

# 2010 FIFA World Cup: two million tickets sold

 By [Issa Sikiti da Silva](#)

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The number of tickets sold so far for the 2010 FIFA World Cup has reached the two million mark, FIFA secretary general Jerome Valcke told a media briefing yesterday, Wednesday, 27 January 2010, at the Sandton Sun Hotel in Johannesburg.



Valcke said that 1 206 865 applications from 192 countries have been received during the third ticket sale phase, which ended on 22 January, and which will conclude with a random draw for oversubscribed matches.

The next ticket sale phase will begin on 9 February and close on 7 April, with 400 000 tickets to be made available on a first come first serve basis, Valcke added.

He said SA residents have shown a tremendous interest during the third phase, culminating to 79% of the total applications received - an increase of 24.9% compared to earlier phases.

Outside SA, the US tops the list of applications received in the third phase with 50 217, followed by UK (41 529), Australia (15 523), Mexico (14 804), Germany (14 647) and Brazil (10 767).

## Fans in neighbouring states show interest

SA's neighbours, Botswana (2519), Mozambique (1795) and Namibia (1191), also seem to be showing an increasing interest in the 2010 games.

"The good news is that when we met yesterday [Tuesday] in Zurich, we made some important decisions, which include significantly increasing the number of category four tickets for SA," Valcke said.

Category four refers to the most affordable tickets which cost a mere US\$20 (R140).

"We are happy that South Africans are now buying tickets and rallying behind their team. We are in good shape and we

have no doubt that things will vastly improve in the next five months,” LOC CEO Danny Jordaan told reporters.

## Making it easier

Asked whether FIFA is heeding a call to simplify the ticket sale process that is frustrating many fans, Horst Schmidt, chairman of FIFA ticketing subcommittee, said that from 15 April onwards some tickets will be sold over the counter at selected points of sale in each host city.

Every buyer will collect his or her ticket right away, he said.

The organisers also said that two call centres will be open during the fourth ticket sale phase to enhance the process, including assisting fans with enquiries and applications.

The numbers to call are 083 123 2010 (SA) and 0041 44 58 3 2010 (international).

Furthermore, Schmidt said that 55 matches are oversubscribed in at least one category.

The most oversubscribed matches are the Brazil-Portugal game, Cape Town semi-final, Durban semi-final and the Johannesburg final.

Meanwhile, the organisers said that public sentiment ahead of 2010 FIFA World Cup remains high in SA.

A poll conducted by Sport+Markt, an international research company, on behalf of FIFA suggests a strong emotional commitment to the tournament, in particular a pronounced sense of pride (90%) in being the first African nation to host the world's biggest soccer feast.

Of the potential advantages of hosting the tournament, inflation remains the biggest concern for SA respondents, with 70% believing consumer goods will become more expensive as a result of the competition.

Visit [www.fifa.com/2010](http://www.fifa.com/2010).

## ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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