



Deutsch-Brasilianische Wirtschaftstage 2008
Encontro Econômico Brasil-Alemanha 2008

Organization:



Cooperation:



Workshop 7

Master Plan for the 2014 FIFA World Cup Brazil

Fedor H. Radmann

Vice President, Advisor to the Board, 2006 FIFA World Cup LOC Germany
Consultant for Companies and Major Sports and Cultural Events

Cologne, 26 August 2008



2006 FIFA World Cup Germany



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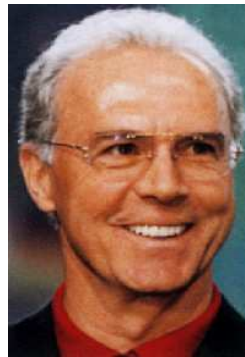
FIFA World Cup
from
Germany 2006
via
South Africa 2010
to
Brazil 2014



Overview Organizing Committee

President:

Franz Beckenbauer



Vice Presidents:

Horst R. Schmidt

Dr. Theo Zwanziger

Wolfgang Niersbach

Advisor to the Board General Manager Art, Culture and Tourism:

Fedor H. Radmann



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12 World Cup Stadiums



Ticketing

- All 64 games were sold out
- More than 15 million ticket orders during the five sales periods
- 99,5% utilization of stadiums
- 3,4 million visitors in the stadiums
- Average attendance per match: 53.125
- Attendance was bigger only at the 1994 FIFA World Cup in the US due to higher stadium capacities



Accommodation

- Partner: 2006 FIFA World Cup Accommodation Services
- Close collaboration with German hotel industry
- 600 contracted hotels
- Fair prices
- Sold overnight stays: 1,2 mil (from 190 nations)
- Sales volume: around 120 million Euro
- Brochure with 110 offers for Team Base Camps all over Germany including hotels in all price categories; 26 teams have chosen one of these hotels

World Cup as financial success (1)

- Total budget: 430 million Euro
- Three sources of income:
 - Ticketing (200 million Euro)
 - National Partner (60 million Euro)
 - FIFA grant (170 million Euro)
- Main expenses:
 - Stadiums (120 million Euro)
 - Personnel and material costs (100 million Euro)
 - Transportation and traffic (80 million Euro)

World Cup as financial success (2)

- Profit: 155 million Euro
- Subtracting taxes (43,7 mil €) and the refund to FIFA (40,8 mil €), 56,5 million Euro remain that are split between the German Football League (DFL) and the German Football Association (DFB)
- DFB spends all money on non-profit projects:
20 mil € go to Regional Football Associations to foster football for girls, football at schools and integration of foreigners;
money also goes to the German Olympic Sports Confederation, the National Paralympic Committee Germany and “Deutsche Sporthilfe”



General economic effects

- Total investments: 8-10 billion Euro (mainly infrastructure, stadiums, Deutsche Bahn etc.) (Ruhruniversität Bochum)
- Rising consumer spendings, mainly in World Cup related industries and rising expenses in sport sponsoring
- In total, GDP is expected to go up by 0,5 percentage points (Study Postbank)
- World Cup created 85.185 jobs and led to an ease on German labour market
- Deutsche Bahn has transported 15 million additional passenger
- Positive effect on German Bundesliga and the entire professional football
- More than 32,5 billion TV spectators in 200 countries throughout the world



Promotion for Germany

- The real success of the WC starts the day after the Final: will the charm-offensive pay off in the long run?
- Great promotion of Germany's advantages as a tourist destination and as an excellent business location
- Revaluation of Germany's image abroad
- Rise in sympathy: not just punctual, reliable, disciplined, but also hospitable, humorous, and service oriented
- 86% of Germans think that the World Cup has enhanced Germany's reputation in the world



Beyond the football - success factors

Each piece of the “World Cup puzzle” has contributed to the overall success, so that the world really felt like visiting friends:

- Welcome Tour
- National service and friendliness campaign
- Campaigns and Host City activities
- Art and Cultural Programme
- Weather
- Atmosphere and spirit, boosted by performance of German National Team
- 15.000 Volunteers doing a great job
- Around 16 million people at official Fan Fests in 12 Host Cities
- Excellent cooperation with police, security forces and the Ministry of the Interior: safety concept has added up well



Tourism and Guest Services

- 73% of foreign visitors (around 2 million) came to Germany explicitly to see the World Cup
- 90% of them became Germany-fans and will recommend Germany as a holiday destination due to good experiences
- 91% felt very welcomed; 93% attest the World Cup being a great event
- Cooperation between LOC 2006 FIFA World Cup and GNTB (DZT) regarding several activities in 2005 / 2006, e.g. conventions, media cooperation, Guest Services etc.

Service and Friendliness Campaign

- Conception of a nationwide “Service and Friendliness Campaign” for the entire touristy value chain; coordinated by GNTB und LOC
- More than 100.000 people participated in events and measures to actively prepare themselves for their role as hosts
- Service champion Germany 2006; nationwide poster campaign; press conferences; activities at Final Draw; advertising material; training manual and e-learning module; TV and media spot; testimonial campaign
- 384 newspaper articles; 87 TV-casts; 164 online contributions incl. agency reports



Art and Cultural Programme

- LOC and Federal Government wanted a special Art and Cultural Programme to positively portray the cultural diversity of Germany
- The Federal Government provided a total of 30 mil. € in funding (out of revenues from an LOC coins programme)
- André Heller, the artistic director / curator, also developed the concept for the opening and closing ceremonies
- Around 40 projects were realized and attracted around 3,5 million visitors, among these were e.g. a million visitors to the Football Globe, around 600 000 spectators at Frankfurt's SkyArena at Whitsun 2006 and 8500 spectators to the championship theatre play "Garuma"
- Beyond that, each Host City offered an extensive cultural supporting programme



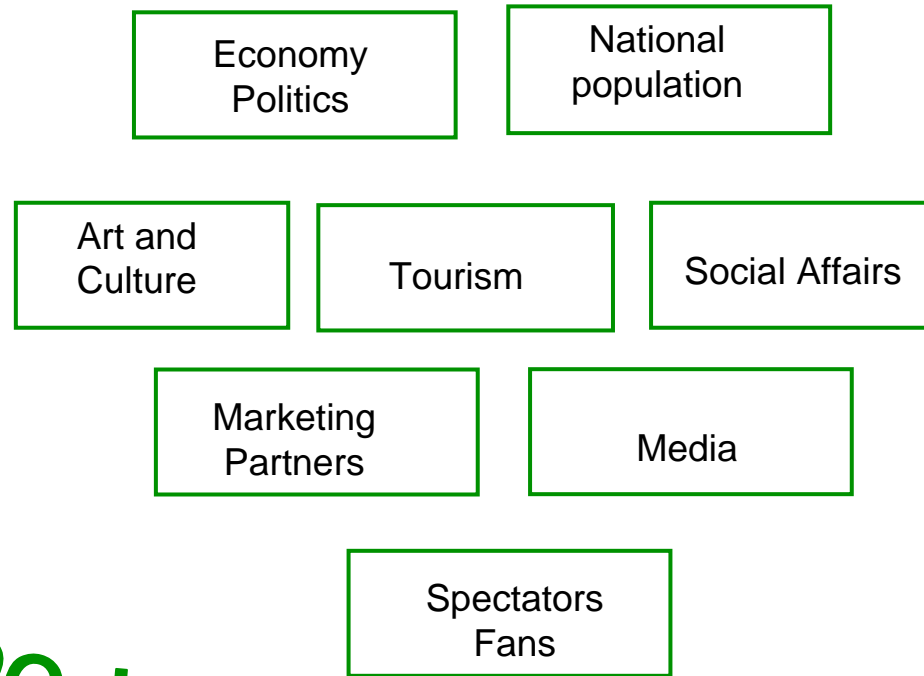
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Objectives – fulfilled !

Football as a connector



Football as a connector



Objectives – fulfilled !

We want to

- be a cordial host
- create a unique and cheerful atmosphere
- celebrate a festival with the whole world
- experience the fascination of football on this global event together with all participating teams, guests, spectators, fans, officials, sponsors, partners and media
- present stadiums of the future
- and be good organisers

Die Welt zu Gast bei Freunden™ - A time to make friends™

El mundo entre amigos - Le rendez-vous de l'amitié



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Thank you

FIFAworldcup.com

