



# THE CONNECTION

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Economic Development and Our Community

## **The Economic Impact of FIFA - 2026**

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# Overview

The FIFA World Cup 2026 is scheduled to kick off in June 2026 and will span two months across three nations: the United States, Mexico, and Canada, featuring a total of 16 host cities. Out of the 104 total matches, 78 will be played in the U.S. across 11 cities. The Dallas–Fort Worth (DFW) region will host 9 of these 78 matches, the highest number for any U.S. city.

All DFW matches will take place at AT&T Stadium, which will be referred to as “Dallas Stadium” in accordance with FIFA’s policy prohibiting corporate sponsorship names at official venues.

According to FIFA’s Socio-Economic Impact Analysis, the tournament is projected to contribute approximately **\$17.2 billion to GDP**, with the **accommodation and food services sector** generating over **\$2.3 billion**, followed by significant impacts in **real estate** and **wholesale and retail trade**. Additionally, the study estimates around **\$3.4 billion in direct and indirect tax revenues** during the tournament months.



# World Cup's Impact on DFW

A recent *Colliers* report titled “*Real Estate Trends in World Cup Host Cities*” provides an overview of the projected economic impact of the event. According to the report, the World Cup matches in Dallas are expected to generate about **\$2.1 billion** in economic activity and attract more than 2.7 million visitors over the course of the 9 matches.

DFW currently has more than 1,200 hotels offering about 150,000 rooms across a range of accommodation types, with another 25,000 rooms under construction.

Another study, “*The Role of Airbnb in the FIFA World Cup 2026*” by *Deloitte*, explores the impact and economic contribution of Airbnb during and after the World Cup. It estimates that around 305,000 visitors will need accommodation, including about 42,000 visitors staying in Airbnb listings.



# World Cup's Impact on DFW

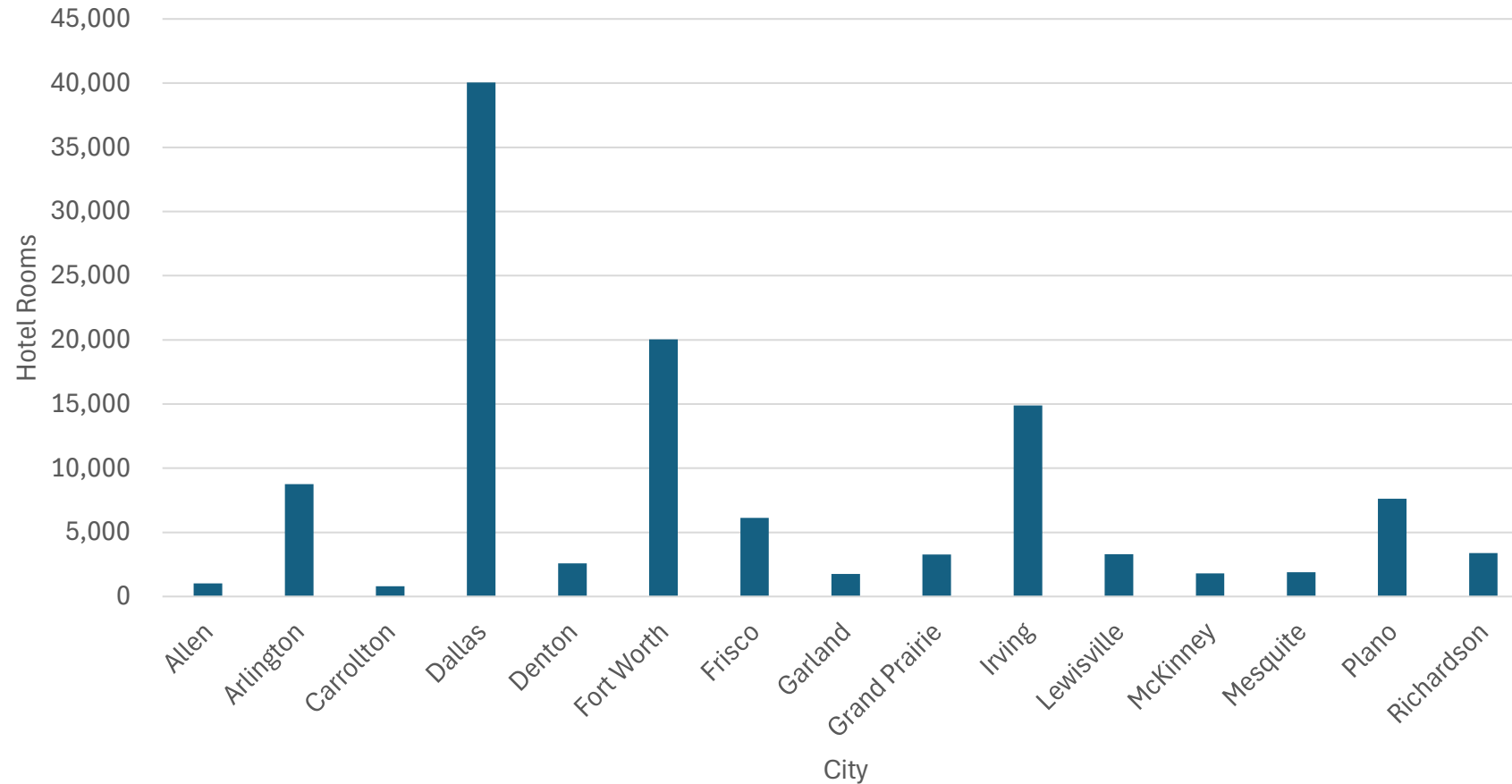
The study further estimates that Airbnb guests could spend around an average of \$ 511 per night on accommodation, dining, groceries, shopping, entertainment, transportation, and other expenses during the World Cup period.

It also notes that during the World Cup, Airbnb hosts in DFW are expected to earn a total of about **\$24 million**. The report highlights that this could particularly benefit women and seniors, who make up 59 percent and 20 percent of Airbnb hosts in the United States, respectively. These factors together may encourage more individuals to list on Airbnb during the tournament.

Most visitor spending is expected to go toward accommodation and food. In the next slide, we will look at the number of hotel rooms available across the major cities in DFW.



# DFW Hotel Rooms (August 2025)



There are more than 115,000 hotel rooms available across the major cities in the region, with Dallas having the highest number, followed by Fort Worth and Irving. The figures shown above do not include short-term rental accommodations like Airbnb.

# *An Economic Engine for the Region*

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