



PRESS RELEASE:

QATAR STARS LEAGUE PROUD TO BECOME WORLD'S FIRST LEAGUE AS THEY ANNOUNCE LEAGUE-WIDE GREEN 4 TICKETING

The Qatar Stars League (QSL) is proud to become the world's first league to offer supporters the ability to purchase tickets online with the option of printing tickets at home or receiving their ticket via a smart phone for every game and every club.

Smart Gate is the latest development to the QSL's world leading ticketing system, which gives football fans total control of how they purchase and receive their match ticket and offers a dramatically improved ticketing experience for supporters.

Working with customer relationship management and ticketing specialists in the sports and leisure industries, Green 4 Solutions, the QSL has created history through this unique partnership.

Speaking directly about working with Green 4 Solutions, Mr Abdulrahman Al Dosari, Chief Commercial Officer of the QSL, said:

"On behalf of the QSL, I would like to thank you and your team for your efforts and support throughout this process. To be the first league to offer this service for every game and every club is an incredible achievement and one which everyone involved can be very proud of.

"I look forward to working with you and your team to further improve the supporter experience at QSL matches and position the QSL as a model of best practice within the global sports industry."

He also added: "I am very happy to have been involved in such an exciting initiative.

"The Smart Gate project proves the Qatar Stars League is constantly looking for ways to improve the experience we offer our fans. Our supporters are the lifeblood of the game and any service which improves their match-day experience is worth investing in.

"It has never been easier to buy tickets for matches. The fact we chose to launch this initiative to coincide with an event as prestigious as the Heir Apparent Cup highlights the belief we have in the merits of this system.

"This is a way for us to communicate with our fans. The more games we go to the better a relationship we can build with them. We can find out what they like and what they want and eventually reward them.

"There is another aspect. The Qatar Stars League is heavily invested in the vision of 2030 and helping the environment. This system takes away the need to print tickets and saves paper and trees."



Fans can log on to tickets.qsl.com.qa to purchase tickets. Once registered fans can select their seat for any match, see the view they will have from that seat and once happy with their choice, purchase their tickets securely online.

Fans can also select how they wish to receive their tickets. Options include; an email which allows for tickets to be printed at home or which can be opened in a smart phone and used directly as a match.

The email once opened in the smart phone can be scanned at the designated Smart Gates situated at QSL grounds, allowing seamless entry into the stadium.

Fans may also choose to collect their tickets in paper form from the stadium on matchday.

Tickets are available to purchase online for the forthcoming prestigious H.H. Heir Apparent Cup. Fans can visit the QSL website now to buy their tickets.

Mr Hani Ballan, Deputy CEO of the Qatar Stars League, praised the innovative system and the work gone into delivering this project.

He said: "Smart Gate, our new ticketing initiative underpins exactly the sort of excellence the QSL strives to achieve.

"Our supporters are crucial and we are committed to making their experience of QSL as enjoyable as possible. I believe this customer friendly system does just that.

"We will be the first league in the world to offer this experience for every game and every club, which is something I am very proud of. A lot of people have worked very hard to ensure this idea became reality."