



# Activating Around FIFA World Cup 2026

## Data, Demand and Destination Opportunities

March 3, 2026

**miles**  
PARTNERSHIP

# With You Today



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# World Cup 2026: The Biggest Sporting Event Ever

- First time a World Cup has been hosted across **3 countries** (Mexico, USA, Canada) and **16 cities**
- A record **48 nations**, competing across **104 matches**
- **Millions** of fans expected to travel
- **Billions** of fans engaging at home around the world



The graphic features the text "FIFA WORLD CUP™ 2026" and "HOST CITIES" in a bold, dark blue font. Below the text are the national crests for the USA, Canada, and Mexico. To the right, a dark blue vertical bar contains the names of the 16 host cities, grouped by country: USA (Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles), Canada (Toronto, Vancouver), and Mexico (Guadalajara, Mexico City, Monterrey).

**FIFA WORLD CUP™ 2026**  
**HOST CITIES**

**USA**  
ATLANTA  
BOSTON  
DALLAS  
HOUSTON  
KANSAS CITY  
LOS ANGELES

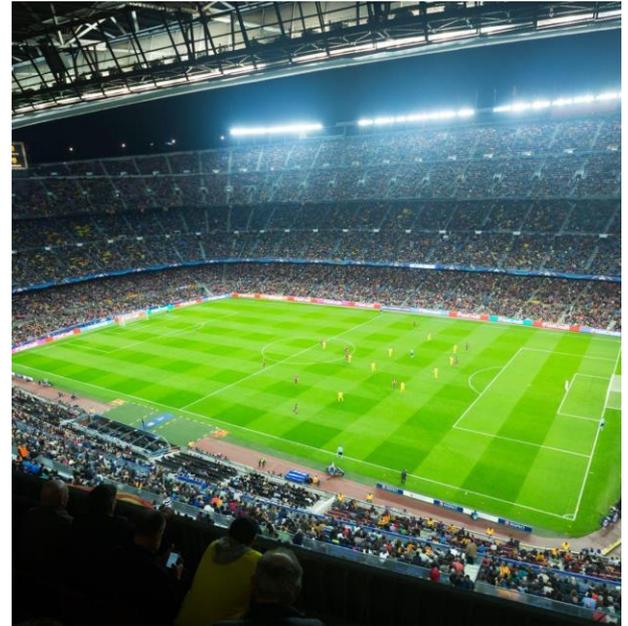
**CANADA**  
TORONTO  
VANCOUVER

**MEXICO**  
GUADALAJARA  
MEXICO CITY  
MONTERREY



# World Cup 2026: Early Demand Signals

- **500+ million ticket requests** submitted in the first sales phase
- Strongest international demand from Germany, England, Brazil, Spain, Portugal, Argentina and Colombia
- Most in-demand matches:
  - Colombia vs. Portugal - 6/27 - Miami
  - Mexico vs. Korea Republic - 6/18 - Guadalajara
  - Final Match - 7/19 - New York/New Jersey
  - Mexico vs. South Africa - 6/11 - Mexico City (Opening Match)
  - Round-of-32 Match - 7/2 - Toronto



Source: SportsTravel by Northstar



## A High-Intent, Experience-Driven Audience

- **70%** of global fans rank local culture and food as top trip motivators (FIFA Fan Survey).
- **60%** of fans say they're likely to travel for matches or related experiences (Nielsen).
- **47%** of global travelers express interest in traveling to the U.S. for the 2026 FIFA World Cup (Future Partners, 2026).



# Why This Audience Drives Measurable Destination Impact



## 20–40% Event Tourism Surge

Major tournaments boost visitation by 20–40% in host markets. *(OECD, WTTC)*



## 2–3x Premium Spend

Sports visitors spend 2–3× more than leisure travelers on lodging, dining and experiences. *(U.S. Travel)*



## +25–30% Long-Term Lift

Host cities see +25–30% sustained brand awareness up to five years post-event. *(Skift)*



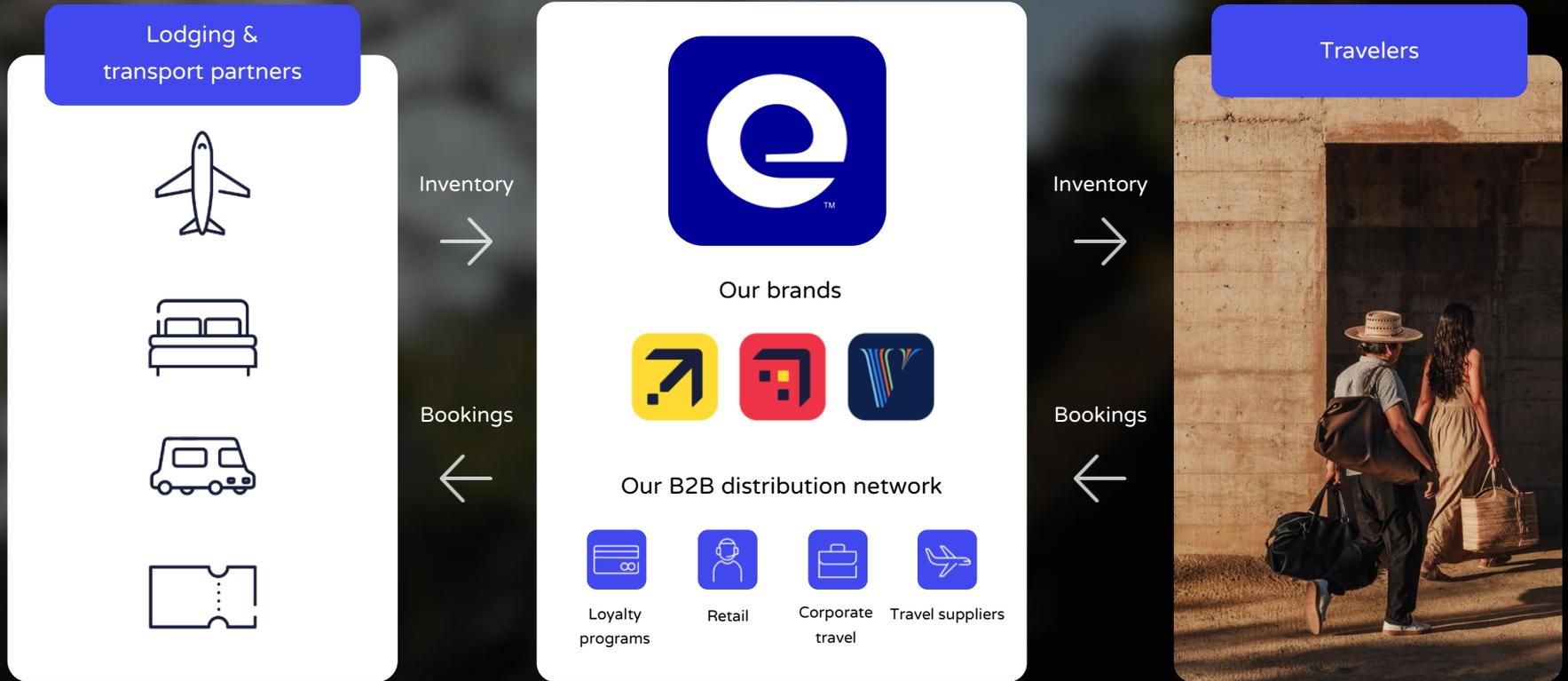
expedia group  
advertising

# Expedia Group Advertising

Miles Partnership Webinar

March 2026

# One marketplace, endless opportunities for our partners.





expedia group™ advertising

The travel media network  
that puts brands in front of  
travelers everywhere they are

25

YEARS OF EXPERIENCE

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39K

ADVERTISING PARTNERS

---

1B+

TRIPS

# 01

## Tournament Overview & Insights

# Over five million fans are expected to attend

	 Brazil 2014	 Russia 2018	 Qatar 2022	 Euro 2024	 Copa 2024	 WC 2026
#Matches	64	64	64	51	32	104 
Stadium capacity	3.5m	3.2m	3.3m	2.9m	2.1m	7m
%Attendance	97% (3.4m)	93% (3m)	96% (3m)	93% (2.7m)	76% (1.6m)	exp. 71% (5m)
International visitors	40%	54%	-	44%	30-40%	exp. 50%
Domestic attendance	60%	46%	-	56%	60-70%	exp. 50%
Extra int. visitors	+1m	0*	+1.2m	+0.7m	-	exp. 1.6m 

\*YoY visitors remained stable, while 0.6m fans entered Russia with their FAN ID, suggesting 0.6m international visitors for the WC  
 Source: Nielsen Host Country impact, FIFA PR, Statista, CABI

# FIFA World Cup 2026 is set to be the world's largest sporting event.

16

Host cities across  
Canada, Mexico and  
the USA

48

National teams from 5  
continents

104

Matches in the  
tournament

7M

Tickets available

5M+

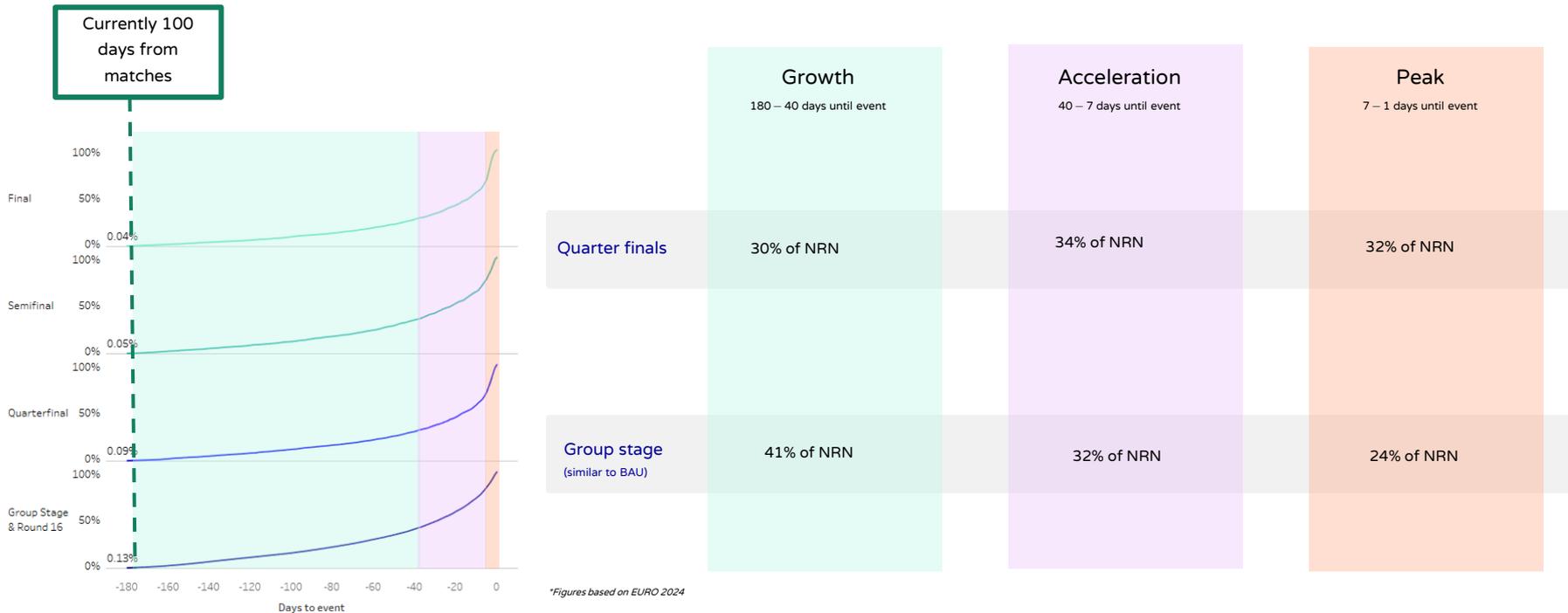
Fans expected to  
attend

50  
%

International  
attendees

# There are three booking phases for major sporting events

Bookings become increasingly last-minute throughout each stage of the tournament



02

The Concept



CONCEPT

# Summer of Soccer – Coast to Coast Planner

Our World Cup platform connects fans and travellers to the excitement of soccer through curated, inspiring content that fuels discovery and trip planning. Targeted media rollouts reach both ticket holders and those seeking to attend their team's events.

This creates a powerful opportunity to engage soccer fans and travellers with destination inspiration and seamless, shoppable planning tools.

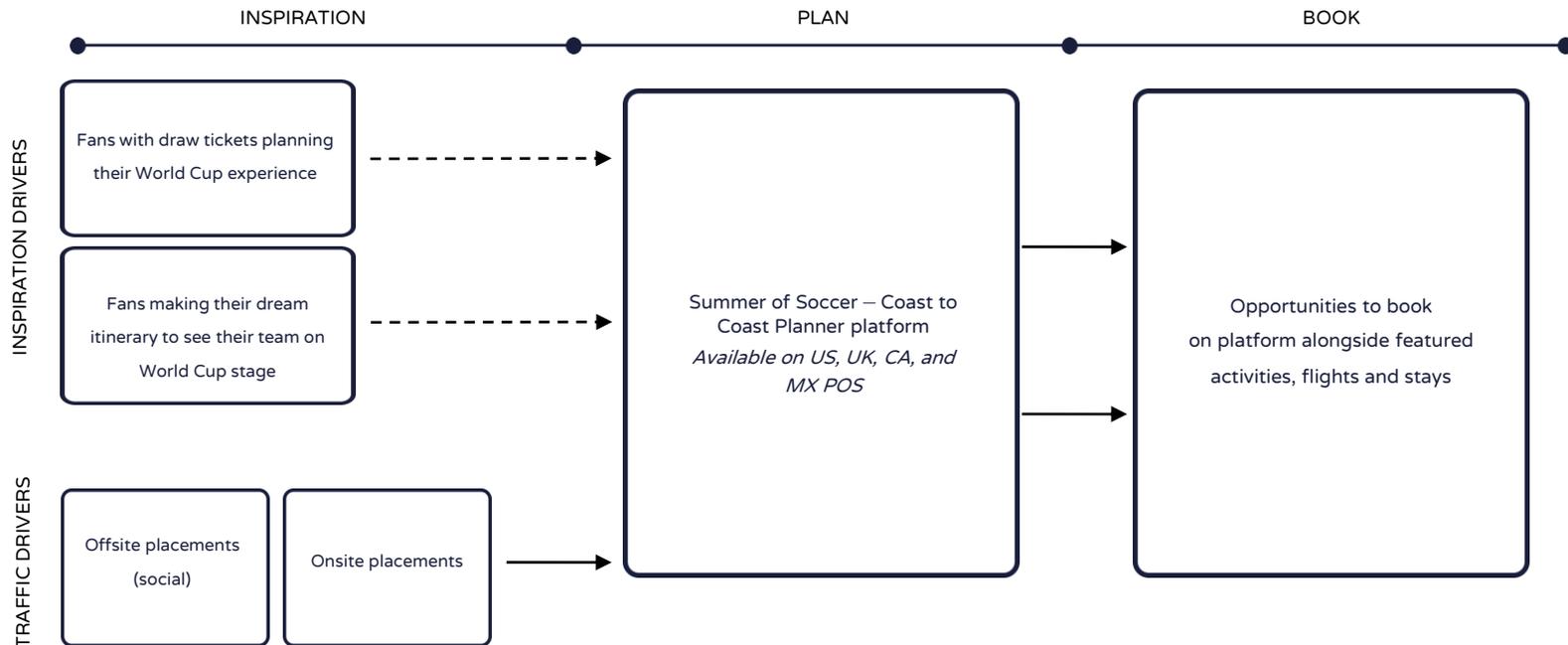
By integrating multiple destinations into the **“Summer of Soccer – Coast to Coast Planner”** platform, we'll position different destinations as opportunities to be part of the fan's journey—showcasing it as the ultimate destination for experiences that extend beyond matchday.

Travelers will find this platform through a mix of targeted on-site advertising and social media amplification.



# Media traffic drivers and campaign platform

Through our creative platform and targeted media, our campaign will integrate your destination's messaging that reaches fans already planning their journey—whether they're researching their matchday experience or seeking must-have tickets to see their team in action.



03

Next Steps



# Unlocking the Potential of the World Cup 2026

## 01

Identify key audiences to target

- Focus on both domestic and international travelers
- Leverage demand trends in host cities to guide strategy

## 02

Engage travelers throughout the booking journey

- Harness social media surrounding the World Cup
- Motivate travelers to explore destinations beyond the host cities

## 03

Use innovation to capture new travelers

- Capitalize on the World Cup's status as the largest global sporting event
- Prepare for surging international travel demand



Tripscout

2026

# tripscout

Part of the @hotel network



WORLD CUP 2026 ACTIVATIONS



# A rare double bucket list experience







WORLD

# Denied, deported, detained: U.S. border incidents have travelers thinking twice

Potential U.S. visitors are increasingly uncertain about traveling to America, after a number of high-profile detentions in the Trump administration's crackdown on immigration.





## SKIFTTAKE

America has become too expensive to visit, and the tourism industry refuses to admit it. We've turned travel - and living - into an extraction operation, and we're surprised when people stop coming.

America has lost the plot. We built a tourism economy designed to extract maximum revenue from every interaction, and it's backfiring spectacularly. We have priced ourselves out of our own welcome mat. What once felt like a promise to the world is now an obstacle course, a trip measured not in miles but in fees, surcharges, and the steady erosion of goodwill.

I've spent nearly 15 years observing this industry at Skift, watching as we've collectively convinced ourselves that premium travel's resilience somehow masks the fundamental rot beneath. But the cracks are showing, and they're widening faster than anyone wants to admit. The Nickel-and-Dime Nightmare

Walk through any American destination today and you'll encounter a masterclass in extractive capitalism disguised as hospitality. In Las Vegas and Orlando, resort fees can exceed the

mme

# 'A hostile state': Why some travellers are avoiding the US

31

Share <! Save [:J

March 2025  
Lindsey Galloway





Swimming\_Concern7662 255d



## My vacation plan in America as an European:

LOUD MAP



67.7k



3,235



7



# Tripmaxxing

noun (uncountable)

/tripmæksɪŋ/



1. The obsessive over-planning of a vacation to maximize activities and experiences.
2. The preparation of highly detailed itineraries that often lead to stress, fatigue, and little relaxation.

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**tripmaxxing** (verb): Planning a trip with excessive detail and activities.

*They spent their weekend tripmaxxing through five countries in three days.*



**Etymology:** From *trip* + *maxxing* (slang term implying the excessive maximization of something).

## The Challenge:

Create an itinerary for the matches bucket list experiences that is efficient, affordable, and enjoyable.

We created the largest, most engaged, fastest-growing audience, with highest travel intent in the industry by far

4B



Monthly Organic Views

85M



Followers

150

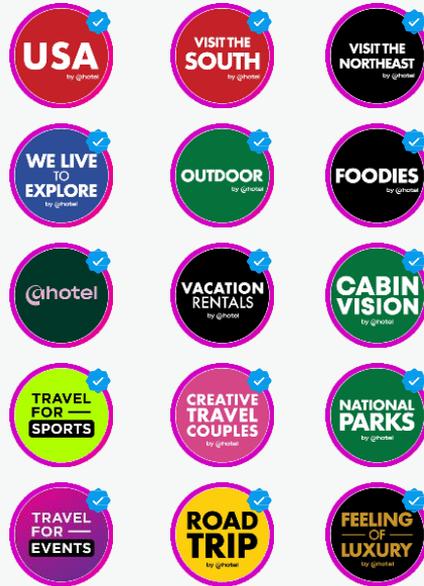


Total Accounts

# Our non-host destination activation:



WE CREATE A SOCIAL  
FIRST ITINERARY VIDEO



WE'LL SERVE THIS CONTENT FROM  
OUR RELEVANT, HIGHLY TRUSTED  
ACCOUNTS

**TARGET AUDIENCE**

 Your target international markets.

 Travelers engaging with Tripscout accounts

 Likely bookers through Adara audiences

WE'LL TARGET WORLD CUP  
TRAVELERS WITH OUR CONTENT AND  
ITINERARIES



# We create bookable landing page for each video



## Customizable

Each landing page can be customized for local events, preferred partners, brand guidelines etc.



## Local Language

All content will be created in the local language for each market with culturally appropriate voice and captions.



## Real Prices

We'll constantly track hotel rates and availabilities and inject them into the content. When the price changes, the content automatically updates.



## Attribution

We work with Adara and Azira to provide transactional and arrival data for the campaign.

Tripscout

2026

SPORTING EVENT PROMOTION

# Case Study



## THE CHALLENGE

Visit Milwaukee set out to elevate the Milwaukee Mile 250 IndyCar race beyond a two-day sporting event, using it as a catalyst to boost both attendance and extended visitation. The challenge was to harness race-day excitement and translate it into full weekend trips—driving travelers to book flights, hotels, and curated itineraries that highlighted Milwaukee's broader offerings. With strong competition from other Midwest summer events, the campaign needed to break through the noise and position the race as the anchor of a complete Milwaukee getaway.

## TRIPSCOUT SOLUTION:

Tripscout launched a first-to-market sports campaign through the new @travel.for.sports account playbook, leveraging the Milwaukee Mile 250 as a marquee driver for visitation. Content was designed to extend the narrative beyond the track—pairing race-day excitement with curated weekend itineraries, flight deals from key direct markets, and hotel recommendations at multiple price points. Strategic amplification through organic distribution, account collaborations, and paid targeting to sports-minded travelers ensured strong reach and engagement. The campaign successfully inspired trip planning behavior, positioning Milwaukee as a go-to weekend getaway destination tied to its signature events.

CLIENT

# Visit Milwaukee

CAMPAIGN OVERVIEW

## 1.1M

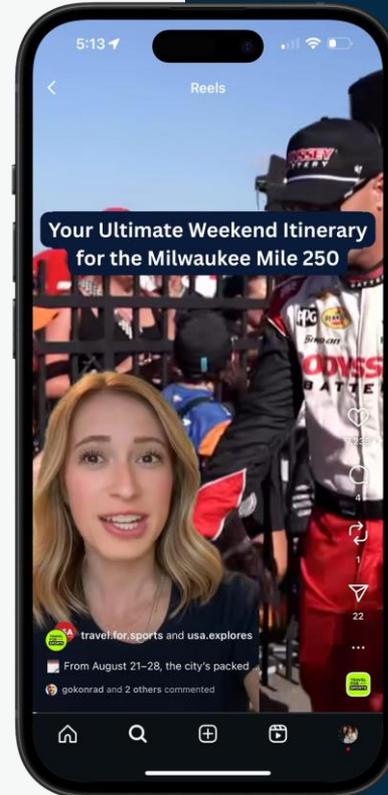
Delivered Impressions  
37.5% Above Goal

## 250K

Total Engagements  
4-5X Greater than  
Industry Benchmarks

## 25%+

Increased attendance  
from key drive markets



Tripscout

2026

# Thank you!



ANDY ACS  
PRESIDENT/CO-FOUNDER  
[andy@tripscout.com](mailto:andy@tripscout.com)



A light blue abstract shape, resembling a stylized arrow or a speech bubble, pointing towards the top right. It is centered on a white background.

**Q&A.**