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## FIFA Hospitality Programme sets Record-breaking Pre-Sales Ahead of the Official Sales Launch for the FIFA World Cup Qatar 2022™

**MATCH Hospitality**, the worldwide exclusive rights holder of the FIFA Official Hospitality Programme for the FIFA World Cup 2022™, **records over USD 90m in hospitality pre-sales before the much-anticipated Official Sales Launch.**

**Official ticket-inclusive Hospitality Packages for the FIFA World Cup Qatar 2022™ will be available for purchase starting 1 February at [FIFA.com/hospitality](https://www.fifa.com/hospitality)**

Doha/Zurich – MATCH Hospitality (“MATCH”), the worldwide exclusive rights holder of the FIFA Hospitality Programme, today announced that pre-sales for FIFA World Cup Qatar 2022™ hospitality reached the unprecedented level of USD 90m. The hospitality pre-sale purchase period was conducted by MATCH and offered to FIFA’s Commercial Affiliates and select groups. MATCH is the only company appointed by FIFA to exclusively promote and sell, either directly or via a network of sales agents, official ticket-inclusive commercial hospitality packages for the FIFA World Cup Qatar 2022™.

In addition, MATCH announced the conclusion of its worldwide sales agent tender process, where reputable and leading international sports travel and hospitality agencies have been appointed by MATCH to sell FIFA World Cup™ hospitality services around the world. MATCH’s tender process resulted in the appointment of 27 agents across 39 territories, who have collectively committed financially to sales targets exceeding USD 260m. The amount sets another FIFA World Cup™ record, far exceeding the sales targets secured by MATCH for the equivalent sales agent tender processes conducted by MATCH in connection with the 2014 FIFA World Cup Brazil™ and 2018 FIFA World Cup Russia™. Official sales agents are authorised by MATCH to sell ticket inclusive official hospitality packages and on an optional basis travel packages including accommodation, flights, ground transportation and other travel services.

“We are delighted to confirm that demand for the FIFA World Cup is stronger than ever. The remarkable global response we have had to our pre-sales and the enthusiasm and professionalism with which our long-standing sales agents have responded to our invitation to tender has further cemented our belief that despite the unprecedented events of recent months due to the global pandemic, there remains unwavering enthusiasm and interest in the FIFA World Cup Qatar 2022 Official Hospitality Programme” said **Jaime Byrom, Executive Chairman** of MATCH Hospitality.

“Qatar promises to deliver an amazing tournament that will capitalise on its principal attributes; the close proximity of its eight stadiums which are all located in or within a short driving distance of Doha, a fascinating region with unique attractions, spectacular state-of-the-art stadiums, and traditional Arabic hospitality. The unique attributes of this FIFA World Cup will enable MATCH to deliver a truly ground-breaking and unprecedented hospitality experience”.

The FIFA World Cup Qatar 2022™ Hospitality Programme will offer guests hospitality packages which include official match tickets plus a wide range of on-site services at the stadiums such as gourmet catering, premium beverages, preferential parking, entertainment and gifts, as well as additional ancillary services, including accommodation and air transportation. MATCH has the exclusive right to deliver onsite hospitality services in private suites, lounges and temporary structures located within the security perimeter next to the stadium bowls. MATCH offers a range of hospitality experiences in the luxury, business and leisure categories which cater to individual client preferences, needs and budgets.

*“We are delighted to see such extraordinary interest in the FIFA World Cup Qatar 2022, when following challenging times, the world can come together for a global festival of football,” said **FIFA Director of Commercial Revenue Nick Brown**. “The FIFA Hospitality Programme has a proven track record of delivering a fantastic range of products, and in late 2022 we will open the door to world-class services and memorable experiences for hospitality clients.”*



**[SUPREME COMMITTEE/Q22] QUOTE**, said: “The successful appointment of sales agents across various territories has demonstrated that global interest and hunger for international sports remains high. Qatar and Qataris are proud of our innate sense of hospitality and our dedication to making visitors truly welcome and exceptional. Combined with the fascination and unique qualities of Qatar, the FIFA Hospitality Programme will provide an outstanding setting for its customers wishing to sample the very best of what will be a truly amazing FIFA World Cup Qatar 2022™.”

Sales for the FIFA World Cup Qatar 2022™ will launch globally on [TIME] 1 February 2021 and will be available to clients on a first come, first served basis.

MATCH Hospitality, whose portfolio also includes other major high-profile sports events, is based in **Zurich** with offices in **Doha, London, Manchester, Dublin, Valencia, Moscow, Johannesburg, and Rio de Janeiro**.

For more information and to purchase official hospitality for the FIFA World Cup Qatar 2022™ directly or through our global sales agent network, visit [FIFA.com/hospitality](http://FIFA.com/hospitality) or call:

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to speak to a MATCH sales representative.