

The Official Hospitality Provider

UEFA appoints BEYOND Hospitality to deliver EURO 2028 Official Hospitality Programme

- BEYOND Hospitality has been selected by UEFA as the Official UEFA EURO 2028™ Hospitality Provider, offering a wide range of premium, luxury and fan-oriented hospitality products.
- The tournament runs from 9 June to 9 July 2028 and will see 24 national teams compete across 51 matches, with BEYOND creating, marketing and delivering hospitality experiences across all nine host stadiums in the UK and the Republic of Ireland.
- Fans and corporate clients can register at www.beyond-hospitality.com/euro28

20 March 2026 – Manchester, United Kingdom

UEFA has appointed BEYOND Hospitality as the exclusive provider of Official Hospitality for UEFA EURO 2028™, entrusting the company with the design, marketing and delivery of a multi-tiered programme across all nine host stadiums. The appointment follows a competitive tender process and builds on BEYOND Team's proven track record at global tournaments.

UEFA EURO 2028 will take place from 9 June to 9 July 2028 and will feature 24 national teams competing in 51 matches. The tournament will be co-hosted by England, Scotland, Wales and the Republic of Ireland, with matches played in eight cities across nine venues, including the National Stadium of Wales in Cardiff for the opening game and Wembley Stadium in London for both semifinals and the final. An estimated three million tickets will be made available for fans and the general public. Find the full schedule [here](#).

Official Hospitality packages will offer guests a seamless matchday experience, combining prime stadium seating with gourmet dining, attentive service and immersive extras. From family-friendly social spaces to premium private skyboxes, the programme will cater for a wide range of budgets and tastes. Packages will include match tickets, carefully curated menus showcasing local flavours, dedicated concierge service and innovative digital activations to enhance engagement throughout the tournament.

Martin Kallen, UEFA Events S.A. CEO, said: "Partnering with BEYOND Hospitality is an important step towards delivering the most impressive Official Hospitality programme yet for UEFA EURO 2028. Their creativity and commitment will offer unforgettable experiences for guests at every venue across the UK and Ireland."

Jaime Byrom, Executive Chairman of BEYOND Hospitality, added: "It's an honour to be entrusted by UEFA with the Official Hospitality programme for EURO 2028 in our home region. We look forward to setting a new benchmark in guest experience across our product portfolio and to welcoming fans and corporate guests from around the world to our hospitality spaces in 2028."

Fans and corporate clients can register at www.beyond-hospitality.com/euro28 to receive official updates on hospitality experiences. BEYOND Hospitality will exclusively market and deliver all Official Hospitality packages globally.

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About BEYOND Hospitality Group

BEYOND Hospitality Group was founded in 2023 and has quickly grown into one of the most significant players in global sports hospitality and travel. The company employs more than 150 permanent staff and operates offices in seven countries – the USA, Mexico, Qatar, Switzerland, Spain, South Africa and the United Kingdom.

The group offers end-to-end solutions for sports events, from strategic planning and product development to inventory management, sales, marketing and delivery. Its services culminate in extraordinary hospitality experiences for event owners and fans alike.

BEYOND has delivered hospitality programmes at major tournaments including the **FIFA Club World Cup 2025™**, **FIFA Arab Cup Qatar 2025™** and the **CONMEBOL Copa América 2024™**, and serves as the **Official Hospitality Travel Programme provider** for the **UEFA Champions League Final** in 2025, 2026 and 2027.

For more, visit www.beyond-hospitality.com