



UEFA EURO 2028 Ticketing Information

UEFA notes that the Committee has requested details about the ticketing strategy, including the numbers and price ranges of tickets and the timescales, for UEFA EURO 2028. These matters are not yet finalised and, as such, there is nothing we are able to share with the Committee at this time. Annex 1 does, however, contain a copy of the UEFA EURO 2024 Ticketing Brochure, which provides detailed information in respect of ticketing for UEFA EURO 2024, including details on the ticketing sales phases which were adopted for UEFA EURO 2024, facts and figures in relation to UEFA EURO 2024 tickets, the ticket quotas available to different target groups, the categories and prices of tickets and the sales rules applicable to UEFA EURO 2024 tickets. This brochure is also available online at https://editorial.uefa.com/resources/0285-18f5d897b875-386120c0b803-1000/ticketing_brochure_uefa_euro_2024.pdf. We hope that this document provides some context to UEFA's processes on ticketing for the most recent UEFA European Football Championship, albeit that we are not in a position to confirm that the exact same process would apply for UEFA EURO 2028.

UEFA's general position on ticket resale

Tickets for a UEFA European Football Championship (commonly referred to as a "UEFA EURO") are always in high demand. The importance of the UEFA EURO coupled with UEFA's obligation to develop football lies at the heart of UEFA's ticketing policy, namely ensuring that tickets are distributed fairly. In particular, UEFA has strived to guarantee that the distribution of tickets is characterised by fair value and fair access, notwithstanding the fact that the demand for tickets significantly exceeds supply. In fact, the demand for UEFA EURO tickets significantly exceeds supply such that tickets would become prohibitively expensive if pricing were subject to ordinary dynamics.

The above principles of fair value and fair access are reflected in UEFA's usual practice of distributing tickets for the general public via a lottery and charging affordable ticket prices so as to ensure attendance across a wide socio-economic spectrum. In addition, UEFA seeks to ensure that tickets for UEFA EUROs (and indeed for other matches and tournaments where UEFA is the seller of tickets, such as the UEFA Champions League Final and UEFA Women's EURO) are sold to genuine fans wanting to attend the matches and not to individuals whose sole aim is to resell the tickets at a profit.

As a result, UEFA's ticketing terms and conditions prohibit unauthorised resale; whilst tickets can be resold to friends or family members for the face value of the ticket, UEFA prohibits tickets being offered for sale or transfer, including online.

It is important to note that the participating national associations ("PNAs") in a UEFA EURO determine who their ticket allocation should be sold to. Such PNAs may implement a system where, for example, only their most loyal fans are able to purchase a ticket.

The need to restrict resale

Despite the ticketing terms and conditions, UEFA is very aware that tickets for its matches are advertised for sale and resold in breach of the ticketing terms and conditions. Such resales can take place in a number of different ways, including via secondary ticketing platforms and via the more traditional 'street touts', and are often for a price in excess of face value (sometimes vastly in excess of face value). Tickets also often appear on the secondary market before tickets have even been offered for sale by UEFA. This entirely undermines UEFA's ticketing policies and the reasons for these policies, including consumer protection.

UEFA has also seen in recent years the growth of 'bots' when it comes to the sale of tickets for its matches, including UEFA EURO 2024. The sole aim of these bots is to purchase as many tickets as they can so that the tickets obtained can then be resold (inevitably at above face value). During ticket sales phases for its matches, UEFA's ticketing platform is flooded with applications made by bots. Whilst UEFA invests significantly in adopting measures which aim to identify the bots and exclude any applications made by them from receiving tickets, some of these bots are extremely sophisticated and it is not always possible to identify them. In this respect it is important to note



that UEFA places limits on the number of tickets which fans can buy for a particular match; the use of bots is a way to circumvent these limits, thereby taking tickets away from genuine fans.

UEFA would further like to note that it sees, first-hand, the effect of unauthorised ticket resale on fans. Fans who have purchased tickets on the secondary market often come to the UEFA Ticketing Centre onsite at events such as the UEFA Champions League Final or UEFA EURO as they have not received the tickets that they purchased, sometimes having paid exorbitant prices for such tickets. In such circumstances, the fan's only recourse is to contact the seller or the platform from where they purchased the tickets. Fans also come to UEFA's Ticketing Centre's with counterfeit tickets, seeking UEFA's assistance. Whilst being able to make a report to the relevant authorities, the fan's only other recourse is to contact the seller or the platform from where they purchased the tickets. UEFA therefore witnesses the disappointment and distress which follows from being told that UEFA cannot assist in these situations. Whilst UEFA acknowledges that not all ticket resales result in these outcomes, they are outcomes, nonetheless, that are seen far too often.

UEFA European Championship (Scotland) Bill (the "Bill")

In order to protect the principles of fair value and fair access as explained earlier, UEFA has requested legislation to be in place in Scotland for UEFA EURO 2028 which prohibits the resale of tickets. UEFA seeks to ensure that tickets for UEFA EURO 2028 are sold to genuine fans wanting to attend the matches and not to individuals whose sole aim is to resell the tickets at a profit.

By way of full transparency, due to the specific concerns around security at football matches and due to consumer protection concerns in allowing tickets to be resold, UEFA had sought to have legislation in place which prohibited the unauthorised sale of tickets generally. However, the Bill which has been proposed does not do this; instead the Bill proposes to make it an offence to sell a ticket at above face value or for a profit. Despite such legislation not being in line with UEFA's usual position, for the reasons explained above UEFA still believes it is important (and indeed necessary) to have legislation in place which makes the resale of tickets for UEFA EURO 2028 above face value, or at a profit, a criminal offence.

We note that the Committee had various questions in relation to certain provisions of the Bill and we therefore wanted to take this opportunity to clarify our position in respect of the Bill. We hope that the background information provided earlier in this document also provides some further context in this respect.

It should be noted that UEFA did not draft the Bill and therefore the wording, and the reasons for such wording, are primarily down to the Scottish Government. We can therefore only speak to the general principles captured in the Bill, rather than specific wording. This also applies to the jurisdictional reach of the Bill; this was a matter for the Scottish Government, including having the exceptions for providers of information society services etc. in Schedule 1 of the Bill.

In relation to the general prohibition on the resale of tickets above face value or at a profit, we can only repeat what we have said above; UEFA has strived to guarantee that the distribution of tickets is characterised by fair value and fair access, notwithstanding the fact that the demand for tickets significantly exceeds supply. The unauthorised resale of tickets entirely undermines this policy and we believe that it is therefore both reasonable and proportionate to request that legislation is in place to protect both UEFA and fans in this respect.

We note from the report of the meeting of the Committee on 8 May 2025 that there was some concern around the wording which exempts UEFA from the touting offence. This wording is, of course, not there to allow UEFA or any persons working for UEFA to 'tout' tickets. UEFA is an organisation and is the owner of the commercial rights for UEFA EURO 2028. It is therefore imperative that we (or third parties authorised by us) are permitted to sell tickets for the tournament, even if such sales are at a profit. Revenue from ticket sales is something which, along with other revenue from UEFA EUROs, is invested back into football and UEFA cannot therefore be at risk of being caught by the ticket touting offence by selling tickets.



UEFA EURO 2028

UEFA response to questions related to ticketing and the proposed Scottish Event Legislation – 20 June 2025

We also note from the report of the meeting of the Committee on 8 May 2025 that there was some concern around the wording for the registered charity exception. The charity exception is actually one which has been included despite our objections. Whilst UEFA, of course, recognises the important work carried out by charities (UEFA has its own charitable foundation), use of tickets for charitable auctions etc. is not permitted by UEFA's ticketing terms and conditions. To allow tickets to be used in such manner would, in UEFA's opinion, cause confusion as to the legitimacy of such tickets and also be open to exploitation. Already, and despite the provisions of the ticketing terms and conditions, UEFA has, in fact, seen situations where tickets are being advertised purportedly for charity, however, on further inspection of such offers it becomes clear that only a proportion (often a small proportion) of the proceeds actually goes to the charity. This is clearly not appropriate. The Bill at least provides for some tangible measure of what a charity is, which we believe is important in order to avoid the exception itself being exploited.

We also take this opportunity to provide some information in respect of the use of the revenue from UEFA EURO 2024, where a record €935m of that revenue will be redistributed between the 55 UEFA member associations through the HatTrick programme. Additionally, €331m has been awarded to associations in prize money and a further €240m given to domestic clubs that released players for the tournament. It is to protect UEFA's ability to use UEFA EURO revenue in this way that legislation is being requested.

Further information on the legacy of UEFA EURO 2024 can be found in the UEFA EURO 2024 Tournament Summary, available at https://editorial.uefa.com/resources/0290-1ba7a17c0ca4-877b61cc8359-1000/uefa_euro_2024_tournament-summary_v17.pdf

Annex 1 – UEFA EURO 2024 Ticketing Brochure



UEFA
EURO2024
GERMANY

TICKETING BROCHURE

All you need to know

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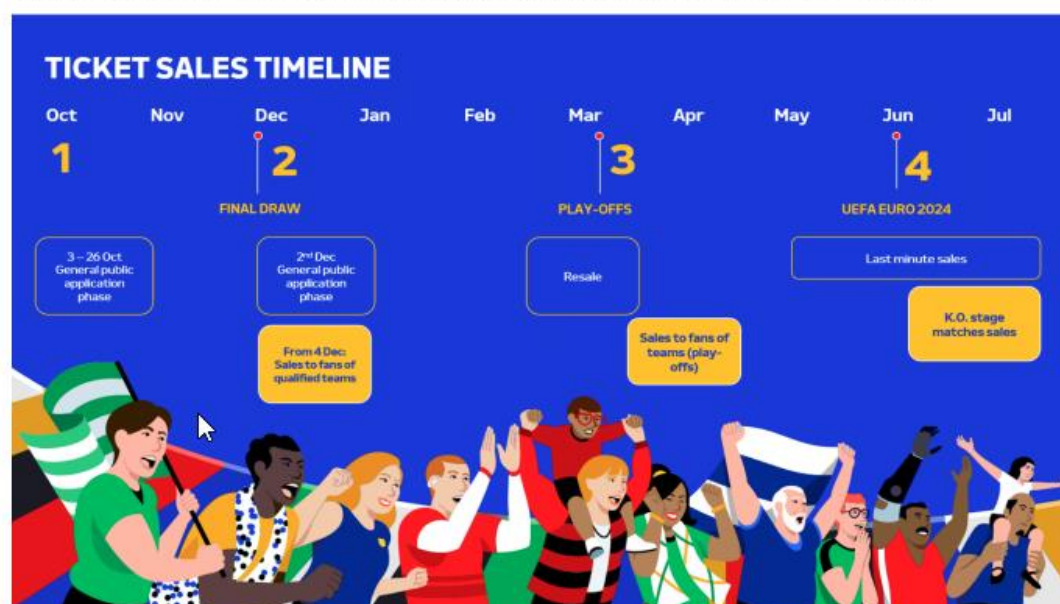




Ticket Sales Timeline

Fans will be able to easily apply and purchase tickets from the official website: euro2024.com/tickets.

Third-party ticketing websites and secondary ticketing platforms are not authorised to sell tickets.



Ticket sales phases explained

3 October – 26 October 2023: Pre-draw application phase

Since the fixtures are not known yet, fans can apply for tickets based on the dates and venues. However, it is already known which group stage matches the German national team will play. As in previous tournaments, the first application phase is the best chance especially for local fans to be part of EURO, regardless of which team is playing.

Approx. 14 November 2023: Ticket application outcome

Applicants will be notified about the outcome of their ticket application. Successful applicants will have ~ 10 days to pay for their tickets.

November 2023: 'Fans First' – Waitlist sales

Some tickets will go on sale due to failed payments. Unsuccessful applicants will be the first to be informed about the new ticket availability. This exclusive priority is part of the 'Fans First' programme. Fans will be invited according to their ranking in the lottery.



2 December 2023: Final tournament draw+ Ticket sales to general public

The UEFA EURO 2024 final tournament draw will take place at the Elbphilharmonie in Hamburg, determining six groups of four. A second sales phase will start. The general public will then be able to select matches played by specific teams when applying for tickets via euro2024.com/tickets.

From 4 December 2023: Sales to fans of qualified teams

At this point, 21 out of 24 participating national teams will be known. Tickets will go on sale to the fans of these 21 national associations. The ticket sales will be organised in close cooperation with the participating national associations. Similar to previous tournaments, the process allows tickets to be sold according to the ticket allocation principles each participating national association is applying for their fans.

March 2024: Resale Platform available

The Ticket Resale Platform allows fans to offer their tickets for resale at face value via EURO2024.com/tickets. This eliminates the risk of acquiring invalid or fraudulent tickets and ensures that sellers receive their money in full. Tickets offered for resale will be released at specific dates. Therefore fans will not have to constantly check if tickets were put on resale.

April 2024: Sales to fans of teams that qualified through the play-offs

UEFA EURO 2024 play-offs: Between 21 and 26 March, 12 teams compete for the 3 remaining spots in the final tournament. Tickets will go on sale to these 3 national associations. The ticket sales principles will be agreed in close collaboration with the participating national associations.

May 2024: Last-Minute-Sales

In case some tickets remain unsold or further tickets become available following the finalisation of the stadium configuration, they will be made available on a first-come, first-served basis.

14 June – 14 July 2024: Final tournament

51 matches will be played in 10 German host cities during 23 match days. The opening match will be played in the Munich Football Arena while Olympiastadion Berlin stages the final.

23 June – 14 July 2024: Knockout stage matches ticket sales

Tickets will go on sale to the fans of the national teams just after they qualify. Tickets will be held back until the qualification of the teams to allow a large quantity of fans to follow their team throughout the tournament. These tickets will be sold according to the ticket allocation principles each participating national association is applying for their fans.

Facts and Figures

- Based on the anticipated capacities of the 10 venues, approximately 2.7 million tickets will be available across the 51 matches. These figures do not take into account the number of seats that have to be deducted for security reasons, camera and media positions and other operational reasons.
- >80% of tickets will be for the fans of the teams and the general public.

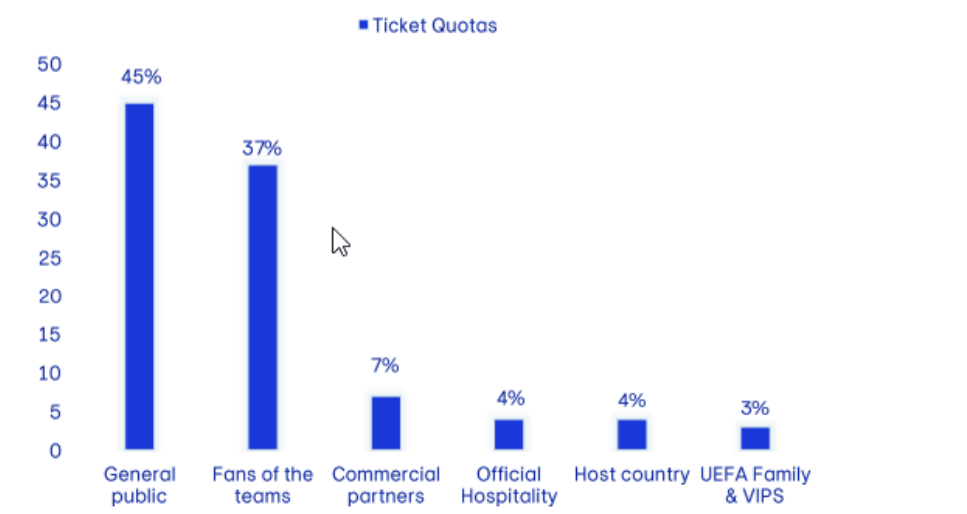


- 1.2 million tickets will be available to the general public and 1 million tickets will be available to fans of the teams.
- A total of 380'000 tickets will be available at the cheapest price category ('Fans First')
- 270'000 tickets will be available for €30
- 1 million tickets for less than €60
- Only four tickets per match are allowed for each application to enable as many applicants as possible to see matches.
- To ensure tickets purchased are valid, fans must only buy tickets via [EURO2024.com/tickets](https://euro2024.com/tickets). Tickets bought anywhere other than through the official sales channel may be invalid, non-existent or counterfeit, and those in possession will be denied entry to the stadium.
- If demand exceeds availability during the first public sales phases, tickets will be allocated via a lottery. In later sales phases, tickets will also be sold on a first-come, first-served base.
- Tickets will be sold to individuals only; companies are invited to purchase [official hospitality packages](#).

Ticket Quotas

EURO 2024 is a complex event which is based on ticket quotas. This means that tickets are reserved for certain groups that place their orders according to specific timelines (for instance, three participating teams will only be known two months before the tournament, as they will qualify via the UEFA EURO 2024 play-offs in March 2024).

1.2 million tickets for EURO 2024 will be sold directly to the general public online via euro2024.com/tickets. Additionally, UEFA has contractual arrangements with commercial partners (sponsors and broadcasters), host country, participating national associations and other entities that are entitled to ticket allocations in acknowledgement of their support in organising the tournament.





The global sponsors and national supporters of UEFA EURO 2024 will make a high number of tickets available to fans through promotional lotteries and competitions. Tickets will also be reserved for the DFB (Deutscher Fußball-Bund), the host cities, VIPs and members of the UEFA Family, i.e., non-participating associations, UEFA committees, clubs, football confederations and other football-related entities or individuals.

Categories and Prices

Price categories

Tickets will be offered in four standard price categories for UEFA EURO 2024. The following principles apply for the definition of categories in the stadium. The application of such principles is dependent on the configuration of each stadium and may vary slightly.



Symbolic graphic

- **Red: Category 1** seats are located on the main and opposite stands or in the lower blocks in the corners.
- **Blue: Category 2** seats are located in the corners and behind the goals; or on the main and opposite stands, above the Category 1 seats.
- **Green: Category 3** seats are located in the corners and behind the goals, further away from the pitch than Category 2 seats.
- **Orange: 'Fans First'** seats are located behind the goals.

Ticket prices



	GROUP STAGE	OPENING MATCH	ROUND OF 16	QUARTER-FINALS	SEMI-FINALS	FINAL
FANS FIRST	30	50	50	60	80	95
CAT 3	60	195	85	100	195	300
CAT 2	150	400	175	200	400	600
CAT 1	200	600	250	300	600	1'000



Public transport

Public transport within the regions and Host Cities is included in the match tickets (valid for 36 hours MD from 6 am to MD+1 until 6 pm).

Match ticket holders who wish to travel within Germany can purchase discounted national long-distance tickets for their round trip via Deutsche Bahn. For match ticket holders travelling from outside of Germany, a discounted EURO 2024 InterRail pass will be available.

'Fans First'

UEFA has extended the 'Fans First' programme which was initially launched for UEFA EURO 2020. While 'Fans First' tickets were only available for 3 matches for the previous edition of UEFA EURO, these will now be available for all matches. Making 380'000 tickets available at affordable prices across all 51 matches is testament to UEFA's respect for the fans who truly represent the spirit of the game. Furthermore, to ensure fans are given every possible chance to secure tickets, those who are unsuccessful in their ticket application will automatically be entered into the 'Fans First' programme. These fans will be the first to be informed about new EURO 2024 ticket availability (on account of unsuccessful payments or tickets that were not used by other target groups). Supporters in the 'Fans First' group will be given an exclusive priority period to purchase these tickets. Fans will be invited according to their ranking in the initial lottery.



Diversity & Inclusion

The UEFA EURO 2024 celebrates diversity and inclusion, ensuring that everyone regardless of their personal characteristics can be a part of it. In line with major international sports events, there will be tickets available at every match for fans with disability or limited mobility. Wheelchair users will have a space reserved for them and spectators with limited mobility that require accessible seating can apply for easy access tickets. Regardless of their location in the stadium, all wheelchair user and easy access tickets are priced in the most affordable category. A complimentary ticket for a companion, as well as a parking pass can be requested. Valid proof of eligibility will be required when applying for tickets. Live commentary by an audio-descriptive commentator will be provided and broadcasted for all matches via a web-based solution that is accessible for everyone via mobile app. Therefore, visually impaired fans can purchase any of the available tickets and will be able to listen to the live commentary from any seat in the stadium using their own mobile phone and headsets.

In order to prevent and fight all forms of discrimination and ensure the rights of all are protected, all gender entrances and toilets will be available in all stadiums and will be accessible by all ticket categories. Furthermore, a rapid response mechanism that helps anyone who is feeling vulnerable will be implemented in all stadiums.

Prime Seats

Prime Seats offer an additional option for fans that are interested in centrally located seats within Category 1 (possible location shown below within the dark red area). Prime Seats will be offered as of the December sales phase.

Group stage	Opening match	Round of 16	Quarter-finals	Semi-finals	Final
400	900	500	700	900	2'000

Prices in EUR



Symbolic graphic



Official Hospitality packages

For those looking for a premium match experience and guaranteed ticket(s), the 2024 Hospitality Experience AG is selling packages starting at €1250 per person. Depending on the package, the benefits include first class service from elite viewing positions, gourmet catering, live music to private in-skybox TV. The packages are available for purchase online at www.2024-hospitality.com.

Club	Prestige	Platinum	Skybox
From 1'250	From 1'850	From 2'300	From 2'300

Prices in EUR

Sales rules

To ensure a fair allocation of the tickets, the following rules apply for the first ticket sales phase:

- The ticket application process will start on 3 October 2023 at 14:00 CEST and end on 26 October 2023 at 14:00 CEST. During this phase, fans can adjust or cancel their application at any time. After the application window has closed on 26 October 2023, no changes or cancellations will be possible.
- Fans can apply for a maximum of four tickets per match (one for the applicant and up to three for guests).
- The allocation of tickets for the tournament will be independent of the time the application is registered, giving all applicants an equal opportunity.
- Individuals can apply for only one price category per match. However, to increase the chances of receiving tickets, fans can indicate their willingness to accept tickets in other categories if the selected category is not available.
- Tickets cannot be requested for two matches taking place on the same day.
- Tickets reserved for fans will not be made available to commercial entities.
- Individuals can only submit one application for the tournament. The above rules apply to all ticket types available for purchase.

THERE WILL NOT BE ANY TICKET SALES AT THE STADIUMS DURING THE TOURNAMENT.

General information

Ticket Payment Process

Ticket payments must be made in Euros. Accepted payment methods are Alipay+, credit or debit card.

Applicants will receive an email informing them as to whether their application has been successful or not. Fans may also be partially successful, meaning that for some matches their application was successful, whilst unsuccessful for other matches. If an application was successful for a given match, fans would always be allocated all tickets they applied for.

Successful applicants will be given a limited time (approximately ten days) to make full payment for all the tickets they have been allocated. It will not be possible to exclude tickets or matches from the payment. Once UEFA receives the full payment, fans will be notified via email that their tickets are secured. In case of an unsuccessful payment in the given timeframe, these tickets will be released and made available to the 'Fans First' group.



Ticket distribution

100% of the tickets will be distributed via UEFA's blockchain-based mobile ticketing system, which was already used for the majority of tickets for UEFA EURO 2020 and UEFA Women's EURO 2022, as well as for UEFA's Club Competition Finals and the UEFA Nations League Finals. There will be no paper tickets and no print-at-home tickets.

Fans will be provided with more detailed information closer to the tournament.

Customer service

A list of frequently asked questions (FAQs) is available in English and German at euro2024.com/tickets. Should fans have further questions, they can contact the customer service through the online form in the FAQs. All customer questions will be responded to via email in a timely manner.

Commercial partner promotions

Please note that only commercial partners of UEFA EURO 2024 are authorised to offer tickets in lotteries and other competitions. For a complete list of commercial affiliates, please refer to uefa.com/euro2024.

Important notes

- UEFA EURO 2024 stadium rules and the Ticketing Sales General public Terms and Conditions apply in all cases. The full version of the stadium rules and the terms and conditions can be found on uefa.com/euro2024.
- Fans are required to adhere to the seat numbers noted on their tickets.
- All items that compromise security (e.g. weapons, fireworks, glass bottles, large banners, laser pointers) are not allowed for use in a stadium. All fans will be searched, and any such items will be confiscated before entry into the stadium.
- UEFA will exercise its right to refuse entry into a stadium in instances where the UEFA EURO 2024 stadium rules or the ticket terms and conditions are violated. The ticket will be confiscated.

Unauthorised sales

UEFA is aware of unauthorised ticket sales and strongly advises against buying tickets through channels other than those mentioned in this brochure.

Media enquiries

For general questions, please contact media@uefa.ch



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WE CARE ABOUT FOOTBALL