

UEFA EURO 2020 Bid Book preparation

MLSZ - MSZÉSZ - KPMG

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Project background: The new UEFA EURO format

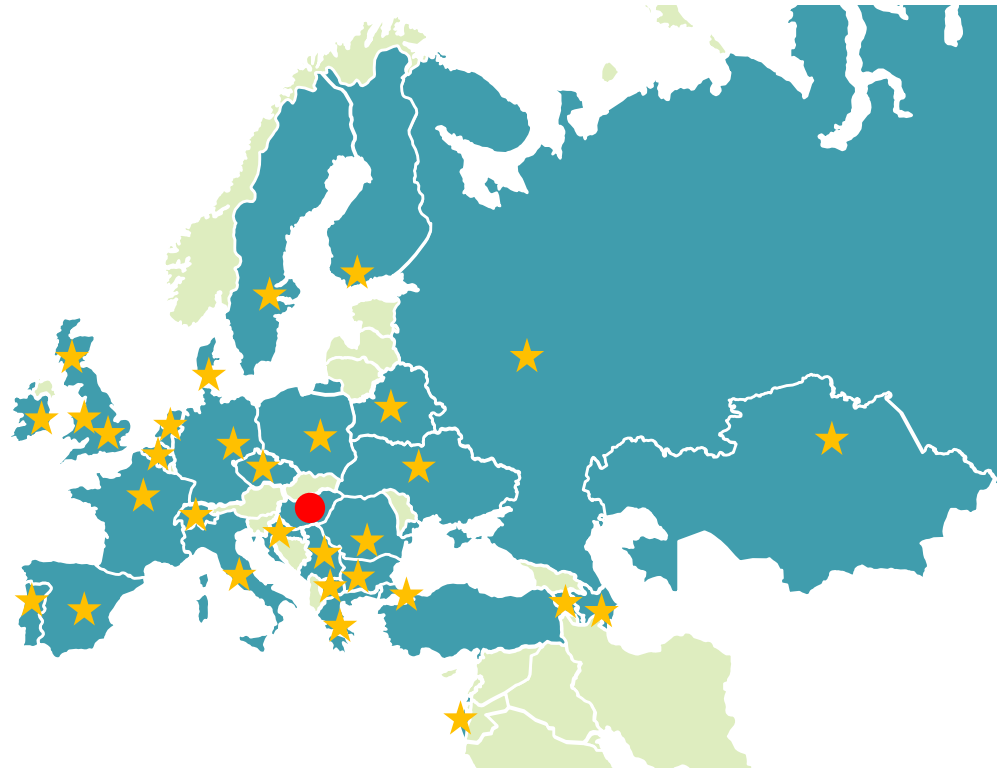
Since the first UEFA EURO championship was held in 1960, the competition has been hosted by one or two countries; however, on 6 December 2012 UEFA have announced that in 2020 the competition will be hosted by 13 countries.

This new concept has been created to eliminate the economic pressure on a single host country and to provide opportunity for smaller countries to take part in the event:

- Only one venue per country is permitted;
- 13 cities will each host a package of four OR three games (either the standard package: three group matches and one knock-out round match OR the finals package: the two semi-finals and the final);

On 20 September 2013 UEFA has announced that 32 football federations have confirmed interest in bidding as listed below.

Football federations			
Armenia	England	Israel	Scotland
Azerbaijan	Finland	Italy	Serbia
Belarus	France	Macedonia	Spain
Belgium	Germany	Netherlands	Sweden
Bulgaria	Kazakhstan	Poland	Switzerland
Croatia	Greece	Portugal	Turkey
Czech Republic	Hungary	Romania	Ukraine
Denmark	Ireland	Russia	Wales



“Sector 09”: Accommodation and Training Centres

Accommodation requirements for visitors and supporters	
Stadium capacity	Minimum required number of beds for visitors and supporters
80,000	24,000
70,000	21,000
60,000	18,000
50,000	15,000
40,000	12,000
30,000	9,000

Accommodation requirements for UEFA's key target groups	
Type of match	Approximate number of necessary hotel rooms on matchdays
Group matches	2,000
Round of 16 matches	2,000
Quarter-finals	3,000
Semi-finals	4,000
Final	6,000

For the above-mentioned room allocations, the following quality level is required:

- Minimum 75% of all hotel rooms in 5- and 4-star hotels
- Maximum 25% of all hotel rooms in 3-star hotels

UEFA's key target groups

- UEFA family
 - a. Officials, guests and staff
 - b. UEFA host broadcast staff
- National teams
- Other target groups
 - a. Commercial partners
 - b. Corporate hospitality guests
 - c. Media
 - d. UEFA suppliers

UEFA's key target group hotels: Reservation forms to be completed

Hotel reservation template for Question 09.07 and Question 09.10

Hotel reservation form for UEFA EURO 2020

For [insert the three-letter country code of the National Association, the name of the proposed host city and the package choice: F, F&S or S]

To:

Hotel name and address:	
Company name:	
Registered number:	
Registered address:	

1. Hotel information

Star Rating	
Property part of following chain (if relevant)	
Property management type:	<input type="checkbox"/> owned <input type="checkbox"/> franchised <input type="checkbox"/> management contract <input type="checkbox"/> other – please specify:

Subject to appointment by UEFA of the Host Association to host matches of the final tournament of the UEFA European Football Championship 2018-2020 ("UEFA EURO 2020"), the Hotel and the Host Association agree to the following standard terms and conditions:

2. Room type

The Hotel shall reserve for the Host Association the following room block in its premises in connection with UEFA EURO 2020 for the period commencing on 1 June 2020 and ending on 15 July 2020:

Total hotel capacity	
Confirmed for EURO 2020	

% of capacity confirmed	
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2. Room rates

2.1 The Hotel hereby confirms the following information to the Host Association in respect of rooms at the premises of the Hotel based on the principle that all rates quoted are per room (standard type), per night, excluding breakfast but inclusive of taxes, including, without limitation, VAT, city/tourist tax and service charges:

Rack rate published in 2013 (in €)	
Average rate achieved in June 2013 (in €)	
Cost of breakfast in 2013 (in €)	
Level of VAT at time of signature (in %)	
Level of city/other taxes at time of signature (in % or €)	

2.2 The final contractual rate, to be defined by the Parties in good faith by no later than 15 August 2018, shall be no higher than twenty per cent (20%) more than the average published rate in June 2018 and in no case higher than seventy-five per cent (75%) of the rack rate published for the month of June 2018. The final contractual rate shall not, in principle, exceed the maximum levels set out in the bid requirements (standard rooms at 5* hotel: €400, 4* hotel: €300, 3*: €200).

3. General Terms and Conditions

3.1 The terms of this hotel reservation shall remain in force until confirmation or cancellation by the Host Association of the entirety or any part of the room block (without penalty or cancellation fee due) by 1 June 2019.

3.2 The Host Association (or their duly authorized representatives) shall enter into a long-form agreement with the Hotel upon confirmation of the number of rooms required at the Hotel's premises in connection with UEFA EURO 2020, which long-form agreement shall continue until complete fulfillment of mutual obligations by both parties, unless terminated earlier in accordance with the terms of such long-form agreement.

3.3 The Host Association shall be entitled to transfer or assign any of the rights granted, or the benefit of any of the services provided, under this hotel reservation to any third party (including but not limited to UEFA) at its sole discretion. The Hotel shall remain fully liable for the performance of its obligations under this hotel reservation to such relevant third party(ies) and the Hotel acknowledges and agrees that it shall not impose any additional fees or charges as a result thereof.

3.4 The relevant travel and tourism agencies/authorities (the same as in Question 09.01) hereby acknowledge the terms of the hotel reservation form and agree to provide all necessary support and assistance to accommodate the various target groups in connection with UEFA EURO 2020.

UEFA's key target group hotels: Requirements

- The hotels should provide fast and convenient access to the stadium (maximum 45 minutes by bus/public transport)
- The hotels have to determine their rates by 15 August 2018 for the UEFA key target groups for the period between 1 June 2020 and 15 July 2020;
- Guest reservations can be cancelled up until 1 June 2019 without any cancellation fee;
- Hotels may stipulate no minimum overnight length of stay;
- The rates offered to the UEFA key target groups will not exceed the average achieved rate in June 2018 by more than 20%;
- The rates offered to the UEFA key target groups will not exceed 75% of the rack rate for the month of June 2018;
- The rates offered to the UEFA key target groups will not exceed:
 - EUR 400 in the case of 5* hotels
 - EUR 300 in the case of 4* hotels
 - EUR 200 in the case of 3* hotels

Final meeting:
31 March, KPMG office (Váci út 99.)

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Thank you for your attention!



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