

## Berlin is the winner of the European Football Championship

Fan Capital Berlin - Capital tourism benefits from the UEFA EURO 2012

**Berlin, 2 July 2012** Enthusiastic fans, cheering songs and party atmosphere – this is how Berlin has accompanied the German national team to the semi-final. Even after the elimination of the German team, Berlin has demonstrated again that it is a cosmopolitan host for sports fans from Germany and all over Europe.

### **Expectations exceeded: Berlin tourism benefits from EURO guests**

The unique atmosphere in the German capital attracted numerous visitors from Germany and Europe to Berlin. Mainly the hotel, restaurant and catering industry benefited from this. During the time of the UEFA EURO 2012 hotel occupancy in the 3, 4 and 5-star segment increased versus prior year by an average six percent to 81%. From the hostel to the 5-star property, June exceeded all expectations of most hoteliers.

During the group matches many European fans made a stopover in the German capital on their way to Poland. Matches of the Irish and Italians, for instance, took place in the stadium in Poznan, only 250 kilometres away and could easily be combined with a stay in Berlin.

Fans from Germany and Europe have a high value for tourism. The income from large-scale sports events such as the European Football Championship amounts to almost EUR 10 billion per year in Germany, as confirmed by a recent study. About 20%, i.e. EUR 2 billion, are accounted for by the hotel, restaurant and catering industry.

### **The strongest twelfth player: the fans in the capital**

Football fans in Berlin showed full commitment, for the semi-final 450,000 Berliners and visitors came to the Fan Mile and enjoyed the atmosphere at the river Spree. But the whole of Berlin was in the football fever, also outside Germany's largest party mile: at more than 25 public viewing venues and in numerous pubs of the city thousands of football fans were attracted by the large screens.

### **Outlook: forthcoming Berlin sports highlights**

Sports fans are looking forward to the next half-year in Berlin. Apart from the Berlin classics such as the BMW Berlin Marathon and the ISTAF International Track & Field event, the capital city will enjoy a guest performance by NBA star Dirk Nowitzki and his Dallas Mavericks at Alba Berlin in the O2 World. For the first time since 2008, the best beach volleyballers will fight for world rankings at the grand slam in Berlin from 10 to 15 July. Berlin wants to get into the Guinness Book of Records: the organisers want to have

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# Press Release



a world record audience with 20,000 visitors in the Berlin Waldbühne. In October, the German national team will play against Sweden in the World Cup qualification at the Olympic Stadium.

More on <http://www.berlin-sportmetropole.de/english>.

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