

Oktoberfest 2009 Beer Consumption hit an all-time high for Australian pub tour operator Thirsty Swagman on their 12-night party tour across Europe

Oktoberfest Beer Consumption up in 2009 for Thirsty Travellers

Munich, Germany - November 9, 2009 – Beer consumption at the 2009 Oktoberfest festival reached a staggering 6.5 million Litres this year, with visitors guzzling down an average of 1.14 litres each during the two-week event.

While visitor numbers were down at 5.7 million from 6 million, beer sales remained unchanged from the previous year raising the average drinking performance to an all-time high.

“It’s impressive. But once again we’ll have to disappoint Bavaria, with travellers on our Oktoberfest tour knocking back a record 7.5 Litres each per day” said Kenneth Hart, Chief Swagman and founder of party tour operator Thirsty Swagman Pty Ltd.

“At the Hofbräuhaus, one waitress made an entire section available just for our group, after witnessing one of our punter’s efforts. We kept her busy pretty much all day and night getting reinforcement beer Steins” said Hart proudly.

With its annual Euro Hard’n’Fast tour kicking off in the beer tents of Oktoberfest, Thirsty Swagman travellers are a common sight in the Hofbräuhaus and Schottenhamel tents.

However, even their best efforts couldn’t make up for a 10% increase in non-alcoholic drinks.

“Next year, we’ll try even harder to counter this of course” said Tash Marti, Events and Party Manager at Thirsty Swagman. “Oktoberfest is about beer, not water and soft drinks.”

Other entertaining statistics from the 2009 Oktoberfest include the total number of oxen eaten in the 14 huge tents reaching 111, and the Munich police reporting a record 759 “beer corpses” – people who drunk themselves into oblivion.

Some of the more bizarre statistics are the lost items list which included a fishing rod, a chess clock, a toaster, a ballet skirt, a set of dentures, three crutches, and 18 children who were all eventually reclaimed by their beer guzzling parents.

About Thirsty Swagman Pty Ltd:

Thirsty Swagman was launched in April 2007 to provide an alternative to the usual sight-seeing and experience tours. All trips by the company offer a purely pub- and bar-based itinerary, usually taking in the local nightlife and covering multiple countries.

For more information about Thirsty Swagman or their 2010 Oktoberfest tour, visit <http://www.oktoberfestpubcrawl.com>.

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Note: High-resolution artwork, photos and posters are available upon request.

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