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## We'll-kommen Spend a Fortune

English football fans are expected to shell out enough to buy five Theo Walcotts - a total of £60m - on trips to the World Cup. More than half of which (£34 million) will go towards boosting the German economy.

Over 100,000 England fans will be making their way to Germany in the coming months for the tournament; the biggest single group of fans after the hosts\*. On average supporters are expected to spend almost £600 each according to research by PriceRunner.co.uk, the price comparison website.

The PriceRunner study looks at prices of accommodation (hotels, hostels and camp sites), travel costs (for public transport and taxis), food and drink and game tickets in each of the 12 German World Cup locations\*\*, as well as the costs of flights from the UK.

The results reveal German landlords will be quids (or Euros) in, with England supporters set to spend an estimated £3.5m in beer sales alone! Hoteliers and restaurateurs stand to make a staggering £26.1m from their English guests. Even taxi drivers will be cheerful with English fans expected to spend over a million pounds (£1.36m) on cab fares. FIFA have this week announced the price of food and drink in the stadiums – an average meal will cost £8.86 (hot dog, beer or coke and a pretzel).

In order to avoid paying over the odds, England followers are advised to be aware of the going rate for some essentials before they leave. For example, a short taxi ride (5km) back to your hotel in the evening should cost £6.80 and an average hotel (2-star) should charge about £110 a night.

Fans are already preparing travelling packs for their trips; searches for tents and portable technology, such as DAB radio, on PriceRunner have increased 110% in the last month alone and demand is expected to increase further in the coming weeks. In response PriceRunner have produced a *World Cup Wish List* of everything an English travelling fan could want, detailing the most popular products, such as a PSP with football game, along with the best prices for them (see list below).



### Big Svenders

Fans staying in 4-star hotels could be paying as much as £340 a night on their trips. If they were to buy the World Cup related goods below, the total cost of their World Cup experience would be a staggering £2,500. Meaning these fans will need to be on a Sven style salary.

### Cheap as Fritz

For those wishing to avoid spending a fortune, but still enjoy the World Cup experience it is possible to keep costs down. A long weekend away to see a game can cost as little as £370.33 (all in) if you stay in camp sites (£7.50 a night) and stock up on beer from German supermarkets that can be bought for as little as 38p a litre.

Matthias Berg, UK Country Manager at PriceRunner.co.uk commented: "England fans will undoubtedly want to make the most of the World Cup experience. We have provided this information as a price guide so England fans know what they should be paying when in Germany and don't get ripped off by anyone looking to make a quick Euro."

"We also recommend fans going to Germany log onto PriceRunner.co.uk if they plan to kit up before their trip. We have put together a comprehensive wish list of everything a travelling fan could want and the best prices available."

### Travelling Fan's Wish List\*\*\*

Products	Most Popular	Price
Digital Camera – Compact	Sony CyberShot DSC-P200 Silver	£159
Digital Camera	Canon EOS 350D Black + 18-55mm	£481.74
Digital Camcorder	Daewoo DMP2300P Daewoo Digital Camcorder	£99.99
USB Memory Stick	Super talent Flash Drive 1GB	£18.65
iPod Nano	Apple iPod Nano 2GB Black	£120.99
Portable Radio	Roberts R9924	£14.16
Portable TV	Roadstar PK5R5014BAG Portable Handheld Personal TV	£99.99
Portable DVD Player	BUSH portable DVD player with 5in screen	£94.99
Alarm Clock	Quicksilver Roxy Get up and Go Alarm Clock	£30
DVD of England winning the World Cup in 1966	1966 World Cup Final	£6.99



PSP + ISS Pro Evolution Football Game	PSP GIGA PACK PLUS PRO EVO SOCCER 5 PSP	£229.99
CD compilation of football songs	"Ultimate Football Anthems"	£7.99
Portable mini goal posts	Argos, home use	£70.00
Football	Nike Mercurial Event Football	£16.95
Official National Team Shirt	Umbro England Home Shirt	£33.50
England flag	On eurosport Germany 2006	£19.99
National Team Scarf	On eurosport Germany 2006	£19.99
National Team Bag	On eurosport Germany 2006	£31.49
Video Phone	Nokia 6280 (3)	£199.99
PDA	Palm LifeDrive	£235
Blackberry	Vodafone Blackberry 7100v + Vodafone Businesstime 200	£46.99

\* Foreign and Commonwealth Office report on FIFA World Cup 2006 Germany:  
<http://www.fco.gov.uk/servlet/Front?pagename=OpenMarket/Xcelerate/ShowPage&c=Page&cid=1142271088891>

\*\* List of the 12 German World Cup Locations: Berlin, Dortmund, Frankfurt, Gelsenkirchen, Hamburg, Hannover, Kaiserslautern, Koln, Leipzig, Munich, Nurnburg and Stuttgart.

\*\*\* Prices gathered during April and May.

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#### **About PriceRunner**

PriceRunner, a division of ValueClick, Inc. (Nasdaq: VCLK), is the UK's most comprehensive and independent price comparison company. Online prices are updated on a daily basis by a specialist team that develops and manages cutting edge technology which hunts down the cheapest online prices available. PriceRunner is unique in that, unlike other price comparison sites, a dedicated team of PriceRunners also checks prices in high street stores. PriceRunner always lists the cheapest price first and is completely independent in that it lists all retailers, regardless whether they pay or not, to provide consumers with a complete overview of the market.



**About ValueClick:**

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For more information, please visit [www.valueclick.co.uk](http://www.valueclick.co.uk).

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