



TEL AVIV NONSTOP CITY



# HOST CITY SUMMARY REPORT

EUROVISION SONG CONTEST

TEL AVIV 2019

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TEL AVIV 2019

**Produced by Tel Aviv Global & Tourism, August 2019**

**Production Manager: Galit Tassi**

**Graphic Design: Studio *Touch***

**Photos by:**

**Ralph Larmann, Courtesy of KAN, Israeli Public Broadcasting Corporation**

**Guy Yechiely**

**Uri Isay**

**Orit Pnini**

**Gal Fridman**

**Ohad Kab**

# EUROVISION TEL AVIV 2019 HOST CITY SUMMARY REPORT

## 1 Expo Tel Aviv

Eurovision Show  
Eurovision Delegations Bubble  
Eurovision Press Center  
Eurovision Control Center  
Host City Info Point

## 2 Tel Aviv Port

Play a Record  
Bereshit, Dana International: The Exhibition  
Host City Info Point

## 3 Savidor Central Bus, Taxi and Rail Station

Host City Info Point

## 4 Tel Aviv Museum of Art

Semi-Final Allocation Draw and Host City  
Insignia Exchange

## 5 Rabin Square and City Hall

PIC Your Flag  
Host City Info Point

## 6 HaTarbut Square

The Orange Carpet  
The Eurovision Opening Ceremony  
The Eurovision Children's Garden  
Host City Info Point

## 7 Dizengoff Center

Outdoor Eurovision Exhibit  
Host City Info Center and pop-up store

## 8 Tel Aviv Beachfront

Eurovision Frame  
Host City Info Point & Police Station  
Host City Info Center

## 9 The Tel Aviv LGBTQ Center

LGBTQ Tourist Activities  
Host City Info Point

## 10 Rothschild Boulevard

Free Tours  
Host City Info Center

## 11 Carmel Market

Host City Info Point

## 12 Charles Clore Seaside Park

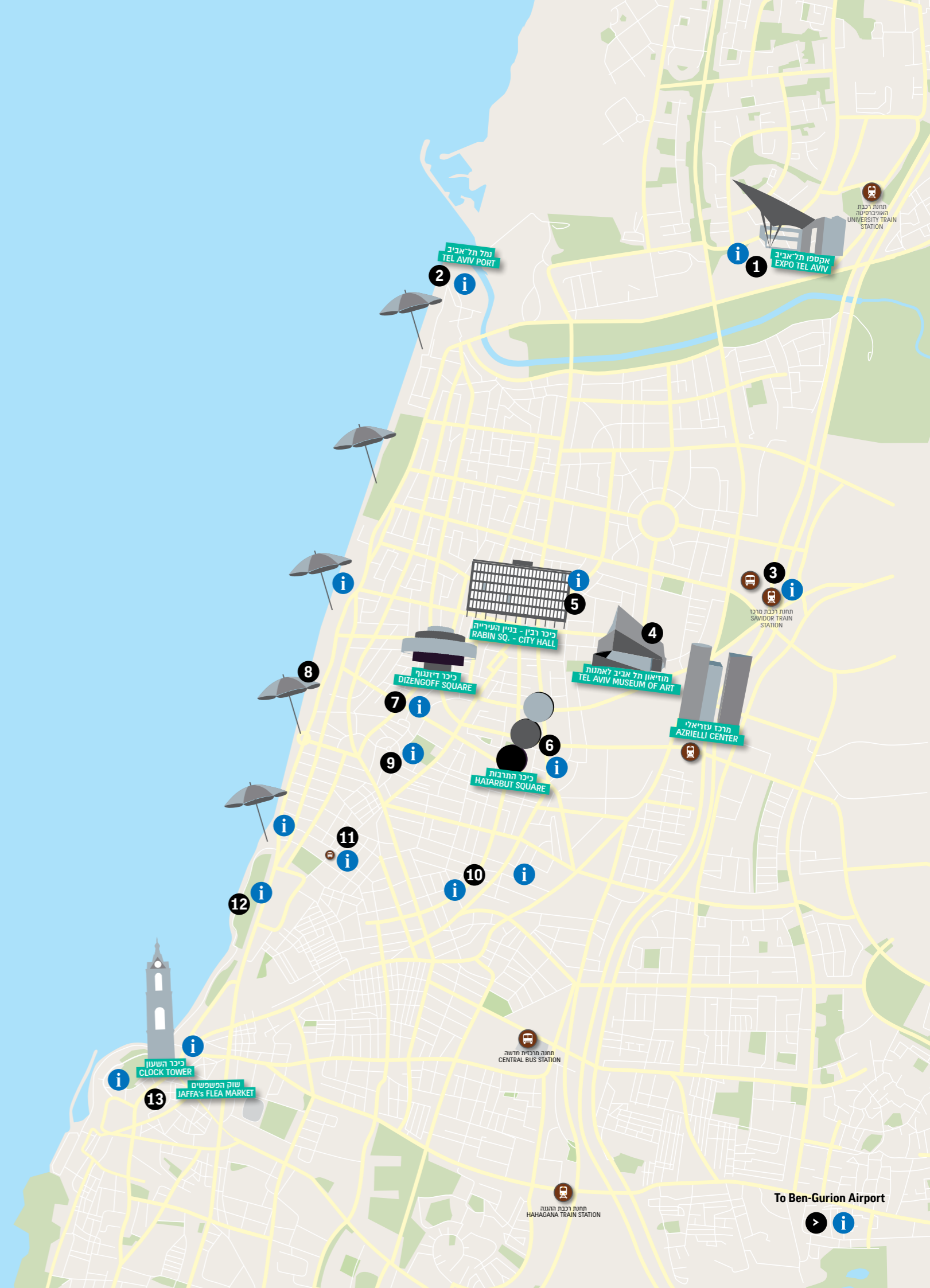
Eurovision Village  
TEL AVIV EAT  
Host City Info Center

## 13 Old Jaffa

Lighting Up Old Jaffa  
Eurovision Frame  
Host City Info Center and 2 Host City Info Points  
Free Tours  
The Royal Playback Orchestra in Old Jaffa  
DiverCity - A Eurovision Inspired Art Exhibit

## > Ben-Gurion Airport

Host City Info Center



# EUROVISION 2019 IN TEL AVIV - MAKING CAMELS FLY

## SHALOM TO ALL!

Tel Aviv's ambition to host large-scale international events like the Eurovision Song Contest is rooted deep in its DNA. In the 1930s, the first Mayor of Tel Aviv, Me'ir Dizengoff, decided that the city should have an international fair like the leading cities of the world. The Levant Fair was thus created - a mammoth undertaking for a young city, founded just two decades earlier and home to just over 100,000 inhabitants. Legend has it that one of the city's cynics claimed that "the Levant Fair will happen when camels will grow wings and fly". True to the Tel Avivian spirit, the entire city came together to make the dream of the Levant Fair come true. And when it did, a decision was made that the symbol of the fair would be a flying camel, in honor of those who dared to dream. In September 2018, the EBU selected the Tel Aviv Fair Grounds - now known as EXPO Tel Aviv - as the venue for the 2019 Eurovision Song Contest. The Flying Camel still remains its logo, and daring to dream remains the city's legacy.

Eurovision 2019 came at a defining moment for Tel Aviv-Yafo. Over the last two decades, the "Nonstop City" has undergone an unprecedented makeover after investing resources, hard work and spirit into turning the city into a world-class center of culture and innovation. Theatres, museums, cultural institutions, public spaces and large-scale venues have transformed Tel Aviv-Yafo into one of the most dynamic and cutting-edge global cities. The most important ingredient of our city has remained untouched - the Tel Avivians themselves. They are the energy and driving force behind this urban dream come true.

Following the EBU's selection of Tel Aviv-Yafo as the 2019 Eurovision Host City, we put together a plan that culminated in this most festive of celebrations. This plan had two underlying goals: a host city legacy, and a celebration for all. Eurovision 2019 was our opportunity to ascend yet another step on Tel Aviv-Yafo's stairway to global development - implementing platforms, workflows and human-based infrastructure that will continue to serve the city as an outstanding host city for years to come. Above all, we are a city of its residents, and we fulfilled our ongoing commitment to make sure that Tel Avivians and all Israelis enjoyed this celebration. They are the heart of our city, and therefore were the heart of Eurovision 2019.

We thank the EBU and KAN, our partners in this undertaking; the Israeli Government for its support; and the 182 million viewers who followed the show in our city. We hope you fell in love with Tel Aviv-Yafo - and hope you come visit our nonstop city soon.

Ron Huldai,  
Mayor of Tel Aviv-Yafo



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# “DARE TO DREAM”

The 2019 Eurovision Song Contest was the largest and most-viewed international event ever held in Israel. For a city the size of Tel Aviv-Yafo, this was a monumental undertaking – that meant deploying new tourism infrastructures and adapting existing ones, organizational structures and workflows, and a joint effort by the city’s administration and residents. The decision made by Mayor Ron Huldai to suggest Tel Aviv-Yafo as the Host City of the Eurovision Contest required financial and organizational resources, international and national cooperation, and a clear and definitive vision to position Tel Aviv-Yafo as a world-class host city. That’s how, Tel Aviv-Yafo joined its partners at KAN, the EBU and millions of Eurovision fans from Israel and around the world in celebrating the dream of Eurovision 2019.

# THE EUROVISION HOST CITY TASK FORCE

Upon winning the bid to host the 2019 Eurovision Song Contest, the Mayor of Tel Aviv-Yafo appointed the Deputy Director General of the Municipality to form and chair a special Host City Task Force that would oversee all the aspects of the event on behalf of Tel Aviv-Yafo, working together with KAN and the Government of Israel. The Task Force coordinated dozens of projects carried out by hundreds of municipal staff members, at a cost of dozens of millions of shekels from the city budget.

**The Host City Task Force was comprised of representatives from a number of municipal departments and agencies:**

- |   |   |   |
|---|---|---|
| Tel Aviv Global & Tourism<br>Media & Communications<br>Administration<br>Events Department<br>Protocol Department<br>Office of the Mayor of Tel Aviv-Yafo<br>EXPO Tel Aviv – International<br>Convention Center<br>Gane Yehoshu’a – HaYarkon Park<br>Operations Division<br>Economic Development Authority<br>Transportation Authority<br>Security and Emergency Services<br>Division | Center for Economic and Social<br>Research<br>Culture and Arts Department<br>Community, Culture and Sports<br>Administration<br>Education Administration<br>Environmental Protection and<br>Sustainability Authority<br>International Relations Department<br>Office of the Legal Advisor<br>Business Licensing Department<br>Public Transportation Department<br>Human Resources Division<br>Public Works & Infrastructure<br>Administration | Beaches Division<br>Atarim – Tel Aviv-Yafo Coastline<br>Roads & Lighting Department<br>City Planning Department<br>Sanitation Division<br>IT Department<br>Knowledge Management Department<br>Budget Department<br>Business Promotion Authority<br>Municipality Services Administration<br>Social Services Administration<br>Governance of Yafo |
|---|---|---|

Representatives from different government ministries and agencies were also members of the Task Force, including KAN – Eurovision 2019 Host Broadcaster, the Ministry of Communications, the Ministry of Tourism, the Ministry of Foreign Affairs, the Israel Government Press Office, the Ministry of Transportation, the Israel Police, and the Israel Airports Authority. The Tel Aviv Hotels Association also took part.



# THE ROAD TO EUROVISION 2019

## THE SEMI-FINALS ALLOCATION DRAW AND HOST CITY INSIGNIA EXCHANGE CEREMONY

Held at the Tel Aviv Museum of Art on January 28, 2019, the Semi-Finals Allocation Draw and Host City Insignia Exchange Ceremony marked the official kick-off of the Eurovision 2019 events. During the ceremony, Dr. Duarte Cordeiro, the Deputy Mayor of Lisbon, handed over the Host City Insignia to Ron Huldai, the Mayor of Tel Aviv-Yafo.

Streamed live through digital platforms around the world, the event broke previous Eurovision records and became the most viewed broadcast to date of a Eurovision Allocation Draw. The participating countries were assigned to one of the two semi-finals (held on May 14 and May 16), with the additional "Big 5" and host country Israel proceeding directly to the Grand Final (on May 18).

**"It was with great honor that, on May 12, 2018, Lisbon hosted this extraordinary event, which was attended by thousands of people in the main streets and squares of Lisbon and by more than 186 million viewers all over the world."**

**Dr. Duarte Cordeiro, Deputy Mayor of Lisbon**


















**"Hundreds of people from the EBU, from KAN - The Israeli Broadcasting Corporation and from City Hall have all begun working; they all have one goal in mind: to make sure that Eurovision this year will be the best show on earth - in the coolest city in the world."**

**Ron Huldai, Mayor of Tel Aviv-Yafo**

Remarks made at the Semi-Final Allocation Draw and Host City Insignia Exchange Ceremony, January 28, 2019



























**First Semi-Final (May 14th)**

- |  |   |  |   |
|--|---|--|---|
|  Slovenia       |  Cyprus  |  Hungary    |  Iceland   |
|  Belarus        |  Serbia  |  Estonia    |  Georgia   |
|  Czech Republic |  Finland |  Portugal   |  Australia |
|  Montenegro     |  Poland  |  San Marino |  Belgium   |
|  |   |  |  Greece    |

**Second Semi-Final (May 16th)**

- |   |   |   |   |
|---|---|---|---|
|  Switzerland |  Moldova   |  Albania         |  The Netherlands |
|  Sweden      |  Latvia    |  Azerbaijan      |  Croatia         |
|  Ireland     |  Romania   |  North Macedonia |  Lithuania       |
|  Austria    |  Denmark  |  Norway         |  Malta          |
|   |  Armenia |  Russia        |   |

**Grand Final (May 18th)**

- |  |  |  |   |
|--|--|--|---|
|  Israel         |  San Marino             |  Norway         |  Italy       |
|  Malta          |  North Macedonia        |  United Kingdom |  Serbia      |
|  Albania        |  Sweden                 |  Iceland        |  Switzerland |
|  Czech Republic |  Slovenia               |  Estonia        |  Australia   |
|  Germany        |  Cyprus                 |  Belarus        |  Spain       |
|  Russia         |  <b>The Netherlands</b> |  Azerbaijan     |   |
|  Denmark        |  Greece                 |  France         |   |

# THE HEADS OF DELEGATIONS CONFERENCE

Co-hosted by KAN and the city of Tel Aviv-Yafo, the heads of the delegations from the foreign participating countries came to Tel Aviv-Yafo between March 10-March 12 to take part in the Heads of Delegations Conference.

During the conference, they toured the Eurovision venues, were briefed on production, logistics, security and other matters, and toured the city. The Heads of Delegations Conference was produced by KAN and the Tel Aviv-Yafo Municipality's Protocol Department.



# THE ORANGE CARPET AND OPENING CEREMONY

## HATARBUT SQUARE AND HEICHAL HATARBUT - CHARLES BRONFMAN AUDITORIUM

Surrounded by three of Tel Aviv-Yafo's most prominent cultural venues – HaBima National Theater, the Helena Rubinstein Pavilion for Contemporary Art and the concert hall of the world-acclaimed Israel Philharmonic Orchestra - Leonard Bernstein HaTarbut Square is one of Tel Aviv-Yafo's most frequented and beloved outdoor public spaces. The plaza was designed by Danny Karavan – one of the city's most famous artists. It is distinctively white in tribute to the White City – the urban zone it is located in that is home to the largest concentration in the world of International Style (Bauhaus) architecture, recognized by UNESCO as a World Heritage Site. The 2019 Eurovision Opening Ceremony officially kicked-off the Host City celebrations. Singers and performers representing the participating countries walked down the carpet, which changed from its classic red to Jaffa orange. The Orange Carpet, filmed by KAN, was edited into two television segments that aired in different



countries as a pre-show to the Eurovision Semi-Finals. After walking down the carpet, the delegates entered Heichal HaTarbut for the Opening Ceremony, hosted by the Mayor of Tel Aviv-Yafo. It featured an artistic tribute to past Israeli Eurovision winners and participants.

**The 2019 Orange Carpet and Opening Ceremony were produced by the Tel Aviv-Yafo Municipality's Protocol Department.**

# THE GREATEST SHOW ON EARTH

## THE 2019 EUROVISION SONG CONTEST

EXPO Tel Aviv, Israel's largest and most cutting-edge events venue, hosted the Eurovision 2019 Semi-Finals, Grand Final, delegations bubble and press center.

Dedicated two years ago, following an investment of over **\$100 million**, EXPO Pavilion 2 hosted the main stage, while EXPO Pavilion 1 hosted the green room and delegations bubble. Together they accommodated an audience of **7,200 people** for each show.

Thousands of workers, over **250 truckloads of equipment**, **hundreds of kilometers of cables and telecom fibers**, **232 microphones** and **23 broadcast cameras** transformed EXPO into the largest broadcast studio ever built in Israel, enabling the Semi-Finals and Grand Final to be broadcast live to an audience of over **182 million people** around the world – **the most viewed live entertainment broadcast in 2019**.

The **250 m<sup>2</sup> diamond-shaped stage** featured an iconic design. It was extremely versatile with its **12 revolving LED panels weighing 3 tons**; a LED floor that was connected to an advanced automation system; **130 LED triangles** made of over **2,100 lighting fixtures**; **10 heavy fog machines**; **48 flame units**; **28 spark machines** and **16,988,976 pixels** for the total resolution of all the LED on the stage – all these installations made it the highest resolution Eurovision stage ever designed.

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# 182

Million people watched the Eurovision Song Contest Grand Final

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# 250

Truckloads of equipment

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# 100

Million dollars were invested in building EXPO's Pavilion 2

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# Hundreds

of kilometers of cables and telecom fibers

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# 232

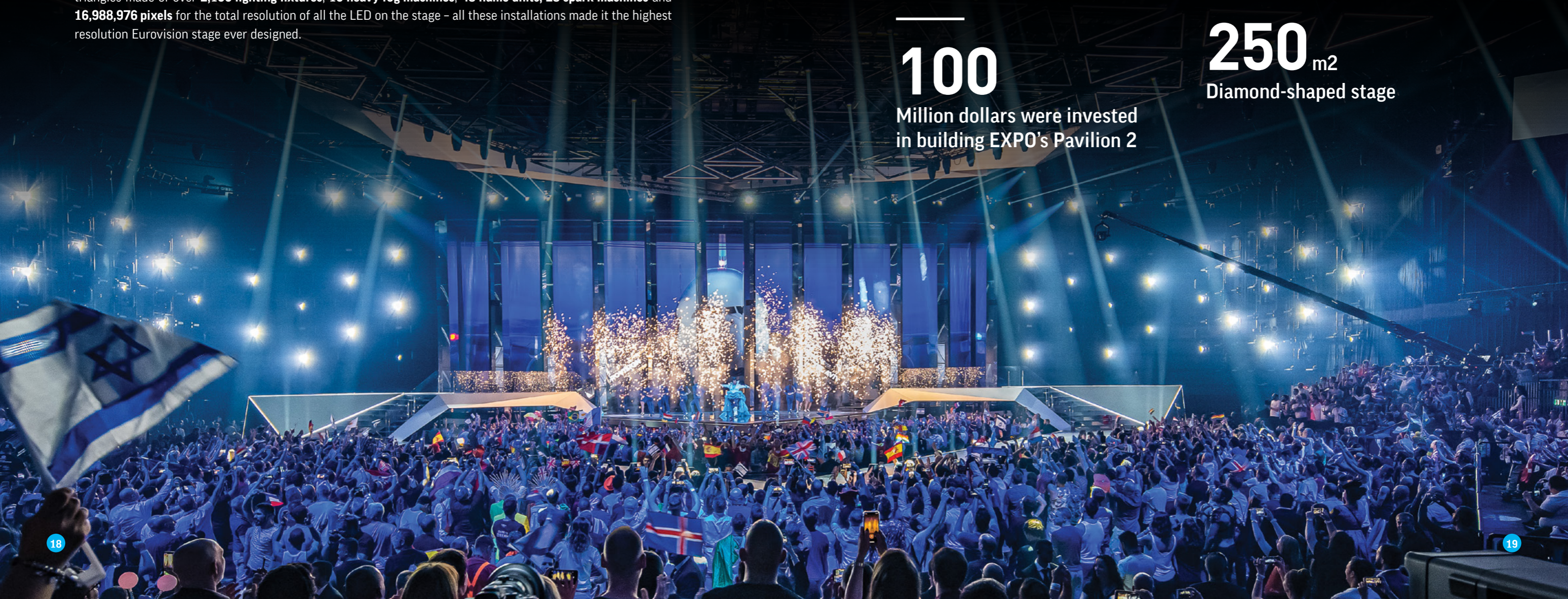
Microphones

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# 250

 m<sup>2</sup>

Diamond-shaped stage



EXPO Pavilions 11, 12, 13 and 14 hosted the **1,500-seat press** as well as production and staff offices.

In preparation for Eurovision 2019, EXPO underwent a complete rebranding process, including a new state-of-the-art signage system. The required construction and development works complied with the highest environmental standards, conserving a green environment and adhering to green construction practices.

**A city-owned subsidiary, EXPO Tel Aviv is a 50,000 m<sup>2</sup> venue that has the most advanced communications and broadcast capabilities in Israel.**

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Around  
**70,000**  
people attended the Eurovision  
Official Shows

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**1,500**  
Press center capacity

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Venue size  
**50,000** m<sup>2</sup>



# THE TEL AVIV EUROVISION VILLAGE

## SIR CHARLES CLORE SEASIDE PARK

Situated along Tel Aviv-Yafo's Mediterranean coastline, where modern Tel Aviv and the ancient port city of Jaffa (Yafo) meet, Charles Clore Seaside Park was selected as the venue for the 2019 Eurovision Village. Also the site of Tel Aviv-Yafo's world-famous annual Pride Parade Concert, the park recently underwent a large-scale expansion. Located near the city's principal hotel area and a block away from a main bus terminal, Charles Clore Seaside Park was an ideal spot for a public Eurovision celebration.

Tel Aviv Eurovision Village opened to the public on Sunday, May 12th and remained open until the end of the Eurovision Grand Final on Saturday, May 18th. The Village served as a major hub for the celebrations, hosting dozens of local and international performances on the Village stage and broadcasting the Eurovision Semi-Finals and Grand Final on huge screens, enabling those who did not have tickets for the shows to view them together with tens of thousands of local Tel Avivians, Israelis and visitors from around the world. Furthermore, visitors were able to enjoy 85 food trucks and stands from some of Tel Aviv-Yafo's top restaurants, chill-out areas, bars and sponsor zones at the adjacent TEL AVIV EAT festival that was open throughout Eurovision week.

**The 2019 Eurovision Village was produced by the Tel Aviv-Yafo Municipality's Events Department.**





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Over  
**500,000**  
people came to Eurovision Village

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Venue size  
**60,000** m<sup>2</sup>

# WHITE NIGHT

## SIR CHARLES CLORE SEASIDE PARK

White Night is Tel Aviv's most popular open-air festival. In 2019, the Municipality decided to change its date to coincide with the second Eurovision Semi-Final. Thus giving overseas visitors and locals an extra reason to celebrate. Throughout this night of festivities, dozens of events took place concurrently across the city – ranging from beach concerts to parties to special exhibitions attended by more than 1 million Tel Avivians, Israelis and tourists. Many businesses and cultural centers were open until the wee hours of the morning.

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# 1,000,000

People celebrated White Night in Tel Aviv





# #TE LAVIVHOSTS

## HOST CITY VOLUNTEERS

In preparing to host thousands of tourists and journalists, the Municipality launched a campaign to recruit 750 volunteers. Residents from all walks of life – senior citizens, students, persons with special needs, members of youth movements, city employees, new immigrants and Eurovision fans from across Israel – took part in unique service workshops. The volunteers were deployed in tourist information, welcoming services, public transportation assistance, international press hosting, and more.

**750**

Host City volunteers



# TOURIST INFORMATION CENTERS

During the week of the Eurovision shows, the city operated 15 Host City Info Centers that catered to **over 40,000 people**. The Host City Info Centers were staffed by Tel Aviv-Yafo's permanent tourist information team and hundreds of Host City volunteers. In partnership with the EBU, official 2019 Eurovision Song Contest memorabilia and merchandise were sold at select centers.

Host City Info Centers and Info Points were located in the following places:

## TOURIST INFO CENTERS

Boardwalk Info Center  
46 Herbert Samuel St.

Yafo Info Center  
2 Marzuk And Azar St.

Independence Trail Info Center  
11 Rothschild Blvd.

## POP-UP INFO POINTS

Beach Boardwalk  
Clock Tower Square

Dizengoff Shopping Mall  
Tel Aviv Port Market

Kedumim Square Old Jaffa  
Mei'r Garden -  
LGBTQ Community Center

Ben-Gurion Airport  
Arrivals Hall  
HaBima Square

Rabin Square  
Expo Tel Aviv

Tel Aviv-Savidor Center Train  
Station

Magen David Square (Carmel  
Market)

Charles Clore Park  
Eurovision Village

Over  
**40,000**  
people received service at  
the Host City's info centers

**15**  
Information Centers across  
the city





## CITY DRESSING AND BEAUTIFICATION

The Eurovision 2019 celebrations were felt throughout the city, with over **600** signs and hundreds of flags deployed throughout Tel Aviv-Yafo. Special Eurovision photo-op points were also set up around town, including Eurovision frames at the beach and in Jaffa, and a lifeguard tower decorated for Eurovision.

**25**  
Beach shade  
shelters

**600**  
Signs  
citywide

**250**  
Directional arrows  
on sidewalks

**2**  
Picture frames

**400**  
Posters at bus stops

**2**  
Beach chairs



## EUROVISION AT COMMUNITY CENTERS AND SCHOOLS

To make sure that all Tel Avivians had a chance to celebrate Eurovision 2019, dozens of community centers and schools in the city decorated their buildings with Eurovision logos and participating country flags. Special activities and screenings were also held at community centers in neighborhoods around the city. Additionally, 30 foreign embassies “adopted” local community centers and schools and worked with them to host special Eurovision events featuring the singers representing their countries.



## SERVICE WORKSHOPS

In partnership with the Israel Ministry of Tourism, the Tel Aviv-Yafo Municipality initiated 29 special customer service and information workshops for over 1,000 participants, preparing key personnel who were expected to have direct contact with visitors from abroad. To ensure that the city's guests receive the best quality of service possible, the workshops included simulation training, information regarding the Eurovision and its events and general tourist information about the city.

### Participants

- Municipal sanitation workers
- Municipal beach inspectors
- Municipal beach lifeguards
- Municipal security and emergency staff
- Municipal parking inspectors
- Municipal business inspectors
- Israel Police - Tel Aviv District

- City residents (from all parts of the city)
- Hotel managers
- Hotels concierges and reception staff
- Municipal hotline staff
- Municipal Services Department employees
- EXPO Tel Aviv operational staff
- Carmel Market vendors and shopkeepers

50

Community centers and schools participated

30

Foreign embassies "adopted" a local community





### Buses

21 bus lines that serve the main tourist attractions were mapped, highlighted and promoted for the convenience of visitors from abroad. Bus stop signage, maps and onboard digital signs were also displayed in English (in addition to Hebrew).

### Trains

Israel Railways added more trains from Ben-Gurion International Airport to Tel Aviv-Yafo, including to the University Station located next to EXPO Tel Aviv.

### Taxis

Many of the taxis in the city posted new passenger rights and price information explanations. Additionally, taxi drivers took part in special customer service and information workshops in preparation for Eurovision 2019. Share-route taxis (10-passenger vehicles), which also operate on weekends, extended their routes to EXPO Tel Aviv.

### Shared Transportation

To minimize traffic and pollution, the city of Tel Aviv-Yafo, in cooperation with shared transportation providers, increased the number of vehicles available during Eurovision week.

## GETTING AROUND

### PUBLIC TRANSPORT IN THE CITY

In partnership with the Israel Ministry of Transportation, the Municipality instituted new tourism standards for public transportation in Tel Aviv-Yafo. These new standards, introduced during the Eurovision events, made public transportation more user-friendly and more accessible to foreign visitors in the city. The standards encompass nearly all modes of public transportation and come after the launch of a new public transportation card reform implemented in January 2019, which united all public buses and trains in Greater Tel Aviv under a single payment system. In addition to over 4,000 charging stations throughout Greater Tel Aviv, visitors were able to purchase and charge public transportation cards at any of the 15 Host City Information Centers and Points operated by the city during Eurovision. In cooperation with the Ministry of Transportation and the Dan Public Transportation Corporation, a special edition of the Rav-Kav transportation card was issued.





## TRANSPORTATION FOR ACCREDITED GUESTS

In partnership with the Government Press Office, the Municipality operated special shuttles for members of the press and accredited guests. The shuttles ran from the start of the rehearsals on May 5th until the end of the Grand Final on May 18th, including on weekends. The shuttles connected the city's main hotel and tourism areas, EXPO Tel Aviv, and Eurovision Village.

## TRANSPORTATION TO SHOWS AT EXPO TEL AVIV

The Tel Aviv-Yafo Municipality operated free shuttle buses to and from the two dress rehearsals of the Grand Final and the Grand Final show, held on Friday, May 17th and Saturday, May 18th. These shuttles served nearly 10,000 people and enabled them to get to and from the shows on Shabbat (the Jewish day of rest) when there is no public transportation.

## TO AND FROM BEN-GURION INTERNATIONAL AIRPORT

In addition to the trains that run from Ben-Gurion Airport to Tel Aviv-Yafo's four train stations, the Ministry of Transportation initiated a new permanent bus route that connects Ben-Gurion Airport with Tel Aviv-Yafo's main hotel areas. In cooperation with the Ministries of Tourism and Transportation and the Israel Airports Authority, the Municipality operated a special tourist information center at the Airport.

Ben-Gurion International Airport, which serves the city, made major efforts to accommodate the official delegations: it renewed its signage and expanded services during peak arrival and departure times.



## THE NEW TEL AVIV NONSTOP CITY WEBSITE

Hosting Eurovision was an opportunity to launch a new, cutting-edge official tourism website. The site includes all venues in Tel Aviv and all events taking place in the city, presented on an interest-based filtering platform. During Eurovision, the site featured a special section that included all the activities and information relevant to people visiting Tel Aviv for the event.

More than

# 10,000

people accessed the new Tel Aviv Nonstop City website during Eurovision week

## THE NEW TEL AVIV NONSTOP CITY GUIDE

In addition to a new digital platform, the Municipality also produced a printed guide - The Tel Aviv Nonstop City Guide - and distributed **over 60,000 copies** of it during Eurovision Week. The Guide listed all Eurovision events and Eurovision Village line ups, as well as information about cultural and recreational venues in the city, museums, theatres, markets, free tours, parks and beaches.

The guide was produced and distributed in partnership with the Israel Ministry of Tourism.

Over

# 60,000

copies of the Tel Aviv Nonstop City Guide were distributed during Eurovision week





## FREE WALKING TOURS

During Eurovision week, the Tel Aviv-Yafo Municipality offered 40 free daily walking tours in Neve Tsedek, Old Jaffa and the White City historic zone of Tel Aviv. The tours, conducted in English, were open to all visitors.

Approx

# 1,000

People took free tours around the city





## LIGHTING UP OLD JAFFA (YAFO)

Thanks to a collaborative project with the lighting manufacturer OSRAM, millions of people around the world controlled the outdoor lighting in majestic Old Jaffa (Yafo) during both the Semi-Finals and Grand Final. Clearly visible from Eurovision Village, the colors of the lighting changed in line with the audience's votes for each song, streamed live through the official Eurovision app.

The color of Old Jaffa's facade was chosen by more than

**4,000,000**  
votes during the 3 shows

## PIC YOUR FLAG AT CITY HALL

Thanks to the unique LED lighting system installed on the building's exterior, Eurovision fans from around the world were able to change the lighting on City Hall's facade through a special station set up outside the building. Using a customized app, fans selected their national flag, whose colors were then displayed on City Hall, took a picture and shared it on social media.

**42**

Flags were displayed  
on City Hall





## ACTIVITIES FOR LGBTQ VISITORS

Through the municipal LGBTQ Community Center located in Me'ir Garden, the city offered customized events and content to LGBTQ Eurovision visitors. Activities, plays, events and get-togethers took place throughout Eurovision Week, enabling visitors to meet Tel Aviv-Yafo's dynamic LGBTQ community in a city that is one of the world's most gay-friendly destinations.

Furthermore, a spectacular PRIDE NIGHT with a live DJ stage and performance by Dana International was held at Eurovision Village.

## THE EUROVISION CHILDREN'S GARDEN

Children living in Tel Aviv-Yafo were able to participate in a special version of Eurovision voting for kids. The children were invited to vote for their favorite Eurovision songs on social media, and the most popular songs were then played on loudspeakers at HaTarbut Square – one of the city's most popular spots for families and the location of the Orange Carpet Ceremony.

## BERESHIT, DANA INTERNATIONAL: THE EXHIBITION

Tel Aviv Port, in collaboration with the Municipality of Holon, hosted a unique exhibition dedicated to the Eurovision Song Contest winner, Dana International. Using fashion items, video clips and photographs, the exhibition illustrated how Dana has revolutionized local and global pop culture, becoming a cultural icon both in Israel and abroad.

## "GLORIOUS" - A MUSICAL TRIBUTE TO THE EUROVISION

On Thursday, May 16th, three legendary Eurovision Song Contest winners performed at Tel Aviv Port: Anne-Marie David, Loreen and Carola. The gala musical tribute was held on Tel Aviv's White Night event.

## A HUGE RADIO AT JAFFA PORT

As part of the celebration of music, the city installed a huge radio at Jaffa Port, where visitors could choose music from five different stations: oldies but goodies, classical music, current hits, Arabic music, and Eurovision hits.

## INTERACTIVE ORCHESTRA INSTALLATION

Kedumim Square in Old Jaffa featured a unique orchestra installation made up of interactive chairs. After someone sat down on one of the chairs, it began to play its "role" in the orchestra. Once all chairs were occupied, the full orchestra could be heard.

## DIVERCITY - A EUROVISION-INSPIRED ART EXHIBIT

DiverCity was an artistic tribute to the diverse talents, countries and entries of the Eurovision Song Contest. The exhibition presented works by various painters, sculptors and photographers.



## PLAY A RECORD

An interactive installation set up at Tel Aviv Port enabled visitors to celebrate their love of music by selecting random vinyl records that played past hits.

## EUROARTVISION

Hosted at Under 1000 Gallery, this art exhibit presented a thrilling encounter between the Eurovision world and the young, high-energy art world. The exhibit featured ten original works of art inspired by popular Eurovision songs. Each work came with headphones, enabling guests to listen to the song which inspired it.

## WELCOMING THE SHABBAT WITH EUROVISION MELODIES

The permanent ensemble at Beit Tefilah Israeli hosted Eurovision winner, Izhar Cohen, at this special Kabbalat Shabbat. The service, which was held at the beautiful Tel Aviv Port, adapted its prayers and songs to melodies from the greatest Eurovision hits.

# GREEN EUROVISION

As part of the preparations for hosting Eurovision, the Municipality's Environment Authority adopted a new protocol for the production of large-scale events. The Green Eurovision policy focused on waste reduction and sustainable food and was implemented at the two main Eurovision venues – EXPO and Eurovision Village, as well as the Tel Aviv Eat food festival. .

## WASTE REDUCTION SOLUTIONS

A 3-bin system made it possible to separate packaging waste (orange bins), dry waste (green bins), and food waste (brown bins). Consequently, 17 tons of waste were diverted from landfills – equivalent to the average amount of waste that an Israeli would produce in 27 years. The orange bin waste was sorted and processed for recycling; the green bin waste was sent to an RDF facility for energy recovery, and the brown bin organic waste was sent to an anaerobic digestion plant to be transformed into biogas.



## SUSTAINABLE FOOD SOLUTIONS

The food policy at Green Eurovision, which was Israel's largest food festival, called for creating "green" dishes. To be considered green, the preparation of the dish had to be environment-friendly and most of the ingredients had to be produced locally. The dishes sold also had to meet 3 out of 5 criteria: locally-sourced ingredients, zero food waste, vegan or up to healthy living standards, the fish served was local and fully grown, and no plastic was used. These green dishes substantially reduced the event's carbon footprint. To ensure that the restaurants' leftover food did not go to waste, the Tel Aviv-Yafo Municipality partnered with Leket – the leading food rescue NGO in Israel that serves the poor.

Green Eurovision was a collaborative undertaking that involved numerous partners, including Hiriya Recycling Park, Expo Tel Aviv, and the Municipality's Sanitation and Waste Management Division and the Environmental Protection and Sustainability Authority. The project paved the way for instituting more specific guidelines to make public events in Tel Aviv-Yafo sustainable.

**17**

Tons of waste were diverted from landfills

**450**

Recycling bins were provided for Eurovision

# ACCESSIBILITY AND INCLUSION

The Tel Aviv-Yafo Municipality is highly committed to equality. It was therefore necessary to create infrastructure that would make it possible for everyone to enjoy the Eurovision festivities.

## PHYSICAL ACCESSIBILITY

Tel Aviv is an easily navigable city: it is flat in most places, public transportation is wheelchair friendly, streets and bus stations are equipped with tactile directional symbols and even the beaches are accessible.

The Expo site was accessible to people with mobility disabilities. Specially designed ramps and pathways for the visually and physically impaired included a leading line at the entrance to the pavilions. Elevators and lifts were available throughout the complex, in addition to accessible benches. The complex has a number of handicap parking spaces as well.

The built pathways at the Eurovision Village were suited to any type of mobility equipment.

The needs of persons with disabilities were taken into consideration when designing the emergency procedures at both sites.

## ECONOMIC ACCESSIBILITY

The Municipality decided to make the experience at Eurovision Village and Tel Aviv EAT accessible to all. Accordingly, the maximum price for a dish was limited to NIS 35 (about 8 Euros), which is much lower than the average prices at the restaurants.





## EUROVISION SHABBAT DINNERS

Shabbat dinners are a staple of Jewish and Israeli culture and a unique local experience. On the Friday night between the second Semi-Final (Thursday, May 16) and the Grand Final (Saturday, May 18), local residents opened their homes and hosted international Eurovision fans for Shabbat dinners, allowing them to experience Israeli hospitality at its best. Using the special digital platform EATWITH, local Tel Aviv families, from all walks of life, were paired with visitors who signed up for the experience. The pairing was based on the number of guests, fields of interest, background and nutritional preferences (visitors were able to choose between religious and secular families, straight and LGBTQ homes, Israelis and new immigrants, and more). A modest fee of 10 Euros was charged to cover the cost of the food so that all Tel Avivians and visitors, regardless of their income or budget, would be able to take part in this unique Tel Avivan Shabbat.

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**200**

Visitors attended  
Shabbat dinners



## RESIDENTS SATISFACTION

To leverage the Eurovision Song Contest as a learning experience for future international events, the Municipality's Center for Economic and Social Research conducted surveys among residents regarding the Eurovision and its impact on the city both before and after the event.

**54%**

Of all Tel Avivians participated in Eurovision-related activities

**75%**

Of all Tel Avivians were very pleased that the city hosted Eurovision 2019

**60%**

Of all Tel Avivians viewed Eurovision 2019 as a contributing factor to Tel Aviv-Yafo's standing in the world and the local sense of pride

## VISITORS SATISFACTION

The city of Tel Aviv-Yafo, in partnership with the Israel Ministry of Tourism, conducted a special visitors survey at main hubs in Tel Aviv-Yafo, including Eurovision Village, EXPO Tel Aviv, Rothschild Blvd. and the beach.

**76%**

Of the foreign tourists said it was their first time in Israel

**88%**

Said they would highly recommend Tel Aviv-Yafo as a destination

**81%**

Of all the participants in the survey were from Europe

\*The data were provided courtesy of the Ministry of Tourism and The Center for Economic & Social Research, Tel Aviv-Yafo Municipality



## SPECIAL DEALS OFFERED BY BUSINESSES DURING EUROVISION

Thousands of businesses throughout the city had an opportunity to make good use of Eurovision 2019. Businesses in different parts of Tel Aviv-Yafo were issued permits to remain open for extended hours at night, and noise regulations were temporarily modified to ensure that the Eurovision spirit would be felt everywhere. In return, those businesses offered special deals on food and beverages, such as the reduced price of NIS 10 (about 2.5 Euros) for beer and wine.

## THE TEL AVIV NONSTOP CITY WELCOME CARD FOR DELEGATES

Accredited delegation members received Tel Aviv Nonstop City Welcome Cards, granting them free access to top cultural institutions and museums in the city, as well as a selection of city tours. The cards were distributed directly through KAN, enabling the delegations to enjoy Tel Aviv-Yafo between rehearsals and press events.



# THE WORLD IS WATCHING

## EUROVISION 2019 PRESS CENTER

The 1500-seat international press center operated by KAN and the EBU, located in EXPO Pavilion 11, was the largest of its kind ever built in Israel. A special Host City Welcome Desk, run by the Municipality inside the press center and staffed by city workers and volunteers, provided accredited reporters with information about press tours, discounts and perks, events, press stories and more. The Welcome Desk served as a gateway to the city and ensured that members of the press and bloggers had an opportunity to experience Tel Aviv-Yafo at its best.

## THE NEW TEL AVIV NONSTOP CITY PRESS WEBSITE

A new website for the international press was established in order to provide one-stop-shop press services. Using the website, members of the international press were able to find relevant information about the city, inspiration for stories, facts and figures, stock photos, videos, and updated press releases.

50

Press volunteers

1,500

Journalists

14

Days of nonstop  
service at the Tel  
Aviv Host City Desk





## THE TEL AVIV NONSTOP CITY PRESS CARD

The Tel Aviv Nonstop City Press Card granted members of the press exclusive access to Tel Aviv-Yafo's lively cultural events, vibrant nightlife, world-class culinary scene and much more. The Card offered journalists free access to a wide selection of cultural institutions, museums, municipal pools, gyms, transportation services, beach facilities and prime filming locations in the city. The Card also invited journalists to discover Tel Aviv-Yafo's spirited nightlife scene with free entry and access to VIP areas at exclusive parties. As a result, they were able to experience the bustling bars and restaurants in the city's most buzzing neighborhoods.

## PRESS TOURS IN THE CITY

Free, tailor-made tours were available to accredited members of the press. International journalists were invited to join the various press tours and discover the city's fascinating history, soak up the atmosphere at its largest open-air market, explore the different faces of Tel Aviv-Yafo ranging from the White City to the Startup City, and become familiar with the different neighborhoods and iconic landmarks in the most vibrant city in the Middle East. In addition to tours in Tel Aviv-Yafo, tours to other sites and cities in Israel were offered in partnership with the Israel Ministry of Tourism and the Israel Government Press Office.

## TEL AVIV HOST CITY ON SOCIAL MEDIA

Tel Aviv-Yafo's international digital platforms provided information about Eurovision events in the city and tourist services (transportation, hotels, information centers, etc.), offering audiences around the world an opportunity to experience Eurovision Tel Aviv 2019 from everywhere on the globe.

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# 600

Press cards were issued and used

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# 100

Press tours (including Jerusalem and the Dead Sea)

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# 500

International journalists attended press tours

## EDITORIAL MEDIA ANALYSIS

The following data reflects an analysis of editorial media surrounding the Eurovision Song Contest, reported by **Meltwater**. In most cases, the time frame examined is the period of **between January 21-May 21, 2019**. Another examination refers to the week of the event, **May 14-18, 2019**. In editorial media, the Eurovision mentions relating in relation to Tel Aviv amounted to 80.8K (56.1 Bn reach), while the weekend of the event drove the most news and reach.

The top publications for event mentions were **The Guardian** [42.2 M reach], **Daily Mail Online** [33.7 M reach], **Forbes** [32.8 M reach] and **Washington Post** [30.4 M reach].

In terms of top countries by volume, **Germany** led with 16.4 K articles published, followed by the **United Kingdom** and the **United States** with 10.2 K and 7.7 K articles, respectively. However, the **United Kingdom** lead overall reach with 19.5 Bn, while **Germany** followed with 6.9 Bn reach.

## EVENT DAYS

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**29.3 K**  
Mentions

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**22.7 Bn**  
Reach

## TOTAL

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**80.8 K**  
Mentions

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**56.1 Bn**  
Reach

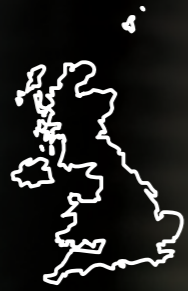


# TOP COUNTRIES

## EDITORIAL MEDIA



**1. Germany**  
16,368 Articles  
6.9 Bn Reach



**2. United Kingdom**  
10,214 Articles  
19.5 Bn Reach



**3. United States**  
7,668 Articles  
4.8 Bn Reach



**4. Greece**  
6,604 Articles  
1.7 Bn Reach



**5. Italy**  
5,190 Articles  
572 M Reach

TOP COUNTRIES			
	Country	Number of Articles	Reach
6.	Australia	4,508	1.1 Bn
7.	France	3,554	5.1 Bn
8.	Romania	3,091	908 M
9.	Russia	2,269	2.4 Bn
10.	Sweden	1,839	414 M
11.	Switzerland	884	257 M
12.	Spain	870	1.1 Bn
13.	Denmark	791	242 M
14.	Canada	791	185 M
15.	Israel	663	866 M

Top countries by volume

# TOP PUBLICATIONS

## EDITORIAL MEDIA

1. **The Guardian**

42.2M Reach  
45 Articles

2. **The Washington Post**

30.4M Reach  
18 Articles

3. **INDEPENDENT**

24.9M Reach  
45 Articles

4. **Mail Online**

33.7M Reach  
75 Articles

5. **Forbes**

32.8M Reach  
6 Articles



TOP PUBLICATIONS			
6.	Publication	Number of Articles	Reach
7.	Telegraph.co.uk	16	20.6 M
8.	Express.co.uk	163	19.4 M
9.	RT.com	6	19.1 M
10.	Bloomberg	10	17.6 M
11.	Rambler.ru	9	17.3 M
12.	CNN.com International	7	17.2 M
13.	Kompravda	13	15.8 M
14.	Chron.com	11	15.8 M
15.	Gazeta.ru	8	14.7 M
16.	Vesti.ru	5	13.8 M

# SOCIAL MEDIA ANALYSIS

The following data reflects an analysis of social media surrounding the Eurovision Song Contest, reported by **Meltwater**. In most cases, the time frame examined is the period of **January 21-May 21, 2019**. Another examination refers to the week of the event, **May 14-18, 2019**.

From **January 21-May 21, 2019**, Eurovision 2019 mentions relating to Tel Aviv generated 989.6 K social media posts with a total reach of 10.4 Bn. Similarly to online news, social media coverage peaked during the weekend of the Eurovision event, generating 246 K social media mentions. In comparison to the Eurovision 2018, the number of posts decreased by 56%. However, the reach increased from 7.4 Bn to 10.4 Bn. This is attributed to more posts by large sources about the contest.

## EVENT DAYS

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**246 K**  
Mentions

---

**1.7 Bn**  
Reach

## TOTAL

---

**989.6 K**  
Mentions

---

**10.4 Bn**  
Reach

## GEO PRESENCE

### SOCIAL MEDIA

**116.7k** **104.6k** **38k** **29.8k** **23.2k**  
United Kingdom Spain France Germany United States



**21.1k** **18.1k** **9.6k** **7.8k** **566k**  
Italy The Netherlands Australia Russia Unknown

## HASHTAG ANALYSIS

### SOCIAL MEDIA

Hashtag	Social Hits
#DARETODREAM	110,000
#ESC2019	107,000
#EUROVISION	27,700
#Eurovision songcontest	24,900
#ESC19	7,700
#EurovisionTelAviv	1,800
#EUROVISION19	1,400
#EurovisionIsrael	231
#EUROVISIONTLV	28
#IsraelEurovision	22

# THE LEGACY OF THE 2019 EUROVISION IN TEL AVIV

## A Tourism Master Plan

was unveiled

## A Municipal Convention Bureau

was opened

## Bilingual Signage

was installed in hundreds of locations

## A New Municipal Protocol For Events

was instituted

## A Facelift For Charles Clore Park

was completed following extensive renovations in  
the vicinity

## A Volunteer Network Was Established

## The Tel Aviv Nonstop City Tourist Website

was launched, which includes all the tourist  
attractions and tourist-related events in the city

## The Tel Aviv Nonstop City Guide

was published and distributed at dozens of  
hotels and tourist information centers

## International Media Services

were introduced, including additional tours and a  
discount card tailored to journalists, as well as a  
planned website catering to the international media

## THE CITY OF TEL AVIV-YAFO WISHES TO THANK

KAN – Israeli Public Broadcasting Corporation  
European Broadcasting Union  
Israel Ministry of Tourism  
Israel Ministry of Communications  
Israel Government Press Office  
Israel Ministry of Foreign Affairs  
Israel Ministry of Strategic Affairs  
Israel Ministry of Transportation  
Tel Aviv Host City Team  
Tel Aviv Hotels Association  
Israel Airports Authority  
Israel Police  
C40 Cities Climate Leadership Group  
Dan Public Transportation Corporation

City of Jerusalem  
City of Haifa  
City of Beer-Sheva  
City of Eilat  
City of Herzliya  
City of Ramat Gan  
City of Bat Yam  
City of Petach Tikva  
City of Netanya  
City of Holon  
City of Lisbon  
City of Stockholm  
**The People of Tel Aviv-Yafo**



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[global\\_city@mail.tel-aviv.gov.il](mailto:global_city@mail.tel-aviv.gov.il)  
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