

## Research Briefing | North America

# Host Cities on the Front Foot for FIFA World Cup 26

- The 2026 FIFA World Cup represents a high-impact opportunity for North American host cities. With its unprecedented scale, the tournament is poised to deliver significant economic benefits, particularly through elevated hotel performance and increased tourism activity.
- We expect an incremental hotel room revenue impact across US markets approaching \$900 million—comparable to 10 Super Bowls within six weeks. How this impact occurs across host markets will be influenced by city-specific factors, such as match frequency and significance, stadium location and capacity, and existing tourism patterns. This puts some host cities at the top of our ranking for substantial hotel market performance impacts (Chart 1).
- While markets with large hotel inventories are well-positioned to realize incremental room revenue, RevPAR percentage increases are likely to be strongest in smaller markets that host key matches.
- Seasonality will shape performance across host markets. In high-demand summer markets, ADR is expected to surge, although demand (number of sold rooms) may remain steady as the tournament reshuffles typical travel patterns.
- We estimate typical room revenue impacts in host markets of 7% to 25% in June, with peak gains concentrated around match dates due to short-term price surges. Including July tournament effects, we expect an impact of 1% to 5% on annual room revenue for host markets.
- Team schedules, which will be available after the group formation announcement on December 5, are expected to influence visitation and hotel performance significantly. Our analysis suggests that England, France, Brazil, Argentina and Portugal are likely to generate above-average impacts. This analysis is based on metrics such as historical international visitation, social media reach, World Cup 2022 attendance and current FIFA rankings.
- This brief focuses on hotel market impacts to assist hoteliers penciling 2026 budgets, but the legacy impact of the World Cup presents broader economic and social opportunities for host cities as well. With global visibility at stake, destination marketing organizations are focused on maximizing short-term gains and long-term brand equity—elevating visitor experiences to drive repeat tourism.

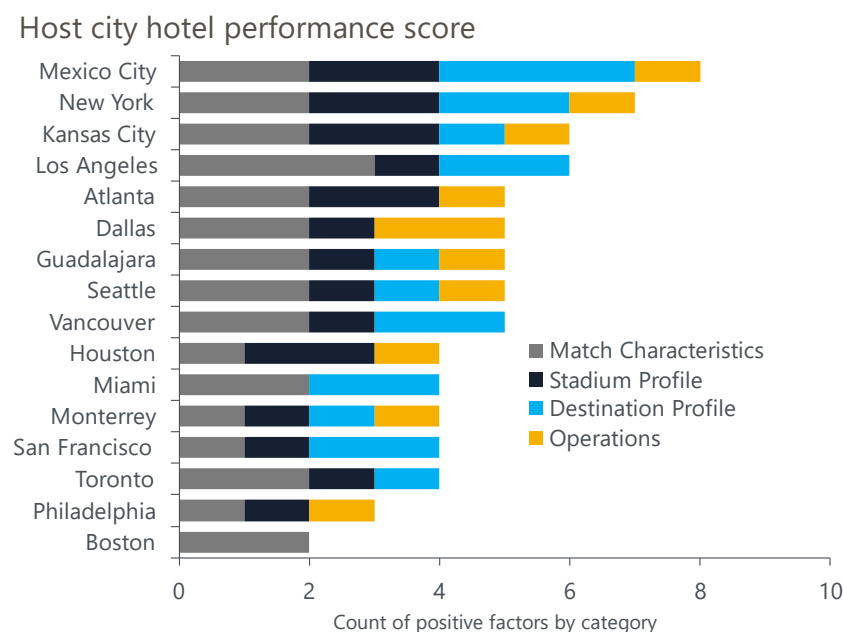
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Chart 1: Factors favoring a positive impact on hotel performance vary by host city<sup>1</sup>



Source: *Tourism Economics*

**Notes on methods:** See notes on each factor following Table 1

Soccer fever is heating up as host cities prepare for the FIFA World Cup 2026. Touted as the world's biggest sporting event, the upcoming tournament is now even larger, with an expanded format including more teams (from 32 to 48), more matches (from 64 to 104), a longer schedule (from 32 to 39 days), and a geographic reach with 16 host cities across three countries—the US, Canada and Mexico.

Leveraging the excitement is top of mind for travel industry participants. Visitors and local fans attending matches and related events, as well as spending by teams, officials, and media, will present a significant boost to local businesses' economic activity. Global exposure gives host destinations an exceptional opportunity to raise brand awareness and promote future visitation.

**What we're exploring:** Below, we focus on the expected uplift in hotel performance in host markets—one important, measurable impact of the tournament and a guide for hotel stakeholders setting 2026 budgets. Our observations are also relevant to participants in local tourism sectors. The term "host market" refers to the market area geographies as defined by CoStar-STR, similar to metro areas. "ADR" refers to the average daily rate and "RevPAR" refers to revenue per available room.

## Our Overall Take

Taking an American perspective, we have expressed the hotel room revenue impact in terms of Super Bowls. Across the 78 matches to be hosted in 11 US cities, we expect a hotel room revenue lift approaching \$900 million, an impact comparable to that of roughly 10 Super Bowls within six weeks. Some host cities will see a greater impact and others less.

We have also analyzed various factors that will drive hotel performance during the World Cup. Mexico City, New York, Kansas City and Los Angeles have a particularly favorable mix of factors pointing to strong hotel performance, such as RevPAR gains.

We estimate an incremental room revenue impact from the World Cup of roughly 7% to 25% across host markets in June 2026. On an annual basis, we estimate the impact to be 1% to 5% in 2026, which includes consideration that some markets will experience positive effects in July. The uplift will be primarily concentrated around match dates, with sharply higher revenue for short periods. The estimates are based on econometric forecasting, historical performance during previous World Cups, and factors discussed in this briefing. The impacts in 2026 are measured relative to the average performance in the prior year and the forecast for the following year.

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Large markets that have many hotels and large stadiums, such as New York, Los Angeles, Dallas and Atlanta, are well-positioned to realize incremental room revenue. Meanwhile, RevPAR percentage increases are likely to be strongest in smaller markets that host key matches.

For the US overall, which has over 65,000 hotels, we expect a modest positive impact on annual revenue during 2026 of about 0.4% attributable to the World Cup impacts. Host markets account for only about 16% of hotel rooms in the US, and the tournament impacts will be concentrated in June and July. As a result, hotel operators will still have much to do during the rest of the year to drive profitable results.

We expect hotel impacts will differ across host markets, with factors such as the teams playing, number and stage of matches, stadium and destination profile, and tournament operations, helping to shape expected impacts.

## Keep in Mind

One of the most important factors—team seeding—is not yet final. Cities that host teams with particularly deep fan bases are expected to realize even greater impacts. That picture will become clearer with the draw of teams into 12 groups on December 5 and the subsequent announcement of team schedules for the group stage. At that point, we will learn which cities will initially host teams with high propensity to generate travel impacts, such as England, France, Brazil, Argentina and Portugal. Team-specific impacts will continue to unfold throughout the tournament, as some schedules depend on teams that will not qualify until March 2026.

## Kicking Off

Our preliminary quantitative analysis suggests that Mexico City and New York are host markets expected to experience the most substantial impacts on hotel performance.

Five categories of factors influencing hotel performance impact across host markets (Table 1):

1. Team schedules - pending (team match-ups);
2. Match characteristics (quantity and importance of matches);
3. Stadium profile (location and capacity);
4. Destination profile (existing leisure and international visitor activity, and hotel market performance characteristics); and,
5. Operations (planned team, officials and media activity).

Soccer ball icons indicate factors expected to positively impact hotel performance during the tournament in each host city. Impact on hotel performance refers to a positive effect on market room revenue relative to the prior year, achieved either through increased occupancy, higher ADR, or both, as well as a stronger hotel operating environment. Hotel demand represents the number of room nights sold.

While markets with large hotel inventories are well-positioned to realize incremental room revenue, RevPAR percentage increase are likely to be strongest in smaller markets that host key matches. In large markets, incremental market room revenue is spread across a large inventory of hotels, muting the percentage impact on RevPAR.

# Host Cities on the Front Foot for FIFA World Cup 26

Table 1: Factors with a positive influence on hotel performance<sup>1</sup>

## Factors with a Positive Influence on Hotel Performance

| Host City                                                                         |                                                                                     | Match Characteristics                                                               |                                                                                     |                                                                                     | Stadium Profile                                                                     |                                                                                     | Destination Profile                                                                 |                                                                                       | Operations                                                                            |                                                                                     | Total |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------|
|  | MATCH INDEX                                                                         | HOME TEAM MATCH HOST                                                                | WEEKEND MATCH HOST                                                                  | STADIUM CAPACITY                                                                    | STADIUM LOCATION                                                                    | LEISURE DESTINATION                                                                 | INTERNATIONAL VISITATION                                                            | COMPRESSION                                                                           | TEAM BASE CAMPS                                                                       | INTERNATIONAL BROADCAST CENTER                                                      |       |
| Mexico City                                                                       |                                                                                     |    |    |    |    |    |    |    |    |  | 8     |
| New York City                                                                     |    |                                                                                     |    |    |    |    |    |                                                                                       |    |                                                                                     | 7     |
| Kansas City                                                                       |    |                                                                                     |    |    |    |                                                                                     |                                                                                     |    |    |                                                                                     | 6     |
| Los Angeles                                                                       |    |    |    |    |                                                                                     |    |    |                                                                                       |                                                                                       |                                                                                     | 6     |
| Atlanta                                                                           |    |                                                                                     |    |    |    |                                                                                     |                                                                                     |                                                                                       |    |                                                                                     | 5     |
| Dallas                                                                            |    |                                                                                     |    |    |                                                                                     |                                                                                     |                                                                                     |                                                                                       |    |  | 5     |
| Guadalajara                                                                       |                                                                                     |    |    |                                                                                     |    |                                                                                     |                                                                                     |    |    |                                                                                     | 5     |
| Seattle                                                                           |                                                                                     |    |    |                                                                                     |    |                                                                                     |                                                                                     |    |    |                                                                                     | 5     |
| Vancouver                                                                         |                                                                                     |    |    |                                                                                     |    |    |                                                                                     |    |                                                                                       |                                                                                     | 5     |
| Houston                                                                           |                                                                                     |                                                                                     |    |    |    |                                                                                     |                                                                                     |                                                                                       |    |                                                                                     | 4     |
| Miami                                                                             |    |                                                                                     |    |                                                                                     |                                                                                     |    |    |                                                                                       |                                                                                       |                                                                                     | 4     |
| Monterrey                                                                         |                                                                                     |                                                                                     |   |                                                                                     |   |                                                                                     |                                                                                     |   |   |                                                                                     | 4     |
| San Francisco                                                                     |                                                                                     |                                                                                     |  |  |                                                                                     |  |  |                                                                                       |                                                                                       |                                                                                     | 4     |
| Toronto                                                                           |                                                                                     |  |  |                                                                                     |  |                                                                                     |                                                                                     |  |                                                                                       |                                                                                     | 4     |
| Philadelphia                                                                      |                                                                                     |                                                                                     |  |                                                                                     |  |                                                                                     |                                                                                     |                                                                                       |  |                                                                                     | 3     |
| Boston                                                                            |  |                                                                                     |  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                       |                                                                                       |                                                                                     | 2     |

Sources: Tourism Economics, FIFA, Costar-STR, Bureau of Labor Statistics, Stascan, Google Maps

Source: Tourism Economics, FIFA, Costar-STR, Bureau of Labor Statistics, StasCan, Google Maps

### Notes on each factor:

- (a) Match index: Market has a greater number of matches and/or more important matches than others. Measured by a composite match index representing the number and importance of matches.
- (b) Home team match host: Market is hosting one or more group stage matches with its host country team.
- (c) Weekend match host: Market is hosting one or more matches on a weekend.
- (d) Stadium capacity: Market has a stadium with capacity over 70,000.
- (e) Stadium location: Market has a stadium located 10 miles or closer to the main downtown area.
- (f) Leisure destination: Market has characteristics of a leisure destination.
- (g) International visitation: Market receives an above-average number of international visitors.
- (h) Compression: Market is expected to experience strong levels of compression based on limited hotel room inventory, summer seasonality and later-stage matches.
- (i) Team base camps: Market is the base camp for one or more teams.
- (j) International broadcast center: Market is hosting the international broadcast center.
- (k) Total: Sum of factors (represented by soccer balls) having a positive influence on hotel performance.

# Host Cities on the Front Foot for FIFA World Cup 26

## 1. Team Schedules | pending

In our preliminary assessment of potential team impacts, we expect roughly 10 to have an outsized potential to drive an increase in hotel market performance during this tournament, including England, France, Brazil, Argentina and Portugal (Appendix).

Specifically, we expect significant impacts to be driven by teams with large and fervent fan bases, especially those that have a high propensity to travel to host cities, whether as international inbound trips or domestic trips by residents within the host countries. To identify teams with high potential, we analyzed quantitative measures, including historical visitation levels, social media followers, attendance at the World Cup 2022 in Qatar and current FIFA rankings.

We viewed historical visitation levels as a proxy for a variety of factors, including origin country size and proximity, as well as transnational linkages, such as immigration patterns over time and cultural identity. Teams representing countries that typically generate strong historical visitation levels will tend to drive above-average impacts. For example, England is generally the largest source of overseas visitors to the US, which has contributed to its ranking as a team with outsized potential to drive an increase in hotel market performance.

Small countries are also likely to have important impacts. For such nations, participation in the World Cup is viewed as a significant accomplishment, generating a high propensity for fan involvement.

We expect the three host country teams to also drive above-average impacts. Although Canada, Mexico, and the US are not ranked among FIFA's top 10 leading men's soccer nations, with relatively brief showings in recent World Cup tournaments, each country has a large and growing fan base that can readily travel to attend games.

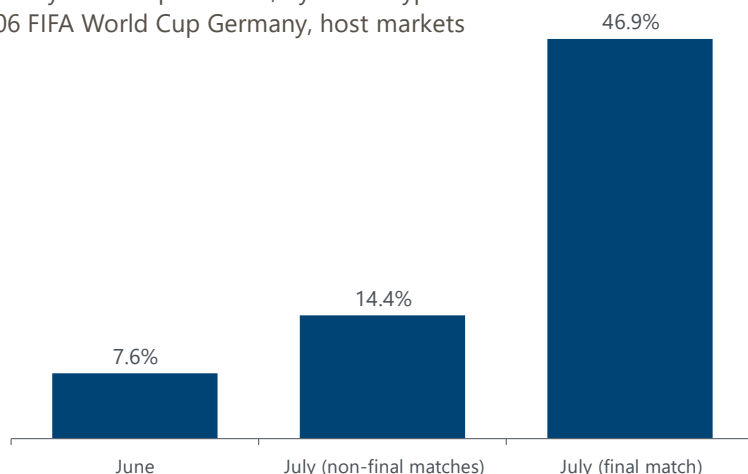
## 2. Match Characteristics

Dallas (nine matches, including one semi-final), Miami (seven matches, including one quarter final and the bronze final) and New York (eight matches, including the gold final) have what appears to be the best combination of both a slightly greater number of matches than the typical host city, and a mix of later stage matches, providing hoteliers with more opportunities to fill rooms and drive ADR.

**A look back:** Our analysis of host markets during the World Cup 2006 in Germany, a western European country readily accessible to fans, indicated that for each match held in June, hoteliers were able to increase monthly ADR by 7.6%, while for each match held in July, monthly ADR rose 14.4% (Chart 2). Meanwhile, monthly ADR saw the most significant uplift during the final, at 46.9% (Italy vs. France in Berlin), which represented a particularly strong impact.

**Chart 2: Later matches create greater ADR lift**

Monthly ADR lift per match, by match type  
2006 FIFA World Cup Germany, host markets



Source: *Tourism Economics, CoStar-STR*

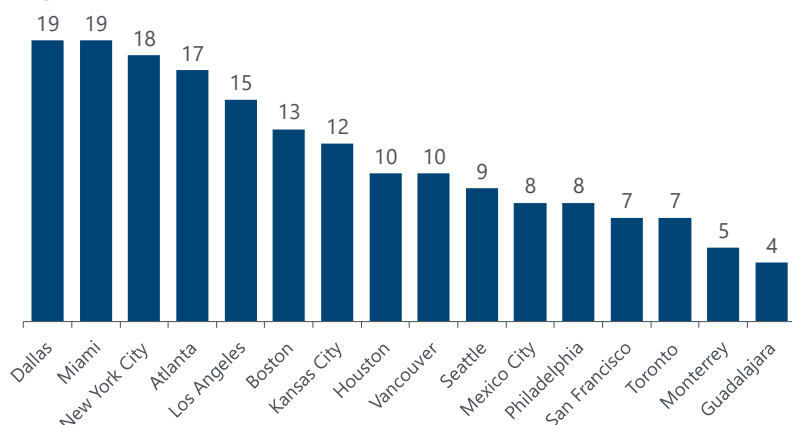
# Host Cities on the Front Foot for FIFA World Cup 26

To measure the combination of the quantity and stage of matches during World Cup 2026, we created a match index (Chart 3). Cities with high match index values are expected to benefit the most from the significant opportunity to drive hotel performance. Cities hosting home nation teams and weekend matches will likely also experience elevated hotel market impacts.

**Chart 3: The number and stage of matches will impact hotel performance levels**

Match Index

Weighted sum based on number and importance of matches



Source: Tourism Economics, FIFA

**Notes on methods:** The index was calculated using weights ranging from one to eight, increasing from the group stage to the final. For example, Philadelphia has a match index of eight (one point each for five group stage matches, plus three points for its one round of 16 match). This approach is straightforward, though it may understate the positive impacts of later-stage matches.

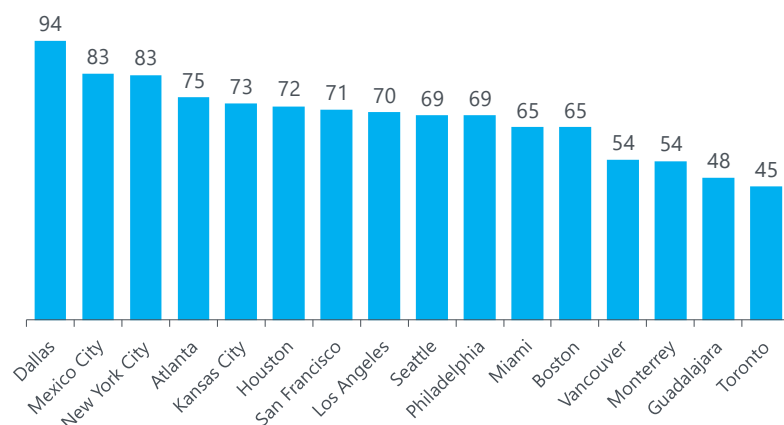
## 3. Stadium Profile

Cities with larger stadiums have the capacity to draw larger ticketed audiences and may experience more substantial impacts on hotel performance. Of the host cities, Dallas, Mexico City, and New York have stadiums with a capacity of over 80,000 (Chart 4). Meanwhile, Atlanta, Kansas City, Houston, San Francisco and Los Angeles have capacities of over 70,000. Conversely, Toronto has the least capacity at approximately 45,000.

**Chart 4: Stadiums with the greatest capacity are expected to draw large crowds**

Stadium Capacity

\*Maximum number of spectators, in thousands



Source: Tourism Economics, FIFA \*Stadium capacities may change in advance of the World Cup

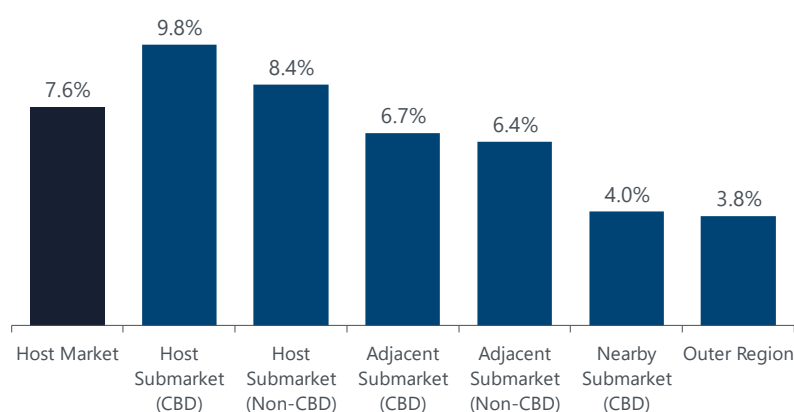
# Host Cities on the Front Foot for FIFA World Cup 26

The location of the stadiums within host markets and the availability of proximate hotel supply will also influence performance. A host city with a stadium situated near its central business district (CBD) or downtown area, where there is typically a high concentration of hotels, is likely to experience a significant impact, as many fans will seek to stay in that area, tending to boost RevPAR impacts. Hotel markets that are expected to benefit from a proximate stadium location and concentrated impacts include Atlanta, Monterrey, Philadelphia, Seattle, Toronto and Vancouver. Strong public transportation links between stadiums and downtown areas will also add to a concentrated impact in downtown areas.

**A look back:** This occurred during World Cup 2006 in Germany, with CBD host submarkets witnessing a 9.8% increase in monthly ADR per match (Chart 5). Submarkets further from the match venue experienced positive impacts, but these impacts decreased in magnitude as the distance to the venue increased.

**Chart 5: The tournament has a ripple effect on ADR throughout a host city**

Monthly ADR lift per match, by submarket type  
2006 FIFA World Cup Germany, June only



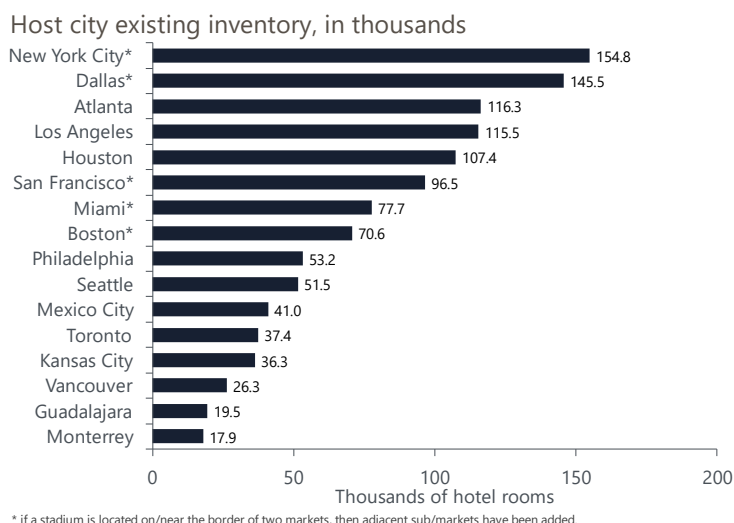
Source: *Tourism Economics, CoStar-STR*

**Spreading the wealth:** Conversely, in situations where there is a more limited supply of hotels near a host stadium, fans are expected to distribute more broadly, benefiting several submarkets rather than just one, generally resulting in a less pronounced price increase. For example, if a stadium is located on the outskirts of a city or between two cities, we expect hotel demand generated by fans to be spread out across various locations.

Overall market size, measured by the number of hotel rooms, will also play a role (Chart 6). All else equal, World Cup effects in markets such as Toronto, Seattle, Vancouver, Boston, Kansas City, that have fewer hotel rooms, will be more evident—with a more pronounced impact on market-level RevPAR percentage change over the prior year—than in the larger markets such as New York, Los Angeles, Atlanta, Dallas, Houston, which each offer more than 100,000 hotel rooms. In the large markets, though the percentage change impact is not expected to be as pronounced, the level impact, in terms of incremental room revenue, will be significant. Further analysis related to compression—characterized by greater demand for hotel rooms than the available supply—is conducted in the Destination Profile section of this briefing.

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**Chart 6: Hotel markets with small inventory counts expected to achieve substantial growth in percentage terms**



Source: *Tourism Economics, CoStar-STR*

## 4. Destination Profile

Fans will show particular interest in traveling to host cities they recognize as major leisure destinations, and which are most easily accessible. We see this likely boosting hotel market performance in New York, Miami, San Francisco, Los Angeles, Vancouver and Mexico City, based on characteristics that point to the city being a leisure destination (e.g., above-average concentration of leisure and hospitality jobs). Furthermore, host cities that typically attract the most overnight international visitors, as measured by our Global City Travel database, are also expected to remain popular destinations during the World Cup.

In our experience analyzing the impact of events on hotel performance, it's crucial to consider how hotels typically perform and then adjust for the expected impact of the event. In the case of the World Cup, this sets two expectations (Table 2):

- **The lift to hotel RevPAR will be particularly strong in cities that typically experience high hotel occupancy rates during the tournament period.** In these generally northern cities, such as New York, Vancouver, Toronto, Boston and Seattle, where June occupancy rates typically exceed 80%, the influx of fans booking additional rooms will create periods of high compression, resulting in high ADR to maximize revenue. Hotel occupancy, which is already expected to be high, will experience only a moderate impact due to displacement and deferred visitor effects. We expect the added demand from fans to disrupt typical demand patterns, as usual visitors and groups tend to stay away during the tournament period and in the months prior to and following the World Cup. This could include business events that would have otherwise taken place in that city but move to a different location due to a lack of available room blocks, or visitors who choose to visit at a different time because of higher prices.
- **We expect strong RevPAR gains in cities with seasonally low occupancy rates during the tournament period.** In these cities, primarily located in southern areas, such as Houston, Los Angeles, Miami, and Monterrey, additional event-related demand will make a significant contribution to hotel occupancy, with minimal displacement of existing demand. The impact on ADR will be moderate due to fewer periods of high compression.

# Host Cities on the Front Foot for FIFA World Cup 26

**Table 2: The impact on hotel performance will be influenced by existing seasonality patterns**

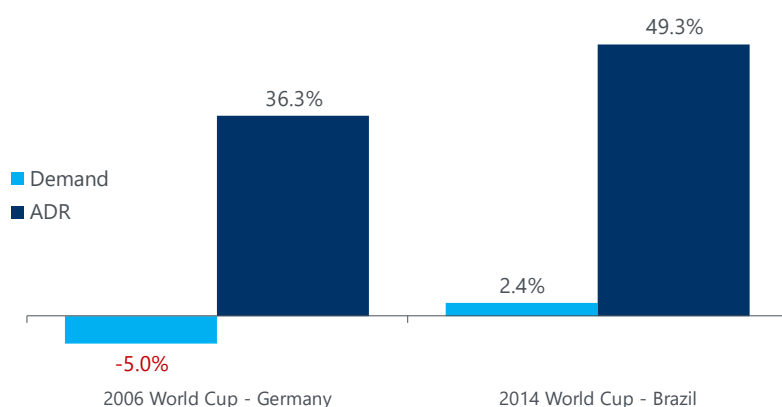
| Market seasonality                                                 | Impact                                       |                                              |        |
|--------------------------------------------------------------------|----------------------------------------------|----------------------------------------------|--------|
|                                                                    | Occupancy                                    | ADR                                          | RevPAR |
| High season markets (NYC, Vancouver, Toronto, Boston, and Seattle) | Low (event displaces demand)                 | High (hoteliers drive ADR over peak periods) | High   |
| Low season markets (Monterrey, Miami, LA, and Houston)             | High (event results in increased rooms sold) | Moderate                                     | High   |

Source: *Tourism Economics*

**To note:** These impacts are difficult to discern in the examples of the World Cup tournaments in Brazil and Germany, as multiple factors are at work. In Germany, with June part of the country's busy season, demand during the World Cup matches was slightly lower than average due to displaced demand (average refers to the same month the year before and the year after the event) (Chart 7). In Brazil, World Cup matches occurred during a seasonal low period, and there was a slight indication of demand growth.

**Chart 7: Demand grew in Brazil during the low season and contracted in Germany**

World Cup hotel room revenue lift comparison  
Average market-level impact, June only (excludes final)



Source: *Tourism Economics, CoStar-STR*

While seasonality will impact hotel performance, the instance of a market experiencing compression—therefore, very robust RevPAR growth in percentage terms—will also be influenced by a combination of factors. When considering seasonality patterns alongside limited existing inventory and late-stage matches, RevPAR growth is expected to be strongest in markets such as Vancouver and Monterrey.

For example, Vancouver will host a round of 16 match in July 2026. Given the typical July market occupancy of 85% to 90%, roughly 29,000 existing hotel rooms, and an approximate stadium capacity of 54,000, compression is inevitable. Furthermore, Monterrey will host a round of 32 match in June 2026. We also expect significant compression as the market has only approximately 18,000 hotel rooms with a similar stadium capacity to Vancouver. With such a low hotel inventory, alternative accommodations, such as short-term vacation rentals, will be important in providing visitors with viable alternatives.

**Short-term rental influence:** Leading up to the World Cup, short-term vacation rental inventory is expected to increase in host cities as casual home sharers list their properties. Our team recently [analyzed several recent major events in the UK](#), finding that the added short-term vacation rental inventory moderately suppresses overall accommodation costs relative to a scenario without such inventory.

## 5. Operations

**Impacts beyond the field:** FIFA Fan Festivals and other World Cup-related events planned in host cities will also generate hotel demand. These festivals, with matches shown on giant screens through the tournament and live entertainment, will primarily attract local residents but are also expected to generate overnight stays. The scale and level of investment associated with these festivals may vary across host cities, potentially affecting visitation patterns, although it is too early to assess the differences.

Cities that host Team Base Camp training sites will also benefit from hotel demand as players and coaches prepare in the days leading up to the group stage matches. Some of the sites have been announced and are in host cities, including Atlanta, Philadelphia, New York, Kansas City, Dallas, Houston, Seattle, Monterrey, Guadalajara, and Mexico City. Other sites are expected to be announced closer to the tournament start date.

Similarly, the international broadcast center for the tournament, hosted in Dallas, is expected to generate hotel demand.

**Tournament context and legacy:** There are, of course, broader economic and social effects anticipated with the tournament—beyond hotel market impacts. During the World Cup, host countries and host destinations will have a spot on the global stage. Destination marketing organizations are working diligently to optimize the tournament's short- and long-term economic impacts, seeking exposure and ensuring that the visitor experience enhances the destination's brand and increases the likelihood of repeat visitation.

There are also ongoing efforts to build a legacy sparked by the tournament. For example, the Philadelphia host committee is investing \$2 million in local youth soccer initiatives to provide more equitable access and opportunities for children.

Furthermore, during a period when the US is experiencing faltering international arrivals, the World Cup offers an opportunity to help reset perceptions, underscoring positive visitor experiences and demonstrating that international tourism remains as important and vibrant as ever.

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## Appendix: Fan Base Impact Rankings

| US Rank | Teams       | US | Mexico | Canada |
|---------|-------------|----|--------|--------|
| 1       | England     | 10 | 10     | 10     |
| 2       | France      | 10 | 10     | 10     |
| 3       | Brazil      | 10 | 10     | 10     |
| 4       | Argentina   | 10 | 10     | 9      |
| 5       | Portugal    | 10 | 10     | 10     |
| 6       | Germany     | 9  | 9      | 9      |
| 7       | Spain       | 9  | 9      | 8      |
| 8       | Colombia    | 8  | 10     | 6      |
| 9       | Italy       | 7  | 7      | 9      |
| 10      | Netherlands | 7  | 7      | 7      |
| 11      | Morocco     | 6  | 5      | 6      |
| 12      | Japan       | 6  | 5      | 6      |
| 13      | Uruguay     | 6  | 6      | 7      |
| 14      | Belgium     | 6  | 6      | 6      |
| 15      | South Korea | 6  | 6      | 6      |
| 16      | Australia   | 6  | 5      | 6      |
| 17      | Turkey      | 5  | 5      | 5      |
| 18      | Croatia     | 5  | 5      | 5      |
| 19      | Ecuador     | 5  | 5      | 5      |
| 20      | Switzerland | 5  | 5      | 5      |

*Notes on methods:*

### Notes on methods:

Higher rankings on the 1 to 10 scale indicate teams with fan bases likely to have more substantial impacts. For example, England, France, Brazil, Argentina, and Portugal are top teams with the potential to drive attendance at games in the US.

The fan base rankings are comprised of four factors in each host country.

- Historical travel to the host country (30% weight). This indicator varies in each host country's version of this index. It is calculated by taking the mean number of visits from a country to the host country in 2022, 2023, and 2024. The data was obtained from our Oxford Economics Global Travel Service databank.
- Social media presence (30% weight). Number of Instagram followers of each team.
- Attendance at prior World Cup (10% weight). Combined measure reflecting attendance and stadium occupancy during World Cup 2022 group stage matches for each national team. For teams that did not compete in that tournament, similar data is obtained from past tournaments. A lower weight to this indicator due to a wide range of factors affecting average attendance.
- Competitiveness (30% weight). Each team's current FIFA ranking.

<sup>1</sup> Chart 1 and Table 1 have been updated since publication. Please contact us to discuss the latest results.