

**TO THE MEMBERS OF FIFA**

Circular no. 1311

Zurich, 2 July 2012

SG/fel

**Tour Operator Programme for the 2014 FIFA World Cup Brazil™**

Dear Sir or Madam,

In the process of defining all core elements of the Ticketing Strategy for the 2014 FIFA World Cup™, over the past few months FIFA carried out a thorough assessment to determine the feasibility of introducing an Official Tour Operator Programme for the next edition of the event in Brazil.

We would like to inform you that following this assessment process, FIFA has decided not to reserve an allocation of tickets for tour operators or conduct an Official Tour Operator Programme for the 2014 FIFA World Cup™.

Please note that FIFA has communicated this decision to the public on FIFA.com (<http://www.fifa.com/worldcup/news/newsid=1655523/index.html>) and has also advised those tour operators that participated in the 2010 FIFA World Cup South Africa™ Official Tour Operator Programme accordingly.

FIFA is aware that some of its member associations maintain close relationships with their domestic tour operators or have even appointed one of these companies as their affiliated partner. In such cases, those tour operators will still be able to offer transportation, accommodation and other travel arrangements relating to the event to fans (without the match ticket element included).

In addition, as was the case in 2010, it will be possible for travel and accommodation services provided by domestic tour operators to be communicated to the fans on the respective participating member associations' (PMAs) dedicated PAMAS websites provided by FIFA for the associations that qualify to compete in Brazil

Using similar formats and anti-ambush guidelines that were applicable in 2010, PMAs can direct their supporters to 2014 FIFA World Cup Brazil™ packages inclusive of transportation, accommodation and travel services other than tickets, with the tickets available directly to the supporters via PAMAS

FIFA will inform its members about further 2014 FIFA World Cup Brazil™ ticketing matters in due course.

Yours faithfully,  
FIFA



Jérôme Valcke  
Secretary General

cc: MATCH Service AG  
Local Organising Committee