



BRAZIL BID

# Inspection Report

for the 2014 FIFA World Cup™

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# Contents



1. Letter from the chairman	4
2. Key dates of the bidding procedure	6
3. Overall executive summary	8
4. Executive summary of Brazil	10
5. Analysis of the bidding country, Brazil	12
6. Annexes	38
- Stadium construction costs	38
- General data on stadiums	39
- General data on transport	42
- General data on stadium media facilities	46
- Composition of the inspection team	51

# 1 Letter from the chairman

Dear President,  
Dear Executive Committee members,

Let me begin by writing that it has been an honour and pleasure to chair an extraordinary 2014 FIFA World Cup™ inspection team. I can confirm to you with absolute certainty that the individuals on this team have made every effort to provide you and your colleagues from the FIFA Executive Committee with the most comprehensive and reliable information on which to base your decision regarding the hosting of the 2014 FIFA World Cup™. Having carried out a balanced review with great diligence, we present this report.

We commenced our work with the basics, namely a review of all documentation from the Bid Book to establish compliance by the bid committee with all the requirements outlined in the Bidding Agreement.

Our next step, conducting the site visit, was an important part of our work, insomuch as it exposed the inspection team first-hand to what, up to that point, had simply been ink on paper.

The Bid Book and other documentation were submitted by the deadline of 31 July 2007 and our inspection visit began on 23 August 2007. The Brazilian football association (CBF) arranged dates for our tour of five cities. We also met representatives from a further 13 potential host cities whilst on our visit to Rio de Janeiro. The presentations from the 13 cities were both professional and passionate, allowing us to acquire a good sense of the potential for success of each prospective host city.

It is clear that Brazil's recent economic development will be further enhanced by awarding the country the right to host the 2014 FIFA World Cup™. Our site visit allowed us to see for ourselves that the proposed financial investment



in the country's infrastructure will not only benefit the population as a whole, but will also leave Brazil's footballers and football fans alike with an indelible monument to the country's great sporting and cultural heritage. Our visit left us in no doubt as to Brazil's commitment to fulfil the guarantees made in the Bid Book.

The staging of the FIFA World Cup™ is a formidable challenge for any country. It is the goal of this inspection team to provide you with the basis upon which you may wish to make your final decision.

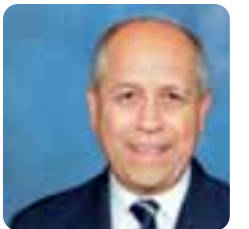
We wish to thank the CBF, the Brazilian government and each of the potential 18 host cities for their professionalism and genuine hospitality. We thank our FIFA colleagues who contributed in all phases of this reporting process. Lastly, we are also grateful to the citizens of Brazil for their palpable love of and passion for football.

I will close with both a professional and heartfelt thank you to the members of our inspection team. Their hard work, careful observations, suggestions and willingness to contribute to the team have produced an exceptional report.

To the President and the other members of the FIFA Executive Committee, I submit to you this inspection report and I take this opportunity to thank you all on behalf of an outstanding team for the confidence you have shown in entrusting us with this report.

**Hugo Salcedo**

Chairman of the inspection team  
for the 2014 FIFA World Cup™



## 2 Key dates of the bidding procedure

The staging of the FIFA World Cup™ is a formidable challenge for any country. Brazil started its preparations in 2003 – as soon as FIFA's Executive Committee confirmed that South America would organise the 2014 FIFA World Cup™. After winning the hearts of CONMEBOL's executive committee, Brazil knew that it would be depending on itself in its bid to host the FIFA World Cup™.



- 3 August 2000** The FIFA Executive Committee agrees on the principle of FIFA World Cup™ rotation
- 5 August 2000** This decision is ratified by the 52<sup>nd</sup> Ordinary FIFA Congress in Zurich
- 15 March 2001** The FIFA Executive Committee decides that the rotation will begin in Africa
- 7 July 2001** This decision is ratified by the Extraordinary FIFA Congress in Buenos Aires
- 6 March 2003** The FIFA Strategic Studies Committee gives its full backing to CONMEBOL's request that South America be conferred the right to host the 2014 FIFA World Cup™
- 7 March 2003** The FIFA Executive Committee decides that South America will organise the 2014 FIFA World Cup™
- 22 December 2006** The FIFA Executive Committee confirms the interest of Colombia and Brazil in hosting the 2014 FIFA World Cup™
- 1 February 2007** FIFA sends the Form of Hosting Agreement for the 2014 FIFA World Cup™ to the countries interested in organising the 2014 FIFA World Cup™
- 16 April 2007** FIFA's deadline to the interested member associations to submit a fully executed Bidding Agreement to FIFA
- 31 July 2007** FIFA's deadline to the interested countries to confirm their interest by submitting a fully executed copy of the Hosting Agreement for the 2014 FIFA World Cup™ and the effective government guarantees
- 23 August-1 September 2007** Inspection visit to Brazil
- 29 October 2007** Final presentation of the bidding association at the Home of FIFA
- 30 October 2007** The FIFA Executive Committee decides which member association will host the 2014 FIFA World Cup™

### 3 Overall executive summary

Brazil's commitment to host the 2014 FIFA World Cup™ has been demonstrated at all levels of government, by the bid LOC and by the public as a whole.



→ Brazilian president Luiz Inacio Lula da Silva is a passionate football fan.



It is the consensus of the inspection team that Brazil is an appropriate choice to host the 2014 FIFA World Cup™. Brazil has shown the potential and demonstrated itself to be more than capable of hosting an exceptional FIFA World Cup™.

Additionally, it is the consensus of the inspection team that to ensure the ultimate success of the event, FIFA must work very closely with the LOC from the date of the final decision to the final whistle. Brazil has a rich history of hosting sporting and other international events, but the standards and demands of the FIFA World Cup™ will far surpass those of any other event staged in the history of Brazil in terms of magnitude and complexity. FIFA should therefore work hand-in-hand with the LOC in order to monitor all organisational matters – both centrally as well as in each of the potentially ten host cities.

The FIFA World Cup™ in Brazil will bring long-lasting changes for the benefit of the entire country. Both the football community and the population as a whole will gain considerably from the hosting of the 2014 FIFA World Cup™ in Brazil in terms of the economy, transport, communication, public services and facilities, safety and the enhancement of sporting facilities.

Brazil's commitment to host the 2014 FIFA World Cup™ has been demonstrated at all levels of government, by the bid LOC and by the public as a whole. The inspection team was able to see first-hand the desire and willingness of all groups to come together for the successful staging of the event.

**In conclusion, in the considered opinion of the inspection team, Brazil is well placed to stage an exceptional 2014 FIFA World Cup™.**

## 4 Executive summary of Brazil

### Country commitment

Government:	Totally committed to hosting the 2014 FIFA World Cup™
Public:	Huge enthusiasm

### Football

Stadiums:	Eighteen stadiums for the 2014 FIFA World Cup™* submitted for consideration - 14 to be renovated - 4 to be built  *Definitive number of host cities and stadiums to be decided
Training facilities:	Excellent facilities; although some would require improvements
Standard of football:	Best football history – five-time FIFA World Cup™ winners

### General country infrastructure

Transportation:	Air and urban transport infrastructure would comfortably meet the demands of the 2014 FIFA World Cup™
Media and telecommunications:	Excellent facilities to handle the 2014 FIFA World Cup™
Hotels:	Good hotel infrastructure exists in a sufficient number of the prospective host cities. Care will have to be taken not to overburden certain host cities by allocating later matches or designating them to host key events or facilities such as the FIFA Congress or the International Broadcast Centre
Safety and security:	Lack of security in certain parts of the country, but the authorities have the know-how and resources to improve the situation before 2014 and would have the determination to manage it during the 2014 FIFA World Cup™
Medical centres:	Adequate network to fulfil the medical needs of a FIFA World Cup™

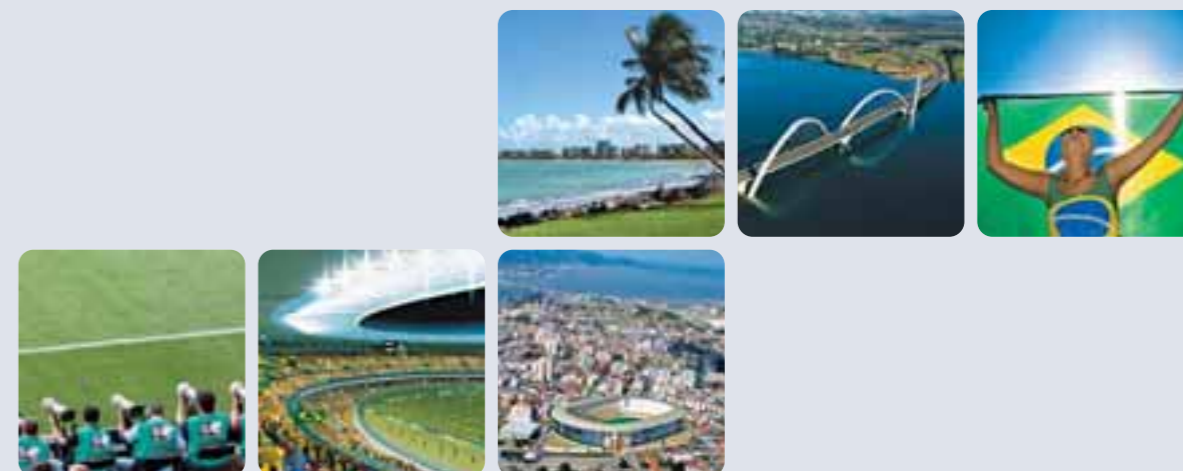


### Finance

Budget for the 2014 FIFA World Cup™:	Well prepared
Ticketing:	The representations made by the bid LOC in the Bid Book are indicative of a clear understanding of FIFA's ticketing policy and operations plan and the supporting role the LOC would play in their implementation

### Legacy

Country:	The 2014 FIFA World Cup™ will stimulate investment in transport and accommodation infrastructure and will bring many outdated football facilities up-to-date
Football:	In a country with a very strong football culture, the hosting of the 2014 FIFA World Cup™ might help the member association to improve attendances at football matches  Some of the stadiums will not be built or renovated if the 2014 FIFA World Cup™ is not awarded to Brazil.



## 5 Analysis of the bidding country, Brazil



5.01	General information on the bid and inspection visit	13
5.02	Information about the country	14
5.03	General standard of football in Brazil	16
5.04	Country's commitment	18
5.05	Budget for hosting the tournament	19
5.06	Ticketing	21
5.07	Marketing for the bid	24
5.08	Stadiums	25
5.09	Training facilities	26
5.10	Media	27
5.11	Congress and events	29
5.12	Safety and security in the country	30
5.13	Telecommunications	31
5.14	Transport	32
5.15	Accommodation	34
5.16	Medical services	37

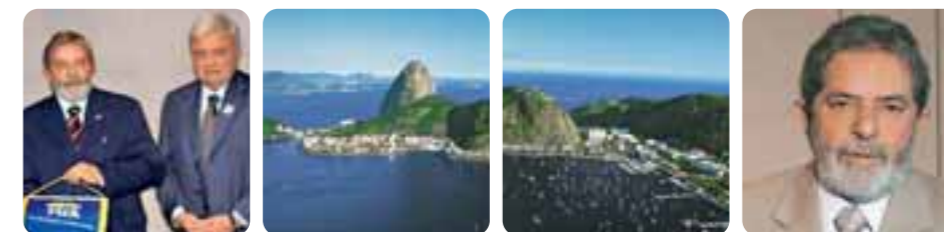
### 5.01 General information on the bid and inspection visit



The exceptional organisation of the bid LOC and the professional presentations by the prospective host cities ensured that the group received the accurate information it needed to carry out its duties.

The Brazilian candidature was excellent. All the cities bidding to become World Cup host cities presented exceptional stadium projects that meet the requirements stipulated by FIFA.

The inspection team visited Brazil between 23 August and 1 September 2007. The visit was extremely well organised by the bid LOC. During its three-day stay in Rio de Janeiro, the group received thorough information from 13 cities: Fortaleza, Recife, Salvador, Maceio, Natal, Florianopolis, Curitiba, Cuiaba, Campo Grande, Goiania, Manaus, Rio Branco and Belem. On 27 August the group visited Brasilia and was honoured to meet the president of Brazil, Mr Lula da Silva. In the following four days the inspection team visited Belo Horizonte, Sao Paulo, Porto Alegre and Rio de Janeiro. In most of the cities the delegation was welcomed by the state governor and the mayor.





## 5.02 Information about the country

Brazil, officially denominated the Federative Republic of Brazil (*Brasil* or *Republica Federativa do Brasil*), is the fifth-largest country (with a total area of 8,514,877km<sup>2</sup>) and the fifth most populous country in the world with an estimated population of 190 million inhabitants. The capital is Brasilia. The official language is Portuguese. The currency is the real (current exchange rate is approx. USD 1.00 = BRL 1.92). The main religion is Roman Catholicism. Brazilian law is based on Roman-Germanic traditions. Thus, civil-law concepts prevail over common-law practices.

Bounded by the Atlantic Ocean on the east, Brazil has a coastline of over 7,367km. It borders Uruguay to the south, Argentina and Paraguay to the south-west, Bolivia and Peru to the west, Colombia to the north-west and Venezuela, Suriname, Guyana and French Guiana to the north.

Brazil was discovered by Portugal in 1500 – by Pedro Alvares Cabral, a Portuguese navigator and explorer – and remained Portuguese until its independence in 1822. Its current constitution defines Brazil as a federative republic. The federation is formed by the association of the states, the Brazilian federal district and the municipalities. There are currently 26 states and 5,564 municipalities. The president is the head of state and head of government and is elected for a four-year term, with the possibility of re-election for a second successive term. The current president of Brazil, Luiz Inacio Lula da Silva, was elected on 27 October 2002, and re-elected on 29 October 2006. The classic tripartite division of power, encompassing the executive, legislative and judiciary branches, is formally established by the constitution.

The Brazilian topography is varied and includes mountains, plains, highlands, scrublands, savannas, rainforests and a long coastline. The extensive Amazon Rainforest covers most of Brazil's terrain in the north, while small hills and low mountains occupy the south. Along the Atlantic coast there are several mountain ranges, with the highest altitude being 2,900 metres. Major rivers include the Amazon, the second-longest in the world and the largest in terms of volume of water, the Parana and its major tributary the Iguazu River, where the Iguazu Falls are located.



The Brazilian winter is from June to August, with average winter temperatures in the coldest southern states of between 10°C and 18°C. Brazil has five climatic regions: equatorial, tropical, semi-arid, highland tropical and subtropical. Temperatures along the equator are high, with average lows of around 25°C. Southern Brazil has subtropical temperate weather, normally with frost in the winter and occasional snow in mountainous areas such as Rio Grande do Sul and Santa Catarina. Temperatures in the cities of Sao Paulo, Belo Horizonte and Brasilia are moderate, usually ranging between 15°C and 30°C. Rio de Janeiro, Recife and Salvador, located on the coast, have warm climates with average temperatures ranging from 23°C to 27°C.

Precipitation levels fluctuate widely. They are higher in the humid Amazon basin and lower in the more arid landscapes of the north-east. Most of Brazil has moderate rainfall of 1,000 to 1,500 millimetres a year, with most of the rain falling in the summer (i.e. between December and April) south of the equator.

Brazil's GDP (gross domestic product) is the highest in Latin America with large and developed agricultural, manufacturing, mining and service sectors. According to the International Monetary Fund and the World Bank, Brazil has the ninth-largest economy in the world in terms of purchasing power parity and the tenth-largest in terms of market exchange rates. Most large industry is agglomerated in the south-eastern and southern states. The north-east is the poorest region of Brazil.



### 5.03 General standard of football in Brazil

The Brazilians are masters of technique, but most importantly, they love the game.



#### Brazil is football.

As the only nation to have participated in every FIFA World Cup™ and a five-time winner of the competition, it is evident that Brazil has the richest tradition of footballing excellence in the world. On a global scale, both the trained football expert and the general football fan are full of admiration and appreciation for Brazilian football. “Samba football” as it is sometimes referred to, is like no other in the world. The Brazilians are masters of technique, but most importantly, they love the game. Perhaps just as famous around the world, Brazilian football supporters are world-class. The entire country is enamoured with the game and will be vocal and vibrant supporters during the 2014 FIFA World Cup™.

#### Main honours

##### National team

##### FIFA World Cup™

(18 appearances – first time in 1930)  
Winners in 1958, 1962, 1970, 1994 and 2002

##### FIFA Confederations Cup

(6 appearances – first time in 1997)  
Winners in 1997 and 2005

##### Copa America

(31 appearances – first time in 1916)  
Winners in 1919, 1922, 1949, 1989, 1997, 1999, 2004 and 2007

##### FIFA U-20 World Cup

(9 appearances – first time in 1977)  
Winners in 1983, 1985, 1993 and 2003



##### FIFA U-17 World Cup

Winners in 1997, 1999 and 2003

##### South American U-20 Championship

Winners in 1974, 1983, 1985, 1988, 1991, 1992, 1995, 2001 and 2007

##### South American U-17 Championship

Winners in 1988, 1991, 1995, 1997, 1999, 2001, 2005 and 2007

##### Club level

##### FIFA Club World Cup

Brazilian clubs have won all three previous tournaments:  
Corinthians, 2000  
Sao Paulo, 2005  
Internacional, 2006

##### Copa Libertadores winners

Santos, 1962 and 1963  
Cruzeiro, 1976 and 1997  
Flamengo, 1981  
Gremio, 1983 and 1995  
Sao Paulo, 1992, 1993 and 2005  
Vasco da Gama, 1998  
Palmeiras, 1999  
Internacional, 2006

##### South American Cup Winners' Cup

Sao Paulo, 1993 and 1994  
Gremio, 1996  
Cruzeiro, 1998

Brazilian football can also boast outstanding achievements in women's football (finalists of the FIFA Women's World Cup China 2007), futsal (three-time winners of the FIFA Futsal World Cup) and beach soccer (winners of the FIFA Beach Soccer World Cup Rio de Janeiro 2006).

## 5.04 Country's commitment

The inspection team believes that Brazil is totally committed to the 2014 FIFA World Cup™. This was evident from the meetings held with the President of the Republic, various government ministers, state governors and the mayors of the prospective host cities. The interest of the media during the inspection visit was huge and the inspection team was greeted during the various trips with spontaneous manifestations of joy and hope.



## 5.05 Budget for hosting the tournament

The bid LOC representatives were able to demonstrate that they had applied a sound methodology in preparing the preliminary budget.

The FIFA Finance Division assisted the inspection team with the review of the budget submitted.

### **Expenditure budget for hosting the 2014 FIFA World Cup™ and the FIFA Confederations Cup 2013**

The 2014 FIFA World Cup™ bid LOC submitted revised preliminary LOC budgets for the 2014 FIFA World Cup™ and the FIFA Confederations Cup 2013 in September 2007. Representatives of the bid LOC presented the preliminary expenditure budget for the 2014 FIFA World Cup™ and separately the total budgeted costs for the FIFA Confederations Cup 2013.

The bid LOC representatives were able to demonstrate that they had applied a sound methodology in preparing the preliminary budget that systematically addressed all of the requirements of the Hosting Agreement regarding the hosting and staging of the final competition of the 2014 FIFA World Cup™. The assumptions made in the preparation of the preliminary budget were well explained and documented and the level of supporting detail is sufficient to permit a detailed examination of the preliminary budget for the 2014 FIFA World Cup™ for all cost categories.

The incremental costs of the FIFA Confederations Cup 2013 have been calculated as a percentage of the total 2014 FIFA World Cup™ costs without further supporting details. The preliminary budget for the FIFA Confederations Cup 2013 will have to be further developed by the LOC.

### Revenues for the 2014 FIFA World Cup™ and the FIFA Confederations Cup 2013

The 2014 FIFA World Cup™ bid LOC has made a preliminary estimate of ticketing revenues based on the average face value of tickets in previous FIFA World Cups™, a total ticket inventory consisting of a total of three million purchasable tickets and the need to give special consideration to ensure a proportion of the local fans can access the competitions at significantly lower than market value prices.

Other revenue items that have been considered but not quantified include sponsorship and value-in-kind contributions. The bid LOC has not included any contribution from FIFA in the income projections.

In view of the fact that the ticketing policy for the competitions has still to be developed by FIFA and all revenue rights are currently held by FIFA, the overall financing of the preliminary expenditure budget will have to be agreed between FIFA and the LOC.



### 5.06 Ticketing

With regard to the bid LOC's ticket inventory and revenue projections, the inspection team is of the opinion that the anticipated number of purchasable tickets is feasible based on the capacities of the prospective venues.

Through the Bid Book, the bid LOC has demonstrated an understanding and acceptance of the ticketing arrangements FIFA anticipates making for the 2014 FIFA World Cup™, principally that FIFA shall retain the exclusive rights to conduct the ticketing operations for the 2014 FIFA World Cup™, the FIFA Confederations Cup 2013 and all ancillary events.

The bid LOC has identified the areas of FIFA's ticketing operations where the LOC shall be assigned specific responsibilities, namely: (a) securing legal clearance for FIFA to conduct ticketing operations and sales in accordance with its policies; (b) the enforceability of the Ticket Terms & Conditions, particularly with regard to data protection, payment exclusivity and the prohibition of unauthorised transfer of tickets; (c) the timely delivery of CAD diagrams and seat data in electronic form and hard copy; (d) the provision of sufficient space at the venues for the FIFA service provider to conduct on-site matchday and non-matchday operations; (e) the enforcement of the Ticket Terms & Conditions inside the stadiums in accordance with and at the direction of FIFA; (f) the assignment of all rights to FIFA with regard to ownership of ticketing data; and (g) bearing all costs of the VIP tribune of which 50% shall be reserved by FIFA for its exclusive purpose.

The bid LOC has correctly outlined the organisational structure FIFA plans to install through: (a) the FIFA Ticketing Sub-Committee, which shall be responsible for the executive oversight of ticketing, including the determination of certain ticketing policy decisions delegated to it by the Organising Committee for the FIFA World Cup™; (b) MATCH, the service company appointed by FIFA to deliver a turnkey ticketing solution for the 2010 and 2014 FIFA World Cups™ and related events; and (c) the LOC.





With regard to the bid LOC's ticket inventory and revenue projections, the inspection team is of the opinion that the anticipated number of purchasable tickets is feasible based on the capacities of the prospective venues; however, achieving the revenue target will necessitate practically all matches being sold out at significantly higher prices than those the Brazilian public are accustomed to paying for football matches. To achieve this goal, Brazilian fans would have to embrace and respond to the high sense of occasion that a FIFA World Cup™ match generates, take this once-in-a-lifetime opportunity to watch a FIFA World Cup™ match in their city and by doing so, turn up in large numbers to watch all 32 teams and not just Brazil.

The gross capacity of the proposed 18 stadiums for 2014 range from 40,000 (at the Verdao in Cuiaba and the Serra Dourada in Goiania) to 86,100 (the Maracana in Rio de Janeiro). This compares to 44,106 at Rustenburg and 87,469 at Johannesburg Soccer City for 2010. Once the host cities have been selected and the match schedule has been announced, we anticipate that the gross capacity of a 2014 FIFA World Cup™ in Brazil would be comparable to that for 2010 in South Africa, where the anticipated gross capacity for the event is 3.7 million seats and the purchasable number of tickets is just over three million tickets, which is the number anticipated by the bid LOC in its revenue projections.

The current plans for the 18 stadiums as provided in the Bid Book show widely divergent numbers of VIP seats (sky box and other seats with special attributes) – from 300 at Rio Branco to 8,914 at Goiania. Interestingly, the Maracana in Rio de Janeiro and the Morumbi in Sao Paulo are among the stadiums with the smallest number of VIP seats, with 500 and 565 respectively. To the extent



that most of these so-called VIP seats are sky box seats, the numbers available at Belo Horizonte (5,000), Goiania (8,914), Natal (7,300) and Recife and Olinda (8,020) are far too large to avoid challenges in the implementation of FIFA's seat assignment and seat allocation protocols and in the delivery of a unique and exclusive sky box inventory of seats to the 2014 hospitality rights holder (as was the case for 2006).

In stadiums where the number of sky box seats is significantly lower than that required by FIFA to meet its contractual obligations to the hospitality rights holder, temporary structures (hospitality tents) will have to be erected. This will require space and facilities which may not always be available within the security perimeter of the venue. A detailed study of the logistics would have to be conducted, particularly at key venues such as the Maracana and the Morumbi, to determine how best to reconcile the existing facilities with the demands of the 2014 hospitality programme.

As for the media, based upon the 2010 ticket model, a total of 82,560 tickets have been allocated to the media tribunes for the 64 matches. This number excludes a significant number of seat kills resulting principally from the installation of the TV and radio commentary positions. The TV and radio commentary positions, the press seats with desks and the seats allocated as media seats in the Bid Book vary significantly from stadium to stadium and do not correspond to the 2014 requirements. This is not an issue as FIFA expects stadiums to be reconfigured to meet the specific requirements of the media tribune for the FIFA World Cup™ in order to accommodate the required number of TV/radio commentary positions, press desks, observer seats and photographer seats for each stage of the tournament. In fact, ideally the media tribune should be configured at a match level rather than at a venue level to maximise the number of purchasable seats at all stages of the competition (based on the assumption that commentary positions and desks can be installed and dismantled during the tournament and that the "flow" works perfectly to minimise the size of the tribune (which is not always possible due to the flow requirements (i.e. exclusive entrance to the media tribune) and special seat attributes of this constituent group).



## 5.07 Marketing for the bid

Unlike most previous bids, there is no evidence of corporate support through sponsorship of the bid. It may be that this is intentional and that the bid LOC has not sought financial support from corporate Brazil. Nevertheless, the bid LOC appears to have been well funded by the bidding member association.

The nature of the 2014 bid has been different due to the lack of competing bids. This has altered the bid LOC's strategy, which has centred on successfully securing universal approval and support from all parties in Brazil.



## 5.08 Stadiums in Brazil (190 million inhabitants, 18 bidding cities, 18 stadiums)

### A comprehensive list of all stadiums can be found as an annexe at the end of this document.

In the opinion of the inspection team, none of the stadiums in Brazil would be suitable to stage 2014 FIFA World Cup™ matches in their current state. Nevertheless, almost all the refurbishment and construction plans presented to the inspection team are highly professional. The presentations of new stadiums or remodelled stadiums, with the exception of the Maracana, included all final plans. However, the inspection team wishes to point out that if Brazil were to be awarded the 2014 FIFA World Cup™, FIFA would have to pay special attention to the projects in general, and specifically to plans for the media, sky boxes and other hospitality areas, parking and players' areas.

The inspection team considers that special mention should be made of the Maracana stadium, as the city of Rio de Janeiro would be expected to stage some of the key matches in the 2014 FIFA World Cup™ in the event it is awarded to Brazil. The stadium, in its current state, does not meet the standards required to stage a FIFA World Cup™ match. A more comprehensive renovation project would have to be envisaged if it were finally chosen to become a FIFA World Cup™ stadium.



Regarding the financing of the construction of the stadiums, which will be dealt with separately, it should be noted that the football clubs, the state governors, the city mayors and additional private partners are fully committed to meeting any FIFA requirement regarding the building and renovation of stadiums. Furthermore, the current competition among the prospective host cities to become a host city for the 2014 FIFA World Cup™ will contribute to the successful completion of the stadium projects – as there are 18 bidding cities from which a maximum of eight to ten host cities will ultimately be selected.

As there will be only eight to ten host cities and venues, the inspection team is confident that the stadium infrastructure will be well prepared to host the 2014 FIFA World Cup™. Also, the inspection team considers that this important capital investment will be a legacy that will serve future generations in Brazil well and will help to continue developing football in the country.

## 5.09 Training facilities



There is no doubt that all basic infrastructure is available and can easily be upgraded to meet FIFA World Cup™ standards.

Given Brazil's very strong football culture, there are numerous training centres and football stadiums belonging to local clubs that may be assigned to or used as team base camps. Although the inspection team does not anticipate problems for teams in this respect, special attention must be given to the need for a programme to upgrade some of the training grounds, a programme that will leave a lasting legacy for local clubs and communities after the 2014 FIFA World Cup™. Some of the facilities will need to be improved, especially with regard to the quality of the turf, the dressing rooms and the possible installation of floodlights, but there is no doubt that all basic infrastructure is available and can easily be upgraded to meet FIFA World Cup™ standards.



## 5.10 Media



As football is the most popular sport and form of entertainment in Brazil, newspapers give significant daily coverage to all football-related matters.

As far as the media situation in Brazil is concerned, it is interesting to note that there are 232 newspapers (national, regional and local) in the country. As football is the most popular sport and form of entertainment in Brazil, all of those newspapers give significant daily coverage to all football-related matters. Of these 232 newspapers, ten newspapers based in the big cities (Sao Paulo, Rio de Janeiro and Brasilia) provide national coverage and a further four national agencies, six magazines, two TV channels, one radio station and two internet websites cover the whole country.

Sao Paulo state has the largest number of newspapers (51), followed by the state of Minas Gerais (27), whereas Rio de Janeiro state has 20. There is also significant news coverage in states such as Bahia (14 newspapers), Parana (17 plus one internet site), Santa Catarina (7) and Rio Grande do Sul (15). As for TV and radio stations the numbers are also impressive, with 130 TV stations and 1,365 radio stations transmitting on AM and 296 on FM across the country.

With regard to media needs for a FIFA World Cup™, we wish to point out that this analysis of the media facilities and media infrastructures is based on the stadium projects of the prospective host cities for 2014. Of the 18 prospective host cities presented by the bid LOC, only four require brand-new stadiums: the Zagallo Arena (Maceio), the Estrela dos Reis Magos (Natal), the Recife/Olinda Arena (Recife) and the Bahia Arena (Salvador). All the other stadiums will be rebuilt or renovated. In fact, this is the only way to guarantee all the FIFA requirements, since the current stadiums, despite some renovation work in the past few years, lack the necessary media and other infrastructure to host a FIFA World Cup™ match.

The projects for new or renovated stadiums are most impressive. One important element that is common to almost all of them is the huge amount of space inside and around the arenas, which enables the facilities to meet all media requirements. However, one cannot ignore the fact that all the projects are pending the final decision in October.

With the exception of the Baixada Arena in Curitiba (Atletico Paranaense), the Orlando Scarpelli in Florianopolis (Figueirense), the Beira Rio in Porto Alegre (Internacional) and the Morumbi in Sao Paulo (Sao Paulo), all the stadiums belong to the respective federal states. This means that almost all of them are used by two or three local football clubs, which is the average number of major clubs in each state.

As for training ground facilities for the media, there should be no problems since many of them have the necessary space and requirements to receive media representatives. Nevertheless, this should also be reviewed at a later stage because most if not all of them will need important work to adapt to the needs of a FIFA World Cup™.

A detailed report of the media facilities needed for hosting a FIFA World Cup™ can be found as an annexe at the end of this document. Nevertheless, suffice to say that the projects presented clearly demonstrate that Brazil would be able to meet the media requirements of the 2014 FIFA World Cup™.



## 5.11 Congress and events

Various representations were made to the inspection team during their stay in Brazil concerning the award of the opening match to Sao Paulo and the final to Rio de Janeiro should the 2014 FIFA World Cup™ be awarded to Brazil. If FIFA were to assign the opening match to Sao Paulo, then in all probability, the Congress would take place in Sao Paulo. Sao Paulo is one of the great cities of the world and as such, it has all the necessary function space, transport and accommodation infrastructure to accommodate the FIFA Congress. The inspection team has identified over 200 hotels with more than 30,000 hotel rooms in Sao Paulo. However, it has to be said that to date, the hotel community of Sao Paulo has committed fewer than 300 hotel rooms to the FIFA World Cup™. This is in marked contrast to significantly smaller prospective host cities such as Campo Grande where the 1,600 contracted rooms illustrates a total commitment to being part of the 2014 FIFA World Cup™ should it be awarded to Brazil.

There is no question that Brazil has a number of options among the 18 prospective host cities that could comfortably host the FIFA Congress; however, given its traditional association with the opening match, the number of possible venues is likely to be restricted to two, possibly three, and therefore every effort should be made to secure the necessary room inventory at these venues prior to any decision by the FIFA Executive Committee to award the rights to host the 2014 FIFA World Cup™ to Brazil.





## 5.12 Safety and security in the country

Brazil has significant relevant experience of major events which will help it address security concerns.

Security is a concern, particularly in certain venues. However, the inspection team believes that the general public perception is perhaps worse than the reality. Although certain state capitals do have a security problem, most of the bidding host cities do not.

To combat crime in certain areas of Brazil, on 20 August 2007 the government launched a national plan based on two main aspects: additional police forces and preventive social programmes. The government has launched a national campaign – and will invest more than USD 3.3 billion by 2012 – to reduce crime in the affected areas. This impressive programme will help to reduce the current difficulties in certain areas of Brazil.

With regard to organising security for a possible 2014 FIFA World Cup™ in the country, the inspection team received an excellent, comprehensive work schedule from government experts covering all main areas such as stadiums, media centres and main hotels that will doubtless satisfy every requirement for the event. Brazil has significant relevant experience of major events which will help it address security concerns.



## 5.13 Telecommunications

With 42.382 million landlines and 105 million mobile phones, Brazil is currently the fifth most important telecommunications market in the world, just behind China, the United States, Russia and India.

The privatisation of the telecommunications industry in 1997 was crucial for development and prompted some of the biggest companies in the world to install their operations in Brazil, companies such as Siemens, Tropic, Alcatel, NEC and Ericsson and mobile giants Nokia, Motorola, LG, Nortel Ericsson and many others.

Several long-distance companies, such as Telecom Italia, Portugal Telecom, America Movil and others, maintain a very competitive market, forcing a continuous reduction of rates and service improvement.

In Brazil the number of computers has reached 30 million, of which 7.5 million are workstations. According to the IBGE (Brazilian National Institute of Geography and Statistics), in 2005 Brazil had 32.1 million internet users.

The main means of access is through ADSL using conventional telephone lines, although cable TV and microwave operators are also offering their services in large urban centres.

Brazil has more than 130 TV stations, 1,365 radio stations transmitting on AM and 296 on FM. Even pay TV now reaches 4.7 million subscribers.

Also, according to the latest statistics, almost 26 million people in Brazil regularly use the internet. An Ibope/Net Ratings international survey from April 2007 shows that Brazil continues to be the country with the highest average time spent on the internet, i.e. 21 hours and 44 minutes per month.

There is no doubt that Brazil has first-class modern technology, capable of supporting the huge amount of media people that would be present and working during the 2014 FIFA World Cup™. Digital and fibre optics will be crucial for communication with all the prospective host cities.

All the stadium projects seem to meet the requirements for hosting an event of the magnitude of the FIFA World Cup™.



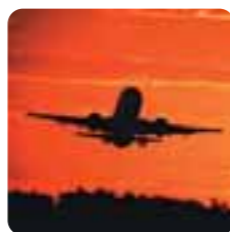
## 5.14 Transport

The inspection team reviewed the information provided in the Bid Book and in the presentations made by the prospective host cities during the inspection trip. Additional sources of information were independently sought in order to confirm compliance and assess the viability of the transport logistics of a 2014 FIFA World Cup™ in Brazil.

Having reviewed this comprehensive information with complete objectivity, the inspection team concluded that the existing air and ground transport infrastructure would enable Brazil to host an excellent 2014 FIFA World Cup™. To support this view, we have summarised below the findings on which it is based.

All 18 prospective host cities have 'good' airports. This is particularly relevant in that not all prospective host cities have the necessary hotel room inventory, in terms of capacity and quality, to accommodate all the visitors who may wish to attend particularly well-subscribed matches. The final draw could easily produce group matches where the level of interest and anticipated number of travelling supporters and working groups may easily surpass the total room inventory found within the host city or satellite accommodation nodes located within reasonable travel distance by road or rail. Consequently, the inspection team decided to investigate the feasibility of having to airlift large numbers of spectators and working groups to attend matches in any one of the prospective host cities, but in particular, those with smaller numbers of rooms.

Following the inspection trip, enquiries were made of all of the airports located in the prospective host cities to ascertain their current status. At the time of writing this report, it has not been possible to complete a comprehensive analysis, although from the research conducted thus far, the inspection team can confirm with confidence that the airport infrastructure would be able to cope with large numbers of passengers attending matches on day-return trips.



Based on the research conducted by the inspection team, the inspection team concluded that Brazil has the necessary air transport infrastructure to handle the anticipated number of international visitors as well as the number of spectators and working groups that may wish to travel from venue to venue to attend matches. Given the large distances between the different prospective host cities, the desire by most international spectators to follow the team of their choice and the need, in certain cases, to supplement the hotel room inventory of certain host cities with hotel rooms in satellite accommodation nodes, Brazil's air transport infrastructure is a key and effective element of its bid.



With regard to urban transport, the Brazilian bid consists of a sufficient number of prospective host cities with good urban transport infrastructures to accommodate the anticipated number of spectators wishing to attend the matches. There is a small number of prospective host cities where it may be difficult to meet the ground transport challenge posed by an event of the magnitude of a FIFA World Cup™ match and given the large distances between some of these smaller host cities and the nearest major city, it would be difficult to supplement their existing transport fleets. However, the Brazilian bid is still left with a sufficient number of host cities where there are urban transport infrastructures of sufficient quality.

As for rail transport, other than urban transport and the Rio-Sao Paulo high-speed service that will connect the two cities and reduce the journey time to less than two hours, the inspection team did not believe that rail would play a major role in a 2014 FIFA World Cup™ in Brazil.

For additional data on transport, please review the general data on transport provided in the annexe at the end of this document.

## 5.15 Accommodation

From an accommodation perspective, Brazil is capable of hosting the 2014 FIFA World Cup™. However, the LOC, state and municipal governments, hoteliers and others will have to support FIFA to make up the shortfall that still exists.

FIFA states in the bidding agreement that “Securing a sufficient number of suitable hotel rooms in the host country of a FIFA World Cup™, even before the announcement of the host country, is one of FIFA’s highest priorities.” The bidding association is therefore required to fully cooperate with FIFA, the FIFA inspection team and the bid LOC in the selection and procurement of the official hotels.

FIFA has established that for the 2014 FIFA World Cup™ there is a need to contract under the 2014 FIFA World Cup™ hotel agreement (the “Hotel Agreement”) a minimum of 55,000 hotel rooms spread across all host cities of appropriate standard and at reasonable prices. The required 55,000 hotel rooms equate to approximately 1.5 million hotel room nights over the tournament. This is considered by FIFA to be the minimum number of hotel rooms required to meet the accommodation and office space requirements of: (a) the FIFA delegation; (b) the LOC, the participating member associations and their teams; (c) the match officials; (d) the commercial affiliates; (e) the media; (f) the hospitality rights holder; (g) MATCH; and (h) should FIFA elect to set up an official tour operator programme, authorised tour operators or spectators. The Hotel Agreement is designed to deliver fair prices and reasonable terms; it also facilitates the management of a huge centrally controlled hotel room inventory under FIFA World Cup™ conditions.

The Hotel Agreement is a standard form of contract provided by FIFA to the bidding association to secure hotel room nights for occupancy during the 2014 FIFA World Cup™ competition period and which may be entered into by the bidding association, FIFA or MATCH, on the one hand, and the hotel owner/operator on the other.

The inspection team has sought an independent legal opinion on the validity and enforceability of the hotel agreement in Brazil and can confirm that properly completed hotel agreements are valid and enforceable in Brazil.



If the rights to host the 2014 FIFA World Cup™ are awarded to Brazil, Rio de Janeiro and Sao Paulo are the most likely host cities to be designated to accommodate any one or more of the following accommodation requirements: (a) the FIFA World Cup™ headquarters (the operational headquarters of the FIFA delegation) or a FIFA venue hotel; (b) the referee headquarters; (c) the IBC (International Broadcast Centre for the competition); and (d) the IMC (the principal International Media Centre for the competition). In this regard, there exists a sufficient inventory of hotel rooms in Sao Paulo and Rio de Janeiro to accommodate these requirements, although the inspection team wishes to draw attention to the fact that currently, the number of rooms contracted under the Hotel Agreement is not sufficient; this is of particular concern in the case of Sao Paulo.

Every prospective host city has to have, or must be located within reasonable travel distance from, hotel infrastructure of sufficient quantity and quality to meet the following essential accommodation requirements: (a) one FIFA venue hotel (where the principal office and accommodation space for members of the FIFA delegation will be located in each host city during the competition periods); (b) two venue-specific team hotels (“VSTHs”) per prospective host city; (c) media hotels; (d) commercial affiliate designated hotels; (e) hospitality rights holder designated hotel(s); and (f) hotels of different standards to accommodate spectators who are not from within the host communities and require overnight accommodation. On the basis of these essential accommodation requirements, the inspection team took the view that from an accommodation standpoint, at least four of the 18 prospective host cities would face great difficulties/challenges to stage FIFA World Cup™ matches at the standard that is required, this notwithstanding the enthusiasm and unquestionable commitment of their inhabitants and the state and municipal government.

Additionally, there is a need to contract in excess of 60 suitable potential team base camps which may operate as the headquarters of a team during the competition period to present the participating member associations with a sufficiently wide range of options. Given the strength in depth of the accommodation infrastructure in Brazil, the inspection team takes the view that this should be possible.

FIFA requires evidence that MATCH (the accommodation provider) will have the full support and cooperation of the LOC, the hotel association, the national tourism association and the authorities; in this regard the bidding association has secured the support of ABIH (the Brazilian hotel association), FB&CVB (the Brazilian convention and visitors bureaux federation), Resorts Brazil, FOHB (the forum of hotel operators of Brazil) and other lodging associations and with this support MATCH has engaged the hotel communities in all the prospective host cities through a series of workshops and other activities with the objective of contracting the required number of hotel rooms. This initiative has already secured a comparable number of hotel rooms under contract to those that were contracted by the successful bid LOCs for the 2006 and the 2010 FIFA World Cups™. However, as indicated in this report, there are still critical gaps, principally the very small number of rooms contracted in Sao Paulo that must be dealt with.

The official bid proposal, the Hosting Agreement and all executed Hotel Agreements had to be delivered to FIFA no later than 31 July 2007. At the time, no executed Hotel Agreements were available. Instead, MATCH was invited to provide an interim status report which was included in the Bid Book.

The information provided by the prospective bid LOC in the Bid Book and received from the prospective host city representatives following the MATCH interim status report is comprehensive and, based on extensive research by the inspection team, found to be reliable. Furthermore, in order to produce this report with complete objectivity, the inspection team has sought to establish the exact number of hotels and the corresponding hotel rooms that have been contracted to confirm compliance with the Bidding Agreement and the Hosting Agreement and check the progress that has been achieved since July 2007. In this regard the inspection team can confirm that much progress has been made, with over 23,000 hotel rooms already contracted.

From an accommodation perspective, Brazil is capable of hosting the 2014 FIFA World Cup™. However, the LOC, state and municipal governments, hoteliers and others will have to support FIFA and MATCH in their efforts to make up the shortfall that still exists between the minimum requirement of 55,000 hotel rooms and the current contract number, particularly given the fact that in the two key prospective host cities of Sao Paulo and Rio de Janeiro, the numbers are significantly below the required number.



## 5.16 Medical services

A large complement of private and public hospital centres equipped with state-of-the-art technology will be ready to provide all forms of health care.

Brazil's hospitals have become an international reference point for important medical areas and as such, we do not foresee Brazil having any problems meeting the high standards set by FIFA for everyone involved in the 2014 FIFA World Cup™.

Each one of the proposed 18 prospective host cities has a large network of hospitals and some of the most important ones were relatively near the stadiums. The inspection team wishes to draw particular attention to the Albert Einstein Hospital in Sao Paulo because of its importance in Latin America and in the world. This hospital combines the features of a large general hospital with those of a highly specialised institute. It was the first hospital outside the United States to be approved by the Joint Commission of International Accreditation, an organisation with headquarters in Chicago (USA) that is currently active in more than 60 countries.

A large complement of private and public hospital centres equipped with state-of-the-art technology will be ready to provide all forms of health care to the FIFA family, participating member association teams and the general public.



## 6 Annexes

### Stadium construction costs

The Brazilian model for the 2014 FIFA World Cup™ is to give priority to private finance in the construction and remodelling of the stadiums through long-term concessions and eventually public private partnerships (PPPs). The objective is to build modern stadiums that will meet FIFA's requirements while public funds will be allocated towards basic infrastructure, particularly security, airports, roads and hospitals. Only a few prospective host cities have provided information on the amount of public funds to be allocated for infrastructure investments.

Eighteen cities have been identified as potential host cities. This number will be reduced through the host city bid selection process that will address the financial commitments secured by the bidding cities.

The CBF currently estimates the investments related to construction and/or remodelling of stadiums at USD 1.1 billion. This estimate will however be significantly influenced by the cities that are finally selected to host the FIFA World Cup™.

The inspection team is of the opinion that it would be important for FIFA experts to carefully review the process and progress of host city selection to ensure that adequate financing is committed and secured by the time of the deadline for the selection of the host cities and the related stadium facilities or potential stadium construction sites.

### General data on stadiums



- 1 Fortaleza**  
 Population 2.4 million  
 Stadium Castelao  
 Prospective stadium capacity 60,000  
 Situation Built in 1973, renovated in 1980 and 2000


- 2 Recife**  
 Population 1.5 million  
 Stadium Recife-Olinda Arena  
 Prospective stadium capacity 45,500  
 Situation To be newly built (to be finished in 2011)


- 3 Salvador**  
 Population 2.7 million  
 Stadium Bahia Arena  
 Prospective stadium capacity 44,100  
 Situation To be newly built (to be finished in 2011)


- 4 Maceio**  
 Population 922,000  
 Stadium Zagallo Arena  
 Prospective stadium capacity 45,337  
 Situation To be newly built (to be finished in 2011)


- 5 Natal**  
 Population 750,000  
 Stadium Estrela Dos Reis Magos  
 Prospective stadium capacity 65,100  
 Situation To be newly built (to be finished in 2011)


- 6 Florianopolis**  
 Population 410,000  
 Stadium Orlando Scarpelli  
 Prospective stadium capacity 41,700  
 Situation Built in 1978, will be completely refurbished (to be finished in 2010)


- 7 Curitiba**  
 Population 1.8 million  
 Stadium Kyocera Arena (Baixada Arena)  
 Prospective stadium capacity 41,375  
 Situation Built in 1999, is undergoing refurbishing



- 8 Cuiaba**  
 Population 545,000  
 Stadium Verdao  
 Prospective stadium capacity 40,000  
 Situation Built in 1974, will be completely refurbished (to be finished in 2012)



- 9 Campo Grande**  
 Population 770,000  
 Stadium Morenao  
 Prospective stadium capacity 44,355  
 Situation Built in 1971, will be completely refurbished








- 10 Goiania**  
 Population 1.225 million  
 Stadium Serra Dourada  
 Prospective stadium capacity 40,000  
 Situation Built in 1975, renovated in 2005, will be refurbished again to meet the requirements


- 11 Manaus**  
 Population 1.65 million  
 Stadium Vivaldao  
 Prospective stadium capacity 40,550  
 Situation Built in 1970, will be completely refurbished



- 12 Rio Branco**  
 Population 310,000  
 Stadium Forest Arena  
 Prospective stadium capacity 41,264  
 Situation Inaugurated in 2006, will be renovated and its capacity increased



- 13 Belem**  
 Population 2.1 million (Greater Belem)  
 Stadium Mangueirao  
 Prospective stadium capacity 43,788  
 Situation Built in 1971, renovated in 2005, will be refurbished again to meet the requirements



- 14 Brasilia**  
 Population 2.4 million  
 Stadium Mane Garrincha  
 Prospective stadium capacity 76,232  
 Situation Built in 1974, will be completely refurbished (to be finished in 2010)


- 15 Belo Horizonte**  
 Population 2.45 million  
 Stadium Mineirao  
 Prospective stadium capacity 74,300  
 Situation Built in 1965, will be completely refurbished (to be finished in 2010)


- 16 Sao Paulo**  
 Population 11 million  
 Stadium Morumbi  
 Prospective stadium capacity 66,952  
 Situation Built in 1960, will be completely refurbished


- 17 Porto Alegre**  
 Population 1.45 million  
 Stadium Beira Rio  
 Prospective stadium capacity 60,000  
 Situation Built in 1969, will be completely refurbished (to be finished in 2012)


- 18 Rio de Janeiro**  
 Population 6.15 million  
 Stadium Maracana  
 Prospective stadium capacity 86,100  
 Situation Built in 1950, will be renovated



## General data on transport

### Airports

Proposed host city	Airport name/runway length and width (in feet)
<b>Belem</b>	<p>Julio Cesar (SBJC), runway length 4,921, width 98.</p> <p>Val De Case Int'l (SBBE), runway length 9,180, width 148. Domestic and international flights, located within 12km of Belem city centre. No night flight prohibition.</p>
<b>Belo Horizonte</b>	<p>Lagoa Santa Air Force Base (SBL5), runway length 6,031, width 98, usually does not allow civilian flights.</p> <p>Pampulha (SBBH), runway length 8,333, width 148. Domestic flights, located 8km from Belo Horizonte city centre. No night flight prohibition.</p> <p>Tancredo Neves otherwise known as Confins (SBCF), runway length 9,843, width 148. International flights, located 45km from Belo Horizonte city centre. No night flight prohibition.</p> <p>Carlos Prates (SNCH), runway length 3,035, width 59.</p>
<b>Brasilia</b>	J Kubitschek International (SBBR), runway 10,500, length 148. International and domestic flights, located 11km from Brasilia city centre. No night flight prohibition.
<b>Campo Grande</b>	<p>Campo Grande Int'l (SBCG), runway length 8,541, width 141. International and domestic flights, located 4km from Campo Grande city centre. No night flight prohibition.</p> <p>Estancia Santa Maria (SSKG), runway length 3,652, width 75.</p> <p>Teruel Ipanema Est (SSIE), runway length 4,921, width 98.</p>
<b>Cuiaba</b>	Marechal Rondon (SBCY), runway length 7,546, width 148. International and domestic flights, located 8km from Cuiaba city centre. No night flight prohibition.
<b>Curitiba</b>	<p>Bacacheri (SBB1), runway length 4,560, width 98.</p> <p>Afonso Pena (SBCT), runway length 7,267, width 148. International and domestic flights, located 15km from Curitiba city centre. No night flight prohibition.</p>
<b>Florianopolis</b>	Hercilio Luz (SBFL), runway length 7,726, width 148. International and domestic flights located 12km from Florianopolis city centre. No night flight prohibition.
<b>Fortaleza</b>	Pinto Martins International (SBFZ), runway length 8,350, width 148. International and domestic flights, located 6km from Fortaleza city centre. No night flight prohibition.
<b>Goiania</b>	<p>Adrom Nacle De Aviaca (SWNV), runway length 3,730, width 75.</p> <p>Santa Genoveva (SBGO), runway length 8,202, width 148. Domestic flights, located 8km from Goiania city centre. No night flight prohibition.</p>
<b>Maceio</b>	Campo Dos Palmares (SBMO), runway length 7,218, width 148. International and domestic flights, located 19km from Maceio city centre. No night flight prohibition.
<b>Manaus</b>	Eduardo Gomes Int'l (SBEG), runway length 8,858, width 148. International and domestic flights, located 9km from Manaus city centre. No night flight prohibition.



Proposed host city	Airport name/runway length and width (in feet)
<b>Manaus</b>	Ponta Pelada Air Force Base (SBMN), runway length 7,605, width 148, usually does not allow civilian flights.
<b>Natal</b>	Augusto Severo (SBNT), runway length 8,531, width 148. International and domestic flights, located 18km Natal city centre. No night flight prohibition.
<b>Porto Alegre</b>	<p>Canoas Air Force Base (SBCO), runway length 9,026, width 145, usually does not allow civilian flights. <a href="http://www.the-airport-guide.com/airport_print.php?airports_id=7938">http://www.the-airport-guide.com/airport_print.php?airports_id=7938</a></p> <p>Salgado Filho (SBPA), runway length 7,443, width 140. International and domestic flights, located 10km from Porto Alegre city centre. No night flight prohibition. <a href="http://www.infraero.gov.br/usa/aero_prev_home.php?ai=226">http://www.infraero.gov.br/usa/aero_prev_home.php?ai=226</a></p>
<b>Recife</b>	Recife Guararapes (SBRF), runway length 9,846, width 148. International and domestic flights, located 11km from Recife city centre and 15km from Olinda. No night flight prohibition.
<b>Rio Branco</b>	Presidente Medici (SBRB), runway length 7,080, width 148. International and domestic flights, located 18km from Rio Branco city centre. No night flight prohibition.
<b>Rio de Janeiro</b>	<p>Afonso Air Force Base (SBAF), runway length 6,562, width 171. <a href="http://www.the-airport-guide.com/airport.php?airports_id=7908">http://www.the-airport-guide.com/airport.php?airports_id=7908</a></p> <p>Jacarepagua (SBJR), runway length 2,900, width to be advised. <a href="http://www.infraero.gov.br/usa/aero_prev_home.php?ai=214">http://www.infraero.gov.br/usa/aero_prev_home.php?ai=214</a></p> <p>Santos Dumont (SBRJ), runway length 4,341, width 138. Domestic flights, located in the city centre. No night flight prohibition. <a href="http://www.infraero.gov.br/usa/aero_prev_home.php?ai=212">http://www.infraero.gov.br/usa/aero_prev_home.php?ai=212</a></p> <p>Rio De Janeiro Int'l (SBGL), runway length 13,123, width 148. International and domestic flights, located 18km from Rio de Janeiro city centre. No night flight prohibition. <a href="http://www.infraero.gov.br/usa/aero_prev_home.php?ai=213">http://www.infraero.gov.br/usa/aero_prev_home.php?ai=213</a></p>
<b>Salvador</b>	Int'l de Salvador (SBSV), runway length 9,859, width 148. International and domestic flights, located 30km from Salvador city centre. No night flight prohibition.
<b>Sao Paulo</b>	<p>Campo De Marte (SBMT), runway length 5,250, width 148. <a href="http://www.infraero.gov.br/usa/aero_prev_home.php?ai=218">http://www.infraero.gov.br/usa/aero_prev_home.php?ai=218</a></p> <p>Congonhas Int'l (SBSP), runway length 6,365, width 161. Domestic flights, located 8km from Sao Paulo city centre. Night flight prohibition. <a href="http://www.infraero.gov.br/usa/aero_prev_home.php?ai=219">http://www.infraero.gov.br/usa/aero_prev_home.php?ai=219</a></p> <p>Guarulhos Int'l (SBGR), runway length 12,140, width 148. International and domestic flights, located 25km from Sao Paulo city centre. No night flight prohibition. <a href="http://www.infraero.gov.br/usa/aero_prev_home.php?ai=217">http://www.infraero.gov.br/usa/aero_prev_home.php?ai=217</a></p>

NB: A Boeing 747 with maximum passenger and fuel loads needs between 8,000 and 10,000 feet to land; the airport also needs sufficient fire cover and adequate PCN (runway strength) and facilities (aircraft steps and terminal facilities) to handle these aircraft. Cuiaba, Curitiba, Florianopolis, Maceio and Rio Branco may therefore not be able to accommodate Boeing 747s but would be able to handle 757s (220 to 230 passengers) and 767s (260-280 passengers). Often one of the constraints is a lack of aircraft steps, which limits the types of aircrafts that can be handled to those with integral steps, or the number of piers available at the terminals.

## General data on transport

### Urban transport

Proposed host city	Urban transport
<b>Belem</b>	Public transport consists principally of affordable buses and minibuses which provide an extensive network of metropolitan and municipal public routes and taxis. There are plans to improve access to the Mangueirao stadium with improved road infrastructure and traffic control/management. There is ample parking capacity within reasonable distance of the stadium (6,000+ spaces).
<b>Belo Horizonte</b>	Public transport consists principally of a city tram network (which is expected to expand) and an affordable integrated urban bus system. Other options include taxi pools that follow the same route as the buses. There are plans to improve access to the Mineirao stadium with improved road infrastructure and traffic control/management. There is ample parking capacity within reasonable distance of the stadium (7,000+ spaces).
<b>Brasilia</b>	Public transport consists principally of the Brasilia underground and an integrated urban bus system. Other options include taxis. There are plans to improve access to the Mane Garrincha stadium. There is ample parking capacity within a radius of 1.5km of the stadium (16,000+ spaces).
<b>Campo Grande*</b>	Public transport consists principally of affordable buses and executive minibuses. Other options include motorcycle taxis. There is ample parking capacity within a 2km radius of the stadium (9,700+ spaces).
<b>Cuiaba*</b>	Public transport consists principally of affordable buses, minibuses and taxis. There are plans to improve access to the Verdao stadium with improved road infrastructure. Parking capacity is limited (700+ spaces within a 500m radius).
<b>Curitiba</b>	Public transport consists of an integrated and affordable urban bus system consisting of over 1,800 vehicles and a fleet of 2,300 taxis. There are plans to improve access to the Arena de Baixada stadium with improved road infrastructure and traffic control. There is ample parking capacity within a 2km radius (8,000+).
<b>Florianopolis*</b>	Public transport consists principally of affordable buses and minibuses. There are a number of places within a 2km radius for installing large parking areas.
<b>Fortaleza</b>	Public transport consists principally of a train system connecting the three main municipalities in the Fortaleza metropolitan region and all 13 municipalities are served by an affordable urban bus system. Other options include taxis. There are plans to improve access to the Castelao stadium. There is ample parking capacity within a radius of 500m of the stadium (4,000 with plans to increase to 7,000+ spaces).
<b>Goiania</b>	Public transport consists principally of the Anhanguera Axle, an affordable bus service with a fleet of over 1,300 buses operating 252 bus routes. Other options include taxis. There are plans to improve access to the Serra Dourada stadium. There is ample parking capacity for 10,000 vehicles.
<b>Maceio*</b>	Public transport consists principally of affordable buses. There are plans to improve the transport infrastructure of Maceio through the implementation of a light railway and cultural train project.
<b>Manaus</b>	Public transport consists principally of affordable buses, special buses, double-cabin buses and minibuses providing an extensive network of metropolitan and municipal public routes, as well as taxis. There are plans to improve access to the Vivaldo Lima stadium which include the construction of a tram system with improved road infrastructure and traffic control/management. There is ample parking capacity within reasonable distance of the stadium (9,000+ spaces).



Proposed host city	Urban transport
<b>Natal*</b>	Public transport consists principally of affordable buses and taxis.
<b>Porto Alegre</b>	Public transport consists principally of an underground system connecting Porto Alegre with a handful of cities within the metropolitan area of Porto Alegre. Additionally the metropolitan area is served by an affordable regular bus and special minibus system. Other options include a large fleet of taxis. There are plans to introduce a bus rapid transit corridor. There is ample parking capacity within the proximity of the stadium (6,000 with expansion plans to increase to 10,000+ spaces).
<b>Recife</b>	Public transport consists principally of the underground which is integrated in part with the city's extensive urban bus network using conventional buses and double-cabin, mini- and minibuses. Other options include taxis. There are plans to improve access to the Recife/Olinda Arena with improved road infrastructure and traffic control/management. There is ample parking capacity within reasonable distance of the stadium (11,000+ spaces).
<b>Rio Branco*</b>	Public transport consists principally of affordable buses and taxis. There are 10,000 parking spaces in arenas adjacent to the stadium.
<b>Rio de Janeiro</b>	Public transport consists principally of an extensive underground train system which includes a station at the Maracana stadium as well as a commuter train system with a station at the stadium. Additionally the municipal bus network comprises a fleet of 8,000 buses, 10,000 vans and 300 luxury minibuses for tourists. Other options include a large fleet of taxis. There are plans to extend the underground and introduce a Light Vehicle on Rail system. There is ample parking capacity within the proximity of the stadium (6,000 with expansion plans to increase to 10,000+ spaces). A significant development is the construction of the Rio-Sao Paulo high-speed train that will connect both cities and reduce the journey time to less than two hours.
<b>Salvador</b>	By 2008 public transport will consist of an underground line which shall be integrated with the city's extensive urban transport network of conventional buses, executive buses, minibuses, trains and boats. There are plans to increase the underground system to include a second line. Ample parking capacity is planned for the stadium (7,000+ spaces).
<b>Sao Paulo</b>	Public transport consists principally of an extensive underground system as well as a commuter train system. Additionally the metropolitan bus network comprises a fleet of 15,000 buses and 30,000 taxis. A significant development is the construction of the Rio-Sao Paulo high-speed train that will connect both cities and reduce the journey time to less than two hours.

\* These cities do not currently have adequate capacity to become a host city.



## General data on stadium media facilities

### Media tribune

With only four exceptions – Fortaleza, Recife, Belo Horizonte and Rio de Janeiro, and according to the project managers even those can be adapted – all the requirements are more than satisfied. Only the media tribune location at the Mineirao stadium (Belo Horizonte) must be reviewed, since it would not appear to be located in front of the halfway line (its customary position). Despite this, it has around 3,000 seats available to the press, distributed across two levels. In general, the number of press seats is above the 600 required for group stage matches.

We currently do not have any information for the Maracana stadium. The current number of press seats ranges from 600 to 3,500 (Bahia Arena). The Morumbi (Sao Paulo) has 2,002 press seats available. A sufficient number of those seats are well equipped and include desks, wireless broadband and telephone connectivity. All the media tribunes are provided with bars, catering and restaurants.

### Pitch area/photographers

All the projects meet the necessary requirements to accommodate more than 200 photographers. Since most of the stadiums which are to be renovated or rebuilt are aiming to maintain their current structure, in most cases there would be a huge space between the stands and the pitch area. In any case, many of the projects involve the redevelopment of a stadium's track and field facilities.

### Mixed zone (MZ)

Currently, only two of the 18 stadiums satisfy the 600m<sup>2</sup> space requirement: Estrela dos Reis Magos (Natal) with 900m<sup>2</sup> and Forest Arena (Rio Branco) with an incredible 2,700 m<sup>2</sup>. Another interesting situation is that the MZ concept is totally new for all of them. The concept of a MZ has never been introduced, despite the fact that Brazil are five-time world champions. Nevertheless, all the MZs in the new projects are very well located on the way from the dressing rooms to the team buses.

According to the plans and projects, there are a lot of annexe room solutions available to increase the space for a MZ without moving the actual functional location.



### Studios and post-match interviews

Facilities for post-match activities are not specifically mentioned in the stadium projects. However, all of them provide more than five or six spare rooms next to the dressing room areas which have the necessary space for use as TV studios.

Regarding the **flash interviews area**, all the details are mentioned in the projects. Like the mixed zone, a flash area has not traditionally been part of the media facilities in Brazilian football stadiums and is therefore also a new concept. In addition to their good location, these areas would all appear to provide the necessary space.

### Press conference room (PCR)

The projected locations – next to the teams' dressing rooms and the mixed zone – are excellent. According to the projects, they would all appear to have more than enough space for at least 150 seated journalists, platforms for cameras and capacity for more than three interpreting booths.

### Stadium media centre (SMC)

The SMCs range in size from 150m<sup>2</sup> (Porto Alegre) to 7,500m<sup>2</sup> (Rio Branco), with 4,000m<sup>2</sup> in Brasilia and 2,700m<sup>2</sup> in Belem. Some of them, like the Maracana in Rio de Janeiro, which has only 300m<sup>2</sup>, or the Morumbi in Sao Paulo (unspecified), need to be reviewed. The space problem can be solved, however, and it was agreed on our inspection visit to increase the size as necessary.

The SMCs are all inside the perimeter of the stadium and better still, some of them are inside the stadium and very close to the media main tribune. They are all equipped with the required facilities, such as working areas with desks and chairs, electricity power outlets, computer terminals, telephone and broadband internet connections, public telephones, telecommunication areas equipped with individual telephone cabins and fax machines, medical facilities, toilet facilities, air conditioning, storage rooms, etc.

### International media centre (IMC)

As stated in the bid, the future LOC will propose a location for the IMC to FIFA for approval no later than 1 June 2011.

However, the potential locations of the future IMC (Brasilia, Sao Paulo and Rio de Janeiro) have already identified existing buildings or sites of more than 5,000m<sup>2</sup> that would meet all the requirements. The potential sites range from five minutes' walking distance to the corresponding stadium to 20 or 30 minutes by car or direct public transport.

### International broadcast centre (IBC)

The same applies to the IBC as to the IMC. It would probably be in the same host city as the FIFA World Cup™ headquarters or FIFA Confederations Cup headquarters. The IBC could be located in the same building or facility as the IMC, but the surface area of the IBC would have to be at least 30,000m<sup>2</sup>.

Once more the candidate cities, which are the same as for the IMC, meet the necessary requirements concerning space and base infrastructures.

### TV broadcast compound

Some of the projects still have to determine the space available, while other projects currently lack space, although in all cases the size can be increased. For now, the size ranges from 5.5m<sup>2</sup> in the Belo Horizonte stadium to 5,000m<sup>2</sup> in the Mane Garrincha stadium in Brasilia and the Zagallo Arena in Maceio.

### TV commentary positions

Significant improvements are planned, not only for the 2014 FIFA World Cup™ but also for general future use. Surprisingly, most of the stadiums are not equipped for TV commentators. In fact, many of them will use TV commentary positions for the first time thanks to the projects and the necessary FIFA requirements for staging a FIFA World Cup™.

The figures range from five TV commentary positions (Manaus) to up to 500 in Natal with an option to increase the number of positions available in all cases. Even in Manaus the project provides for an increased number if necessary. All the proposed stadiums have the right solutions for this important media facility.



### Radio cabins

The same applies here as for TV. Despite the importance of radio stations in Brazilian football, many of the stadiums do not provide facilities for radio reporters. Up until now, the arrangements have been chaotic. For the new projects, the situation will be completely different and will be completely different for future national league matches. There will be stadiums with capacity for between ten and 241 (in the case of the Morumbi in Sao Paulo) radio cabins, with 200 in Recife. All of the stadiums will meet the minimum requirements for hosting a FIFA World Cup™ in terms of radio facilities because there is enough capacity to increase the number of cabins as required.

### Parking areas and transport

As we have mentioned, space is not a problem for the majority of the stadium projects. As far as parking areas are concerned, there will be more than enough availability for media and especially for the big TV trucks. Most of them are located in prime positions and near to the main entrance. The trucks can park in exclusive areas in order to facilitate support of the broadcast transmission with the necessary cables and tackle other logistical issues. The Maracana stadium project in Rio de Janeiro is the only one so far that has not given all the required information about this item and needs to be reviewed.

All other media parking requirements can be fulfilled, particularly those of photographers, who have to carry heavy material to the stadium.

All the projects have media parking areas of between 50 and 540 spaces at a distance of 0-250m. Some of them have installed the media parking inside the stadium.

To complete the information about parking areas and transport, it is also important to mention that in many cases the managers of the projects for some of the 18 candidate host cities intend to create a special 24-hour media shuttle service from the media hotels to the stadium.

## Stadium media facilities

Stadium	City	Press seats	Mixed zone	SMC	TV compound	TV com. positions	Radio cabins	Parking/distance
Mangueirao	Belem	942	554.4m <sup>2</sup>	2,700m <sup>2</sup>	TBD	208	14	540/50m
Mineirao	Belo H.	3,000	TBD	TBD	5.5m <sup>2</sup>	120	TBD	300/250m
M. Garrincha	Brasilia	790	200m <sup>2</sup>	4,000m <sup>2</sup>	5,000m <sup>2</sup>	48	48	294/30m
Morenao	Campo G.	620	260m <sup>2</sup>	510m <sup>2</sup>	75m <sup>2</sup>	13	16	307/30m
Verdao	Cuiaba	TBD	70m <sup>2</sup>	250m <sup>2</sup>	30m <sup>2</sup>	20	10	175/30m
Arena da Baixada	Curitiba	891	250m <sup>2</sup>	428m <sup>2</sup>	25m <sup>2</sup>	20	16	150/0m
Orlando Scarpelli	Floria.	200	230m <sup>2</sup>	450m <sup>2</sup>	120m <sup>2</sup>	30	50	250/50m
Castelao	Fortaleza	600	TBD	TBD	TBD	TBD	TBD	150/10m
Serra Dourada	Goiania	190	500m <sup>2</sup>	1,900m <sup>2</sup>	500m <sup>2</sup>	20	34	150/100m
Zagallo Arena	Maceio	1,000	200m <sup>2</sup>	TBD	5,000m <sup>2</sup>	50	150	224/30m
Vivaldao	Manaus	150	260m <sup>2</sup>	510m <sup>2</sup>	TV Bus	5	16	150/30m
Estrela dos Reis M.	Natal	1,500	900m <sup>2</sup>	1,400m <sup>2</sup>	400m <sup>2</sup>	500	50	400/70m
Beira Rio	Porto Al.	150	TBD	150m <sup>2</sup>	TBD	TBD	24	50/0m
Recife/Olinda A.	Recife/Ol.	1,200	300m <sup>2</sup>	1,230m <sup>2</sup>	800m <sup>2</sup>	120	200	150/30m
Forest Arena	Rio Branco	350	2,700m <sup>2</sup>	7,500m <sup>2</sup>	75m <sup>2</sup>	14	18	650/200m
Maracana	R. Janeiro	TBD	40m <sup>2</sup>	300m <sup>2</sup>	2x100m <sup>2</sup>	220	22	TBD
Bahia Arena	Salvador	3,500	400m <sup>2</sup>	2,000m <sup>2</sup>	40m <sup>2</sup>	250	30	250/30m
Morumbi	S. Paulo	2,002	TBD	Level0/TBD	1,600m <sup>2</sup>	60	241	400/200m

NB: Figures based on appendices B and C from the Brazilian Bid Book.  
In order to fulfil FIFA's media requirements, all data provided shall be reviewed.



## Composition of the inspection team

The FIFA Executive Committee approved the composition of the inspection team for the 2014 FIFA World Cup™ as follows:

### Chairman

Hugo Salcedo (USA)

### Members

Jaime Byrom (Mexico)

Jorge Baptista (Portugal)

Walter Gagg (Switzerland – FIFA)

### Coordination:

Jaime Yarza (Spain – FIFA)

## Sources

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In the event of a difference in interpretation between the various language versions of this text, the English version shall be deemed authoritative.

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Fédération Internationale de Football Association

FIFA-Strasse 20 P.O. Box 8044 Zurich Switzerland

Tel.: +41-(0)43-222 7777 Fax: +41-(0)43-222 7878 [www.FIFA.com](http://www.FIFA.com)

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