



UK and Ireland to host UEFA Euro 2028 - Patricia's statement

CEO Patricia Yates' statement on the UEFA Euros Football Championship 2028 announcement.

July 2024

October 2023

Following the announcement today that UK and Ireland will host the 2028 UEFA Football Championship, VisitBritain CEO Patricia Yates said:

“It is fantastic that the UK and Ireland have been announced as hosts of the 2028 UEFA European Football Championship. Watching live football is already the number one sporting draw for visitors to the UK and alongside experiencing the excitement and atmosphere of a match, we know football-loving tourists also enjoy our associated visitor attractions and destinations.

“With matches set to be hosted at stadiums across the UK from Cardiff to Glasgow, Liverpool to Belfast, Newcastle to Birmingham and more, we’ll also have valuable opportunities to drive tourism across the nations and regions, encouraging football watching visitors to discover more and travel further, boosting local economies.”