

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

Hospitality sales for UEFA EURO 2028

opened on 1 Sept 2026, combining

official match tickets with premium seating, food and beverage, and entertainment.

ZURICH, SWITZERLAND, September 1, 2026 /EINPresswire.com/ -- Summary

“

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*Executive Chairman of
BEYOND Hospitality, Jaime
Byrom*

- 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.

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 www.euro2028.beyond-hospitality.com.

– ENDS –

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High res render of view from indicative hospitality suite to stadium bowl

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