

European Maccabi Games for first time in Berlin: An important symbol of peace and tolerance

Olympiapark is the venue for the Jewish sports festival

Berlin, 23 July 2015 For the first time ever, the European Maccabi Games, a sports meet for Jewish athletes from 36 countries, will be taking place in Berlin at the city's Olympiapark. More than 2,300 participants will compete in 19 sports from 27 July to 5 August 2015.

Accompanying programme with music and friendly matches

On 28 July, the Maccabi Games will open at the Waldbühne with a speech by Federal President Joachim Gauck and the entrance of the participating nations. Singers Adel Tawil and Matisyahu and Berlin band Jewdyssee will provide music for the ceremony which will close with a fireworks display over Olympiapark.

Athletes participating in the games will go up against professional and celebrity teams in "Let's Play Together" matches on 2 and 3 August. The DFB All-Stars with former German national team players will take on the athletes in football; players from Maccabi "Electra" Tel Aviv and Alba Berlin, in basketball. Admission is free.

The closing ceremony will take place in the Estrel Berlin Convention Hall on 4 August with closing remarks to be given by Berlin's Governing Mayor Michael Müller. Jewish DJs San Gabriel and Shicco from Berlin will provide the music.

About the European Maccabi Games

The Maccabi Games are held every four years in Israel and then in Europe in the intervening years. The first European edition of the sports festival took place in Prague in 1929. In 1959, Copenhagen was the venue for the first games to be held on European soil since the end of the Second World War. The competitions are open to male and female athletes. They compete by age groups junior and youth (age 13+), open (18+) and masters (35+).

For more information, visit sport.visitBerlin.com and www.emg2015.de/en.

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Facts about Israeli visitors to Berlin

Statistics and Growth in 2015

2014 Figures

- 103,337 guests, growth: **+21.8%**
- 387,807 overnight stays, growth: **+24.4 %**
- Israeli visitors stay for an average of **3.8 days**, which is **above average** (the overall average stay in Berlin is 2.4 days).
- In 2014, Israel posted **record growths several times** in Berlin. In December 2014, Berlin saw an increase of 75.2% more Israeli guests, while November 2014 posted a jump of 60.9% more guests, and April 2014 saw 60.3% more overnight stays.

visitBerlin / Berlin Tourismus & Kongress GmbH

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Press Release



- **Favourite months of July and August:** Israeli guests love summer in Berlin: Each month in summer saw some 11,000 Israeli guests spending 43,000 nights in the German capital. They stayed an average of 3.7 days each in 2014.

This positive trend with strong growth has continued in 2015: In the first five months of 2015, Berlin has already welcomed 43,180 guests from Israel (+33%) who have spent 153,756 nights in the city (+32.2%) (January to May 2015 statistics).

Other current Berlin tourism statistics and studies can be found at <http://press.visitberlin.de/en/facts-and-figures>.

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