

Guidelines on Soccer World Cup 2010

Introduction

The purpose of this document is to create awareness around probable business travel restrictions during the Soccer World Cup to be held June - July 2010.

Although the official World Cup is **11 June - 11 July 2010**, the period between March and July 2010 will be an exceptionally busy period with the pre- and post- arrangements that will have a huge impact on business travel. The grid below indicates the magnitude of the disruption to business travel over this period which includes other major events beside the FIFA World Cup.

Categories		March	April	May	June	July
School Holidays		27 March - 11 April, 26 April			10 June - 11 July	
Events	Cape Argus	14-Mar				
	Comrades			30-May		
	Cape Epic	21 - 28 March				
	Two Oceans		03-Apr			
	Durban July					03-Jul
	Grahams Town Festival				20 June - 08 July	
	2010 World Cup				11 June - 11 July	
Public Holidays	Human Rights day	21-Mar				
	Public Holiday	22-Mar				
	Good Friday		02-Apr			
	Family Day		05-Apr			
	Freedom Day		27-Apr			
	Workers Day			01-May		
	Youth Day				16-Jun	
Around 2010 World Cup	Media Groups	Arrive 25 April and depart two weeks after final				
	Teams Arrive	Around 03 May				
	Supporters arrive	Around 6 June until departure after post tours				
	FIFA Family arrive	Around 01 May until 2 weeks after final				

Overview of what is to be expected during the World Cup:

1. Volume of Travellers expected

The 2010 Soccer World Cup will be approximately 15 times bigger than the 1995 Rugby World Cup. The media contingent that will attend is estimated at 30 000. Business travel is disrupted purely due to the volume of supporters. All indications are that approximately 220 000 long haul visitors will attend, 180 000 visitors from Africa and an average of 150 000 local supporters. On any match day it is envisaged that 100 000 travellers will need to use a travel commodity i.e. flight or road / rail transportation.

An additional 2 000 buses have been imported (overload on road transport) to carry these supporters. It is predicted that supporters will watch their team play every 3 or 4 days. When their teams are not playing, supporters will frequent the Fan Parks or embark on tours within the city of their choice.

2. Fan Parks

Fan Parks are situated in central areas so that general public can watch all the games. Entrance to the Fan Parks is free and it is expected that these Fan Parks will attract a lot of visitors. In Germany 2006 one Fan Park attracted 500 000 spectators to watch one game. To avoid large transport infrastructure expense, training venues will also double as public viewing sites.

Fan Parks in the Western Cape

The Grand Parade	Somerset West Road
Stellenbosch	Bellville Velodrome
Swartklip	Atlantis
Khayelitsha	Nomzamo Yethu (Hout Bay)

Training Facilities in the Western Cape

Newlands Rugby Ground	UCT Rugby Ground
UWC Soccer Field	Bellville Rugby Ground
Stellenbosch Rugby Ground	Athlone Stadium

Fan Parks in Johannesburg (list to be updated)

Mary Fitzgerald Square in the Newton precinct

Fan Parks in Soweto are to be expected.

Innes-Free Park in Sandton,

Walter Sisulu Square in Kliptown

Fan Parks in Durban (list to be updated)

The Durban Beach Front has been earmarked as one of Durban's preferred sites for one or more Fan Parks during 2010.

3. **Flights**

To date no airline has released any prices or strategies for the World Cup period.

On pre- and post- match-days flights into and out of the venue cities will be overbooked. Due to the sheer volume of travellers, huge delays can be expected.

World Cup teams will use charter aircrafts and plan to use 2nd tier airports however their supporters will use the general airports. These airports will focus on scheduled international and domestic flights.

4. **Accommodation**

All the major hotel brands within South Africa have contracted with MATCH at a pre-defined room rate and therefore the normal Corporate rates will not be available during this period.

According to FIFA there is an approximate shortfall of 18 000 rooms for the World Cup. This supply and demand scenario allows B&B's / Guesthouses to offer rooms at a premium.

5. **Car Rental**

It is most likely that all car rental companies will go on "stop-sale" for the period of the World Cup and rental cars will be scarce.

6. **Road Closures**

It is indicated that there will be limited access and in some instances complete road closures in the areas surrounding the stadium and fan parks. This will make it difficult for travellers to move freely between offsite meetings.

7. **Critical Date**

The next critical date for the WC2010 is the 4th December 2009 when the Pool draw is completed. This draw will indicate where the teams will be based and where their supporters will be spending most of their time.

8. **Fixtures**

The match schedule will be updated after the draw on the 4th December 2009. Games will be played at: 13h30, 16h00 and 20h30. Travellers need to allow for traffic congestion both at the stadium and the Fan Parks. It is advisable to allow 2hrs lead time if travelling to / from these areas.

RECOMMENDATIONS FOR TRAVEL DURING THIS PERIOD

- Do not travel during these periods unless it is critical to travel.
- Plan your trip well in advance, changes to a ticket over this period will be extremely difficult and very expensive.
- Try to make appointments at a location that is in the opposite direction of a stadium / fan park.
- Take flights during the times when the games are being played. Games start at 13h30.
- Allow for a minimum of 2 hours to get to the airport in Cape Town and possibly 3 hours for Johannesburg. The congestion on the roads both to and from the airports is going to be chaotic. Plan for delays.
- Parking at the airport will be virtually impossible and it is advisable to get someone to drop / collect you from the airports. Transfer companies will be busy with tourists and will also be very expensive.

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