



Blueprint for the fan experience

Mega sporting events in Saudi Arabia





Table of contents

Introduction	03
Designing a holistic fan experience	04
A pragmatic framework for better fan experiences	05
The seamless, personal, and human fan experience	07
Enablers for a sustainable and scalable fan experience	16
Measuring what matters	17
How KPMG can help	18

Introduction

Saudi Arabia has entered a pivotal new chapter as it prepares to host some of the world's most significant sports and entertainment events in the coming years. These include the AFC Asian Cup 2027 and the FIFA World Cup 2034, two of the most influential global football tournaments; and Riyadh Expo 2030, which is expected to deliver substantial economic and cultural impact.

Delivering these events to the highest standard requires far more than operational excellence. Organizers worldwide continue to face challenges ranging from complex stakeholder ecosystems to the rising need for seamless digital and on-the-ground experiences for diverse global audiences. For the Kingdom, success will depend on addressing these barriers by developing deeper audience understanding, strengthening coordination across public and private stakeholders, and leveraging the right mix of technology, data, cultural engagement, and human interaction to craft experiences that feel seamless and memorable.

This report explores what it takes to achieve this. It outlines what an exceptional fan experience should look like across the dimensions that shape it, the personas it must serve, and the full journey from early awareness and planning through the event itself and beyond. It also draws from global best practices, highlighting what can be learned and adapted to Saudi Arabia's context, and where the Kingdom has the opportunity to redefine global standards for modern mega-event experiences.



Abdullah Al Fozan

CEO
KPMG Middle East



Designing a holistic fan experience

Staging a major sporting event demands rigorous planning and flawless execution within the context of very rigid demands. The challenges outlined in this section reflect the most common barriers observed across global mega events, spanning safety, technology, data, operations, governance, and understanding of diverse audiences. Recognizing these challenges is a critical first step toward addressing them in a holistic and effective way. As fan expectations continue to rise, organizers are under increasing pressure to move beyond operational delivery and design experiences.



Technology integration across the entire fan journey: Fans expect a digitally enabled experience hence organizers must integrate technologies smoothly across all touchpoints.



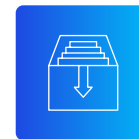
Multi stakeholder coordination: Mega events involve government bodies, sponsors, broadcasters, local communities, and service providers that must be effectively coordinated to ensure smooth holistic experiences.



Logistical complexity: Managing a mega event involves immense operational coordination - venue setup, staffing, transportation, vendor management, and emergency procedures which all play a role in a fan journey.



Understanding fan behavior and insights: Creating personalized, seamless experiences requires deep understanding of fans yet collecting and using that data is a challenge.



Managing external and uncontrollable factors: Mega events require robust contingency plans and real time communication systems as these disruptions can quickly reduce fan satisfaction.



Crowd management and safety risks: Mega event fan areas face congestion, long queues, and potential safety hazards which in turn can have a significant impact on the overall experience.

A pragmatic framework for better fan experiences

KPMG's Six Pillars of Experience Design framework provides a structured and insight-driven approach to addressing Fans experience challenges and elevating organizational performance. Grounded in extensive research and practical client engagements, the framework enables the sport entities to clearly identify experience gaps, prioritize high-impact initiatives, and systematically design consistent, differentiated interactions across the end-to-end fan journey. It serves as a strategic foundation for embedding customer-centricity at scale while driving measurable and sustainable value.



In the sports and entertainment sector, the KPMG approach has informed projects such as the development of more fan-centric stadium environments like the Johan Crujff ArenA, where technology, accessibility, and matchday services were designed to improve how fans experience live events. The same principle applies to major events today; where great experiences do not happen by chance, they need to be intentionally designed.



KPMG Six Pillars



Integrity

Being trustworthy and engendering trust.

- Secure ticketing (anti-fraud, digital IDs)
- Clear pricing and refund policies
- Data privacy and cybersecurity (biometric tickets, AI crowd tools)
- Safe, well-managed venues
- Ethical AI usage



Resolution

Turning a poor experience into a great one.

- Real-time problem escalation
- On-ground rapid resolution
- Clear communication during delays
- Crisis management protocols and communication strategy



Personalization

Using individualized attention to drive an emotional connection.

- Persona-driven content
- AI-powered recommendations
- Personalized event app journey
- Smart hospitality packages e.g. smart food ordering, smart seat sensors that reward cheering or movement



Expectations

Managing, meeting and exceeding customer expectations.

- Benchmarking against global events
- Clear pre-event communication
- Delivering on marketing promises
- Continuous innovation
- Accurate transport guidance
- Real-time updates



Time & Effort

Minimizing customer effort and creating frictionless connection.

- One super-app and seamless ticket purchase
- Seamless visa application with proper alignment among government entities
- Fast entry and biometric access
- Smart mobility - real-time transport coordination
- Queue management



Empathy

Achieving an understanding of the customer's circumstances to drive deep rapport.

- Accessibility-first design e.g. sensory-friendly zones
- Dedicated support for senior spectators
- Cultural sensitivity for international fans e.g. language support
- Family-friendly infrastructure

The seamless, personal, and human fan experience

Once an event is announced, fans progress through a series of key moments: from preparation and arrival to entry, in-venue interaction, and offering a chance for organizers to delight fans and leave a lasting impression of the event.



When we talk about fan experience, it's important to keep things simple and connected. Hence, experiences must be designed with clear priorities in mind. At the core, there are three things to consider: the different dimensions that shape the experience (such as technology, culture, entertainment, infrastructure, and engagement), the different fan personas we are catering for, and the full end-to-end journey fans go through before, during, and after an event. Looking at fan experience through these three lenses helps ensure experiences feel relevant, seamless, and meaningful for everyone.

Building on this view of the fan journey, the approach aligns well with KPMG's Six Pillars of Experience Design which provides a structured way to ensure each moment across the journey is intentional, seamless, and meaningful.

Dimensions

When addressing the fan experience, it is essential to focus on five dimensions that play a critical role in ensuring a positive experience and elevating the nation's image and standing on the global stage.



Culture

- Integrating Saudi Arabia's culture and heritage into all aspects of the event
- Focusing on positive messaging and narratives to avoid stereotypes
- Representing culture beyond just food, architecture, art, music to include traditional sport.



Infrastructure

- Simple, stress-free mobility (public transport, crowd management, way finding, accessibility)
- Pre-and post-match congestion optimization
- Accessibility prioritization.



Entertainment

- Exciting and immersive experiences that capture fans before, during and after matches, for example through gamification, fan zones, live concerts and other events.



Technology

- Seamless digital experiences
- E-visa application
- E-payments, biometric ticketing
- AR/VR for immersive engagement
- Real-time crowd management using AI.



Fan engagement

- Loyalty programs
- Cross-cultural exchanges
- Networking events.

Personas

Mega sporting events attract fans with diverse motivations and expectations. To deliver seamless, inclusive, and emotionally resonant experiences, organizers must move beyond a one size fits all approach and design journeys around clear fan personas. Defining personas is essential because it clarifies who these fans are, what motivates them, and how they behave, enabling organizers to design high quality experiences that boost satisfaction, engagement, and long-term loyalty.

			
Profile	VIP spectator	International fan	Local avid supporter
Motivations	• High-net-worth individuals, executives, sponsors, or public figures expecting premium service and exclusivity	• Travelers attending the event as their main purpose, usually joining a limited number of matches but deeply engaging in the full experience	• Highly knowledgeable, emotionally invested fans who follow teams and players year-round and attend events frequently
Needs	• Status, comfort, and privacy • Seamless, frictionless experience • Networking and business opportunities • Unique, curated moments	• Desiring seamless travel and logistics • Experiencing local culture alongside sport • Maximizing value from limited time • Feeling welcomed and oriented	• Supporting their team/Athlete • National pride • Access to exclusive content • Community and shared passion • Loyalty rewards
Tech expectation	• Dedicated parking, entrances, lounges • Personalized service and support • High-end hospitality and comfort • Discretion and security	• Easy, multilingual communication • Integrated travel, accommodation, and ticketing • Wayfinding and city navigation support • Cultural guidance and local recommendations	• Priority access to tickets and events • Recognition of loyalty and history • In-depth statistics, insights, and analysis
Challenges	• Superior digital concierge • Personalized itineraries and alerts • Private transport coordination • Exclusive content and invitations	• Event one stop shop app integrating tickets, transport, maps, and schedules • Real-time updates (transport delays, venue access, schedule changes) • AI-powered recommendations (attractions, dining, experiences) • Digital customer support	• Personalized content and match insights • Loyalty programs and digital fan wallets • In-app merchandise and F&B ordering • Social and community engagement
	• Waiting • Inconsistent service quality • Lack of personalization	• Language barriers • Fragmented services across platforms • Confusion around transport, access, and security processes	• Lack of differentiation between loyal and casual fans • Generic content and experiences • Ticket sell-out for high demand matches

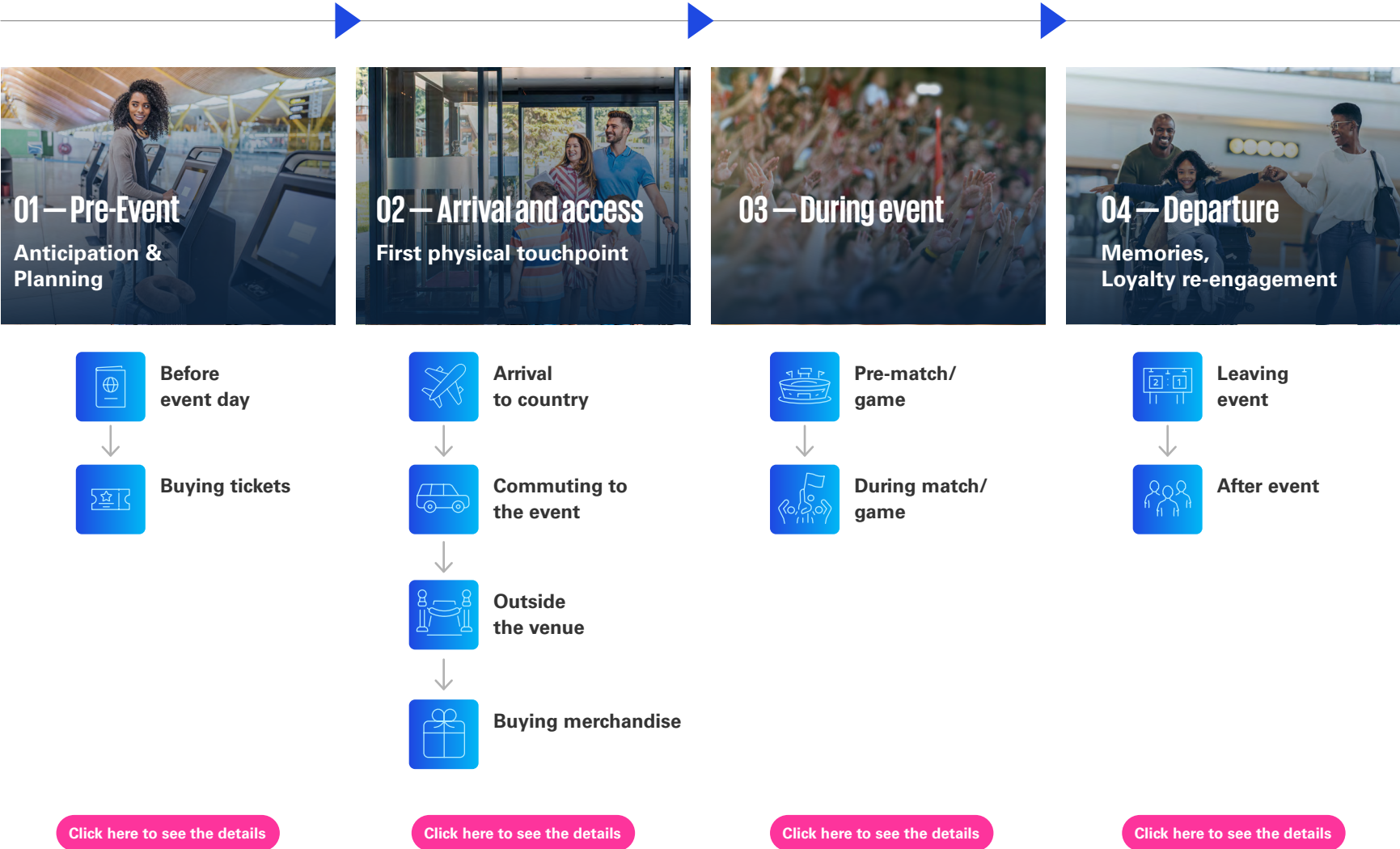
Profile	 Family-oriented visitor	 Mature visitor (60+)	 Person with disability*	 Digital remote fan
Motivations	Parents attending with children and family members, prioritizing safety, comfort, and entertainment	Retired government employee who occasionally attends major sporting events with family or close friends	Uses a wheelchair and plans her attendance carefully to ensure accessibility and comfort	Global viewer engaging with the event entirely through digital channels, including live streaming, broadcasts, and social media platforms
Needs	• Safe, stress-free experience • Entertainment for all age groups • Convenience and predictability • Creating memorable family moments	• Spend quality time with family, especially children and grandchildren • Support national teams and local clubs	• Enjoying the energy of live events • Participating in inclusive social experiences • Feeling welcomed and included in public events	• Experiencing the excitement of the event from anywhere in the world • Feeling connected to teams, players, and global fan communities • Accessing exclusive content
Tech expectation	• Child-friendly zones • Easy navigation and seating access • Amenities (restrooms, food, strollers) • Non-match entertainment options	• Easy and simple ticket purchase • Comfortable seating and accessible facilities • Clear signage and wayfinding • Staff availability for in-person support • Efficient transport and entry processes	• Accessible seating areas, step-free routes, elevators, and accessible restrooms • Clear information on accessible transport, parking, and entrances • Staff trained to provide inclusive and respectful assistance	• High-quality, uninterrupted streaming across devices • Real-time statistics and viewing options • Interactive features • Localized content (language, cultural relevance)
Challenges	• Family planning tools (schedules, reminders) • Age-appropriate content and games • Queue management	• Values human support alongside digital tools • Prefers simple, easy-to-use apps or websites • Appreciates SMS notifications or clear email updates • Limited interest in advanced features like AR/VR	• Clear accessibility maps • Accessible app interfaces • Real-time updates on traffic and transport • Request assistance digitally	• Multi-device access and personalized content • Low-latency streaming with seamless platform integration • Social media and community platform connectivity
	• Overcrowding • Long queues and unclear signages • Limited activities for children	• Overly complicated mobile apps or digital systems • Long walking distances and poor accessibility • Crowded entry points and long queues	• Unclear information about accessibility • Limited accessible parking or transport options • Overly crowded spaces	• Limited emotional connection • Streaming delays or inconsistent viewing quality • Potential lack of unified experience

*The person with disability persona presented on this page illustrates a single type of disability for simplicity. In practice, event organizers should consider the full spectrum of physical, sensory, and mental disabilities when designing end-to-end attendee journeys and experiences.

Journey map

Fan experience begins the moment an event is announced and continues long after it ends. Every step along this end-to-end journey shapes how fans remember the event, which is why organizers must innovate at every touchpoint to ensure the experience feels smooth, connected, and memorable. To evaluate this holistically, we assess the fan journey through the lens of KPMG's Six Pillars of Experience Design.

Delivering a truly seamless event also means intentionally designing experiences not only for in-person attendees and remote viewers, but also for delegations, teams, and staff members, though the latter will not be illustrated in this section.





Attending in person

Pre-event phase: Anticipation and planning



Before event day



Buying tickets

Touchpoints

- Research and awareness around event on online platforms
- Visiting event website
- Checking ticket prices
- Access to ticket sales (app/website)
- Purchase tickets
- Receive relevant event content
- Booking flights
- Issuing visa

Examples of enhanced experience

- One single digital entry point (single platform) for the entire journey for fans to feel informed, prepared, and emotionally connected before arrival
- Travel, accommodation, visa, and transport guidance
- Digital tickets with biometric or QR access

Tomorrowland

- Immersive Pre festival experience -Tomorrowland transforms ticket delivery into a full storytelling moment through Treasure Cases that includes wristband, festival guide and map, and souvenirs related to the theme story.
- Treasure cases are delivered worldwide.

Takeaway: Start engaging fans early on by sending interactive kits and tech tools like wristbands for seamless experiences.

Expo Dubai

- A cross-reality experience that enabled both on site and remote visitors to share the same augmented reality (AR), social interactions, and experiential content.

Takeaway: Use augmented reality to let global audiences explore Saudi Arabia's culture, destinations, and events from anywhere in the world.

Qatar 2022

- Hayya to Qatar 2022, the first digital fan ID, allows visitors to access visa applications and to manage entry permits to Qatar and match tickets. The Hayya card offers secure identification, unlocks free transport and provides continuous updates with reliable information.

Takeaway: Manage visa processes, entry permits, and transport tickets all in a single app.



Arrival and access: First physical touchpoint



Arrival to country



Commuting to the event



Outside the venue



Buying merchandise

Touchpoints

- | | | | |
|---|--|--|--|
| <ul style="list-style-type: none"> • Airport experience • Hospitality • Leaving to the hotel • Hotel access • Explore city, experience tradition, food, architecture | <ul style="list-style-type: none"> • Transportation options • Road signage • Parking • Ease of access to venue • Walking distance to main venue/stadium | <ul style="list-style-type: none"> • Venue and access signage (e.g. finding gates, restrooms, etc.) • Welcoming environment • Fan activities and fan zones • Accessibility • Getting inside | <ul style="list-style-type: none"> • Proximity to gates • Range and variety • Quality and prices • Family friendly options and layouts |
|---|--|--|--|

Examples of enhanced experience

- Quick wayfinding (indoor/outdoor navigation)
- Friendly, visible human support reinforced by digital tools
- Real-time crowd flow monitoring
- Smart gates and access control
- Geo-location and push notifications

Qatar 2022

- Hamad International Airport hosted exciting activations and events at its premises, providing millions of passengers with the ultimate FIFA World Cup experience.
- Qatar also offered advanced, city scale, multi modal, AI powered fan transportation ecosystem that set a new global benchmark for event mobility.

Takeaway: Provide experiences and activations for fans travelling to KSA once they reach the country, e.g. creating experiences in airports and hotels.

Los Angeles Olympic Games 2028

- LA28 conducted a new partnership with On Location. Fans can book all-inclusive hospitality suites that feature VIP seating, private lounges, and secured accommodations.

Takeaway: Combine tickets, hospitality, accommodation, transport, and exclusive access.

- During the 2028 Olympic Games in Los Angeles, advanced digital wayfinding technologies will streamline visitor movement by using real time location data to enable virtual crowd monitoring, predictive flow adjustments, and enhanced overall safety.

Takeaway: Embed smart mobility and crowd intelligence across venues and host cities.

Paris 2024 Olympics

- City wide interactive zones, AR installations, AI enabled experiences, and remote participation platforms extended the Olympic spirit to millions of fans well in advance of the Games.

Takeaway: Activate cities and global audiences through immersive, technology-led experiences using AR, AI, and remote engagement to connect with fans worldwide.

- Before the games launched, the Paris Olympics organizers activated the 200+ Club, 2024 fan zones, interactive installations, athlete meet and greets, cultural experiences.

Takeaway: Launch pre-event fan ecosystems such as fan zones, cultural programming, athlete interactions, and interactive experiences to increase engagement.



During event



Pre-match/game



During match/game

Touchpoints

- | | |
|--|--|
| <ul style="list-style-type: none"> • Finding seats • View and comfort • Pre-event/game entertainment and activities • Mascots • Way finding (restroom, F&B, etc.) | <ul style="list-style-type: none"> • Overall atmosphere • Half-time • Music, entertainment, screens |
|--|--|

Examples of enhanced experience

- Clear sightlines, acoustics, and comfort
- Interactive moments: crowd voting, light shows, chants, synchronized effects
- Dedicated zones for families and fans
- In-seat or mobile food & merchandise ordering

Paris Olympics 2024

- The Vision Pad emerged as a standout accessibility innovation, created to help visually impaired spectators follow ball based sports through real time feedback. By translating the motion of the game into touch, it enables fans to physically sense the action rather than depend only on audio.

Takeaway: Embed accessibility as a core principle using technologies to ensure fans of all abilities can fully engage with events.

Seatserve

- Safely delivers fans their food, drinks, and merchandise straight to their seats so they don't miss out on any aspects of the event.

Takeaway: Deploy smart, contactless, and in-seat delivery solutions that reduce congestion, increase spend, and allow fans to stay fully immersed.

FIFA+ app

- Uses AR to radically enhance in-person match engagement by providing real-time stats, automatic player identification through pitch scanning, instant replays and multiple camera angles, exclusive in stadium access for an immersive matchday

Takeaway: Use AR to give fans real-time stats, replays, and interactive viewing features, making the matchday more immersive and engaging.

IBM AI commentator

- Used at major event like the US Open. It stands out as one of the most sophisticated in any major sporting event, delivering rapid, multi language match narration with the polish and depth of a professional broadcast.

Takeaway: Saudi Arabia can utilize advanced AI to deliver broadcast-quality insights to diverse global audiences.

FIFA semi automated offside technology

- An AI-driven referee decision support that directly influences crucial decisions at one of the world's biggest sporting events, the FIFA World Cup.

Takeaway: AI-driven officiating technologies can improve accuracy and speed of referee decisions, strengthening fairness, and trust in major sporting events.



Departure: Memories, loyalty and re-engagement



Leaving event



After event

Touchpoints

- Speed of exit
- Exit signages
- Farewell
- Entertainment and celebrations
- Going back home
- Feedback
- Social media and ongoing highlights
- Emails and engagement
- Memories

Examples of enhanced experience

- Phased exit strategies
- Live transport guidance and routing
- Post-event dining or entertainment suggestions
- Safety and assistance visibility

Paris Olympics 2024

- Used massive, cinematic drone light shows to extend the celebration beyond the stadium and into the city itself.
- Contributed to multiple Guinness World Records in 2024, highlighting their scale and technological sophistication.
- Additionally, used environmentally friendly alternatives to fireworks.

Takeaway: Use large-scale, eco-friendly drone shows to activate city horizons, and extend celebrations to wider communities to create iconic moments.

MLB All StarWeek (Atlanta 2025)

- Delivered interactive activities and fan-focused experiences that continued well beyond the game itself.
- Athletes meet and greets, autograph sessions, games, competitions, and entertainment zones, a celebrity softball match.

Takeaway: Leverage multi day, fan focused sports festivals to elevate audience engagement, extend event impact, and boost sports tourism.

Attending remotely



Before event day



During the event



After the event

Touchpoints

- Awareness
- Online subscriptions and app downloads
- Gather with friends and family
- Attend fan gathering events in hometown
- Participate in virtual fan challenges
- Post match/event celebrations

Blockchain-powered fan tokens (e.g. Socios.com)

- A prominent real-world model of decentralized fan engagement which is based on a blockchain platform, where millions of fans worldwide buy and trade club fan tokens that allow them to actively participate in team decisions, influence selected activities, and unlock exclusive rewards.

NBA Games in VR

- VR broadcasts that let remote fans step into a virtual arena via Meta Quest headsets, experiencing games from courtside viewpoints, choosing different camera angles, accessing real-time data, and interacting socially with other fans through shared avatar-based spaces.

Enablers for a sustainable and scalable fan experience

Designing a seamless fan journey is only the start. To deliver this experience consistently across multiple events, and to unlock the full economic and operational value, organizers must invest in the foundational enablers that sit beneath the journey.



Data governance: High-quality data enables targeted services, enhances safety, and supports real-time operational decision-making throughout mega events.



Governance and stakeholder alignment: Mega events require synchronized coordination across entities, faster decision-making, and shared ownership of the experience.



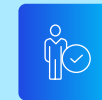
Sustainability and ESG integration: Sustainable planning strengthens global positioning, aligns with international expectations, and helps ensure a lasting socio-economic legacy.



Integrated digital platforms: All technologies must operate within a connected digital ecosystem integrated across cities, venues, federations, and partners.



Workforce capability: Human interactions remain a critical part of the fan journey. Staff and volunteers must be equipped to deliver a superior level of quality, empathy, and reliability.



Accessibility and inclusion: A truly world-class event ensures that no fan is left behind. Experiences must be designed to support diverse audiences and ensure every attendee feels welcomed, supported, and able to live the experience fully.



Commercial ecosystems: Sustaining excellence requires continuous innovation supported by scalable commercial models that create value for both fans and organizers.

Measuring what matters

To ensure the KPMG Six Pillars of Experience Design translate into measurable outcomes, event organizers must implement a clear performance framework that tracks both operational performance and fan satisfaction.

Leading event organizers track both operational performance and fan satisfaction across the entire journey, enabling real-time responsiveness, continuous improvement, and stronger long-term impact.

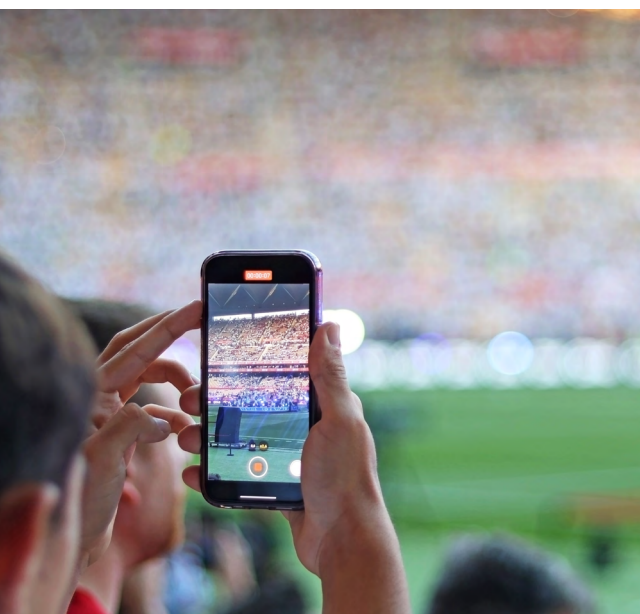
Embedding these metrics into integrated dashboards allows organizers to proactively manage the fan experience and continuously elevate the quality and impact of mega events.

Pillar	Examples of key metrics
 Integrity	Trust score, perceived safety rating
 Time & Effort	Queue times, app adoption
 Personalization	Engagement rates, loyalty participation
 Resolution	Issue resolution time, service response time
 Expectations	Overall satisfaction
 Empathy	Accessibility satisfaction, assistance requests fulfilled



How KPMG can help

KPMG brings a combination of global mega event expertise, local market understanding, and deep functional capabilities to help Saudi Arabia deliver world class, scalable fan experiences. Based on the needs highlighted in the document, KPMG can support across various core areas:



Transformation excellence

Establish and operate transformation management offices (TMOs) and enterprise project management offices (EPMOs) to coordinate complex event delivery, track milestones, manage risks, and enable agile execution through integrated dashboards, governance frameworks, and automation tools.



Integrated event advisory

Designed to support public sector leaders in planning, delivering, and sustaining world-class events that align with national visions, strategic priorities, and long-term social and economic objectives. Two-pillared approach, based on SHAPE and IMPLEMENT, combining strategy with execution, designed to leave trusted and sustainable legacies.



Data governance and digital enablement

Design the data and digital foundations required for world-class fan experience.



Fan experience strategy and journey design

Define a holistic fan experience anchored in the Six Pillars of Experience Design, utilizing the KPMG discovery tool which maps out robust end-to-end journeys.



Governance and operating models

Develop cross entity governance structures and define clear roles, accountability frameworks, and decision making models.



Workforce capability and upskilling

Identify market needs and design service excellence frameworks as well as train large scale workforces and volunteers.



Spending efficiency

Identify cost optimization opportunities across event operations, procurement, workforce, vendors, technology, and infrastructure while protecting fan experience quality, service levels, and long-term event legacy.



Sustainability and ESG integration

Develop sustainability strategies and deliver sustainability reporting aligned with global expectations.



Commercial strategy and innovation

Develop sponsorship and partnership strategies, design monetizable systems and services. Help organizations accelerate and embed innovation across the entire fan experience.

About KPMG Middle East

KPMG Middle East LLP is a part of the KPMG global organization of independent member firms that operate in 143 countries and territories and are affiliated with KPMG International Limited. We provide audit, tax and advisory services to public and private sector clients across Saudi Arabia, United Arab Emirates, Jordan, Lebanon, Oman, and Iraq, contracting through separate legal entities. We have a strong legacy in the region, where we have been established for over 50 years. KPMG Middle East LLP is well-connected with its global member network and combines its local knowledge with international expertise.

KPMG serves the diverse needs of businesses, governments, public-sector agencies, not-for-profit organizations, and the capital markets.

Our commitment to quality and service excellence underpins everything we do. We strive to deliver to the highest standards for our stakeholders, building trust through our actions and behavior, both professionally and personally.

Our values guide our day-to-day behavior, informing how we act, the decisions we make, and how we work with each other, our clients, and all our stakeholders.



Integrity

We do what is right



Excellence

We never stop learning and improving



Courage

We think and act boldly



Together

We respect each other and draw strength from our differences



For Better

We do what matters.

Our purpose is to inspire confidence and empower change. By inspiring confidence in our people, clients and society, we help empower the change needed to solve the toughest challenges and lead the way forward.

KPMG's Our Impact Plan guides our commitments to serving our clients, people and communities across four categories: Planet, People, Prosperity, and Governance. These four priority areas assist us in defining and managing our environmental, social, economic and governance impacts to create a more sustainable future. We aim to deliver growth with purpose. We unite the best of KPMG to help our clients fulfil their purpose and deliver against the United Nations Sustainable Development Goals, so all our communities can thrive and prosper.

We are dedicated to delivering growth with purpose, helping our clients achieve their goals, and advancing sustainable progress to ensure that all our communities thrive. Empowered by our values, and committed to our purpose, our people are our greatest strength. Together, we are building a values-led organization of the future. For better.

Contacts



Ismail Alani

Partner
Head of Government and Public Sector
KPMG Middle East
ialani@kpmg.com



Shadi Samhan

Partner
Client Lead Partner, Sports
KPMG Middle East
ssamhan@kpmg.com



Anas AbuSalah

Director
Customer Experience
KPMG Middle East
aabusalah@kpmg.com

Follow us on:



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2026 KPMG Middle East LLP, a Jersey limited liability partnership, and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee.

The KPMG name and logo are registered trademarks or trademarks of KPMG International.

Designed by KPMG ME Design Studio

Publication name: Blueprint for the fan experience - Mega sporting events in Saudi Arabia

Publication number: 6192

Publication date: July 2026