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Munich Airport's new "digital welcome mat"

Airport's relaunched and updated website features contemporary design

Contemporary design, comprehensive information, new features, and with functionality optimized for all devices: that sums up the new face of the redesigned Munich Airport website: www.munich-airport.com. The site is used by approximately 13 million visitors annually. The new website has more than 1,000 pages providing passengers, meeters and greeters and airport visitors with all they need to know about flights, check-in, directions, parking, things to do at the airport, and the wide range of services, shopping and dining options available there. Big images and video clips convey a realistic sense of the exciting world of the airport, enticing shop, visit restaurants, or experience the excitement at the popular events in the Munich Airport Center and the Visitors Park.

To find their way around more easily, users can take an advance 3D tour of the terminals and see where shops and gates are located. A route planner function makes it easy for passengers to plan their trip to the airport or the parking facility of their choice. The website also has a functionality to conveniently book a parking space before leaving home.

With the user-friendly interface and an excellent search function, users will find what they need with just a few clicks. The airport website is responsively programmed. That means that all pages are optimized for the user's device and will load quickly. The page contents are tailored to online reading habits, with streamlined texts and an entirely new layout: The objective is for customers to find out what they need to know for their trip as quickly as possible. The latest

technologies now make it possible to publish new content within seconds, ensuring more flexible and up-to-date user information than ever before.

The site content also includes facts, figures and the latest news on the company, partnerships within the airport region, career opportunities at the airport, sustainability initiatives and airport development projects. Potential business partners can learn all they need to know about the services offered by the FMG Group, from ground handling and consulting to rentals of advertising media. They can also submit bids directly for current tendering processes.

Summing up the benefits of Munich Airport's new "digital welcome mat", Hans-Joachim Bues, the head of Corporate Communications at Munich Airport (FMG) says, "For everyone – from families traveling with excited children, business travelers on a tight schedule, or seniors looking forward to their journey – when it's quicker and easier for passengers to get the exact information they need, the comfort factor before, during or after a flight is vastly improved."

FMG (Flughafen München GmbH), incorporated in 1949, operates Munich Airport, which opened at its present site on May 17, 1992. It is jointly owned by the Free State of Bavaria (51 percent), the Federal Republic of Germany (26 percent) and the city of Munich (23 percent). The FMG corporate group, with its 15 subsidiaries, employs more than 8,900 people. With a total workforce of about 35,000, employed by about 550 companies, Munich Airport is one of Bavaria's largest workplaces. Within just a few years of opening, Munich Airport developed into a major air transportation hub and was firmly established as one of Europe's 10 busiest airports. Munich Airport now offers connections to more than 250 destinations all over the world. In 2016 Bavaria's gateway to the world has handled approximately 400,000 flights with over 42 million passengers. In the spring of 2015, Munich became the first airport in Europe to earn the prestigious "Five-Star Airport" designation from the respected London-based Skytrax Institute.



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