



Company Profile

MARCH 2017

ABOUT

Set up as a Joint Venture between Sodexo and the Mike Burton Group, STH Group is a business that delivers **premium spectator experiences at the largest sporting events in the world.**

Our approach is unique. We work in partnership with event owners to create premium experiences that put their events at the heart of the spectator journey.

Notable commercial programmes operated by the venture include:

- Global rights holder for the official hospitality and travel programmes for Rugby World Cup 2007, 2011 and 2015
- Successfully developed, sold and operated the official hospitality programme for the London 2012 Olympic Games generating over £105m in hospitality sales revenue.
- Global exclusive rights holder for travel and hospitality packages for Rugby World Cup 2015 in England selling 270,000 ticket inclusive packages and generating over £170m in revenue.
- Exclusive hospitality rights holder for the IAAF World Championships London 2017.
- Official ticking and travel partner for the British Olympic Association (BOA)
- Official travel partner for the International Cricket Council (ICC)
- Exclusive global rights holder for accommodation bank, travel and hospitality programmes for Rugby World Cup 2019 in Japan