

Sector 09 — Accommodation and Training Centres

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1 – General principles

In terms of accommodation, a bid dossier will be evaluated on the following criteria:

Market capacity

A substantial number of hotel rooms and other accommodation facilities must be available in the host city and its immediate surrounding area in order to satisfy the anticipated demand from foreign supporters and visitors as well as from UEFA’s key target groups. The demand in the host city will depend on many factors, including the geographical location, accessibility and attractiveness of the host city, the size of the stadium, the availability of public viewing opportunities, the participating national teams and the match schedule.

Variety of accommodation

There will be demand for a wide variety of accommodation across the different user groups that will attend or participate in UEFA EURO 2020. As a result, the host city must offer varied accommodation possibilities, ranging from 5-star hotels to simple camp sites.

Price level

The price of accommodation plays a key role in the overall accommodation proposal since it can have a crucial influence on guest numbers. It is important for the bidder to ensure that hotels accept the

principle that they will maximise their UEFA EURO 2020 returns by adopting moderate price levels that will not discourage potential guests from travelling to the host city.

The bidder together with the host city shall use its best endeavours to ensure that the room rates payable by the target groups conform to market rates and that the rates are not inflated due to UEFA EURO 2020 taking place in the host city.

In general terms, rates to be charged by the hotels should not be higher than twenty per cent (20%) more than the average published rate in June 2018. In addition, the rates should in principle not exceed the following maximum levels per standard room:

- 5* hotel: EUR 400;
- 4* hotel: EUR 300;
- 3* hotel: EUR 200.

Hotel specific terms and conditions

It is also important that hotels and other accommodation providers do not impose onerous terms and conditions during UEFA EURO 2020, such as the enforcement of minimum overnight stays.

Hotel specific know-how

In order to efficiently guarantee accommodation requirements, UEFA recommends that the bidder consults a hotel specialist of its choice to assist in identifying the required allocation of hotel rooms. It is important to point out, however, that such consultation must not result in any obligations for UEFA or the host association to continue the cooperation after appointment, as UEFA may appoint an accommodation agency to manage the rooms.



2 – Accommodation requirements for visitors and supporters

Significant numbers of supporters and visitors will travel to the host city during UEFA EURO 2020. It is difficult to predict how many, as the figures depend on a wide variety of factors, as mentioned above.

Supporters require all levels of accommodation, from camp sites to 5-star hotels. Demand for accommodation is primarily focused on the days when matches are played in that specific host city.

As a general estimate, the number of beds required on match days for supporters and visitors corresponds to approximately 30% of the stadium capacity.

The host city must ensure that sufficient accommodation is available for fans at fair market rates.

Stadium capacity	Minimum required number of beds for visitors and supporters
80,000	24,000
70,000	21,000
60,000	18,000
50,000	15,000
40,000	12,000
30,000	9,000

3 – Accommodation requirements for UEFA's key target groups

Overview

UEFA's key target groups play a major role in the tournament and their accommodation needs require special attention.

The following key target groups require accommodation:

1. UEFA family
 - a. Officials, guests and staff
 - b. UEFA host broadcast staff
2. National teams
3. Other target groups
 - a. Commercial partners
 - b. Corporate hospitality guests
 - c. Media
 - d. UEFA suppliers

Please note that the numbers below are merely indicative and may vary greatly, depending on the characteristics of the host city (e.g. accessibility, geography and transport infrastructure) and the organisational set-up for the tournament.

General requirements

The key target groups that require accommodation in the host city (as listed above) should be allocated hotels which provide fast and convenient access to the stadium (maximum 45 minutes by bus/public transport). They require the following number of hotel rooms on match days:

Type of match	Approximate number of necessary hotel rooms
Group matches	2,000
Round of 16 matches	2,000
Quarter-finals	3,000
Semi-finals	4,000
Final	6,000

Note: for the opening match approximately 3,000 hotel rooms are necessary.

For the above-mentioned room allocations, the following quality level is required:

- minimum 75% of all hotel rooms in 5- and 4-star hotels
- maximum 25% of all hotel rooms in 3-star hotels

Specific requirements

Some of the target groups require specific facilities and services in order to properly fulfil their tasks. A non-exhaustive overview is given below. Please note that the room requirements for those target groups are part of the overall allocation set out above.

UEFA headquarter hotel for the UEFA family

UEFA requires a 5-star hotel for its officials, which will serve as UEFA's headquarter hotel in the host city. This hotel should be reserved for UEFA's and the host association's use and should not be used to accommodate participating teams, media representatives or fans. It should be within easy reach of the stadium and airport by public transport, located in an attractive area providing access to entertainment in the host city (restaurants, museums, parks, leisure facilities).

The number of rooms will vary, depending on a variety of factors, including the match schedule and the official events taking place in the relevant host city.

The following facilities are needed for group, round of 16 and quarter final matches:

- a minimum of 50 bedrooms will be needed on a permanent basis and 100 bedrooms on match days and on match days-1.
- meeting and working facilities of at least 300 m² in total;
- parking facilities and drop-off points for buses and cars.

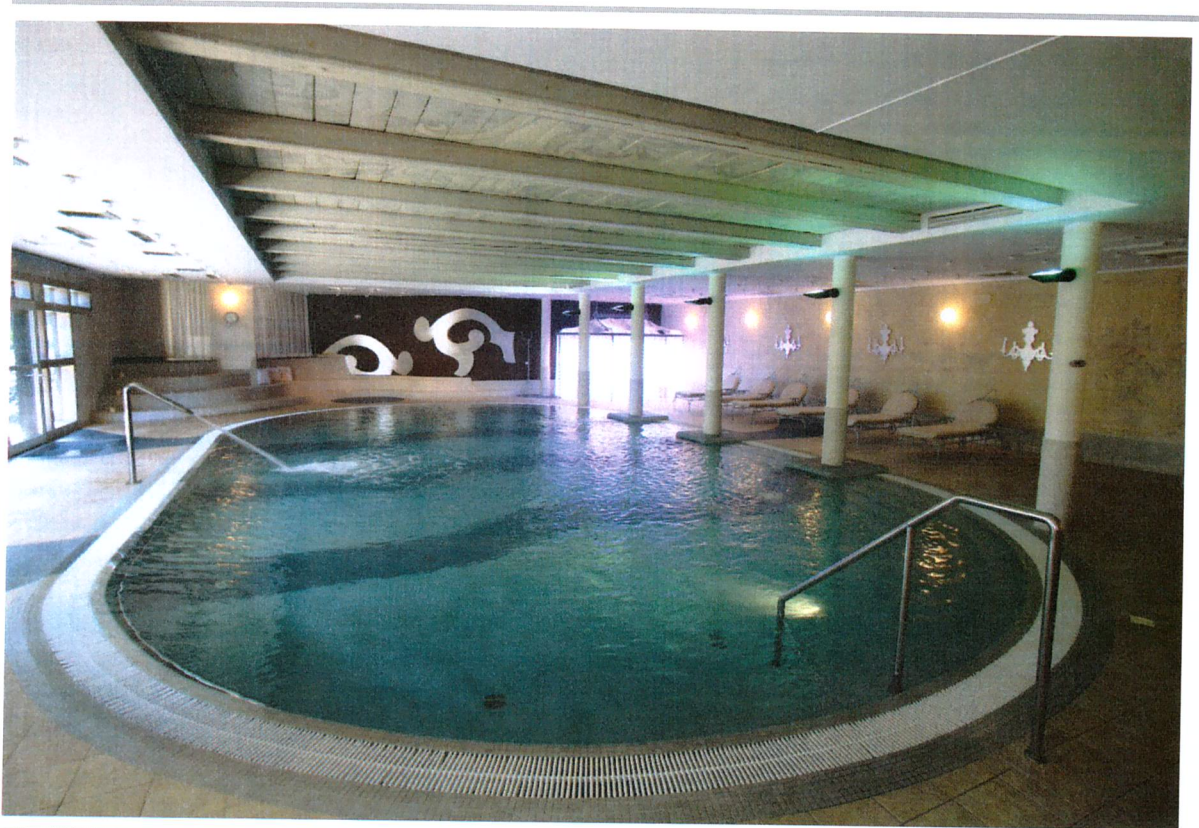
The following facilities are needed for semi-final and final matches:

- a minimum of 200 bedrooms will be needed on a permanent basis and 500 bedrooms on match days and on match days-1.
- meeting and working facilities of at least 1'000 m² in total;
- parking facilities and drop-off points for buses and cars.

Team transfer hotels for national teams

The day before each match, the delegations of both national teams will move from their team base camp to a team transfer hotel in the host city. The teams will occupy this hotel for at least one night. Some teams will stay for two nights if they do not want to move back to their team base camp immediately after the match.

Therefore, two team transfer hotels must be available in each host city on the day of the match and the day prior to each match (note: for the final venue a selection of four team transfer hotels will be required).



The requirements for the team transfer hotels are:

- team transfer hotels must be located within easy reach (max. 20 minutes by bus) of the respective stadium;
- team transfer hotels must be located within easy reach (max. 10 minutes by bus) of the respective training centre;
- team transfer hotels must be located in a quiet district of the host city and away from any fan zone activities;
- the team transfer hotels in each host city must be of an equal standard, 5-star or good 4-star;
- hotels should have decent leisure facilities (gym, swimming pool, sauna, pool tables, etc.), a lounge for exclusive use by the team and ideally access to relaxation areas nearby (parks, etc.);
- a minimum of 65 rooms should be available at each hotel, all of which equipped with air-conditioning and high-speed internet access;
- one team meeting room (minimum 40 persons) and one technical meeting room (up to 12 persons);
- high level of privacy with segregated entrances and walkways is required;
- existing hotel infrastructure must make it easy to secure the premises;
- hotels should offer flexible food arrangements, allow the national team's chefs to use their kitchens and provide for a private dining room for the team delegation;
- hotels should apply preferential rates for specific services required by the teams such as laundry services, food & beverage, parking, meeting room equipment;
- hotels should have a drop-off point for buses and offer parking facilities for the team fleet (1 team bus, 5 vehicles and 1 team logistics truck).

Team base camp for national teams

It is currently foreseen that teams will be able to choose freely the location of their team base camp. Therefore, bidders do not need to submit proposals for potential team base camps. However, it could happen that teams want to stay at the team transfer hotel in a specific host city for a longer period of

time (i.e. not only on the day of the match and the day prior to the match) and use the team transfer hotel as their temporary base camp ("venue hop system"). For such cases, flexible arrangements with the team transfer hotels must be in place in order to extend the stay of a team in this hotel.

4 – Training centres for national teams

Teams playing matches in a host city will require access to a training centre in that host city. The requirements for a team training centre are:

- within easy reach (max. 10 minutes by bus) of the associated team transfer hotel;
- exclusive use of the training centre for UEFA and the respective teams starting from 2 weeks before the first match in the host city until 3 days after the last match in this host city;
- at least 1 top quality regulation-sized natural grass pitch (105m x 68m);
- two dressing rooms measuring 100m² with benches and clothes hanging facilities for 25 people each as well as toilets, showers and a modern infrastructure;
- two changing rooms measuring 24m² for coaching staff with benches, clothes hanging facilities for six people as well as toilets, showers and a modern infrastructure;
- one medical treatment room measuring 24m² with related equipment;
- one anti-doping room with the relevant facilities;
- best possible training facilities in a clean, safe and protected environment; the training facilities must be fully fenced off; the fencing should be at least 2m high and covered with dressing material to ensure view protection;
- it must be possible to implement strict security measures inside and outside the training centres;
- closed training sessions must be possible; in other words, it must not be possible to watch and/or film training sessions from outside the training centre (e.g. from a tall building);
- the training centre must be equipped with a state-of-the-art floodlighting system in order to host evening training sessions; lighting must uniformly cover every area of the playing field;
- the entire training centre must fully comply with the clean site principle.



5 – Hotel reservations

Hotel room availability and pricing is a key factor to the success of UEFA EURO 2020. In order to secure a sufficient number of suitable hotel rooms at a fair market price for UEFA's key target groups as described above, the bidder is requested to submit signed hotel reservations. The reservation conditions will include, without limitation:

- Cancellation without penalty of all room nights until 1st June 2019
- No minimum overnight stays
- Fair market price to be negotiated on the basis of similar seasonal prices and official indexes used in the national hotel business which should not, in principle, exceed the maximum rates:
 - 5* hotel: €400;
 - 4* hotel: €300;
 - 3* hotel: €200.

The bidders will be provided with a hotel reservation form for the fulfilment of this requirement.

6 – Reservations for team hotels and training centres

Bidders are requested to propose 4 hotels that meet the team transfer hotel requirements and that could be used by the national teams during their stay in the host city. Signed hotel reservation forms must be submitted for each hotel proposed. For this purpose, the bidders shall use the hotel reservation form provided in the bid template.

Bidders are requested to propose 2 transfer training centres that could be used by the national teams during their stay in the host city. Signed training centre reservation forms must be submitted for each stadia proposed. For this purpose, the bidders shall use the training centre reservation form provided in the bid template.

7 – Hotel rating guide

The hotel ratings used by the Hotel Stars Union are used in this document. The same hotel ratings should be taken into account by the bidder when sourcing the required hotel rooms.

The detailed rating system is available on the Hotels Union website under the following link:
<http://www.hotelstars.eu/index.php?id=criteria>