GERMANY AT ITS BEST



WHY GERMANY?





GERMANY IS #1 IN EUROPE FOR:

- CULTURAL TRIPS
- CONGRESSES
- TRADESHOWS
- AND CITY TRIPS





THAT'S WHY!

Germany is one of the safest countries worldwide.

With more than 40 airports, Germany is easy to access from all over world.

Germany has a unique infrastructure to get from one place to the next.

The German Health System is outstanding.

During the Covid-19-Lockdown, the event industry in Germany has found unique solutions to secure the highest hygiene standard.

For 10 years, Germany has been the 2nd most popular destination for travels within Europe with more than 87,7 Mio overnights in 2018.

Since 1993, hotels tourism has increased of 153% in Germany (Source: Statistisches Bundesamt 2019).

COVID-19 COMPETENCE



OUR COMPETENCES:

At add on dmc, we have appointed a hygienic supervisor making sure that all measures are taken to make your event a successful and safe one.

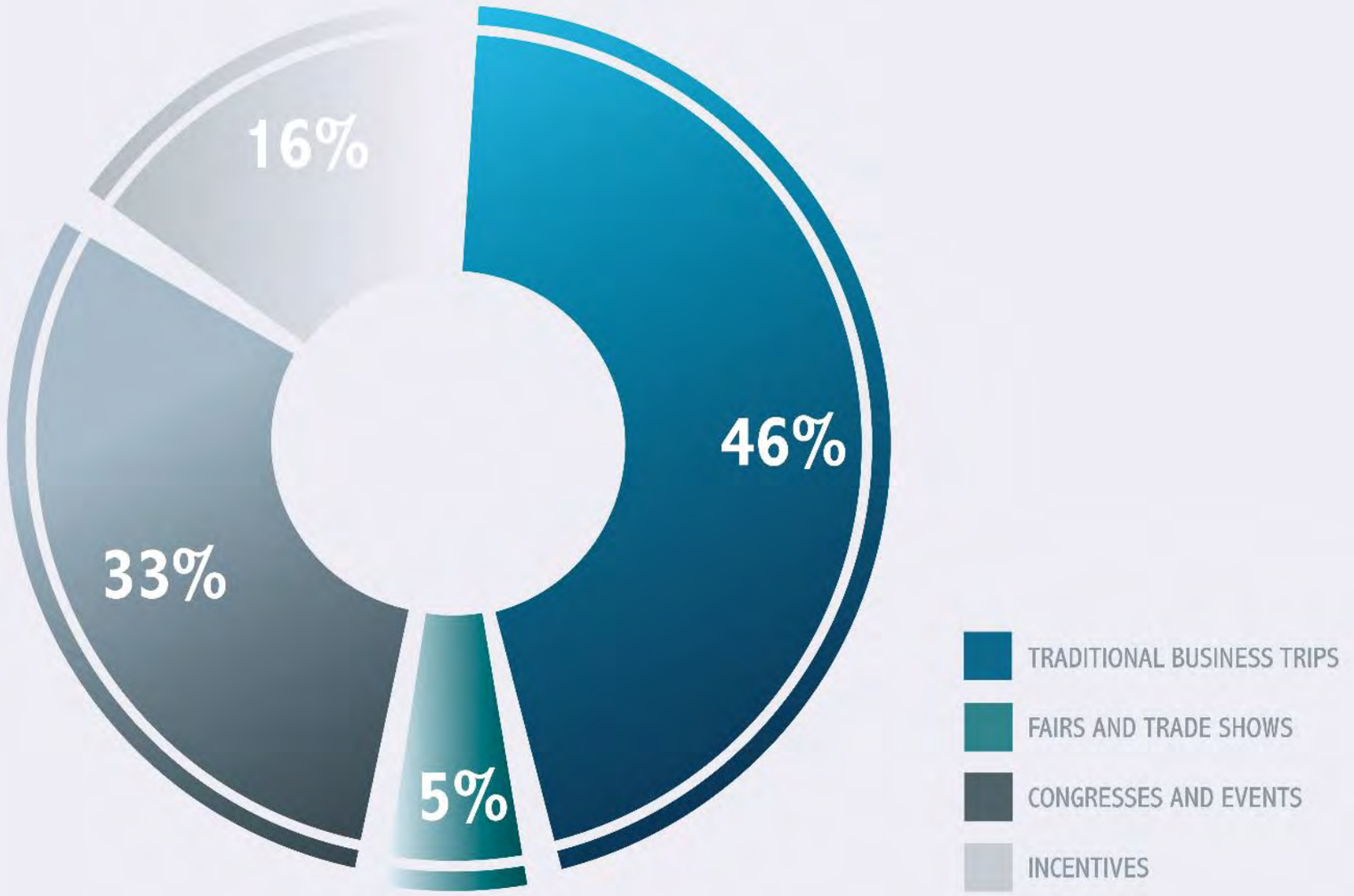
In addition to planning a high-class program, event or conference, we already think of a Plan B during the conception process.

SOME OF THE MEASURES TAKEN ARE:

Prior to the event – collecting all necessary data (in accordance with the GDPR) to be able to locate all participants before, during and after an event to make sure that information is passed on smoothly.

Arrival at the event – all participating guests should be registered and wearing badges in order to make sure that we only have accredited people at the event. Depending on the size of your event we provide arrival slots and do a virtual check-in.

BUSINESS TRAVELS



THE MICE INDUSTRY

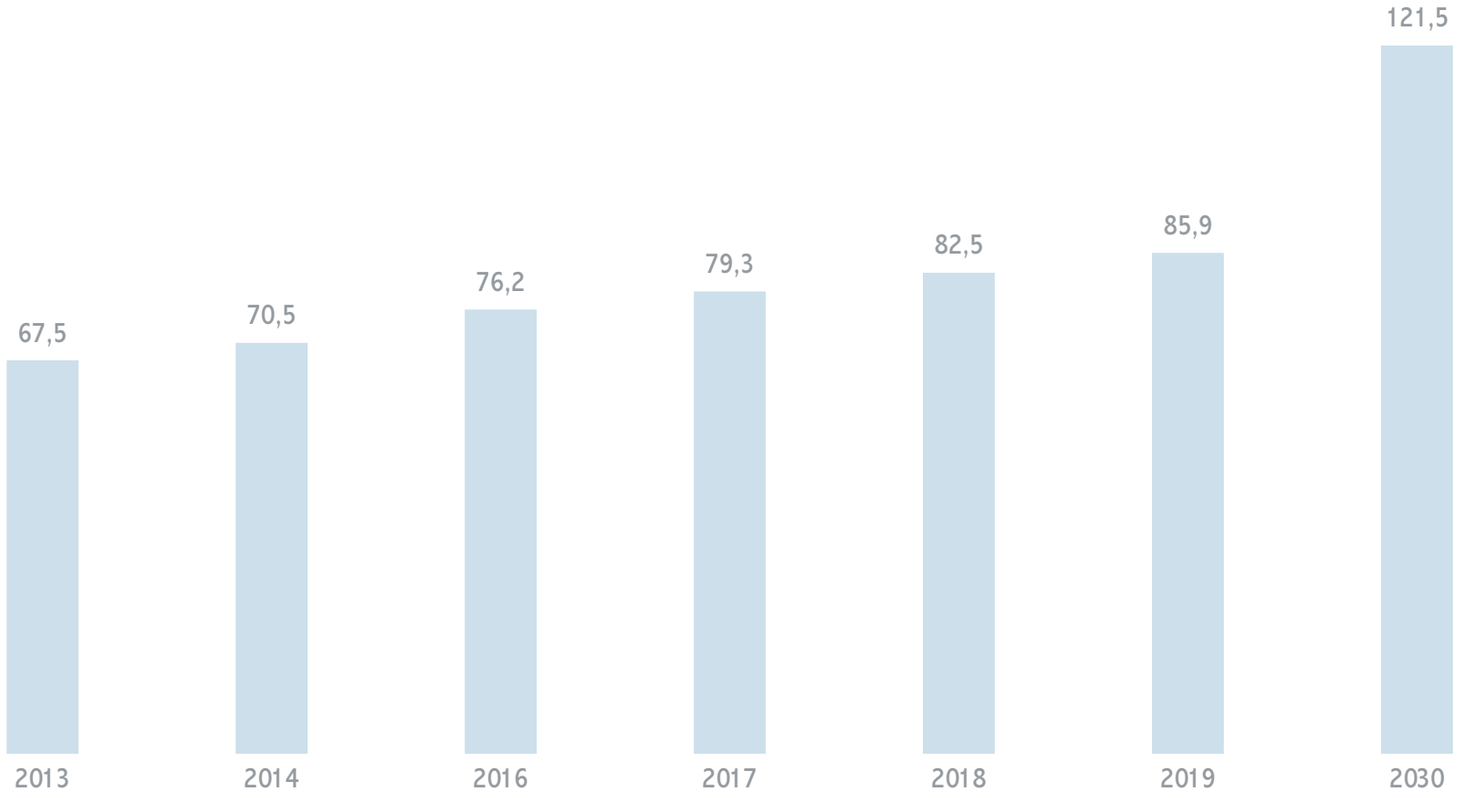
SOME INTERESTING FACTS

From all business trips in 2018 more than a half are interesting for our businesses: Incentives, congresses and events, as well as fairs and trade shows.

Germany is a well known congress destination all over the world. Amazing cities, high-class food and great accessibility make it a perfect destination for international meetings and conferences.

Besides the congress sector, the incentive market is increasing significantly as well, as Germany with its beautiful nature and traditions as well as its high quality and safety standards becomes more and more attractive to foreign customers.

DEVELOPMENT UNTIL 2030



THE MICE INDUSTRY

2030 FORECAST

Recent forecasts (pre Covid-19) expect inbound tourism in Germany to grow up to 121.5 million overnight stays until 2030. This is an estimated growth of 80%.

Additionally, international arrivals are expected to rise to 1.8 billion by 2030.

This shows that Germany will become an even more attractive destination for the MICE industry within the next decade – no matter the circumstances.

TRAVEL TO GERMANY



ACCESSIBILITY

MAIN AIRPORTS

Frankfurt, Munich and Berlin (finally)

OTHER INTERNATIONAL AIRPORTS

Hamburg, Bremen, Cologne/Bonn, Düsseldorf, Stuttgart, Dresden, Leipzig

TRAVEL WITHIN GERMANY









BY PLANE

All German Airports can be reached within 90 minutes. German Lufthansa is the main carrier.

- Munich – Berlin: 70 min
- Munich – Düsseldorf: 70 min
- Munich – Hamburg: 75 min
- Frankfurt – Dresden: 60 min
- Frankfurt – Munich: 55 min

BY TRAIN

Train connections are a good alternative and easy to get with more than 5.400 train stations.

- Frankfurt – Cologne: 56 min
- Berlin – Hamburg: 1 h 42 min
- Frankfurt – Munich: 3 h 16 min
- Hannover – Hamburg: 1 h 15 min
- Dresden – Berlin: 2 h 09 min
- Stuttgart – Frankfurt: 1 h 28 min

WHY ADD ON?









THAT'S WHY!

We offer a complete destination management service from innovative ideas, through detailed planning, ensuring we leave nothing to chance, to the onsite presence that gives you peace of mind. Besides the infrastructure we can also offer you additional services such as brandings, print material and digital solutions for your event.

We are international. By your request all communication can be driven in German, English, French, Italian or Spanish.

We secure the highest hygienic standards, and we are working closely conforming to the new rules in our business due to the Covid-19-Pandemic. So we make sure that your event is the safest possible.

And we fulfill your expectations.

OUTSTANDING CITIES











BERLIN





BERLIN

is a hip, trendsetting metropolis. The amazing combination of history and future makes the city so exciting.

It is known for fashion, design, architecture, endless nightlife and amazing incentive & conference facilities.







BERLIN



WHERE TO EAT

- Käfer‘s Dachgarten
- Kantini Berlin
- Altes Zollhaus
- Sphere Restaurant
- Zen Berlin
- Sticks ‘n Sushi



WHERE TO STAY

- Hotel Adlon – historic place at the Brandenburg Gate
- Estrel Convention Center – biggest conference hotel ever
- Radisson Blu – ideal location for meetings
- 25Hours Hotel – right next to the Berlin Zoo



SPECIAL LOCATIONS

- Wasserwerk
- E-Werk
- Wintergarten Varieté



THINGS TO DO

- Trabi-Tour through Berlin
- Visit along the “East Side Gallery”
- Design your own “Buddy Bear”
- Make your own movie at Babelsberg Filmstudios
- Tour through “Royal Porcellain Factory”
- Gallery Hopping

FRANKFURT

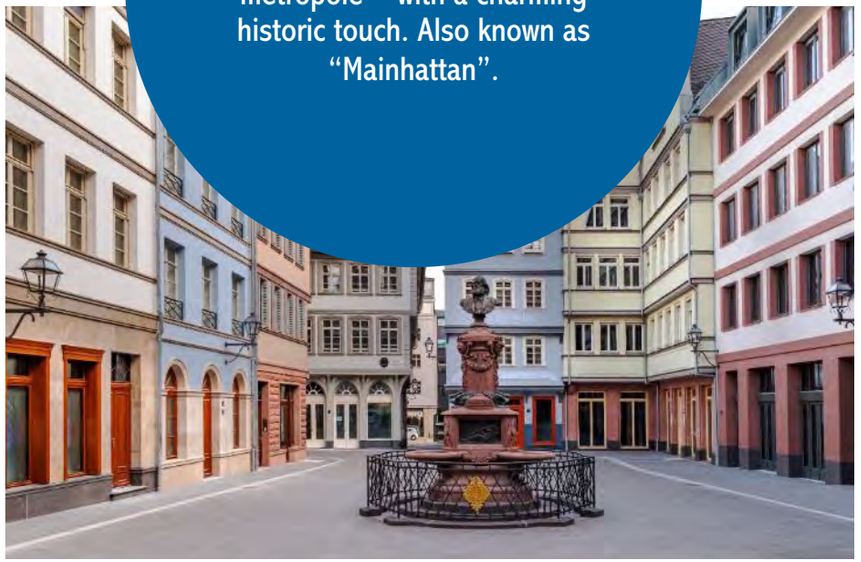




FRANKFURT

The gate to Germany. Convention and fair city. European banking metropole – with a charming historic touch. Also known as "Mainhattan".







FRANKFURT



WHERE TO EAT

- Wagner Apfelwein Restaurant
- Frankfurter Botschaft
- Main Nizza
- Oscar‘s
- Oosten



WHERE TO STAY

- Villa Kennedy – outstanding luxury
- Westin Grand – perfect conference facilities
- Frankfurter Hof – Frankfurt‘s Number 1



SPECIAL LOCATIONS

- Union Halle
- Frankfurt Messe
- Kameha Suite
- Villa Metzler
- Westhafen Pier



THINGS TO DO

- Privatize the Ebbelwoi-Express
- Canoe Tour on the Main River
- Visit the “new” Old town
- “Tour mit de Dutt” through Frankfurt Old Town
- House Running from the roof of Leonardo Hotel

MUNICH





MUNICH

is so much more than the "Bavaria Munich" soccer club and the Oktoberfest.

Here you can find Bavarian lifestyle in a mixture of traditions and high society just one step away from the Alps.







MUNICH



WHERE TO EAT

- Haxnbauer
- Seehaus at the “English Garden”



WHERE TO STAY

- Sofitel Bayernpost – luxury in the center
- Westin Grand Hotel – outstanding conference capacities
- Mandarin Oriental – amazing Rooftop terrace



SPECIAL LOCATIONS

- Palais Lenbach
- Isarpost
- Bavaria Studios
- Motorworld Munich
- P1



THINGS TO DO

- Organize your “Oktoberfest”
- Surfing on the Eisbach River
- Stadion Tour at “Allianz Arena”
- Adrenaline at Oympiapark
- Rikscha tour at English Garden
- Visit Bavaria Filmstudios
- Tour through BMW world

HAMBURG

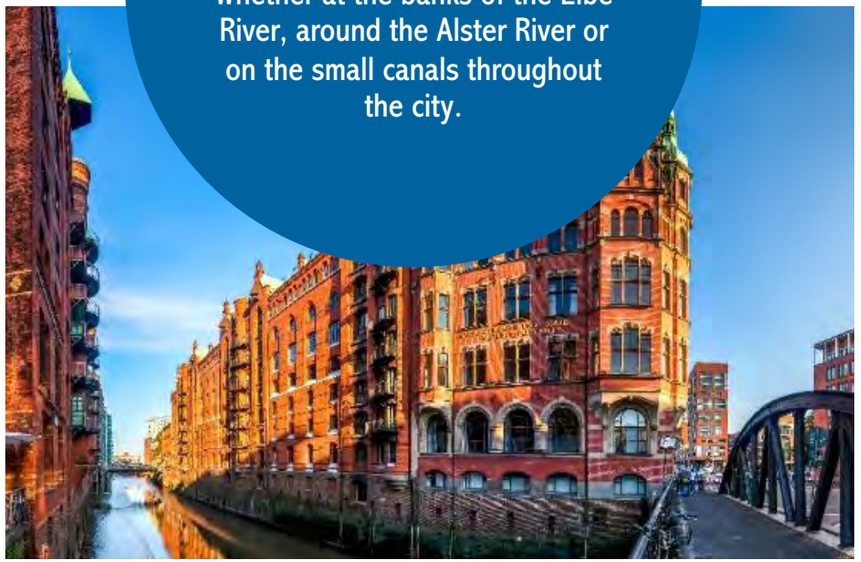




HAMBURG

is the biggest European port – so this Nordic city is all about water. Whether at the banks of the Elbe River, around the Alster River or on the small canals throughout the city.







HAMBURG



WHERE TO EAT

- Bullerei
- Henricks Hamburg
- The Locks@Alstertal
- Underdocks St. Pauli
- Heimat at HafenCity



WHERE TO STAY

- Le Meridien – at the Alster
- Vier Jahreszeiten – pure luxury
- RadissonBlu and CCH – Conference Hotel
- THE EAST Hotel – stylish St. Pauli



SPECIAL LOCATIONS

- Elbphilharmonie
- Hauptzollamt
- Kuppel Hamburg
- Kai 10
- MS Princess



THINGS TO DO

- Dragonboat trip on small canals
- Musical Night with dinner
- Rent a sailing boat with RIB Adrenaline
- Harbour tour including the Speicherstadt canals

COLOGNE

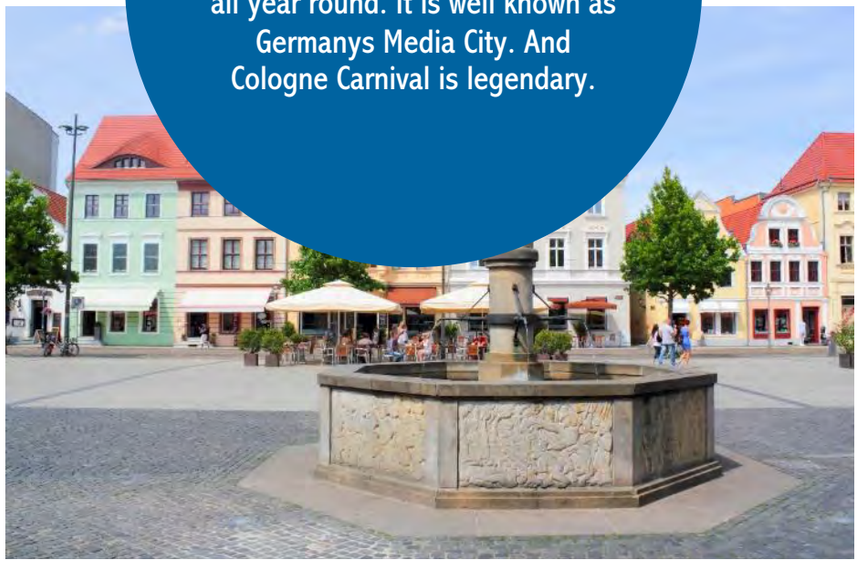




COLOGNE

is cosmopolitan, tolerant and multicultural. The old quarter with the cathedral attracts foreigners all year round. It is well known as Germanys Media City. And Cologne Carnival is legendary.







COLOGNE



WHERE TO EAT

- Grubers Restaurant
- Gilden Brauhaus
- Limani Cologne
- El Gaucho



WHERE TO STAY

- Hotel am Wasserturm
- Hotel Stadtpalais
- Villahotel Rheinblick
- Excelsior Hotel Ernst



SPECIAL LOCATIONS

- Alter Wartesaal
- Musical Dome Cologne
- The View
- MMC Studios
- Dock.One



THINGS TO DO

- Combined City Tour with Bikes and Segways
- Private Carnival Evening
- Boat tour on the Rhine River
- BBQ Course at Santos Grill
- Scenic Flight over the “Sauerland” area near Cologne

DRESDEN





DRESDEN

also known as Elbflorence of the north – is full of cultural highlights. The city features the Zwinger, the Frauenkirche, the Semperoper, the Royal Palace and a lot of perfect conference facilities.







DRESDEN



WHERE TO EAT

- Genuss-Atelier
- Restaurant Stresa
- Schmidt‘s Restaurant & Gourmetcatering
- Altes Wettbüro
- Elements Deli & Restaurant



WHERE TO STAY

- Kempinski Taschenbergpalais
- Westin Bellevue Dresden
- Hilton Hotel Dresden
- Innside Hotel Dresden



SPECIAL LOCATIONS

- Stromwerk
- Ostrapark
- Schloss Pilnitz
- Kurländer Palais
- Schloss Albrechtsberg



THINGS TO DO

- Visit the famous Old Town
- Do a boat tour on the Elbe River up to Schloss Pilnitz
- Visit the famous Meissen Porcelain Factory

ICONIC LANDMARKS









RHINE-VALLEY

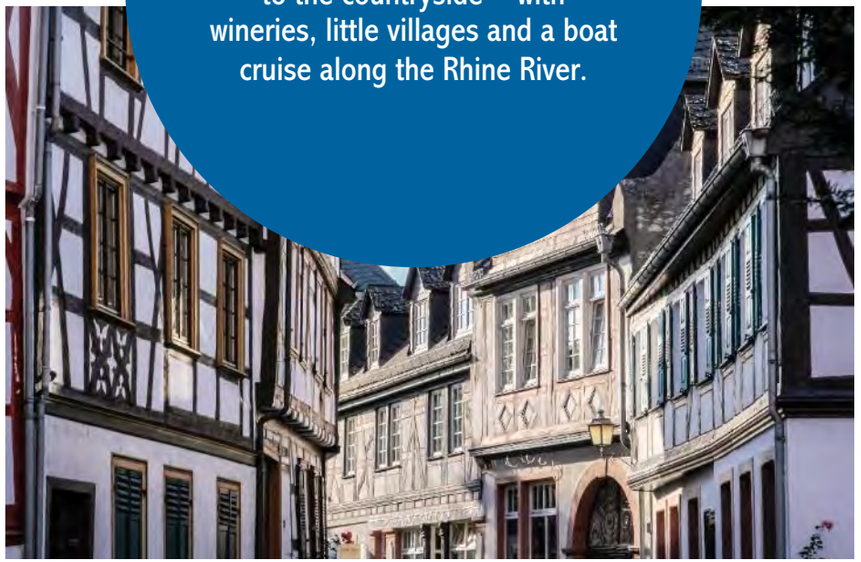




RHINE-VALLEY

Just a step away from Frankfurt, you can enjoy an idyllic journey to the countryside – with wineries, little villages and a boat cruise along the Rhine River.







RHINE-VALLEY



WHERE TO EAT

- Schlossschänke auf dem Johannisberg
- Gutsausschank Trenz
- Villa Weil
- Schamari Mühle



WHERE TO STAY

- Hotel Kronenschlösschen
- Refugium Stromberg
- Hyatt Hotel Mainz
- Nassauer Hof Wiesbaden



SPECIAL LOCATIONS

- Kloster Eberbach
- Schloss Johannisberg
- Mein Bahnhof
- Jagdschloss Platte



THINGS TO DO

- Take a boat tour on the Rhine River
- Do a wine tasting in a winery
- Have a cooking class
- Do an off road Quad Tour
- Do an indoor Kart race against your colleagues

HEIDELBERG





HEIDELBERG

is a city that will capture your heart. With around 3.000.000 day-trippers per year it holds a European record. Picturesquely settled between the Neckar River and the Odenwald forest it is a must see in Germany.







HEIDELBERG



WHERE TO EAT

- Rossini
- Neo Sushi Restaurant
- Landgut Lingental
- Schlossweinstube Scharffs



WHERE TO STAY

- Marriott Heidelberg – on the banks of the Neckar River
- Boutique Hotel Heidelberg – a small luxury hotel on the banks of Neckar River
- Arthotel Heidelberg – right in the Old Town of Heidelberg
- Hotel am Schloss – with a view of Heidelberg Castle



SPECIAL LOCATIONS

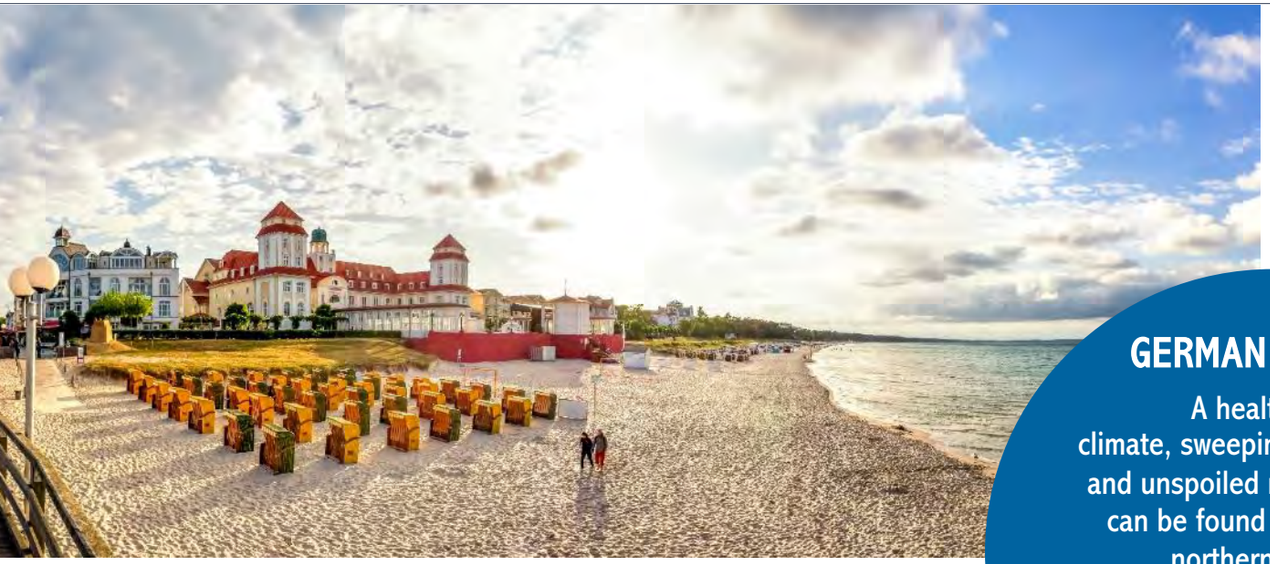
- Halle 02
- Palais Prince Carl
- Heidelberg Castle



THINGS TO DO

- Tour through the Old Town including a visit to the castle
- Visit Königsstuhl and enjoy the view over the Neckar Valley
- Do a brewery and Old Town tour
- Follow the famous Philosopher's Walk
- Bicycle Tour around Heidelberg to enjoy its stunning nature

FAMOUS ISLANDS





GERMAN ISLANDS

A healthy sea climate, sweeping sand beaches and unspoiled nature – all this can be found on Germany's northern islands.

Whether on the Baltic or the northern sea – there are fantastic incentive spots to experience: Sylt, Rügen & Föhr.







CRUISING GERMANY



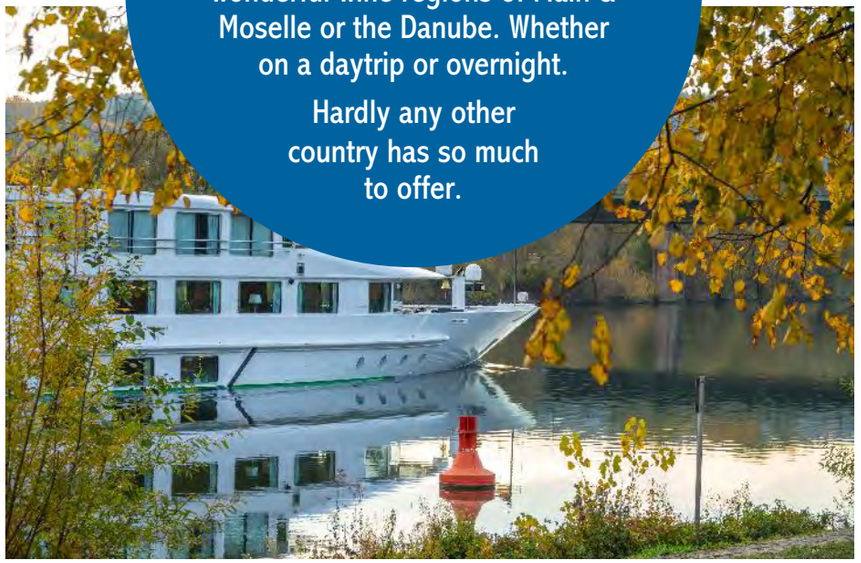


GERMAN RIVERS

Experience incredible diversity in the heart of Europe with river cruises in Germany. No matter if the Rhine, the Elbe, the wonderful wine regions of Main & Moselle or the Danube. Whether on a daytrip or overnight.

Hardly any other country has so much to offer.







OUTSTANDIN G EVENTS











OKTOBERFEST IN MUNICH





The world's largest "Volksfest" opens its doors every year end of September at the Theresienwiese.

Reserve one of the most requested spaces in one of the festive tents or just do a stroll along the area.







CARNIVAL IN COLOGNE





Enjoy this unique atmosphere of the “fifth season” in exclusive carnival events or on the famous parade on rose Monday.

Cologne carnival is the largest street festival in Europe.







CHRISTMAS MARKETS





Even if those traditional markets are held in every little German village, the most famous markets are found in Nürnberg, Frankfurt, Dresden and Erfurt.

Enjoy the unforgettable atmosphere with local food and a hot “Glühwein”.







KIELER WOCHE





Kiel regatta is the annual largest sailing event in the world and one of Germany‘s biggest “Volksfeste”.

Attracting millions of people it is a perfect place to rent your own yacht and participate in the parade.







UNIQUE ACTIVITIES











BOBSLEIGH





Courageous enough for a ride in a 120 km/h bobsleigh?

Berchtesgaden, just 1h30 from Munich, is the right place.

Stay at the prestigious Kempinski hotel, have a dinner in a mountain hut and enjoy Bavarian hospitality.







COOKING CLASS





Have a private cooking class with one of the most famous German chefs. Followed by a kitchen dinner.

Enjoy the atmosphere of the Rhine valley, just 1 hour from Frankfurt and stay at the Refugium Stromburg.







DRAGONBOAT RACE





Whether you are on a meeting or on an incentive trip – a tour on the water always is real fun.

Dragonboat races can be organized all over Germany. Followed by a casual BBQ to celebrate the most successful team.

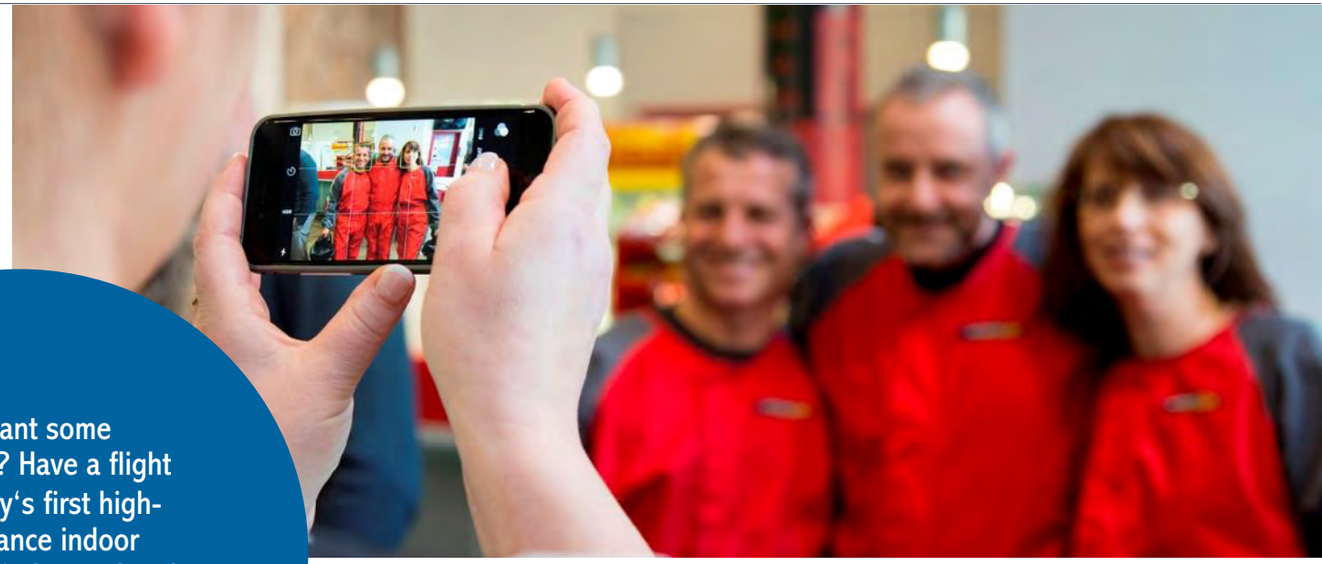






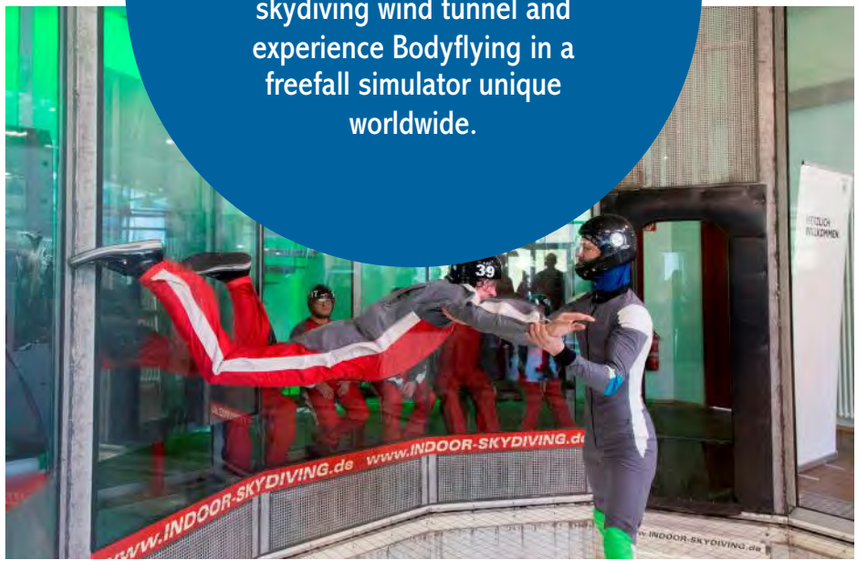
SKYDIVING





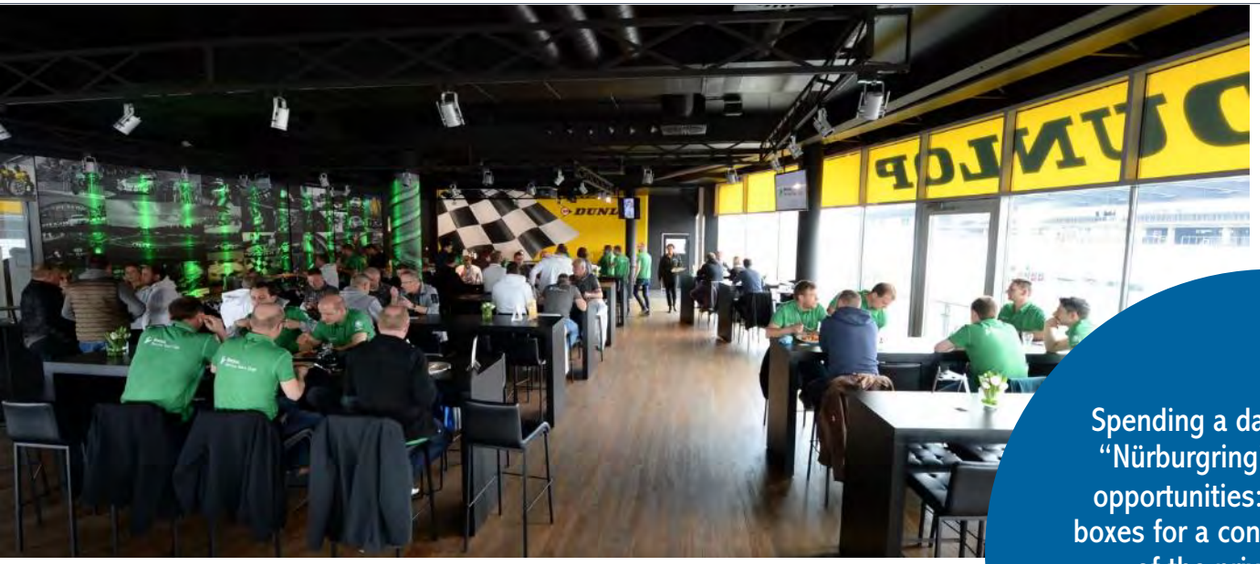
You want some adrenaline? Have a flight in Germany‘s first high-performance indoor skydiving wind tunnel and experience Bodyflying in a freefall simulator unique worldwide.







NÜRBURGRING RACETRACK





Spending a day at the famous "Nürburgring" means having opportunities: rent one of the boxes for a conference, take one of the private lounges, experience the carting center and the driving experience – and enjoy a ride on the famous racetrack.







SAILING ON THE ELBE



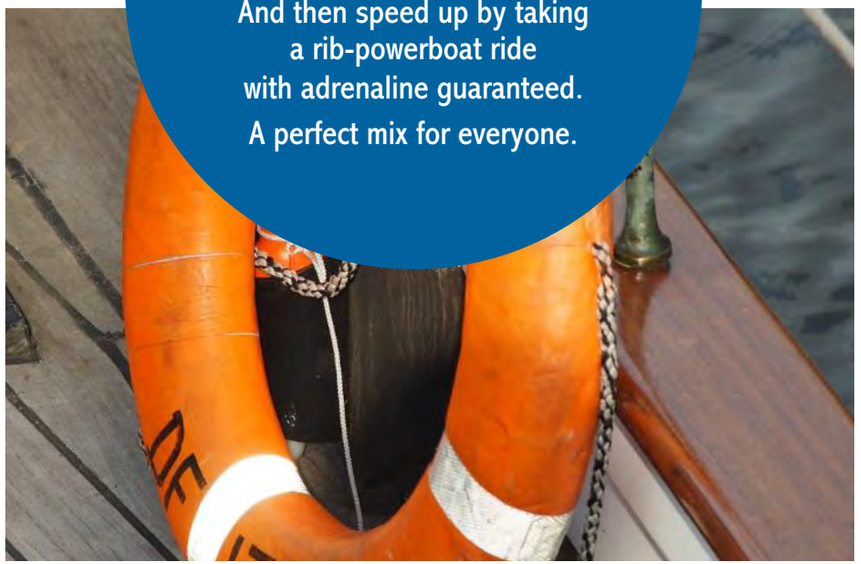


Rent a historic sailing boat and cruise the Elbe River in Hamburg. Enjoy the landscape and relax to a maximum.

And then speed up by taking a rib-powerboat ride with adrenaline guaranteed.

A perfect mix for everyone.







AMAZING LOCATIONS





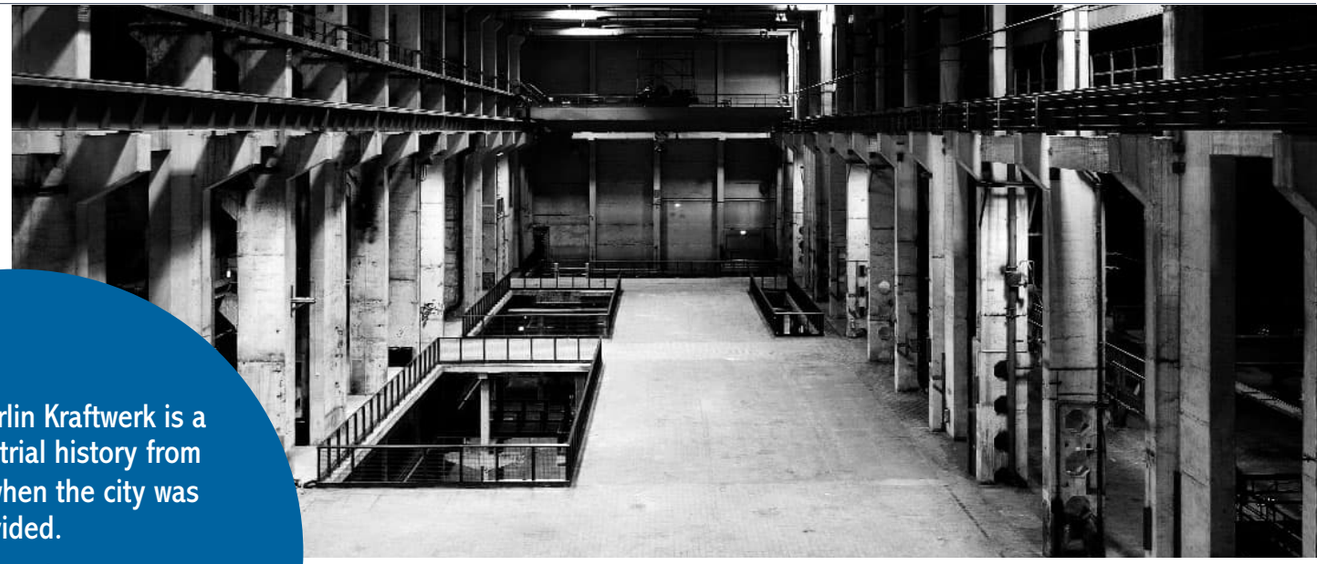






KRAFTWERK
Berlin





The central Berlin Kraftwerk is a piece of industrial history from back in time when the city was divided.

Three levels and two event spaces offer unique opportunities for up to 2.600 pax.







GOP VARIETE THEATER
Bremen





Amazing artists in combination with a sophisticated atmosphere and a delicious culinary experience are the ingredients of a special evening.

For up to 400 guests in the main room & private club for parties.





NIGHTCLUB
Dresden





One of Dresden‘s most popular nightclubs can be turned into a private event location.

The height of 12,5m offers an amazing entertainment program for up to 350 persons in banqueting style or 1.200 pax in cocktail set up.



GUETERBAHNHOF
Heidelberg





Very flexible location
at the old depot in Heidelberg.
Perfect for gala events and
casual meetings – but also for
car presentations.

Several areas for up to 1.000
people and clubbing with a
private nightclub.





MVG MUSEUM
Munich





Having a dinner or a meeting in the middle of historic tramways creates a perfect atmosphere.

Up to 200 pax can find a place here. All historic trams can either be integrated in your event or removed.







RINGWERK
Nürburgring





The Ringwerk museum at the famous Nürburgring is all about myths, motorsport and mobility. A lot of interactive modules can be integrated in your event.

In the middle of the most prestigious cars, functions for up to 600 persons are possible.







ADD ON`S


www.ngmn.org


ngmn
NGMN
Industry Conference & Exhibition 2016
10 years


EVENT
SCHEDULE


LIVES
LIVED
BRIGHTER
DINNER


(eye)conic
2019
EMEA KICK OFF MEETING
Johnson&Johnson VISION

ADD ON BRANDING





With more than 20 years of experience in the business we know how important a good branding concept is.

You can rely on us, our production team and our knowledge to fulfill all your client's requirements.







ADD ON HYBRID

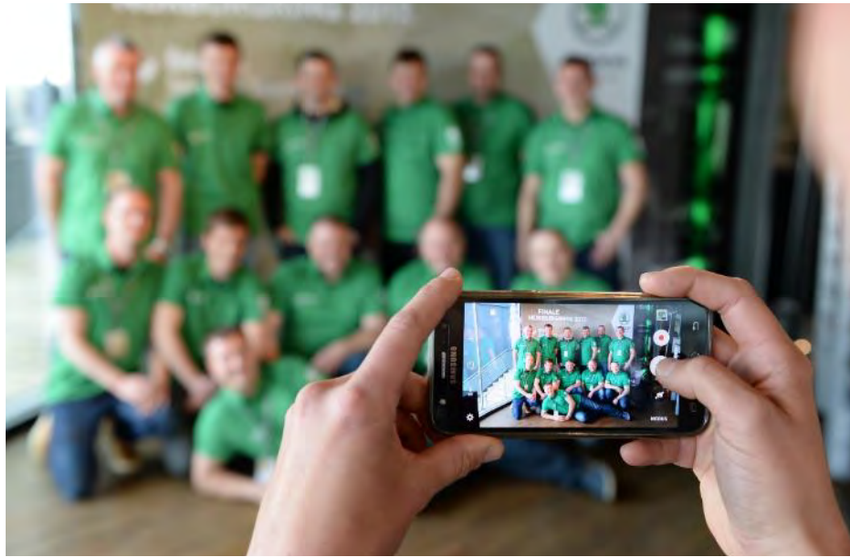




Fully aware of the digital revolution, we offer a lot of solutions to upgrade your event.

If you need a website for registration and information of your clients or an on-site event-app. We also provide high value mailings.
Just get in touch.





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