

The Programme for the Biggest Football Event of the Year

Tips for Visitors to the UEFA Champions League Final on 6 June

Berlin, 3 June 2015 On 6 June, it will finally be time for the final match of the UEFA Champions League, being held for the first time in Berlin this year. At Berlin's Olympic Stadium, more than 70,000 spectators will turn out to watch Juventus and FC Barcelona duke it out for the title. Tens of thousands of additional visitors to Berlin are also expected.

"We look forward to welcoming our guests from Italy and Spain who are already big fans of our city", says Burkhard Kieker, CEO of *visitBerlin*. "People from Italy and Spain are among the top 5 groups of visitors from Europe. All the better that there's yet another reason to make a trip to Berlin this weekend. Our city will once again live up to its reputation as a great host."

Programme Highlights of the UEFA Champions Festival

Experience football even without a ticket: From 4 to 7 June, the UEFA Champions Festival is taking place at Berlin's Brandenburg Gate. Highlights include photo opportunities with the Champions League trophy and the first UEFA Champions League movie night (4 June, 9 pm), with shorts from this year's Berlin Football Film Festival being shown under the open skies. At the Ultimate Champions Match (5 June, 5.30 pm), former football stars will once again lace up their boots and take to the pitch. Berlin's Blue Man Group will perform before this match. Afterwards DJ Robin Schulz will keep the party going. The programme also includes various contests and autograph sessions. The festival opens each day at 11 am; admission is free.

Daily:

- UEFA Champions League Trophy Experience
- Autograph signings
- Football matches

Thursday, 4 June

- 11 am: Official festival opening
- 9 pm: UEFA Champions League Film Festival

Friday, 5 June

- 11 am: Adidas Young Champions matches
- 5.30 pm: Ultimate Champions Match, with Jens Lehmann, Giovane Élber, Marco Materazzi, Alessandro Del Piero, Mark van Bommel, Samuel Eto'o, and many other legends (with Blue Man Group opening show)
- 9.30 pm: DJ Robin Schulz

Saturday, 6 June / Sunday, 7 June:

- 11.30 am: Football freestyle session
- 1.45 pm: Flying Steps Academy (Sat)
- 12 noon: Flying Steps Academy (Sun)

visitBerlin / Berlin Tourismus & Kongress GmbH

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Press Release



Website for Football Fans football.visitBerlin.com

With details about travelling to Berlin, accommodation, and tips on events: *visitBerlin* has assembled everything you need to know about the football event of the year at football.visitBerlin.com. Fans of public screenings are going to be in heaven when they come to Berlin: Numerous bars, cafés, and open-air venues will be showing the final match live; the match will NOT be shown at the festival, however. Check out the website for a list of places to view the match.

More information is available at uefa.com; please send press enquiries to media@uefa.ch.

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visitBerlin

"We know Berlin." Berlin Tourismus & Kongress GmbH, under the brand *visitBerlin*, has been using that knowledge since 1993 to promote Berlin all over the world as a great travel destination. *visitBerlin's* Berlin Convention Office markets the many convention and meeting options offered by the German capital. After London and Paris, Berlin is the third-most popular European city for tourism, with 28.7 million overnight stays in the German capital during 2014. Berlin is also one of the most popular destinations for conventions and meetings and has been among the top five for ten years now. As a tour operator, *visitBerlin* offers a wide range of travel packages and also issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates six Berlin Tourist Infos. The Berlin Service Center (Tel. +49(0)30-25 00 25) provides information on the complete spectrum of tourist services in Berlin. At visitBerlin.com, you can access information about Germany's capital in 14 languages.

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Facts about Statistics and Growth in Visitor Numbers

Italian Guests in Berlin

Italy is the second most important European market and the third-largest international market for Berlin's tourism. Although visitor numbers have been at high levels for quite some time, 2014 proved to be another record-setting year for visitors from Italy: There was a 10.4% jump in the number of overnight stays made by guests from Italy.

2014 Figures and Growth in 2015:

- 298,811 guests, growth: +6.7%
- 931,895 overnight stays, growth: +10.4%
- Italian visitors spend an average of 3.1 days in Berlin, longer than the overall average stay.
- Largest increase in the spring: In March 2014, Berlin recorded an increase of 17.9% more overnight stays made by Italian visitors.
- Favourite month August: 44,311 Italian guests (+3.7%) spent 166,789 nights (+10.1%) in Berlin. The visitors stayed an average of 3.2 days in August.
- Italians especially appreciate Berlin's art and cultural offerings, the city's architecture and sights.
- This positive trend has continued in 2015: Already, 75,416 people from Italy (+5.8%) have spent 239,311 nights in Berlin (+10.2%) (January to March 2015 statistics).

Spanish Visitors in Berlin

Spain is now one of the top five countries of origin for visitors to Berlin.

2014 Figures and Growth in 2015:

- 217,871 guests, growth: +7.3%
- 658,729 overnight stays, growth: +8.9%
- Spanish visitors spend an average of 3.0 days in Berlin, longer than the overall average stay.
- Spain was the fifth largest European market for Berlin visitors
- 2014 saw a record growth in the number of Berlin visitors from Spain: In April 2014, Spanish guests spent 49.3% more nights in the German capital than the year before.
- Favourite month August: 31,823 Spanish guests (+5.2 %) spent 112,191 nights (+10.5 %) in Berlin. The visitors stayed an average of 3.1 days in August.
- Spanish visitors especially appreciate the tradition and history of the city, art and cultural events, and the sights.
- This positive trend has continued in 2015. Already, 43,363 people from Spain (+13.5 %) have spent 125,501 nights in Berlin (+13.9 %) This growth has moved Spain ahead of Denmark, putting it in fourth place for European markets. (January to March 2015 statistics).

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