM has also taken over the disposal of mixed broken glass. The corresponding containers are emptied daily into a 35-square-metre container, which did not have to be emptied up until Saturday, 28 September. AWM is very satisfied with the waste separation. This year's new service, namely mixed-glass disposal, has been very well received by landlords.



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### **Building Department - Street Cleaning**

The daily street cleaning of the Wiesen grounds proceeded smoothly. An electric vehicle and a small sweeper were also in operation on the festival site during the day, as far as visitor traffic allowed. Up until (and including) Friday, a total of approx. 28 tonnes of rubbish and litter was collected as part of the overall cleaning of the festival streets (2023: 22 tonnes).

### **MVG (Munich transport association)**

MVG reported a decline in passenger numbers, which is probably due to the dry weather. However, this can change with rainy conditions. Theresienwiese station experienced larger crowds, with 11 temporary closures reported during the evening departures (2023: 32)

### **Contact**

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**Oktoberfest – das Fest der Landeshauptstadt München**