



Winning the Mega-Event Era

How Any Destination Can Capture Value
from the World Cup to LA28

Thursday, August 27

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With You Today



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Agenda

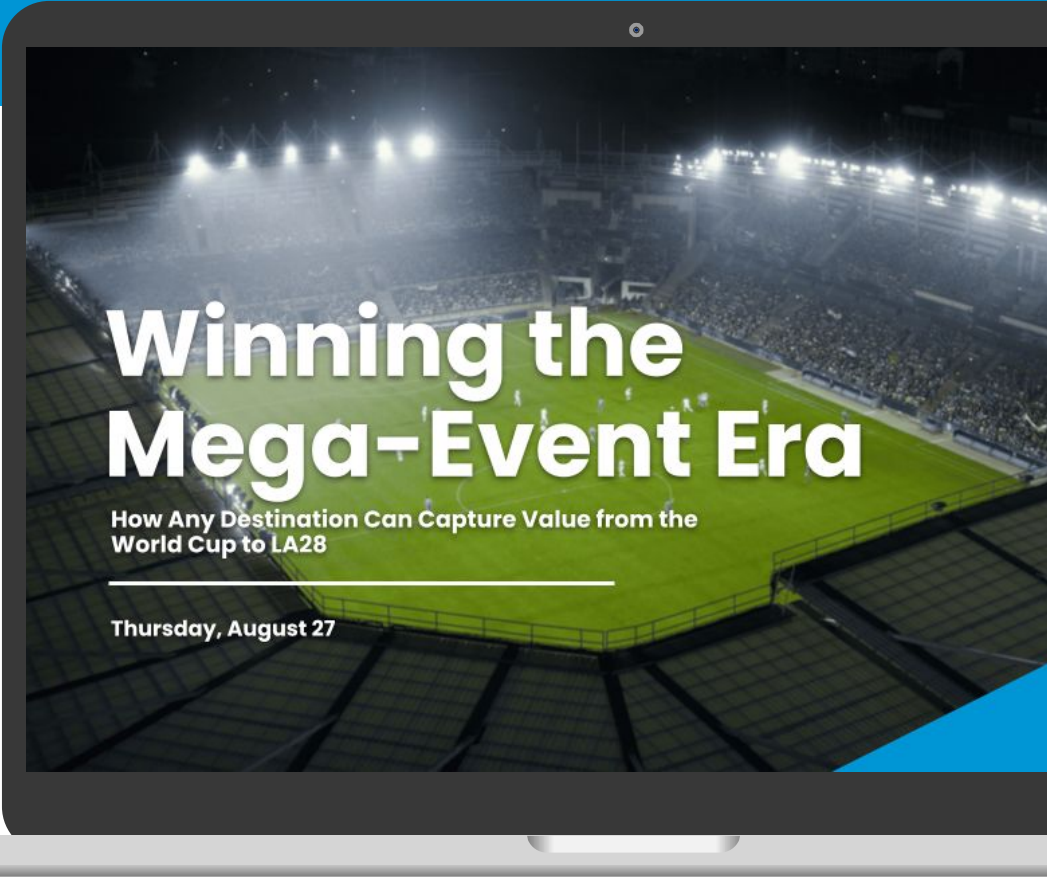
1. FIFA World Cup Review
2. Mega-Event Best Practices
3. Panel Discussion: How Any Destination Can Capture Value from the World Cup to LA28
4. Q&A



Research and Webinar Resources

Research, slides and other resources will be available at:

www.milespartnership.com



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A photograph of Spanish fans celebrating at a FIFA World Cup match. In the foreground, two young women are smiling and looking upwards. The woman on the left is wearing a red Spanish national football team jersey with the crest and a yellow star. The woman on the right is also smiling and has her arm around the first woman. In the background, other fans are visible, some with Spanish flags and face paint. The scene is brightly lit, suggesting a stadium atmosphere.

FIFA World Cup Review

June & July 2026

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BEFORE THE WORLD CUP

2026 FIFA World Cup Predictions.

Source: FIFA SocioEconomic Analysis for North America 2026



\$40.9B

added to GDP

\$13.9B

incremental
spending

1.74M

international
visitors

824K

full-time jobs

\$9.4B

in tax revenue

AFTER THE WORLD CUP

2026 FIFA World Cup Actuals.

Sources: NTTO, Visa, Key Data



600K

international visitors, June &
July 2026

-4.7%

vs. 2025 (excl. Mexico &
Canada)

9 of 11

U.S. host cities saw
occupancy drop

ADRs up

strongly year over year, with
vacation rentals also growing

AFTER THE WORLD CUP

2026 FIFA World Cup Actuals.

Sources: Visa, Arrivalist



+6%

Increase on total spending
(cards) YOY

+20%

Increase in international
visitor spending

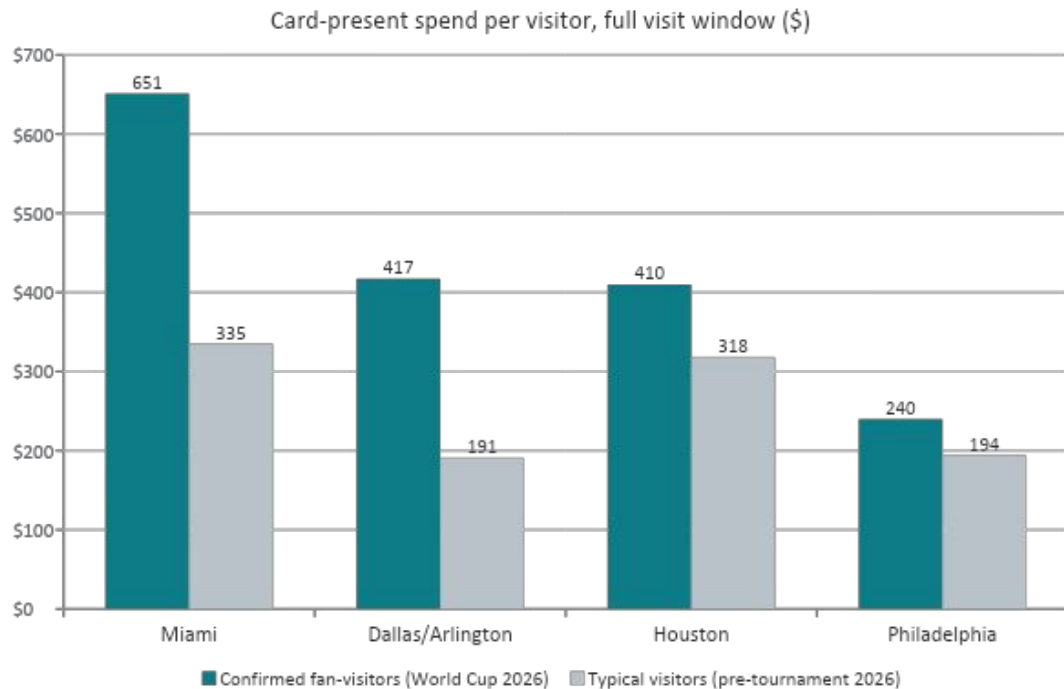
+17%

Increase in spending on
hotel, entertainment and
dining

+33%

Increase in spending
with SMEs

FIFA US World Cup Visitors: more spend per visit and longer stays



Days present in market

Miami **4.4 days** vs 2.9 typical

Houston **4.1 days** vs 3.8 typical

Dallas/Arlington **3.1 days** vs 2.7 typical

Philadelphia **2.8 days** vs 2.8 typical



Upcoming Events

U.S. 2028 – 2034

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International Interest in the 2028 Olympics

43%

Of international travelers are interested or
very interested in visiting the U.S. around
the Los Angeles Olympics in 2028.

Source: Future Partners, State of the American Traveler, January 2026, n = 12,800 U.S. travelers

Other Sporting Events Coming to the United States.



FISU World University
Games

2029



FIFA Women's
World Cup*

2031



Men's and Women's
Rugby World Cups

2031 & 2033



Salt Lake City Winter
Olympics

2034

**TBC by FIFA but the U.S.-led group is the only bid*



Six Best Practices for Destinations

A photograph of a diverse crowd of people at an outdoor event, likely a sports game or festival. In the foreground, a man with dark hair and a beard is smiling broadly, clapping his hands. Behind him, other people are also clapping and cheering. The background is slightly blurred, showing more of the crowd and the structure of the event. The overall mood is energetic and positive.

1 - Welcome the World

- Educate & support your community to welcome event attendees
- Let the magic happen
- Share, boost and promote the best stories



2 – Practical & Prudent

- Don't overinvest in facilities and infrastructure
- Manage expectations
- Mitigate the displacement effect



3 – Right Facilities & Community

- Kansas City has world-class performance and training facilities
- Passionate local teams and soccer community
- Oklahoma City has unique water-sport & softball facilities
- Urban renewal
- Business, government and community collaboration



4 – Work with Others



EVENTS ▾ TRAVEL ▾ RESOURCES ▾ MEDIA ▾

GET INVOLVED

FAN ZONES



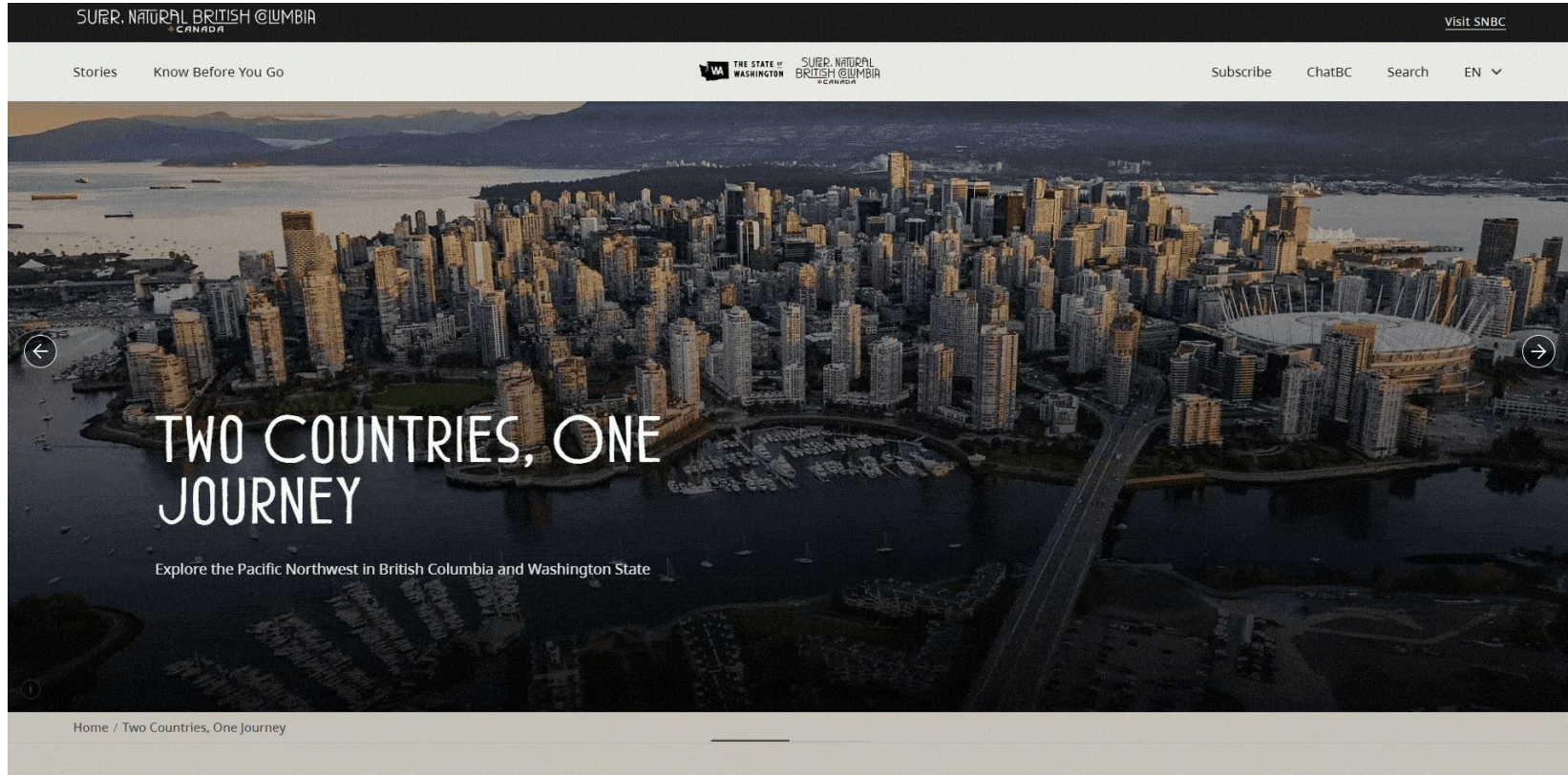
SeattleFWC26 has partnered with nine communities to create vibrant fan zones, ensuring that Washingtonians across the state can be part of this historic event. These fan zones will bring the excitement of the FIFA World Cup 2026 to communities throughout the state, offering fans the opportunity to experience the game-day energy together.

EXPLORE ZONES

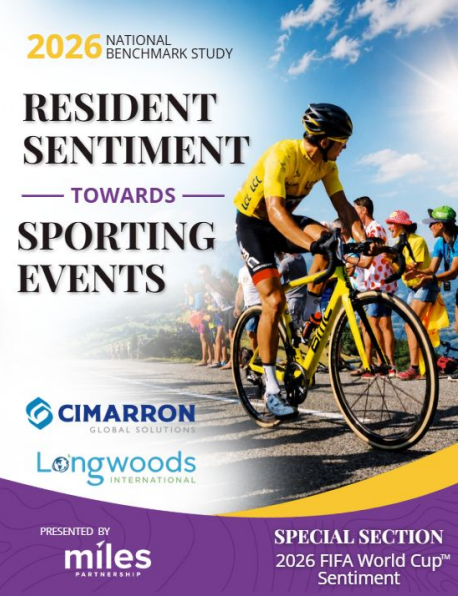
FIND A FAN ZONE NEAR YOU!



4 – Work with Others

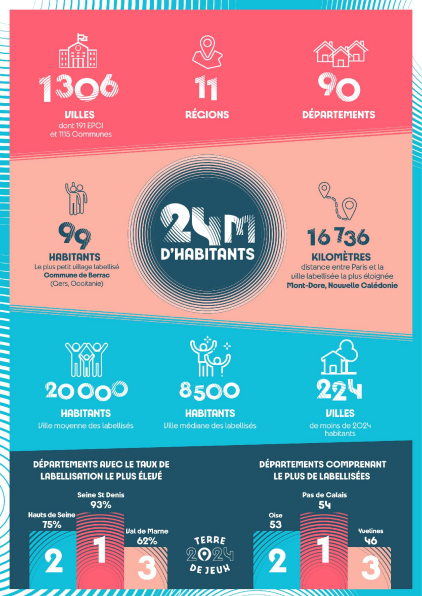


5 – Community Centric



Resident sentiment towards sporting events

Cimarron Global Solutions & Longwoods International, presented by Miles Partnership



Terre de Jeux 2024, France



6 – Broader Sports Strategy

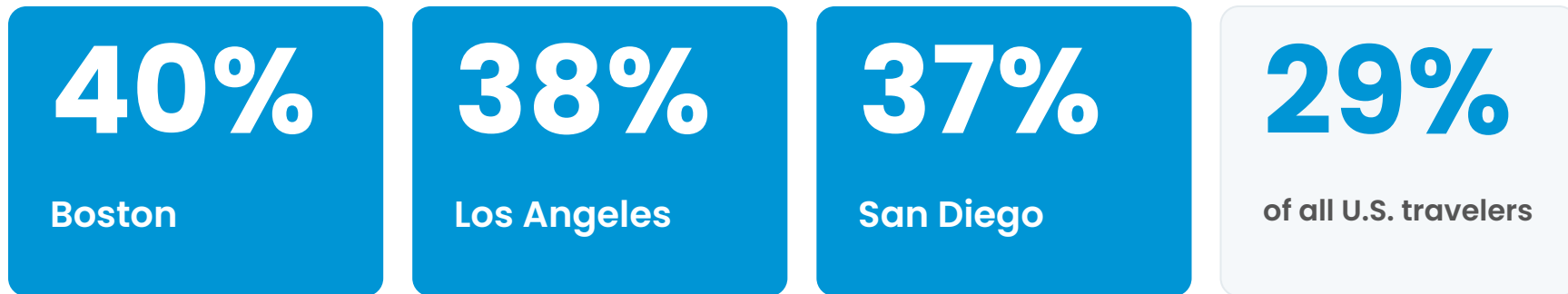
29% of all U.S. visitors have traveled to a sporting event in past 12 months.

Source: Future Partners State of the American Traveler to June 2026, n = 28,094 U.S. travelers



6 – Broader Sports Strategy

Recent and likely U.S. visitors who traveled to a sporting event in the past 12 months



Have traveled to attend a sporting event in any destination at least once in the past 12 months. Source: Future Partners State of the American Traveler to June 2026, n = 28,094 U.S. travelers



SURVEY

How did your destination leverage the FIFA World Cup?

Select all that apply

- Advertised to domestic U.S. FIFA World Cup travelers
- Advertised to international FIFA World Cup travelers
- Developed FIFA World Cup-specific content
- Posted, shared or boosted relevant social media content
- Worked with other destinations on touring options & itineraries
- Encouraged & promoted Fan Zones and/or watch parties
- Highlighted vacation rentals as well as hotel accommodation options
- No specific marketing efforts aimed at the FIFA World Cup

PANEL DISCUSSION

How Any Destination Can Capture Value from the World Cup to LA28



With You Today



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*Director of Digital
Marketing*



WELCOME WORLD



MB Meet
BOSTON

Plan your stay
meetboston.com



M8

**NO
BOSTON.
NO
PARTY.**

Come back anytime,
Scotland.

BOSTON
NEVER
GETS OLD

meetboston.com

OCEAN





TWISTER

TWISTER

DON'T WORRY,
WE'RE RESTOCKED
THE BEER.
Come back anytime,
Scotland.
BOSTON
NEVER
GETS OLD.
meetboston.com

Presented with
GlasgowLife
THE CITY GATHERS
festival
23 MAY
- 9 AUGUST

LONGINES
Sport is just
the beginning
23 JULY - 2 AUGUST
commonwealth
gathers
customer zone



42

**START YOUR
FIFA WORLD CUP 2026
EXPERIENCE IN LA**

FIFA
LOS ANGELES

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Los Angeles

PLEASE WAIT BEHIND YELLOW LINE

PLEASE







Q&A

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Upcoming Webinar

Traveler Segments Edition

Powered by The State of the
American Traveler

Tuesday, September 15
3pm ET / 12pm PT





Thank you!

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