



FIFA WORLD CUP 2026™ HOSPITALITY SALES PROGRAM SETS RECORDS, SEES STRONG MOMENTUM AHEAD OF TOURNAMENT

Official Hospitality Provider On Location registers record breaking sales, more than double any previous FIFA World Cup program

May 28, 2026 (New York, NY) - On Location, the Official Hospitality Provider for the FIFA World Cup 2026™, today announced continued strong sales for the FIFA World Cup Official Hospitality Program, as momentum builds heading into the tournament.

As fans around the world count down to the kick-off of this historic 48-team edition and with limited offerings still available to purchase, the program is already the world's largest-ever hospitality effort, with over half a million packages allocated, generating more hospitality revenue than any previous FIFA World Cup or global event.

Sales for the program surpassed total hospitality sales revenues for the FIFA World Cup Qatar 2022 in June 2025, a full year prior to the 2026 tournament. As of March 31, 2026, FIFA World Cup 2026 hospitality sales had more than doubled revenue obtained through any previous World Cup program. In terms of number of packages sold, the current edition has also already surpassed the 2014 FIFA World Cup Brazil – the most attended edition to date from a hospitality perspective.

Hospitality packages have now been sold to fans in more than 125 countries and all 50 U.S. states, with the program currently in a peak sales period and continuing to track ahead of expectations.

Paul Caine, President, On Location, said: "Demand for FIFA World Cup 2026 is exceeding our most ambitious projections, with sales well ahead of pace. The momentum we're seeing – with strong sales expected to continue right through the tournament, as teams progress - reflects the global appetite for what will be the most successful hospitality program in World Cup history. 2026 is set to be the biggest year in sports hospitality, and On Location continues to lead the industry through our unmatched track record and partnerships with FIFA, NFL, LA28, UFC, WWE, and the NCAA."

Heimo Schirgi, Chief Operating Officer – FIFA World Cup, added: "The response to the FIFA World Cup 2026™ hospitality programme has been extraordinary, with record-breaking demand resulting in the highest hospitality revenue and the greatest number of packages ever sold for a FIFA World Cup. Together with our partner On Location, we are proud to see fans and corporate guests from around the world embracing what will be a truly unforgettable experience. We now look forward to welcoming these guests across Canada, Mexico and the United States, where they will enjoy world-class service, prime access and the unique atmosphere of the greatest show on earth."

Official Hospitality is available for purchase at [FIFA.com/Hospitality](https://www.fifa.com/hospitality) and through [authorized sales agents](#). FIFA Hospitality offers experiences tailored to every demand – from corporations to private clients, who for this edition account for 50% of the packages sold. Levels range from the FIFA Pavilion’s vibrant outdoor atmosphere to the immersive Pitchside Lounge that puts hospitality clients closer than ever to the beautiful game. On Location’s Platinum Access tier also allows guests to add local excursions and private transportation to complete their World Cup experience.

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Contact:

Sarah Hird +44 (0)7866 470072

Joanna Robertson +44 (0)7932 088227

About On Location

[On Location](#) is a global leader in premium experiential hospitality, offering ticketing, curated guest experiences, live event production and travel management across sports, entertainment, fashion and culture. On Location provides unrivalled access for corporate clients and fans looking for official, immersive experiences at marquee events, including the Olympic and Paralympic Games, FIFA World Cup 2026, Super Bowl, NCAA Final Four, and more. An official partner and/or service provider to over 150 iconic rights holders, such as the IOC (LA28 Olympic Games), FIFA, NFL, NCAA, UFC, WWE, and PGA of America, the company also owns and operates a number of its own unique experiences. On Location is a subsidiary of TKO Group Holdings, Inc. (NYSE: TKO), a premium sports and entertainment company.