

BEYOND Hospitality launches UEFA EURO 2028™ Official Hospitality sales – online and via network in key countries

- **Official Hospitality sales for UEFA EURO 2028™ open on 1 September 2026**, with packages available across all nine tournament stadiums.
- **A range of hospitality options for fans, businesses and groups** will be available, combining official match tickets with premium seating, hospitality facilities, food and beverage, and entertaining opportunities.

1 September 2026 – Zurich, Switzerland

From **1 September 2026**, individual football fans and corporate supporters will be able to secure their ticket-inclusive UEFA EURO 2028™ Official Hospitality packages for matches across all nine tournament venues.

With an exceptionally developed and mature market for football fixtures established in the host nations, demand for 2028 – when Europe's best national teams come together across England, Ireland, Scotland and Wales – is expected to outpace prior editions of the tournament.

BEYOND Hospitality, the Official UEFA EURO 2028™ Hospitality Provider, will offer ticket-inclusive Official Hospitality packages across the tournament. Whether hosting clients, celebrating with friends, or following your team through the tournament, Official Hospitality offers many ways to experience UEFA EURO 2028™, with level of service and benefits commensurate with the tier purchased. This ranges from family-friendly and social, to exclusive and 'executive' provision:

- Skybox: private suites with adjacent seating, and dedicated service.
- BEYOND Platinum: a signature experience in an elite, shared stadium lounge, offered only in select venues.
- Platinum: premium, restaurant lounge inside the stadium.
- Prestige: contemporary and cool, lounge in stadium or adjacent location.
- Club: festive and fun, shared hospitality venue in stadium or adjacent location.
- Supporters Club: team-themed, shared venue in stadium or adjacent location.

Executive Chairman of BEYOND Hospitality, Jaime Byrom said: "UEFA EURO 2028 will be a major celebration of European football, bringing Europe's best national teams and their supporters to four host nations and some of the most iconic football cities in the UK and Ireland. We are excited to welcome returning guests, new fans and those looking to experience this tournament on home soil. We are exceptionally proud of the opportunity we have to deliver for this landmark event. Our Official Hospitality programme – under the slogan 'Raise the Game!' – has been designed to make the most of nine outstanding stadiums and the unique character of each host city, with a range of hospitality options for enjoying the football, entertaining guests, and embracing the occasion."

UEFA EURO 2028™ will be one of the largest sporting events ever staged across the UK and Ireland, with 24 national teams competing across 51 matches in Cardiff, Dublin, Glasgow, Newcastle, Manchester, Liverpool, Birmingham and London. The tournament will open at the National Stadium of Wales in Cardiff on 9 June 2028 before culminating with the semi-finals and final at Wembley Stadium.

Official Hospitality sales will open on **1 September 2026**, with packages available through BEYOND Hospitality and its international sales network. Existing stadium box holders have had access to a pre-sale period. Official Hospitality uses fixed pricing, rather than dynamic. This ensures transparency for corporate and individual buyers, allowing for planning and budget approval as needed. For more information and to register for Official Hospitality, visit euro2028.beyond-hospitality.com.

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About BEYOND Hospitality

We don't just deliver hospitality; we redefine it.

BEYOND Hospitality 28 AG is the Official Hospitality Provider for UEFA EURO 2028™ and is responsible for the design, promotion, sale and delivery of the tournament's Official Hospitality programme.

BEYOND Hospitality 28 AG is owned by BEYOND Hospitality Group which is one of the leading companies in global sports hospitality and travel. The company provides end-to-end hospitality solutions, including strategic planning, product development, sales, marketing and event delivery. BEYOND Hospitality has delivered hospitality programmes for major international sporting events such as the FIFA Club World Cup 2025™ and was appointed by UEFA as Official Hospitality provider for UEFA EURO 2028™.

For more, visit www.beyond-hospitality.com

Instagram: @hospitality_beyond

TikTok: @beyondhospitality

Youtube: @BEYONDHospitalityGroup

LinkedIn: BEYOND Hospitality Group

Raise the Game

In 2028, the UEFA EURO will be jointly hosted by proud footballing nations, countries with deep passion for the beautiful game, as well as centuries of football heritage – where the form and rules were codified into the game we play today.

As host nations, the UK and Ireland invite us to celebrate football's history and an inclusive vision for the game's tomorrow. Football brings us together, blurs the edges of our divisions, unites us as spectators, players, and fans. Together, we cheer for our heroes. We raise our voices for our teams, for that spectacular goal, that improbable save.

In 2028, raise the roof for the champions, the underdogs, the rising stars, the nation's pride, and for an unforgettable tournament. Raise your glasses in community. And raise your expectations for reimagined hospitality – new levels of access, connection, and celebration.

UEFA EURO 2028™ Official Hospitality - Raise the game!