



TEL: +974 4004 2022
EMAIL: info@match-hospitality.com

MATCH Hospitality W.L.L
20th Floor, Tornado Tower Building No. 17
Street 810 - Majlis Al Taawon St
Zone 60, West Bay, Doha, Qatar
C.R. No. 150991 | CAPITAL: Q.R 1,000,000

With 100 Days to go, Official Hospitality sees Record-breaking Sales and Global Interest Ahead of the FIFA World Cup Qatar 2022™

MATCH Hospitality, the worldwide exclusive rights holder of the FIFA Official Hospitality Programme for the FIFA World Cup Qatar 2022™, reports record sales revenues – tracking 29% higher compared to the 100-days-to-go landmark for the hospitality record in sports hospitality set by MATCH Hospitality for the 2014 FIFA World Cup Brazil™.

London, United Kingdom – 12th August 2022

The FIFA World Cup Qatar 2022™ is 100 days away. The excitement is at an all-time high for the first-ever FIFA World Cup™ hosted by an Arab nation. Thirty-two countries have qualified for the historic event and are set to play in eight state-of-the-art stadiums in Qatar. Kicking off on the 20th of November 2022 and running until the 18th of December 2022, the tournament promises to showcase the world's best football talent, all with an outstanding backdrop of world-class hospitality provided by MATCH Hospitality.

With only 100 days until kick-off, Qatar is looking forward to the arrival of football fans from all around the world. Many of these travellers are choosing to elevate their tournament experience via the Official Hospitality Programme.

Sales for the Official Hospitality programme at the upcoming FIFA World Cup Qatar 2022™ continue to rise at record levels, selling faster than ever before – with revenue currently tracking 29% above that achieved by the same time in the lead up to the 2014 FIFA World Cup Brazil™, the tournament which set the current record for highest number of hospitality packages sold to date for a sports event.

MATCH Hospitality's 2022 sales data shows that globally Mexico, the United States, the United Kingdom, and Argentina are currently the countries with the highest number of hospitality packages purchased for the upcoming tournament. Interest from European markets is also strong, with the United Kingdom, Switzerland, France, and Spain showing the most interest and purchasing activity. In the Middle East region, Qatar, Saudi Arabia, and the United Arab Emirates are the highest performers in terms of revenue, and 38% of all hospitality packages sold to date have been purchased in the domestic (Qatar) market.

In addition, among the "top 10" countries buying hospitality packages are three countries whose teams have never played in a FIFA World Cup™: India, Hong Kong, and Bangladesh – a further sign of the global attraction of the FIFA World Cup™ in emerging markets.

MATCH Hospitality is gearing up to provide five premium hospitality products in Qatar, ranging from the social and relaxed MATCH Club to the more luxurious and exclusive MATCH Pearl Lounge. During the tournament, MATCH is expected to accredit almost 25,000 service staff, including 9,000 in the catering workforce and 1,000 welcome staff from 35 countries. The exclusive rights holder of the FIFA hospitality programme promises to deliver a truly unforgettable experience during the FIFA World Cup™.



With hospitality packages selling out fast, there is a clear message from MATCH Hospitality to local and regional consumers to **buy now** to avoid disappointment.

“We are thrilled with the positive response and massive interest the world has taken in the FIFA World Cup Qatar 2022™, both in the region and globally. We see this as a sign that people are hungry to return to sporting events of this scale after the pandemic, but also that the market knows how spectacular this edition of the FIFA World Cup™ will be – filled with world firsts, in a country geared towards impeccable service,” said **Jaime Byrom**, Executive Chairman of MATCH Hospitality.

“The tournament is an opportunity for fans from around the world to come together to celebrate football. MATCH Hospitality is ready to deliver an exceptional experience to our guests, showcasing our expertise in combination with Qatar’s renowned hospitality, making for an elevated Official Hospitality programme and a truly memorable FIFA World Cup™.”

About MATCH Hospitality & the FIFA Hospitality Programme

MATCH Hospitality is the leading player in sports hospitality. Since 2007 we have curated and facilitated premium hospitality products at some of the world’s largest sporting events. MATCH Hospitality has a global network of Sales Agents which offer sports events owners and rights holders worldwide access to customers in the market for exclusive hospitality products. MATCH Hospitality is the trusted authority in the production, marketing, sales, customer service and product development for major events, boasting extensive expertise and experience, including the ongoing responsibility for the entire operation for the FIFA Hospitality Programme.

The FIFA Hospitality Programme provided by MATCH Hospitality offers a wide range of services to its clients. Depending on the package purchased, these can include lounges, private suites, gourmet catering, preferential parking and gifts, alongside guaranteed match tickets with every package.

For more details about the Official Hospitality Programme at the FIFA World Cup Qatar 2022™ and to purchase official hospitality, please visit <https://hospitality.fifa.com/2022>

For more information on the FIFA World Cup Qatar 2022™, please visit <https://www.fifa.com/fifaplus/en/tournaments/mens/worldcup/qatar2022>

