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The Ritz/Getty/The Mark Hotel





NEWS & ADVICE

What Does a \$4 Million Ticket to the World Cup Final Get You?

Private jets, caviar service, and \$1 million penthouses, this is what the 1% are splurging on during soccer's biggest tournament.

BY JORDI LIPPE-MCGRAW

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Six seats. Front row, halfway line. Field access for the trophy presentation after the final whistle. Price: \$4 million. That's what Knightsbridge Circle, a concierge service for centimillionaires, is charging for its World Cup Final package in New York, and it isn't even the most extravagant option on the market. With the 2026 tournament unfolding across 16 North American cities, a new class of ultra-luxury experience has emerged that makes a box seat feel almost quaint. Private jet bookings on key routes are projected to rise by up to 300% during peak match periods. On Location, the official hospitality provider, has sold over half a million hospitality packages, with revenue already more than double any previous edition. For the truly wealthy, this is a whole different game.



For the first time in history, fans can pay for seats literally on the field. On Location

In front of the front row

For the [New York/New Jersey Final](#) on July 19, On Location is offering an Elite One-of-One experience: first-row midfield seats for up to six guests, access to the trophy presentation on the pitch after the final whistle, a private meet-and-greet with a football legend, three nights in a penthouse suite, curated Michelin-level dining, a private city excursion, and a dedicated account manager. A separate On-Pitch Seating package gives access to the final match in New York/New Jersey from seats literally on the field, something never before offered at a World Cup. Available Final packages through [On Location](#) start around \$9,500 per person, but the more lavish ones are priced upon request.

Hotels competing to out-spectacle each other

Host city hotels are engaged in an escalating luxury arms race. At the more "accessible" end of the luxury spectrum, [The Ritz-Carlton New York, NoMad](#) offered "The Ultimate Match" package that included a two-night stay in its largest suite and four premium tickets to the Brazil–Morocco match from \$31,000 per night. Meanwhile, [The Peninsula New York](#) is offering a [five-night World Soccer Championship Finals Package](#), (July 14–19) priced from \$400,000–\$500,000. It includes suite accommodation, chauffeur airport transfers and match-day transport, daily breakfast, a welcome gift, access to the Fan Village at Rockefeller Center, and two tickets to the World Cup Final at MetLife Stadium.



The Mark Hotel's \$1 million World Cup package includes a helicopter ride to the stadium and a private harbor cruise. The Mark Hotel