



Introduction of LLC MATCH Accommodation 2018 to the Russian Hotel Industry

Official Accommodation Service Provider for the 2018 FIFA World Cup Russia™

Introduction



- **LLC MATCH Accommodation 2018 is a Russian company owned by Byrom plc**
- **MATCH Services was formed after the 2006 FIFA World Cup Germany™ and was initially contracted by FIFA to service the 2010 and 2014 FIFA World Cups™**
- **Byrom plc has worked on every FIFA World Cup™ since 1986**
- **MATCH's senior management team has many years of FIFA World Cup™ experience**

Introduction

- **MATCH has an in-depth understanding of the 4 year cycle which enables us to support, promote and sell the FIFA World Cup™ to over 8,000 active corporate and individual customers**
- **MATCH successfully manages approximately 500,000 room nights for each FIFA World Cup™**
- **Every contracted and sold room that is delivered is paid**
- **MATCH (Byrom plc) has experience working in Russia with the FIFA U-20 Women's World Championship Russia 2006**

1. Our Responsibilities

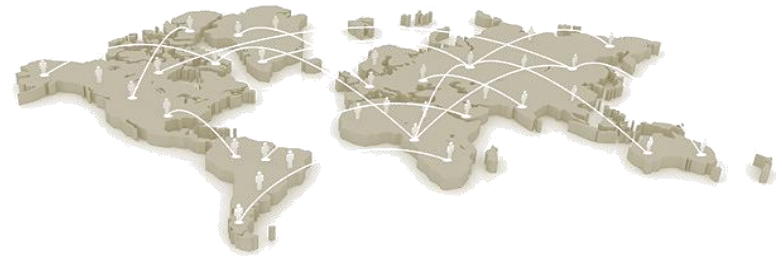
To FIFA and to the Event

- **Provide hotel rooms to the key working constituents of the event including FIFA, LOC, Referees, Teams and the Host Broadcasters**
- **Ensure the FIFA Family have access to rooms at fair prices and reasonable Terms of Sale. FIFA Family consists of key working groups but also Commercial Affiliates, Media Rights Licences "MRLs", Media, Hospitality agents, Service Companies and Suppliers**
- **Ensure entities such as Tour Operators, Corporates and General Public have access to rooms at fair prices and reasonable Terms of Sale**
- **Promote and maintain the FIFA World Cup™ and Russia**

3. Our Responsibilities

To our Customers

- **Provide accommodation at fair rates and on reasonable terms**
- **Guide and assist our customers in finding and securing hotels to support:-**
 - Activation of marketing programmes (Affiliates)
 - Hospitality packages (MH agent network)
 - Service and suppliers roles
 - Ticket sales / Fan experiences
- **Ensure contracted services are provided**

































Who are our Customers?

- **8,000 active corporate and individual organisations** who need approximately **500,000 room nights**
- **Customers** who are focused on the 3 to 5 star hotel range in the Host Cities as well as Satellite Areas that are deemed suitable
- **MATCH** will inspect and identify suitable hotels that best meet the diverse requirements of each constituent group

Who are our Customers?

- **As the accommodation service provider to FIFA, MATCH has a direct access to key FIFA constituent groups**
 - Commercial Affiliates
 - Media Right Licensees / Media
 - Hospitality Agents (via MATCH Hospitality Global Network)
 - Participating Member Associations (Friends & Family, Sponsors)
- **MATCH already has long standing relationships with the biggest FIFA World Cup™ customers. We understand their accommodation needs and know the programmes they activate during the event**

Customer Requirements

Target Group Hotels	Long Stay	Function Space	Food & Beverage	Security	4/5 Star level
Primary  Secondary 					
FIFA HQ and Venue					
Referee					
Teams Base Camp					
Venue Specific Team					
Host Broadcaster					
Commercial Affiliates					
Media					
General					

Team Requirements

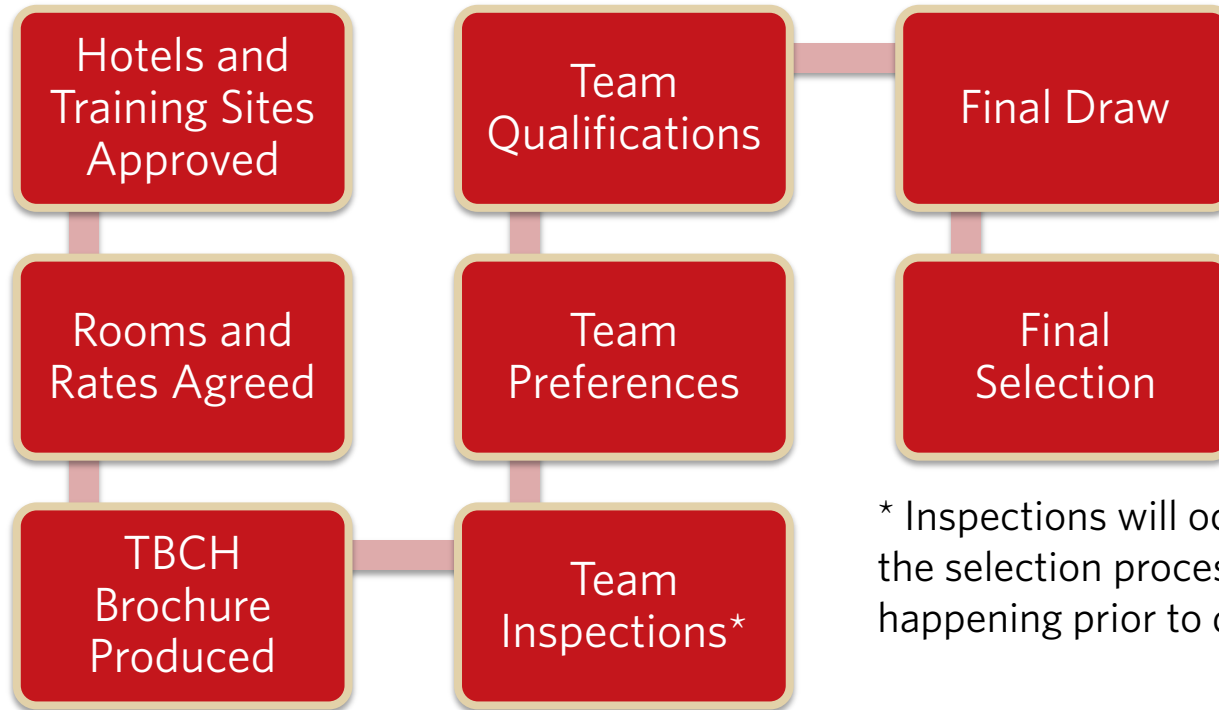
- **Teams (PMAs) can only use hotels contracted by MATCH and our experience enables us to select the most suitable and secure properties in each area**
- **Venue Specific Team Hotels (“VSTH”)**
 - 2 hotels in each host city will be used to support each stadium (Moscow 4 hotels due to 2 stadiums)
 - 80 rooms required by the Team and a small FIFA/LOC delegation
- **VSTHs are researched and recommended for selection by MATCH but the final decision is from FIFA and the LOC**
- **Remaining inventory outside the team delegation is made available to Commercial Affiliates, Hospitality Agents and Corporates**

Team Requirements

- **Team Base Camp Hotel**
 - Between 50 and 100 rooms may be required
 - Starts 5 days prior to first match until end of group stage
 - Teams can hold the Base Camp Hotel until the Final match
 - Location can vary from host cities to satellite areas
 - Must be supported by a viable team training camp
- **Team Base Camp Hotels and associated Training Sites are contracted in co-ordination with MATCH and the LOC. Teams select their preferred options from a list of paired Team Base Camp Hotels and Training Sites**

Team Requirements

TBCH/TBCTS Process




* Inspections will occur throughout the selection process, with many happening prior to qualification

Online Hotel Brochure - Our Sales Tool



2014 FIFA World Cup Brazil™

12 June - 13 July



[News](#) | [Videos](#) | [Photos](#) | [Qualifiers](#) | [Preliminary Draw](#) | [Organisation](#) | [Destination](#) | [2014 Match Schedule](#) | [More >>](#)

[News](#) | [Media Releases](#) | [Official Documents](#) | [Ticketing](#) | [Hospitality](#) | [Accommodation](#) | [Volunteers](#) | [Marketing Affiliates](#)

FIFA WORLD CUP™ ACCOMMODATION

[Special Offers](#) | [Travel Information](#) | [Group Sales](#) | [Terms and Policy](#)

Enquiry Form

Hide map Show map

Sort Property Name | Classification | Airport Distance | Venue Distance | City

11 of 11 results

OCEAN PALACE BEACH RESORT & BUNGALOWS

☹️☹️☹️☹️
RATES AVAILABLE



Natal

The only Five-Star hotel in Natal certified with the ISO 9001, the Ocean Palace Beach Resort & Bungalows is ideally located on a secluded strip of the famous Ponta Negra Beach.

Address
Via Costeira S/N - km 11 Praia de Ponta Negra
59090-001 Natal

Distances
18 km. to Augusto Severo International Airport
8 km. to Natal - Estádio das Dunas Stadium

More Info

Description

Photos

Hotel Map

Room Rates

Room Type	Board Basis	No. of Beds	Occupancy	Single Rate (BRL)	Double Rate (BRL)
Superior King BB	With Breakfast	1	2	709.00	709.00
Superior Plus Twin BB	With Breakfast	2	2	745.00	745.00
Deluxe Double King BB	With Breakfast	2	2	754.00	754.00
Deluxe Bungalow Twin BR	With Breakfast	2	2	791.00	791.00

Find a hotel

Name

Venue

City

Stadium

Airport

- Approx. 13,500 Sales
- All contracted hotels online
- 5 languages
- Over 500,000 unique visitors
- 10% of Total Sales

Check-In™ Reservation System

The Check-In™ reservation system addresses every issue from the contractual arrangements with Properties to the development of key operational concepts and the eventual provision of the contracted rooms

Objectives:

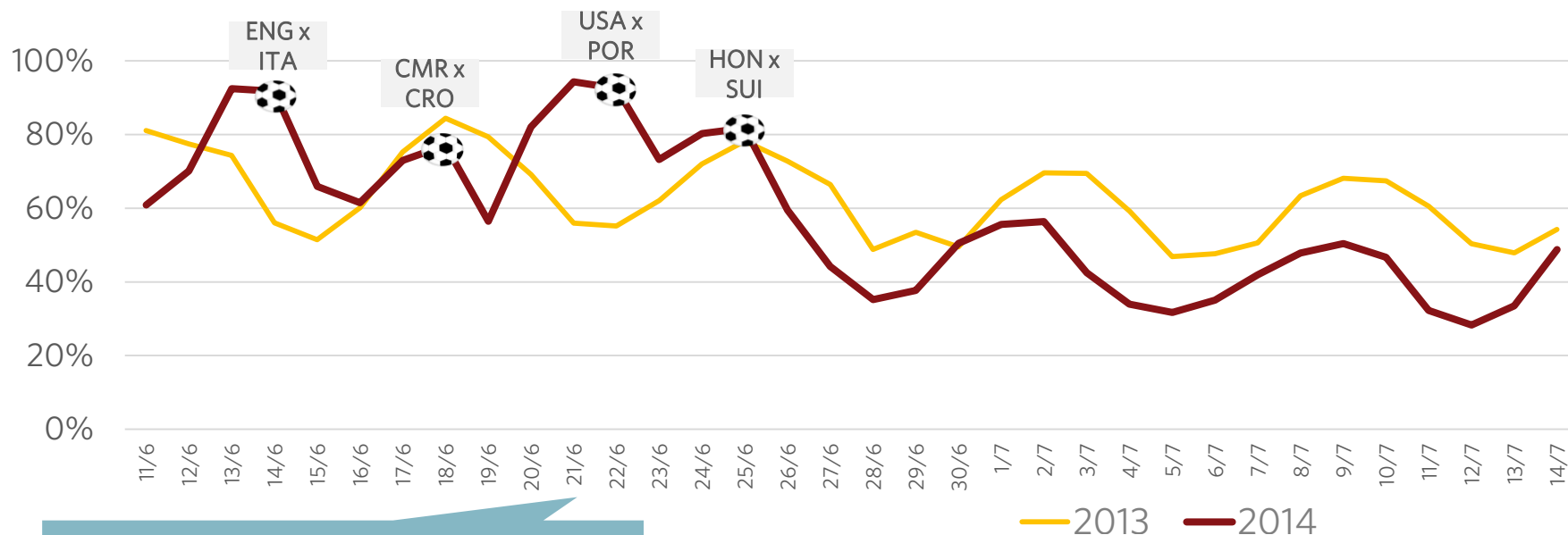
- ✓ Maximise flexibility
- ✓ Minimise the administrative process
- ✓ Enable customers to retain ultimate control of their accommodation
- ✓ Maximise occupancy ratios

Demand Displacement

- **Every global event brings opportunities and first time visitors to the country**
- **However, it is a common mistake to add this demand to the underlying level of business**
- **Displacement of your normal customer base will happen and this has been proven at every FIFA World Cup™**
 - 2006 Fair and Trade Shows
 - 2010 National Park and Tour Groups
 - 2014 Business Travel
- **Perceived increased demand for hotels and other services (flights) can inflate prices and regular businesses will adjust their travel patterns accordingly E.g. For Rio Carnival & before, business travel is almost non-existent**

Manaus - Taxa de ocupação no período da Copa do Mundo - 2013 /2014

Manaus - Taxa de ocupação (11/6 a 14/7)

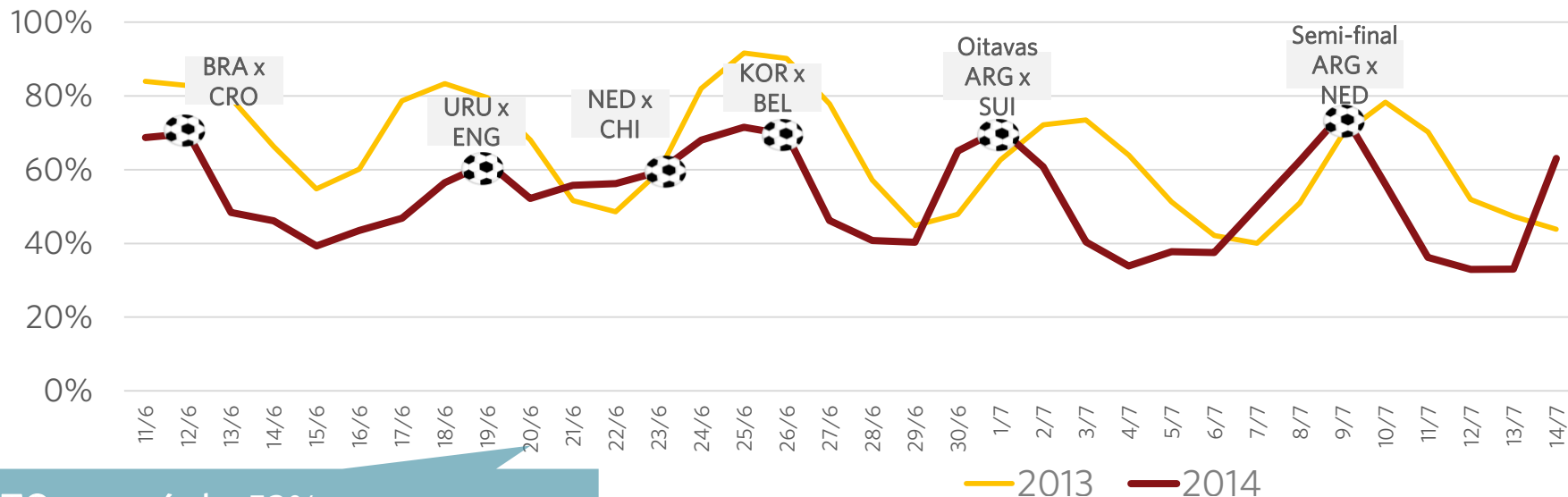


TO no período: 58%
TO em jogos e vésperas: 85%

Fonte: FOHB | Amostra (2013) 9 hotéis e 1.629 UHs, (2014) 11 hotéis e 1.963 UHs.

São Paulo - Taxa de ocupação no período da Copa do Mundo - 2013/2014

São Paulo - Taxa de ocupação (11/6 a 14/7)



TO no período: 53%
TO em jogos e vésperas: 66%

Fonte: FOHB | Amostra (2013) 112 hotéis e 19.546 UHs, (2014) 113 hotéis e 19.775 UHs.

Thank you!
Спасибо!

Contacts

Paul.Whelan@2018match.com

Lana.Klyueva@2018match.com

Evgenia.Levina@2018match.com