

## PRESS RELEASE

### Soccer-mad Jon's website gives fans guide to World Cup

As the World Cup draw is made live on TV this Friday (9<sup>th</sup> Dec.), soccer fans around the world will be getting ever hungrier for information about the three German cities in which their national side is drawn to play.

Soccer-mad Jon Darch therefore spent the last 18 months visiting all 12 venues and compiling a wealth of information and advice for the travelling fan. Learning in a hurry how to produce a website, he then created "The World Cup in Germany.com", which he believes is now the most in-depth English language online guide dedicated to providing fans visiting Germany for the 2006 World Cup with accommodation, travel and stadium information.

The screenshot shows the homepage of 'The World Cup in Germany.com'. At the top, there's a search bar and navigation links for 'Contact', 'About us', and 'Newsletter'. A prominent banner features the Euro symbol and the text 'FLY TO SAVE'. The main navigation menu on the left lists German cities: Berlin, Cologne, Dortmund, Frankfurt, Gelsenkirchen, Hamburg, Hannover, Kaiserslautern, Leipzig, Munich, Nuremberg, Stuttgart, and various travel-related categories like 'Features', 'Travel', 'Where to stay', 'Germany', 'About us', 'Contact', 'NEWSLETTER', and 'Shop'. The main content area is titled 'HOME' and '195 DAYS TO GO'. It includes sections for 'Flights to Germany', 'World Cup Accommodation Information' (with sub-sections for hotels, hostels, and camping), and 'World Cup travel info to all venues by air, road and rail, including:'. There are also promotional banners for 'WIN TRIP TO BERLIN World Cup Final w/e 7-10 July 2006' and 'hotel.de simply book for less'.

#### A combination of two passions

Darch (47) of Bristol, England has been a fan of local side Bristol City since 1968 and studied German in Manchester and Bonn, Germany in the late 1970s. "The World Cup being played in Germany gave me a great opportunity to combine my passions for soccer and all things German", says Jon, explaining his decision to produce the website. "Ever since living in the country as a student, I've always liked visiting Germany, and this gave me 12 good reasons to make another 12 trips to check out all of the World Cup venues". As he made those visits he took in a live game at each of the World Cup stadiums, making notes of the best routes to the grounds, the best ways to get to each city, and the things to see and do in between matches.

#### Website novice

"Until I started to plan this one, I'd never given a thought to how websites are created and knew nothing about HTML code", says Jon, thinking back to the early days of this project. "However, a combination of informative books, a short evening course at the local college and some very helpful content management software got me pointed in the right direction!"

#### 300+ pages

The website now has over 300 pages and continues to grow. It has sections on each of the 12 World Cup venues, each in turn split into sub-sections on the city itself, the stadium and, for those interested in the team that normally plays there, the host club. There are also detailed sections on where to stay and how to travel both to and around Germany.

#### Visits from fans worldwide

"To promote the site, I roped in my nephews to help hand out leaflets at recent England internationals, and I've also posted messages on a number of soccer forums to let other fans know about the site", says Jon, explaining the bread-and-butter promotional tactics adopted for the site. "Most of the visitors to the site are from the UK, but we're also getting visitors from Australia, the USA and Trinidad & Tobago, the three other English-speaking countries that have qualified for the World Cup finals", says Jon. "The feedback's been great", he adds. "It's nice to know that our efforts are appreciated by other soccer fans".

## Website features

- Individual sections on every one of the 12 host cities, each personally visited and reviewed
- Sub-sections for each host city on:
  - The stadium
  - The city itself
  - The host club
- Details on how to get to every host city and every ground by:
  - Rail
  - Road
  - Air
- Details on travel to Germany by:
  - Rail
  - Road
  - Air
- Details of sights to see between games in every host city
- Details on where to stay, including:
  - Hotels
  - Hostels
  - Campsites
  - Self-catering
- Background information on Germany and German soccer

## Website and contact details:

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E-mail: [jon.darch@gmx.de](mailto:jon.darch@gmx.de)

## Positive feedback

The site has attracted some gratifyingly positive response from soccer fans, including the users of the official England supporters' club fan forum, as shown by the small selection of comments on page 3 below.

**The World Cup in Germany**

**BERLIN**

**Berlin - City**  
**Berlin - Overview**  
 On 09 July 2006, Berlin hosts the World Cup Final.

For everything you need to know about travel to and around Berlin, where to eat, sleep and drink in the city and what Germany's capital has to offer by way of things to do in between the footy, click here for an overview of the city. Aug 13, 2004, 15:31

**Berlin - Stadium**  
**Berlin Olympic Stadium**  
 The 2006 FIFA World Cup Final, plus several group matches and one of the quarter finals, will be played in Berlin.

This famous stadium, home to Berlin's top football team, Hertha, was extensively refurbished between August 2000 and late 2004 at a cost of 242 million euros. Aug 16, 2004, 09:27

**Berlin - Host club**  
**Hertha BSC Berlin**  
 Hosts in Berlin are Hertha BSC - German Champions in 1930 and 1931, Hertha were one of the founding clubs in the Bundesliga in 1963, in which their highest finish to date was as runners-up in 1975.

**Travel**  
**Car Hire in Germany**  
**Hotels in Germany**  
**Excursion Pass**  
**German Rail - General**  
**German Rail Pass**  
**Hotel and Event**  
**Rail discount cards**

**Where to stay**  
**B&B in Germany**  
**Campsites in Germany**  
**Hostels in Germany**  
**Hotel in Germany**  
**Self-catering in Germany**

Ads by Gooodoodee  
 World Cup 2006

**The World Cup in Germany**

**COLOGNE : CITY**

**Cologne - Overview**

With a population of about a million, Cologne is Germany's fourth largest city. Lying on the Rhine in the North West of the country, it is seen as the cultural, economic and historic capital of the Rhineland.

**History**  
 Its position at the intersection of the Rhine and one of the major east-west trade routes, made Cologne an important place in the Middle Ages. It also became an ecclesiastical centre, with its famous cathedral built over 600 years from 1248 to 1848. At the time of its completion, the cathedral was the world's tallest building (overtaken a few years later by the Washington Memorial in Washington DC).

The cathedral remains to this day an imposing building and the world's tallest Gothic structure. Cologne was largely flattened in the Second World War. Yet, despite taking some 14 hits, the cathedral remained fundamentally intact and it remains the city's dominant landmark.

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**City**  
 Cologne - Overview  
 Cologne - Stadium  
 Cologne - In it  
 Cologne - by rail  
 Cologne - by road

Ads by Gooodoodee

**The World Cup in Germany**

**HANOVER : STADIUM**

**AWD Arena**

The stadium was initially built in the early 1950s and was called the Niedersachsenstadion (The Lower Saxony Stadium). It then had floodlight pylons, a running track and a capacity of nearly 90,000 (only 3,000 covered).

**1974 World Cup**  
 Some updating of the stadium, including the addition of more roofing, was done for the 1974 World Cup, when it hosted four games. As well as football, in the 1980s and 90s, the stadium also staged many open air concerts by artists such as Phil Collins and AC/DC.

**2006 World Cup**  
 After Germany was awarded the 2006 World Cup and Hanover specified as one of the host cities, a public-private partnership was formed to finance the construction of the new stadium, with the local authority being one third owners. In 2003/04, the old stadium was almost entirely demolished, with just part of the West Stand retained in the new arena. The conversion cost 65 million euros, with the new stadium being officially opened on 23rd January 2005.

Naming rights were sold to financial services company AWD, and the ground is now known as the **AWD Arena**, although due to FIFA's ban on stadium sponsor's names, it will be called the **FIFA World Cup Stadium Hanover** during the 2006 World Cup.

**Capacity**  
 The new arena has a capacity for Bundesliga games of around 49,000, including room for 8,000 standing fans. It is reduced to around 45,000.

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**Stadium**  
 AWD Arena  
 Arena layout and map  
 City centre to stadium  
 Stadium gallery 1  
 Stadium gallery 2

Ads by Gooodoodee  
**World Cup 2006 Tickets**  
 All matches available incl. Final. All orders guaranteed. Secure site.  
[www.wcup06.info](http://www.wcup06.info)

**Stadium & Arena Reception**  
 Luxury suite, club seat, ticket pricing and much more.

**Kevin Lockwood**

Posted: 11 October 2005 09:45:39

QUOTE



This website is excellent and should be the first place you look to do your research for your trip to Germany.

<http://www.theworldcupingermany.com>

It is setup by a couple of guys who are EF+ members (don't know them personally) but I don't think they have given it the plug that it deserves!

**Andrew Hargadon**

Posted: 23 August 2005 17:56:07

QUOTE



Rank: Non League

Joined: 04/05/2005

Posts: 9

Location: Bournemouth,  
Dorset, ENGLAND

**Jason Higgins**

Posted: 11 October 2005 20:03:54



Excellent find Kevin, I'll be using that to sort myself out.

**Ashley Whitfield**

Posted: 17 August 2005 16:07:00



Very nice site mate

What a quality site!!!!

Rank: League Two  
Fantastic website Jonathan. All the travel info routes etc next summer. Good work fellas!

Dont think you've missed a thing out! This will be loads of help.

Cheers mate

**Matthew Wallis**

Posted: 25 August 2005 11:15:08

My god have you still had the time to follow ENGLAND?

THIS IS

Great website mate. good stuff

**Ben Williams**

Posted: 11 October 2005 10:41:26

QUOTE



yeah its really good. i will be using it to book up all the campsites & hostels & ive already read some of the driving tips!

**Oliver Haunch**

Posted: 17 August 2005 17:37:28

PS Fantastic site by the way. Thanks for all the hard work.



The site is fantastic, thats sterling work Jonathan!

QUOTE

**Luke Hibberd**

Posted: 18 October 2005

**Patrick Wehmeier**

Posted: 25 August 2005 22:37:43



Good work John



Cracking website that mate



Avondale, West Ham + En

Oxford United FC

Jon, just had a quick look at your site and it looks excellent and signed up for the newsletter. Your going to get thousands of hits! Well done!

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