



PRESS RELEASE - For Immediate Release

THE EUROPEAN ARENAS ASSOCIATION WELCOMES ARENA GLIWICE AND AO ARENA AS NEW MEMBERS

As the EAA celebrates its new Presidency, we are also delighted to welcome two new venues to the association taking the total membership to 36 arenas across 20 European countries

The Netherlands, October 12, 2021: The EAA has announced that Arena Gliwice and AO Arena Manchester have joined the Association taking total membership to 36 arenas across 20 European countries. The announcement was made after the Association's first General Meeting held under the new president Olivier Toth, which took place virtually on October 8.

Arena Gliwice based in Gliwice, Poland opened in May 2018 boasting a maximum capacity of over 17,000 and is already making a mark on the Polish event market having hosted over 460 events in the region. Arena Gliwice is an innovative, purpose-built venue comprising of two separate venues, Arena Glowna and Mala Arena, both using cutting edge technology to be transformed to suit any purpose. The venue not only hosts international sports events along with world class concerts, but is also home to the highest climbing wall in Europe.

Olivier Toth said: *"Arena Gliwice will be a very valuable asset to the association, not only as one of the largest and most modern sports and entertainment venues in Poland but also in adding greater geographic diversity to the Association whose Eastern European members now total almost 20% of total EAA members."*

Marcin Herra, CEO of Arena Operator, the company managing Arena Gliwice, said: *"It's a great honour for our team. This membership shows that the combination of a cutting-edge venue with expert knowledge and an effective management system yields positive results. Being part of the EAA motivates us to work even harder while also giving us the opportunity to share in the best international practices that the EAA is committed to spreading among its members."*

Since opening in 1995, ASM Global's **AO Arena** Manchester has been providing outstanding entertainment to the community. The venue has the highest seating capacity of any indoor venue in the United Kingdom, and the second largest in Europe with a capacity of 21,000 and is one of the busiest indoor arenas hosting music and entertainment.

Olivier Toth said: *"As the UK's largest Arena, the AO Arena will bring extensive know-how and experience to the association, and we are looking forward to following their progress as they transform into one of Europe's most sustainable venues as a result of their current development plans."*

James Allen, General Manager, AO Arena Manchester, says: *"The long period of separation during the global pandemic has highlighted the necessity of collaboration in a supportive manner across Europe, which the EAA champions. Our new headline sponsor, AO has strong links with mainland Europe so it is only right that their arena does too. It is a privilege to have our membership application accepted and we look forward to being active members."*

Commenting on the new members Olivier Toth said:

“The EAA is very proud to extend membership to both arenas. We recently set out our vision for the future in the new EAA prospectus and feel that now is a perfect time to embrace and nurture new memberships and push forward our objectives, formulating best practice across the group through knowledge sharing and networking.”

Also at the General Meeting, the EAA announced the results of its recent survey on re-opening protocols. The survey was carried out in September and early October and reveals that, while 100% of arenas surveyed have re-opened and are hosting audience-attended events, 72% are subject to some form of capacity restriction.

In order to open, all the arenas surveyed have had to adopt a range of enhanced safety protocols and these vary widely between countries and regions across Europe. 48% of those venues surveyed require masks to be worn, while 47% do not. 76% are operating normal F&B services with 21% enforcing restrictions mainly on where consumption may take place.

Commenting on the survey results, EAA president Oliver Toth said:

“We are so pleased to see our members being able to re-open their doors to visitors and fans despite having to work under difficult conditions. As live event operators, safety is of course our main priority and our members will continue to adopt the very best standards to ensure the health and wellbeing of all customers, artists, players and employees. We still face many challenges ahead on our road to recovery and we will continue our efforts to achieve a more coordinated approach towards re-opening restrictions and measures in order to facilitate a much needed return to international touring. ”

Throughout the pandemic, the EAA has been working hard to raise awareness on the difficulties facing arenas through an outreach program to EU governing bodies and through the production of relevant industry research. In June the EAA's Arena Resilience Alliance subgroup (ARA) prepared and published a report on the results of a series of pilot and test events that had taken place across Europe. The EAA will publish a full report on its latest research on European reopening protocols shortly.

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Notes to editors:

About the EAA:

- The EAA represents 36 arenas in 20 European countries that operate some of the world's most cutting-edge venues, hosting unrivalled programs with outstanding artists, productions, sports and corporate events. The association's member arenas host over 2,900 annual events attracting a total audience of 19 million people.
- Over the last years, the EAA has strengthened relationships with the EU governing bodies to ensure the inclusion of arenas as part of the policy-making decisions. EAA has been involved in a number of self-funded activities and projects in three key areas: live music, sports and education, training & research.
- The Arena Resilience Alliance (ARA) is a special purpose group, created by the European Arenas Association (EAA) to demonstrate solidarity and the need for concerted action. It is fully supported by

Euroleague Basketball, the European Hockey Clubs Alliance, the members of the European Arenas Association and other European large capacity multi-event venues.

Role of European Arenas in the Live Event Ecosystem:

- Across Europe, arenas are the host for major live cultural and sporting events and partners to those who organise, promote, play and perform.
- In normal times, arenas are major local employers; a central hub for a host of third-party service providers; a key player in national and regional tourism ecosystems; a forum for business sponsorship and networking opportunities; and a centre for social gatherings, local communities, friends and families, fan groups, visitors and tourists 365 days a year.