

FIFA Fan Festival™ at Al Bidda Park, Milestones & Achievements

The FIFA Fan Festival has been an integral part of the FIFA World Cup Qatar 2022 fan journey, with several key milestones and achievements.

Opening Event with Trophy Unveiling

Following the “Welcome to Qatar” ceremony, the FIFA Fan Festival opened with a big bang on 19 November 2022. The FIFA World Cup 2022 Winner’s Trophy was unveiled and raised on the stage by the FIFA President Gianni Infantino and eleven FIFA World Cup winners, in front of 40,000 football fans from Qatar and around the world.

International FIFA Fan Festival Events

The fun, entertaining and joyful atmosphere of the FIFA Fan Festival in Doha’s Al Bidda Park was felt around the world, with seven global destinations hosting International FIFA Fan Festivals during the FIFA World Cup Qatar 2022. The events were held in collaboration with Budweiser, the first Commercial Affiliate in FIFA World Cup™ history to host International FIFA Fan Festival™ events, together with sister brands Corona and Brahma, in the following cities: London, Mexico City, Rio de Janeiro, São Paulo, Seoul, and Dubai. Coca-Cola hosted a seventh International FIFA Fan Festival in Riyadh, Saudi-Arabia. These international events welcomed a combined total of around 460,000 visitors.

FIFA Fan World Cup

Fans and FIFA Legends united at the adidas stadium at the FIFA Fan Festival in a five-a-side tournament. Each squad consists of five fans and one FIFA Legend. FIFA Legends competing in the tournament included Wesley Sneijder, Jack Wilshere, Lothar Matthäus, Iker Casillas and many more.

The FIFA Fan World Cup followed the competition’s match schedule, with the Fan World Cup teams playing the same matches as those of the World Cup, but one day earlier, with Argentina taking home the trophy in the final on 17 December.

Fans' Cup

Football fans representing all 32 qualified nations for Qatar 2022 took part in the Fans' Cup – a four-day tournament organised by the SC as part of its fan engagement activities.

The five-a-side tournament reflected the same format as Qatar 2022, with the teams drawn into the same eight groups. The final on 2 December was an all-European affair between Poland and Serbia, with the Poles being awarded the trophy by football legends and Qatar Legacy Ambassadors Cafu and Ronald de Boer.

FIFA Fan Festival welcomes 1,000,000 guests

On 3 December, the FIFA Fan Festival welcomed its one millionth guest: local resident Haytham Mokhtar, originally from Egypt, and his best friend Sara. Still in awe, the duo could hardly believe their luck as they were welcomed on the main stage and gifted a pair of tickets to the FIFA World Cup™ Final at Lusail Stadium on 18 December, alongside a match ball signed by football legends Cafu and Ronald de Boer.

World-class Performers

The FIFA Fan Festival has not only been a celebration of football, but of music as well. With concerts starring top global and local music acts and live works by internationally acclaimed performance artists, the FIFA Fan Festival had something for everyone. From Sean Paul and Calvin Harris, to Trinidad Cardona, Diplo and Maluma, the festival has created a unique atmosphere for fans from all over the world to meet and celebrate football and music together.

For the first time ever, the FIFA Fan Festival has an official anthem: Tukoh Taka from acclaimed music stars Nicki Minaj, Maluma and Myriam Fares. FIFA Sound – the game-changing initiative that combines the universal languages of music and football – collaborated with Universal Arabic Music and Republic Records on the hit song. In the week of its release, the record debuted as the #1 iTunes song in the US as well as #1 on the YouTube list of global top music videos.

FIFA Museum Presented by Hyundai

Another first was the FIFA Museum Presented by Hyundai exhibition, an integral part of the FIFA Fan Festival. With more than 170,000 visitors, it proved to be a cultural highlight and a must-see at the event! The FIFA Museum and Hyundai once again teamed up to celebrate global football heritage and culture by hosting a major exhibition at the FIFA Fan Festival, where fans from around the world had the opportunity to see the FIFA World Cup Qatar 2022 Winner's Trophy as well as to engage personally with legends of the game.

FIFA Fan Festival Hospitality

As part of the reimagined experience, visitors could enjoy official hospitality at the FIFA Fan Festival. Positioned directly opposite the large main stage, in total 12,000 guests followed the live broadcasts of matches and every entertainment highlight live and from a premium spot. For this, the hospitality area offered two bespoke levels, designed to cater for the needs of all.

Football Unites the World Exhibition

FIFA's Football Unites the World stand at the FIFA Fan Festival lets fans learn more about the teams competing at the FIFA World Cup™ and FIFA's programmes around the world, to make football truly global. These initiatives range from FIFA Forward success stories to its social impact campaigns, and from the goals of the FIFA Foundation to the development of the women's game in anticipation of the FIFA Women's World Cup 2023™ in Australia and New Zealand next summer.

Volunteer Celebration Event

On 15 December, FIFA President Gianni Infantino and H.E. Hassan Al Thawadi, Secretary General of the SC, thanked the FIFA World Cup Qatar 2022 volunteers. Infantino described the 20,000 volunteers as the "heart and soul" of the tournament, for providing support across a wide variety of areas in both official and non-official sites such as stadiums, training sites, airports, fan zones, hotels and the public transportation network.

Inclusivity

To provide a safe space for fans with access requirements, the SC, FIFA and the FIFA World Cup Qatar 2022 LLC set up a sensory room at the FIFA Fan Festival. This is part of Qatar's continuous commitment to prioritise accessibility throughout tournament preparations, in line with the FIFA Sustainability Strategy. The sensory room has made it possible to all fans to attend concerts and live events, and truly experience the thrilling atmosphere at the FIFA Fan Festival.