

# MATCH EVENT SERVICES

## FAQs

### FREQUENTLY ASKED QUESTIONS BOOKLET

## FOREWORD BY MINISTER MARTHINUS VAN SCHALKWYK



The hosting of a FIFA World Cup™ is for most countries, a once in a lifetime opportunity. In 2010, it is South Africa's, and more importantly Africa's opportunity. It is our opportunity to dazzle the world with our cultural and natural wealth, for in 2010, South Africa will be Africa's stage. The 2010 FIFA World Cup™ is therefore an opportunity that we must maximise to the full.

This is particularly so from a tourism perspective. It is tourism that stands to gain the most from the FIFA World Cup™. In this respect, it provides a tremendous opportunity for phenomenal growth in the global awareness of South Africa as a premier tourism destination, and to showcase our exciting range of tourism offerings. One of our richest tourism assets is undoubtedly our culture of warmth and hospitality, coupled with a diverse accommodation portfolio. We, more than most other destinations, offer a diverse and unique range of accommodation opportunities. This includes our world-class hotels, bed and breakfast establishments, guesthouses, lodges and our wonderful park accommodation.

It is for this reason that a strong partnership has been developed between my department (and its statutory bodies including SANParks, South African Tourism and the Tourism Grading Council of South Africa) and MATCH. MATCH is the company mandated by FIFA which is responsible for the Accommodation, Ticketing and Computer / Information Technology solutions for the 2010 FIFA World Cup™. Regarding accommodation, MATCH has taken a number of key strategic decisions that will contribute to ensuring a lasting legacy for tourism in South Africa, through the 2010 FIFA World Cup™. These include the following:

- MATCH will only contract with graded establishments
- MATCH will contract with hotel accommodation, and also with SMME accommodation (including bed and breakfast establishments, lodges and guesthouses). The contracting of non-hotel SMME type of accommodation has not

been undertaken by FIFA's officially designated Accommodation Office for any previous FIFA World Cup™

- MATCH will contract accommodation in the national and provincial parks
- MATCH will contract accommodation in each of the 2010 FIFA World Cup™ Host Cities, as well as in surrounding satellite accommodation areas. Each of these satellite accommodation areas will provide no less than 200 rooms. This would broaden the opportunities available to accommodation owners outside of the Host Cities to secure business from the 2010 FIFA World Cup™

I am therefore confident that these very positive decisions of MATCH will help us achieve the objectives that we have set for tourism, including increasing market awareness of South Africa as a premier tourist destination, supporting SMME development, marketing our national and provincial parks and promoting black economic empowerment.

I wish MATCH and all accommodation establishments every success. I have no doubt that, by us working together, we will ensure that the 2010 FIFA World Cup™ is the best one yet.

A handwritten signature in black ink that reads "Marthinus van Schalkwyk". The signature is written in a cursive, flowing style.

**MARTHINUS VAN SCHALKWYK**  
**MINISTER OF ENVIRONMENTAL AFFAIRS AND TOURISM**

## **FOREWORD BY JAIME BYROM (CO-CHAIRMAN OF MATCH)**

Every 4 years the Federation Internationale de Football Association ("FIFA") stages its FIFA World Cup™. The FIFA World Cup™ was conceived by Jules Rimmet and Henri Delauney, who, in the 1920's, dedicated themselves to the previously much debated idea of a football World Cup.

Throughout its 76 year history, the FIFA World Cup™ has been probably the world's greatest sporting event rivalled only by the Olympics in terms of magnitude and world-wide appeal. It is a history littered with skill, character, incident and anecdotes, sometimes controversial but always passionate.

From its humble beginning during the 1930 FIFA World Cup in Uruguay, when it failed to attract the necessary 16 Participating Teams, to last year's extraordinarily successful tournament in Germany, the FIFA World Cup™ has been typified by the pride of the teams that strive to win the world's highest accolade in football.

MATCH has been charged by FIFA to be responsible for the provision of turn-key solutions in the areas of Accommodation, Ticketing and the IT-Solution for the 2010 FIFA World Cup™. Success in these specialised fields does not come overnight. By the time the Opening Match of the 2010 FIFA World Cup™ South Africa kicks off, senior members of our management team will have devoted over 25 years working principally on the FIFA World Cup™.

We are confident that as a result of our partnership with the Department of Environment and Tourism and its statutory bodies including in particular South African Tourism, SANParks and the Tourism Grading Council of South Africa, together with the support and cooperation of the owners and operators of hotels, lodges, guests houses, bed and breakfast establishments, and a wide range of accommodation facilities in national parks, MATCH will achieve its principal objective in the area of Accommodation of delivering a unique accommodation programme unrivalled in the history of the FIFA World Cup™ in terms of quality, creativity, flexibility and an unmatched capacity to meet market needs.

MATCH has taken a number of strategic decisions which will enable MATCH to meet the accommodation requirements of FIFA World Cup™ guests with an unprecedented degree of flexibility. Our strategic decisions to contract with graded establishments, with hotels as well as SMME accommodation, in the 2010 FIFA World Cup™ Host Cities, in surrounding satellite accommodation areas and in national and provincial parks are fundamental in giving MATCH the ability to secure the necessary capacity to fulfill FIFA's mandate.

I wish you a successful and mutually beneficially cooperation with MATCH and a wonderful FIFA World Cup™ experience.

**Jaime Byrom**  
**MATCH Co-Chairman**

## 1. What is MATCH Event Services?

⊕ MATCH Event Services (hereafter referred to as “MATCH”) is responsible for:  
Management of Accommodation Ticketing Computer/IT Solutions Hand-in-Hand for the 2010 and 2014 FIFA World Cups™

- ⊕ It is a joint venture comprising of two partners:
  - Byrom plc
  - Eurotech Global Sports AG
- ⊕ MATCH provides services to FIFA for all FIFA Tournaments and other FIFA Events in the areas of Ticketing, Accommodation, and Event IT (“IT Solution”).
- ⊕ The term of agreement with FIFA encompasses the 2010 and 2014 FIFA World Cups™ and all other FIFA Events through to 2014

## 2. What are MATCH ticketing objectives?

- ⊕ To establish a fair and equitable sales process in terms of ticket allocation and distribution
- ⊕ To provide equal access to tickets allocated to each market segment and customer group
- ⊕ To ensure the highest attendance possible
- ⊕ To deliver an efficient and service oriented sales organisation

## 3. What are MATCH accommodation objectives?

- ⊕ To supply appropriate accommodation at fair prices and reasonable terms
- ⊕ To provide efficient access to accommodation
- ⊕ To ensure contracted services are provided
- ⊕ To promote the image of the FIFA World Cup™
- ⊕ To promote the image of South Africa as host country
- ⊕ To co-ordinate the provision of accommodation with other departments such as transportation, security, protocol, etc

- ⊕ To provide a complete and cost effective accommodation solution for the Organizing Committee & FIFA
- ⊕ To identify suitable hotels to meet the specific requirements of every FIFA World Cup™ Constituent Group
- ⊕ To provide a single entry point for the accommodation needs of all FIFA World Cup™ Constituent Groups
- ⊕ All marketing and operating costs are borne by MATCH

**4. Would someone attending the 2010 FIFA World Cup™ have to book their accommodation through MATCH?**

No, booking through MATCH would however offer the safeguards and benefits to both accommodation owners (hotels) as customers.

**These benefits include credibility (FIFA) / frozen/fair flat room rates / service guarantee**

**5. Who is MATCH providing accommodation to?**

- ⊕ FIFA Official Delegation > FIFA Family
- ⊕ FIFA - VIPs & Guests > FIFA Family
- ⊕ FIFA Congress Delegates
- ⊕ Local Organising Committee (LOC) Delegation
- ⊕ LOC VIPs & Guests
- ⊕ FIFA & LOC Honorary Guests
- ⊕ Referees
- ⊕ PMAs (Participating Member Associations / Participating Team Delegations)
- ⊕ Official FIFA Partners
- ⊕ FIFA World Cup™ Sponsors
- ⊕ National Supporters
- ⊕ TV Rights Holders
- ⊕ Accredited Media

- ⊕ Hospitality Customers
- ⊕ Other FIFA & LOC Commercial Affiliates
- ⊕ Companies / Corporate clients
- ⊕ Travel Agencies / Tour Operators
- ⊕ Visitors / Fans / individuals

#### 6. What types of accommodation will MATCH contract in South Africa?

- ⊕ MATCH will contract with a variety of accommodation types, including hotel and non hotel accommodation (including bed and breakfasts, lodges, guesthouses, facilities and establishments in national parks, etc). The contracting of non-hotel accommodation is without precedence in a FIFA World Cup™
- ⊕ Quality assured accommodation, graded through the Tourism Grading Council of South Africa

#### 7. What are the accommodation criteria to be met in order to be contracted by MATCH?

- ⊕ The accommodation to be located in Host Cities, or in a designated satellite area. These satellite areas shall comprise a concentration of no less than 200 contracted rooms
- ⊕ The accommodation to be graded by the Tourism Grading Council of South Africa
- ⊕ A standard accommodation contract to be signed with MATCH. This contract sets out the terms and conditions governing the relationship between MATCH and the Accommodation owner / operator

#### 8. What are the accommodation requirements per FIFA World Cup™ Constituent Group?

##### **FIFA DELEGATION (VIPs):**

- Outstanding service
- 24 hour service
- Easy access to the stadia
- Offices to be set up in the meeting area or converted guest rooms
- Short and long stay

##### **TEAMS – Team Base Hotels & Venue Specific Team Hotels (“VSTHs”):**

- Nice, quiet & secure surroundings

- High standard hotels with excellent service
- Team dedicated hotel or dedicated areas in the hotel
- Adapted sport menus
- High quality training fields close by (*not for VSTHs*)
- Base Camp Team Hotels = long stay
- VSTH = short stay

**PARTNERS:**

- High standard hotels with outstanding service
- 24 hour service
- Function space and catering possibilities
- Lodging is concentrated around the matches

**ORGANISING COMMITTEE:**

- Close to the FIFA headquarter hotels (or sharing with FIFA)
- Outstanding service
- 24 hour service
- Easy access to the stadia
- Offices to be set up in the meeting area or converted guest rooms
- Short and long stays

**COMPANIES:**

- High to good quality hotels
- 24 hour services and catering possibilities
- Different types of accommodation are requested (3 to 5 star)

**MEDIA:**

- High to good quality hotels
- 24 hour services and catering possibilities
- Different types of Accommodation are requested (2 to 5 star)
- Very long stays for some (as from May)
- Communication access is key to some
- Proximity to Media and International Broadcast Centres is important

**INDIVIDUAL GUESTS:**

- Budget driven
- Different types of Accommodation will be requested (2 to 5 star)
- Large number of the bookings will be made over the internet using the MATCH website

**9. What are the benefits to accommodation owners from contracting with MATCH?**

- ⊕ MATCH is FIFA's officially mandated company responsible for the provision of accommodation. Through Byrom's involvement in previous FIFA World Cups™ it has developed a unique track record and experience in respect of managing the accommodation requirements for the FIFA World Cup™
- ⊕ Accommodation contracted with MATCH would be assured of:

- Fair Sales Rates
- Standard (universally applicable) contractual terms and conditions of sale
- Dedicated and specialised sales and marketing support, comprising experienced staff and management
- Fixed sales rates guaranteed throughout the sales process
- Exposure to an international market through the FIFA.com website and marketing collateral
- One single entry point of contact for the entire accommodation process

- MATCH**
- > Inventory availability request
  - > Inventory availability / reservation confirmation
  - > Binding agreement
  - > Payment
  - > Voucher delivery
  - > Customer follow-up and service

## 10. What is “Non-Hotel Accommodation”?

- ⊕ This includes any accommodation establishment that falls into one of the following categories:
  - B&B
  - Guesthouse
  - Lodge
  - Inn
  - Backpackers
  - Self Catering

## 11. How are the rates for “Non-Hotel” Accommodation calculated:

The Establishments 2007 room rate shall be increased by 16%. This equates to three (3) times the average annual percentage increase in the official Consumer Price Index (CPI) for South Africa over 2005, 2006 and 2007 (estimated). These were as follows:

2005	:	CPI increase was 4.3%
2006	:	CPI increase was 5.4%
2007	:	CPI estimated increase is 6%

(we have erred on the side of caution and used the maximum upper limit of the South African Reserve bank’s target range (3% to 6%) for Consumer Price Index.)

Based on these figures, an average annual increase of 5.2% is arrived at. This figure is then increased by a factor of 3 to arrive at a final figure of 15.6%, which we rounded up to 16%.

**Example:**

**Net Payable FIFA World Cup™ Rate (2010) = 2007 Rate x 16%**

If your 2007 room rate is R500.00, this amount will increase by 16% to provide a Net Payable **FIFA World Cup™ Rate** of R580.00 per room, per night. This amount will be paid over to the establishment in full.

MATCH will additionally and separately charge a fee from each guest reserving their accommodation at the property through MATCH.

## 12. How will payments be made to the contracted accommodation establishment?

- ⊕ This is set out in the **Accommodation Agreement under clause 3: "Payment"**
- ⊕ A central deposit account for all Non-Hotel accommodation establishments shall be established at a Bank to be designated by MATCH (the "Bank Account"). Funds deposited into the Bank Account shall include all funds to be paid to the Property when the Property has fulfilled its obligations under this Agreement.
- ⊕ Funds shall be released to the Property when obligations have been fulfilled.
- ⊕ Deposits shall be made into the "Bank Account" as follows:
  - 25% by 31 December 2009 (the "**First Deposit**")
  - 100% by 1 June 2010 (the "**Final Deposit**")

## 13. What is the accommodation reservation process?

- ⊕ This is set out in the Contract under "Reservation System". In this regard, on or before 30 June 2008, MATCH will establish a system for the management and the operation of Accommodation in connection with the 2010 FIFA World Cup™. This system will accept reservations in respect of each of the contracted accommodation establishments. This system is the Computerised Accommodation Management System operated by MATCH.
- ⊕ This Computerised Accommodation Management System includes a voucher system to allocate the FIFA World Cup™ Rooms to individual guests and ensures full and timely payment to the contracted accommodation establishment (the "2010 Check-In Voucher")

## 14. What is a MATCH 2010 Check-In Voucher and how does it work?

- ⊕ MATCH provides each FIFA World Cup™ Guest with a 2010 Check-In Voucher (unless they are otherwise accommodated in FIFA HQ / Venue Hotel)
- ⊕ Each 2010 Check-In Voucher is:

- Valid for a single room night or the complete period reserved / purchased
- A contract in its own right
- A bearer certificate
- Indisputable proof of purchase
- A refund mechanism
- Central to all administrative controls and procedures
- Uniform and therefore instantly recognisable
- Each voucher contains a cheque (no voucher or damaged voucher = no room)

☉ The objectives of the voucher are to:

- Maximize flexibility
- Minimize the administrative process
- Remove artificial deadlines
- Enable customers to retain ultimate control of their accommodation
- Maximize occupancy ratios
- Provide security for guests

#### 15. What happens if a booking is made, but the customer is a No-Show?

- ☉ This is set out in the Contract. All Reserved Room Nights not previously cancelled will be guaranteed by MATCH for late arrival or No-Show and therefore payable in full.

#### 16. What happens if a booking is made, but the contracted accommodation establishment does not honour the booking?

- ☉ A performance guarantee, where the hotel pays to **MATCH** compensation equal to more than twice the FIFA World Cup™ Rate should the hotel fail to provide a paid and confirmed room. **MATCH then pays this amount as compensation to the affected guest.**

#### 17. How and when will rooms be released back by MATCH?

- ☉ This is set out in the MATCH Accommodation Agreement under Point 1.5. Attrition Schedule.
- ☉ Room nights may be released or cancelled according to the following schedule:
  - ✓ Prior to 31 July 2008, MATCH may release without penalty any number of rooms previously reserved.
  - ✓ Room nights may be released to the Property as follows:

- No later than one week following the Final Draw or 31 December 2009 (which ever is earlier) not less than 50% of available rooms
  - 100% of available rooms shall be released no later than 10 April 2010 to the property.
- ✓ After 10 April 2010 Reserved Room Nights may be cancelled on the following basis:
- Up to 30 days prior – MATCH may cancel up to 15% of the total room nights held without penalty. For each reserved room night cancelled in excess of this 15%, MATCH shall pay a penalty of 30% of the Net Payable Rate per room night.
  - Between 30-15 days prior – MATCH may cancel up to 10% of the total room nights without penalty. For each reserved room night cancelled in excess of this 10%, MATCH shall pay a penalty of 40% of the Net Payable Rate per room night.
  - Less than 15 days prior – MATCH shall pay a penalty of 100% of the Net Payable Rate for the room nights cancelled.

#### 18. All Properties contracted by MATCH have to be graded by the Tourism Grading Council of South Africa.

- ⊕ An ungraded property may contract with MATCH. Such a property would have a year from the date of signing the Accommodation Agreement to become graded.
- ⊕ In the event that the Accommodation Agreement is signed after 31 January 2009, the property is required to become graded by no later than 31 January 2010.
- ⊕ Grading has to be completed with notification in writing to MATCH by no later than 31 January 2010.
- ⊕ Grading assistance is available from TEP in the form of subsidised fee's on application as follows:
  - 50% subsidy for year 1 of your grading fee
  - 50% subsidy for year 2 of your grading fee
  - 25% subsidy for year 3 of your grading fee
- ⊕ Contact details for Grading as follows:
  - Tourism Grading Council of South Africa:**
  - Telephone: (011) 895 3108 / Fax: (086) 611 2405
  - <http://www.tourismgrading.co.za/tgcsa/view/tgcsa/en/page1>
  - [enquiries@tourismgrading.co.za](mailto:enquiries@tourismgrading.co.za)

#### 19. How would I contact MATCH?

[enquiries@match-pty.com](mailto:enquiries@match-pty.com)  
Tel: 011 567 2010 / 011 567 2700