

Global 2010 ticket frenzy

There was a worldwide scramble for 2010 FIFA World Cup tickets as soon as the FIFA.com online ticket portal got underway on Friday, 20 February 2009, at 1pm South African time. Twenty-four hours after the ticket went on sale, FIFA reports that applications from 128 countries for 216 975 tickets had been received via the site.

This excludes the hard-paper applications handed in by South African residents at FNB branches in the host country.

The largest number of orders came from South Africans, followed by applicants from Great Britain, the US, Germany, Brazil, Australia, Japan, Mexico, Canada, Switzerland, Ireland, the Netherlands, Spain and Argentina.

“Fantastic numbers”

“These are fantastic numbers, underlining yet again the fervour taking hold around the world for the 2010 FIFA World Cup, the first on the African continent. It is very exciting and further evidence that the global football family want to be part of this unique event on this very special continent,” said David Will, FIFA honorary VP and chairman of the FIFA Ticketing Sub-Committee.

Fans have until midnight on 31 March to make ticket applications on www.FIFA.com. In addition, SA residents have the opportunity to file a hard-paper application in one of the 700 FNB branches across the country. This method of ticket purchasing has been developed with FIFA partner Visa.

Irrespective of the date of their order, all applicants have the same chance of success. In the case of over-subscribed matches, a random selection draw will be organised on 15 April to allocate tickets. All applicants will know by the end of April 2009 whether they have been successful or not.

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