Full report

FIFA World Cup 2026: Mapping Demand, Spend and Experience

DATA APPEAL
ALMAWAVE GROUP

DATA APPEAL
ALMAWAVE GROUP

Executive Summary

Key insights ahead of FIFA World Cup 2026

Global events like the FIFA World Cup reshape travel in profound ways—**rerouting demand, spotlighting host cities, and drawing traveller profiles** that might not always overlap with a destination's usual visitors.

The 2026 edition is no exception.

Spanning the **United States, Canada, and Mexico**, it is already doing exactly that: redrawing inbound travel maps across North America and handing tourism boards a powerful moment to showcase their destinations on a global stage.

But how exactly is that playing out?

By analysing **travel intent, air connectivity, event dynamics, pricing trends, and visitor sentiment**, this eBook examines how destinations across the United States, Canada, and Mexico are shaping up as the tournament approaches—drawing on the data to understand what the moment looks like on the ground.

Key takeaways

The main findings of this report are:

- **Travel demand is rising across all host nations**, with distinct trajectories: **Mexico** shows the most consistent growth, the **United States demonstrates strong acceleration by March 2026**, and **Canada** follows a steady but more gradual upward trend.
- **Cities are the primary drivers of international demand**, with destinations such as **Boston, Mexico City, and Vancouver** emerging as key hubs, while global anchors like New York City continue to reinforce their strong positioning.
- **Connectivity remains a critical factor in converting demand into arrivals**, with the **United States** benefiting from the broadest network of direct connections to competing countries, while **Mexico and Canada** face more structural constraints.
- **Air capacity is heavily concentrated in regional markets**, led by the **United States, Canada, and Mexico**, while key European markets—including Spain, the United Kingdom, France, and Germany—act as the most important long-haul feeders of demand.

- **The tournament follows a clear economic rhythm**, with peak activity during the group stage and more concentrated, higher-value demand emerging in the later rounds.

- **Hotel pricing reflects demand pressure**, with **significant increases around key matches** and in major host cities, highlighting where demand is already translating into market impact.

- **Visitor sentiment across host cities is strongly positive**, particularly for attractions and **food and beverage,** while operational areas such as transport and hospitality may face pressure during peak periods.

> *"The 2026 FIFA World Cup format is expected to distribute both demand and event impact across multiple venues, cities, and countries, creating simultaneous peaks across different locations and generating opportunities for each host nation. Early signals from air capacity, search behaviour, and booking patterns suggest that demand will be highly fluid. In this context, success will not be defined by visibility alone, but by a destination's ability to interpret and act on real-time demand signals, optimising connectivity, pricing strategies, and capacity management to capture value as it shifts."*
>
> ***Maria Pradissitto***
> *North America Market Manager*
> *Data Appeal*

Introduction

Whether you're a devoted fan or have never watched a match, one thing is certain: when the **FIFA World Cup** takes place, **the world moves with it**—and so does travel demand.

Now entering its **23rd edition**, the 2026 FIFA World Cup, the tournament will be co-hosted across three nations—the United States, Canada, and Mexico—spanning an entire continent.

With **48 teams**, **16 host cities**, and **thousands of kilometres between venues**, this is not simply the biggest World Cup ever—**it's a fundamentally different one**.

A scale unlike anything before

The 2022 FIFA World Cup in Qatar offers a useful benchmark: Held in Qatar, the tournament generated over **5 billion total media engagements worldwide** and welcomed more than **3.4 million spectators into stadiums** (FIFA).

For 2026, that potential grows considerably. But scale alone will not determine the outcome. As travel patterns become more fragmented and demand more unpredictable, the tournament's true impact will depend on how demand materialises—across markets, cities, and time windows—not simply how many people are watching.

Iconic venues, continental ambitions

The venues anchoring this edition are as storied as the event itself.

From the vast **MetLife Stadium in New York/New Jersey**—host of the final and a symbol of the tournament's unprecedented scale—to **Mexico City's Estadio Azteca**, which will make history as the first stadium to host three World Cups, the venues themselves tell the story of a competition that bridges scale and legacy.

Few previous World Cups have come close to matching this range.

But what does this mean in practice for travel demand and destination performance?

What this report examines:

- **Travel demand and intent**
- **Air connectivity and capacity**
- **Source markets and traveller mix**
- **City-level dynamics**
- **Hotel pricing trends**
- **Event attendance and spending patterns** (in partnership with ***PredictHQ***)
- **Visitor sentiment and destination experience**

FIFA World Cup 2026 at a glance

Key facts

48 teams

16 host cities

3 countries
USA, Canada, Mexico

104 matches

Duration
11 - 19
June 2026 – July

Key dates

Opening match:
11 June
Mexico City

Knockout stage:
from **28** June

Semi-finals:
14-15 July

Final:
19 July
New York/New Jersey

Host cities

USA	Canada	Mexico
Seattle, San Francisco Bay Area, Los Angeles Kansas City, Dallas, Houston Atlanta, Miami, Philadelphia, New York/New Jersey, Boston	Vancouver, Toronto	Mexico City (CDMX), Monterrey, Guadalajara

Stadiums hosting matches across Canada, the US, and Mexico

Global travel intent ahead of FIFA World Cup 2026

Global travel demand is rising unevenly—varying considerably by market, city, and traveller type.

In fact, flight search data from **January through March 2026**, read alongside **Share of Searches Index** trends and air connectivity patterns, points to something more layered than a straightforward surge.

It's worth noting that these shifts may appear small, but percentage point movements in search share operate against a backdrop of millions of queries—even marginal gains translate into a significant volume of additional traveller interest.

International travel intent

Uneven momentum across host countries

Across host countries, inbound interest has broadly trended upward in the opening months of 2026, with **Mexico standing out for the consistency of its growth**.

Travel intent—a gauge of how likely travellers are to visit a destination, based on their online flight search behaviour—offers a useful lens for tracking these shifts. Since January 2026, interest in Mexico has shown a steady, sustained increase, **averaging approximately +0.11 percentage points year-on-year**, making it the most consistently growing host destination relative to its baseline.

The **United States** shows a different pattern: after modest YoY gains in **January (+0.02 p.p)** and **February (+0.03 p.p)**, demand accelerated sharply in March, reaching +**0.31 p.p** compared to the same month last year—a late but emphatic upward move.

Canada, meanwhile, follows a **third path, with smaller yes reliable increases across the period**, pointing to a more stable, if less dynamic, demand pattern.

International travel demand to US, Mexico, and Canada

Share of Searches Index: Travel Intent Evolution from International Travellers. Flight searches to reference airports in host cities

Search dates: Jan-Mar 2026 (vs 2025)
Travel dates: 8 Jun – 19 Jul 2026

Cities as demand drivers

A more granular look at city level reveals where this growth is concentrated.

Several destinations are acting as **key drivers of international travel intent**, supported by strong increases in flight searches:

Boston, **Mexico City**, **and Vancouver** show the most **significant growth**, with Boston recording one of the highest gains (around +0.15 p.p in January YoY), signalling strong emerging demand.

New York demonstrates a **moderate increase** (around +0.06 p.p), growing from an already strong base and reinforcing its role as a global anchor destination.

Monterrey, **Guadalajara**, **and Toronto** show **more modest but positive gains**, indicating growing but still secondary demand positioning.

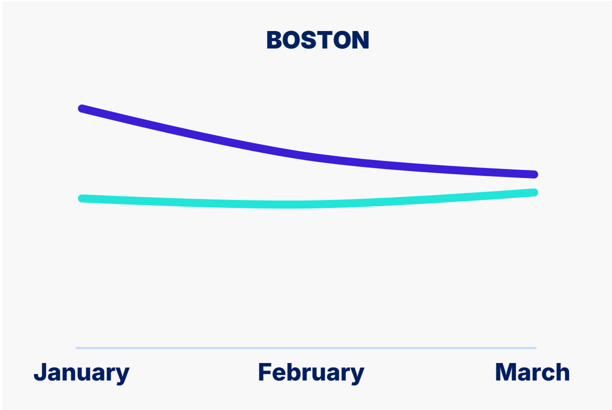
This reveals two trajectories: emerging cities gaining momentum, and established hubs extending their lead—together forming key nodes in the tournament's global travel network.

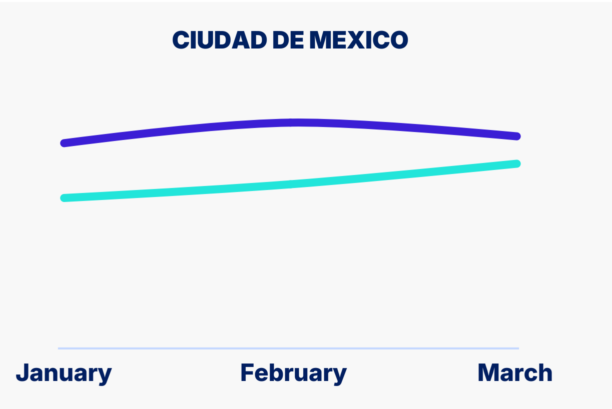
2026 2025

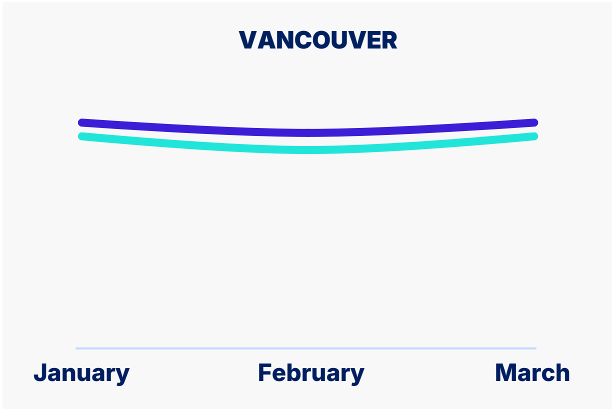
International travel demand by host city

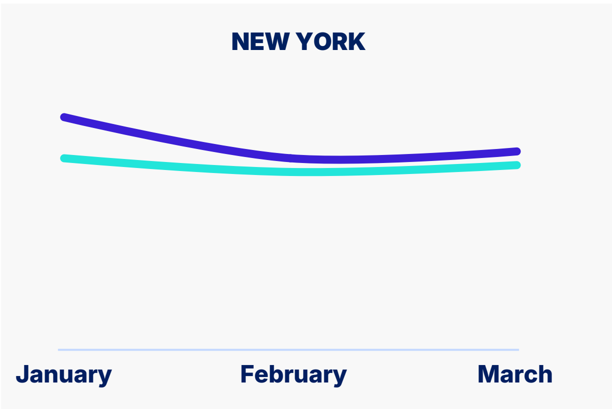
Share of Searches Index: Travel Intent Evolution from International Travellers. Flight searches to reference airports in host cities

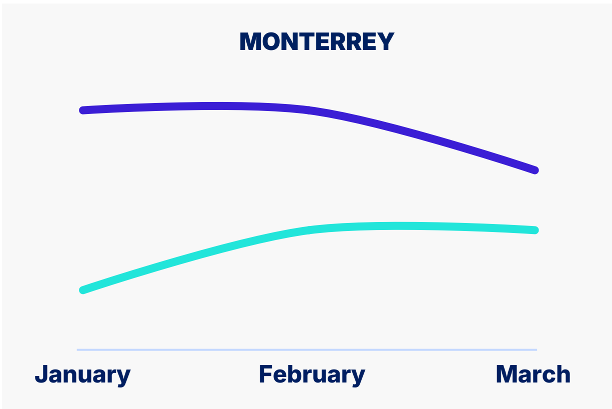
Search dates: Jan-Mar 2026 (vs 2025)
Travel dates: 8 Jun – 19 Jul 2026

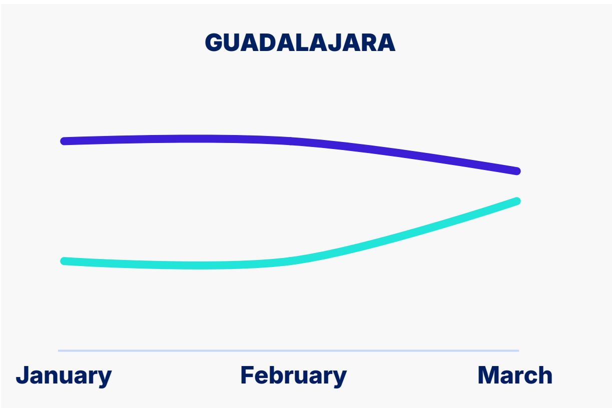


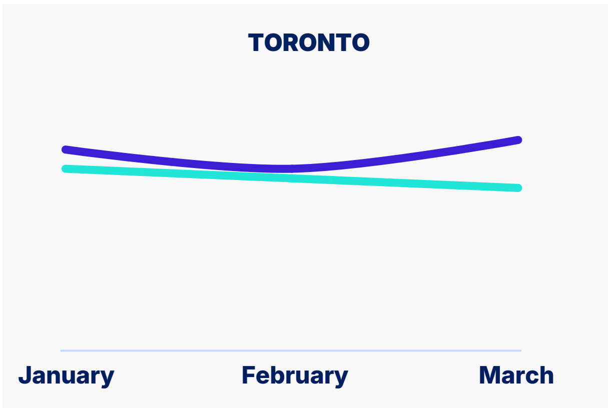












Travel intent from competing countries

Intent is rising—but connectivity shapes who actually travels

Among travellers from competing nations, the United States and Mexico are the clear front-runners:

- **United States**: travel intent climbs by around +0.23 p.p on average, peaking at +0.33 p.p year-on-year.
- **Mexico**: a steadier rise of +0.11 p.p on average since January 2026

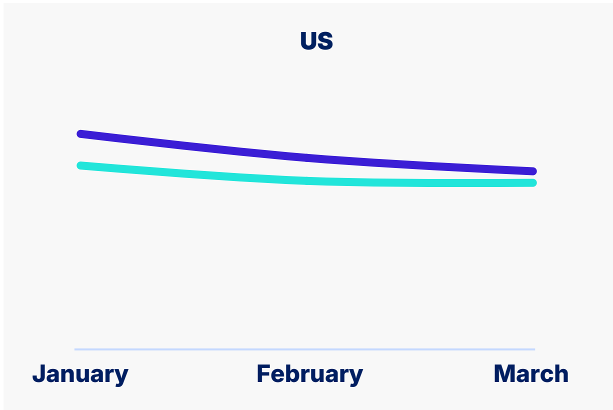
These gains are particularly notable given the already high baseline demand in these markets.

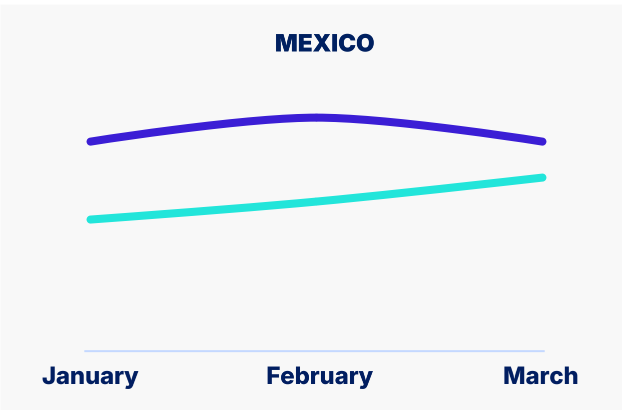
Travel demand from competing countries to US, Mexico, and Canada

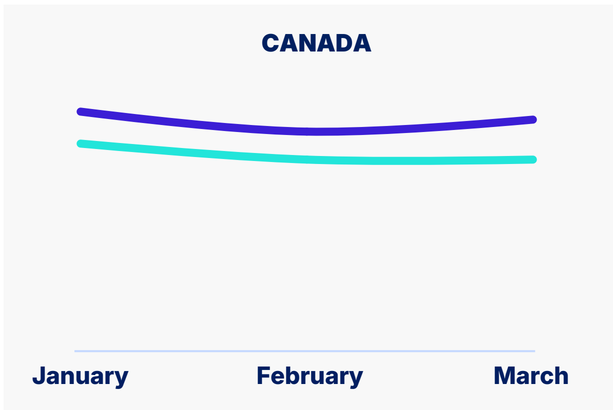
Share of Searches Index: Travel Intent Evolution from Competing Countries Travelers. Flight searches to reference airports in host cities

Search dates: Jan-Mar 2026 (vs 2025)
Travel dates: 8 Jun – 19 Jul 2026

2026 2025







The Connectivity Factor

However, demand alone does not determine outcomes—connectivity plays a decisive role.

United States: connected to 40 of 48 competing countries, positioning it as a primary gateway for international demand.

Canada: connected to 32 countries, though growth in travel intent from competing nations remains more modest.

Mexico: connected to 18 countries, yet still emerging as a strong driver of demand from these markets.

At the same time, several countries—including Bosnia and Herzegovina, Cape Verde, Iran, Iraq, Paraguay, Democratic Republic of Congo, and Uruguay—**lack direct connectivity** to any host nation during the tournament period.

This creates a structural reality: not all demand can be equally converted into travel.

It also suggests that, for many travellers, visits to host countries **are likely to be combined with broader travel experiences**—particularly in the case of the United States and Mexico, where baseline travel demand remains high independently of the tournament.

City-level demand from competing nations

At the city level, demand patterns remain consistent with broader trends:

- **Boston and Dallas** stand out with **strong growth**, confirming their role as emerging international demand hubs.
- **Toronto** also shows solid gains, reinforcing Canada's steady trajectory.
- **Mexico City and New York City** experience **moderate increases**, reflecting their already strong positions.
- **Vancouver** records **more limited growth**, indicating slower momentum compared to Toronto.

Domestic travel intent

The hidden engine of demand

While international demand drives global attention, **domestic travel represents a critical—and often underestimated—component of total demand**.
Among the three host nations, the United States is experiencing the strongest and most rapidly growing domestic demand.

This trend is particularly evident from February onwards, as domestic travel intent to US host cities shows a sharp increase, with an average rise of approximately **+3.82 p.p. YoY** in travel intent to US host city destinations during the tournament period.

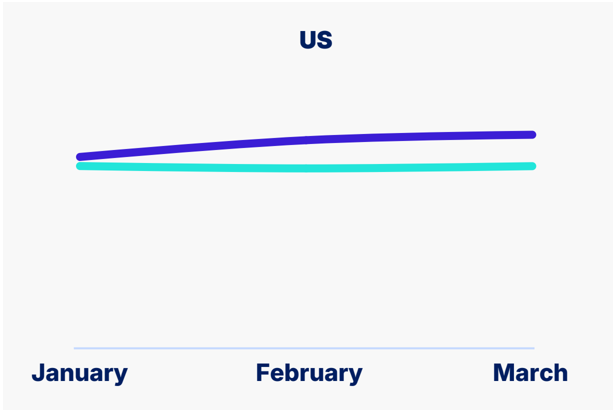
Canada, once again, shows a **steady but moderate increase**, with domestic demand rising by around **+0.65 p.p.**, maintaining its consistent growth profile.

In contrast, Mexico, after a strong start to the year—when FIFA host cities nearly doubled their domestic market share compared with 2025—experienced a moderate year-on-year decline in domestic travel intent in March (0.37 p.p YoY).

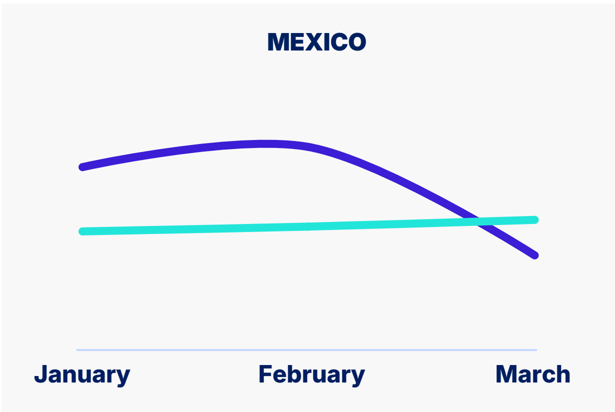
Domestic travel demand to US, Mexico, and Canada

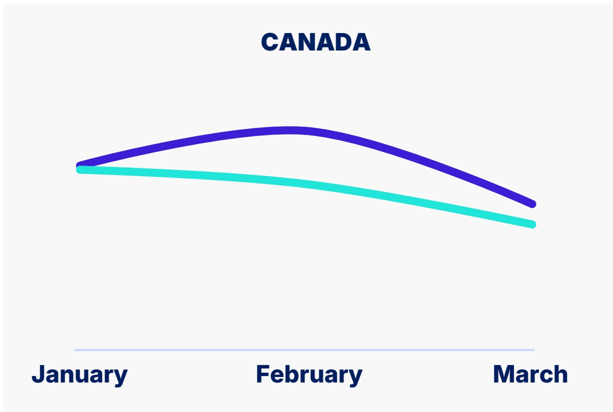
Share of Searches Index: Travel Intent Evolution from Domestic Travelers. Flight searches to reference airports in host cities

Search dates: Jan-Mar 2026 (vs 2025)
Travel dates: 8 Jun – 19 Jul 2026



2026 2025





City-level domestic dynamics

At city level, domestic demand patterns tell a more varied story across host destinations. **Vancouver, Atlanta, Miami, New Jersey, and Boston** all saw minor to moderate dips in domestic travel intent in January, before recovering through February and March—a pattern consistent with flight search activity into their main airports.

Among US cities, **Seattle, New York City, and Atlanta** stand out as the strongest performers for domestic travel intent, with Atlanta's position particularly notable given its recovery from that January dip.

In Mexico, **all three host cities**—Guadalajara, Monterrey, and Mexico City—recorded minor to moderate year-on-year increases in domestic travel intent through January and February, though momentum softened by March, most noticeably in Mexico City.

In Canada, domestic interest got off to a quieter start before picking up more clearly in February, with Toronto seeing a more pronounced uptick than Vancouver.

Source markets and air capacity

Market structure: highly domestic and US-centric

Travel demand to World Cup host cities is strongly concentrated in domestic and regional markets, rather than long-haul flows.

The US alone represents 132.4M seats (85.7%) to its host cities from its own domestic market, while Canada contributes 8.73M (61.5%) from domestic travel within Canada, and Mexico 9.54M (70.0%) from domestic routes within Mexico.

At the same time, the US clearly acts as the core hub, with **146.4M total seats** and connectivity to **40 of 48 competing countries**, compared to **32 for Canada** and **18 for Mexico**.

This positions the US as the **main gateway and redistribution point** for international visitors across all host cities.

International demand: Europe leads, emerging markets drive growth

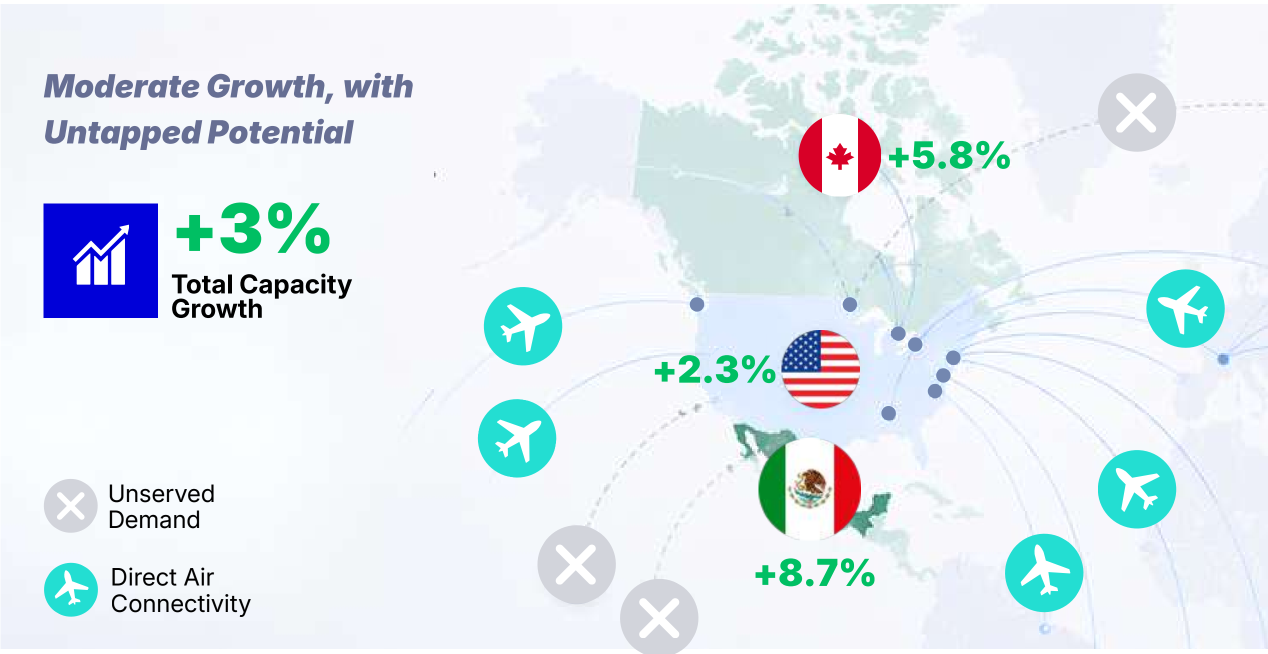
International demand is driven by **a mix of European and global long-haul markets**. Key contributors include the United Kingdom (2.14M seats), France (1.23M), Germany (1.13M), Japan (834K), Spain (741K), Colombia (636K), and the Netherlands (605K), providing consistent volume across host cities.

However, the strongest growth is coming from smaller and emerging markets, such as **Czechia with a +89.9% variation YoY, Haiti (+76.3%)**, **Ecuador (+61.4%)**, and **Saudi Arabia (+43.2%)**. This shows that while traditional markets drive scale, **incremental demand is increasingly coming from non-core geographies**, signalling a gradual diversification of the fan base.

Growth outlook: steady expansion with structural potential

Air capacity from competing countries to host cities is growing at a moderate pace, with +3.0% overall growth, driven by stronger relative increases in **Mexico** (+8.7%) and **Canada** (+5.8%), compared to more limited expansion in the **United States** (+2.3%). This suggests airlines are expanding supply cautiously, aligning with expected demand without creating significant overcapacity.

However, the absence of direct connectivity from several qualified nations means that part of the demand is not fully reflected in current capacity, pointing to potential upside beyond what the data captures.



Hotel prices during key matches

While travel intent and air connectivity provide insight into demand patterns, **hotel pricing offers a direct view of how this demand is materialising in the accommodation market**.

An analysis of hotel prices during key FIFA World Cup match periods (taking into consideration a standard double room) shows **significant variation across cities, match stages, and hotel categories**, reflecting differences in local demand intensity and accommodation supply.

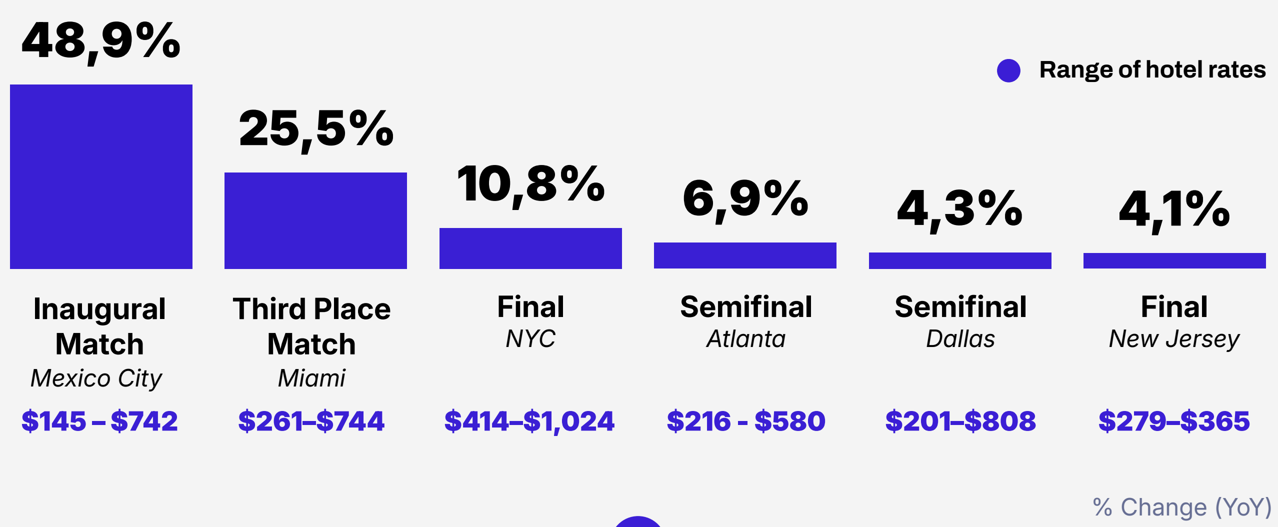
Hotel pricing is driven by match importance, not just location

Hotel prices around key World Cup matches are increasing, but the growth is uneven and highly dependent on match importance and location.

The strongest pricing power is concentrated in top-tier events, such as:

- The Final in NYC (**$414–$1,024**, +10.8% YoY)
- Third Place match in Miami (**$261–$744**, +25.5% YoY)
- Inaugural match in Mexico City (**$145 – $742** +48.9% YoY)

Impact of key FIFA World Cup matches on hotel prices in host cities

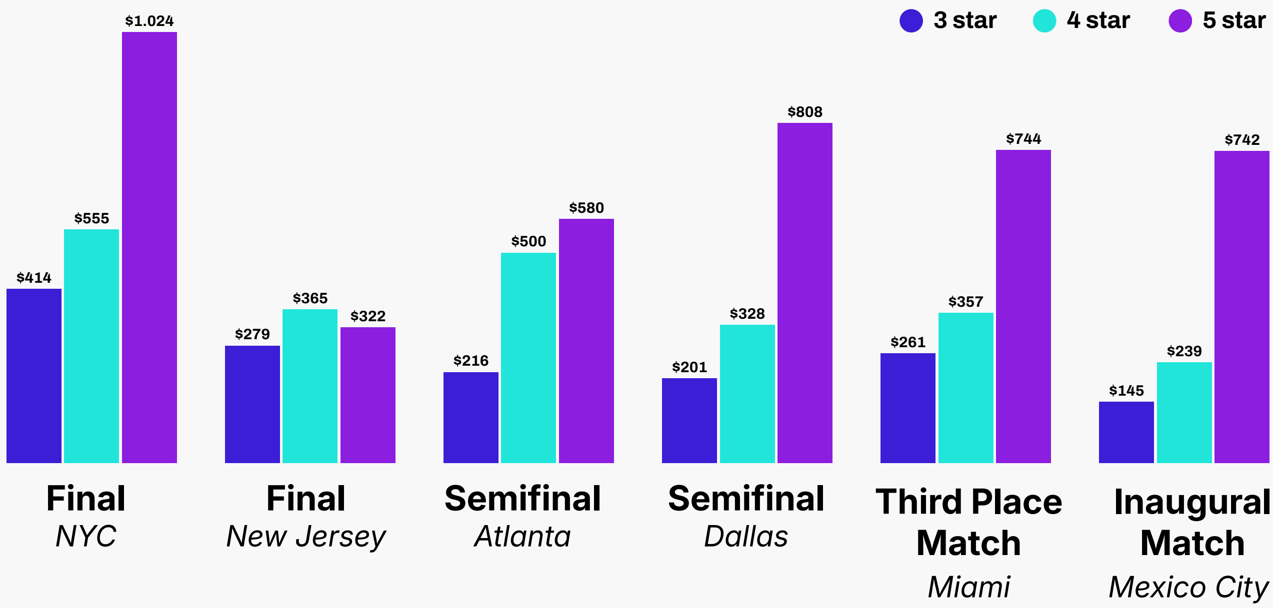


Other matches like the semifinals in Dallas (**$201–$808**, +4.3%) and New Jersey (**$279–$365**, +4.1%) show much more moderate increases.

This wide gap highlights that not all World Cup matches generate the same level of hotel demand. Only the most high-profile events create significant pricing pressure, while others behave more like standard high-demand periods.

Pricing growth also **varies by hotel category**, with 4-star and 5-star segments often driving YoY increases—for example, Atlanta semifinals show strong 4-star pricing (**$500**, +37.3%), and Miami sees growth across all categories, including 5-star hotels (**$744**, +38.1%).

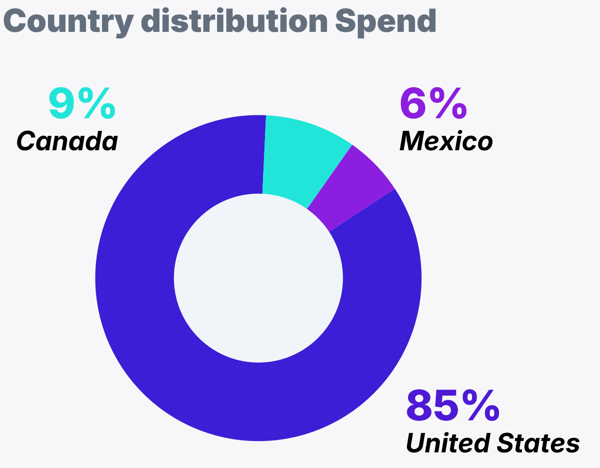
Hotel Prices During Key Match Days (YoY)



MABRIAN
A DATA APPEAL COMPANY

Event attendance and event-related spending

The FIFA World Cup 2026 is expected to generate significant event-related economic activity across host cities, driven by spectator attendance and associated spending—including expenditure on accommodation, F&B, and transportation.



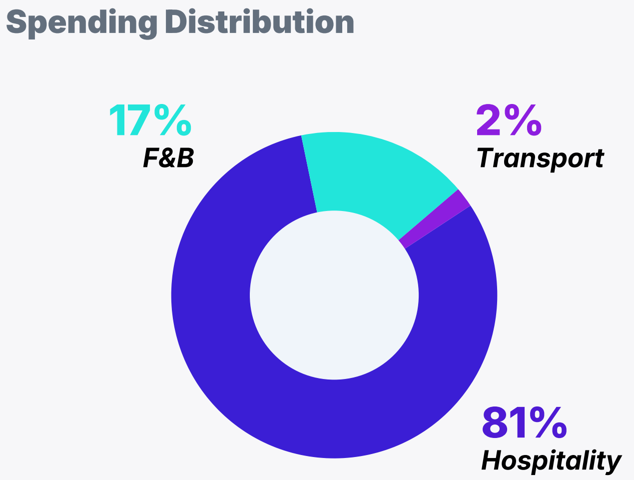
The United States dominates event-related spending

Economic impact is heavily skewed toward the US, which accounts for **84% of total attendance and 85.3% of total spend**, far exceeding Canada **(9.2% spend)** and Mexico **(5.5%)** combined. This is partly explained by the fact that **a larger share of matches is hosted in the US**, contributing to higher overall volumes of spectators and spending.

Spending is concentrated in hospitality

Hospitality accounts for the overwhelming majority of event-related spending—over $3.6 billion of the $4.3 billion total, well ahead of food and beverage at $674 million and transportation at $106 million.

Hospitality is, by a wide margin, the primary driver of economic impact, absorbing most visitor expenditure across the tournament.



The only notable exception to this pattern is represented by large-scale fan events such as **FIFA Fan Festivals**, where spending is more heavily concentrated in food and beverage and reflects shorter, non-overnight visitor behaviour.

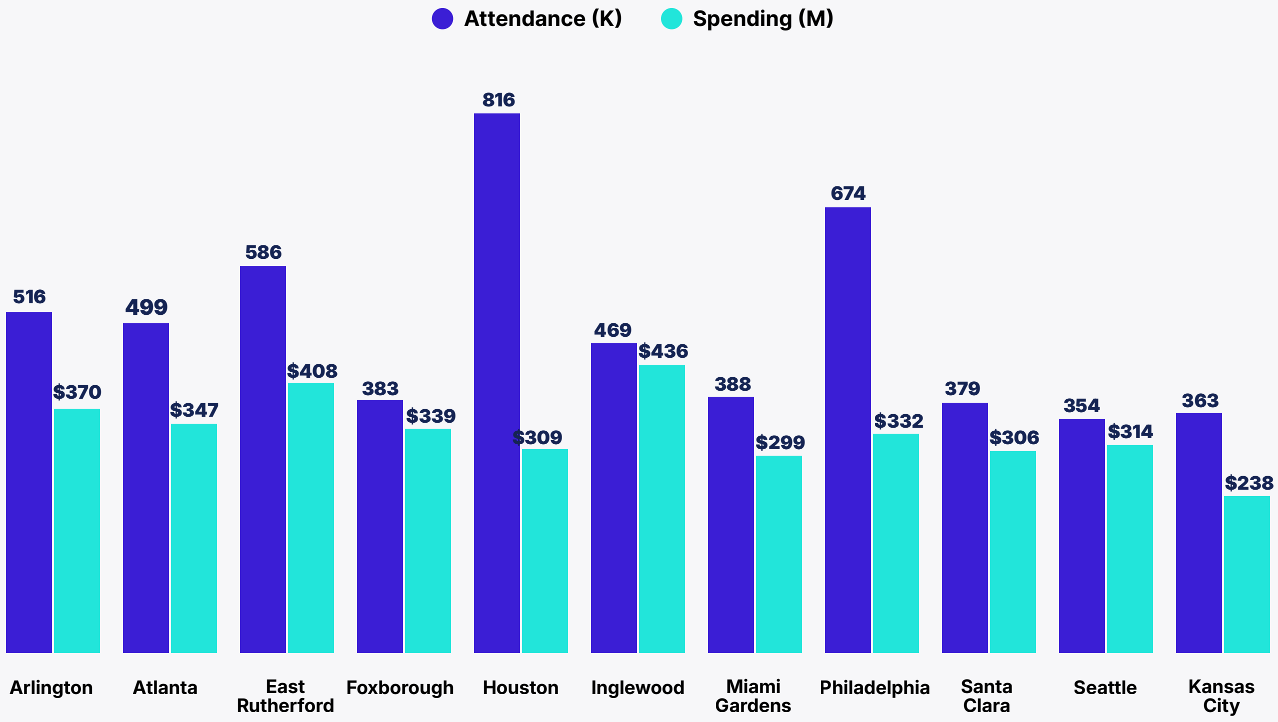
Attendance and spending are closely linked, but not evenly translated

Attendance and total spending show a strong positive relationship across host cities, with higher spectator volumes generally driving higher economic impact.

However, the relationship is not uniform. Cities such as **Inglewood** and **East Rutherford** generate higher spend relative to their attendance, while others like **Houston** or **Miami** translate similar attendance into lower overall economic impact.

This likely reflects differences in hospitality pricing, visitor mix, match profile, and length of stay, with later-stage matches attracting higher-spending visitors. Cities like **Houston** also benefit from FIFA Fan events, boosting attendance and impact.

Attendance & Spending US Cities



Destination experience and visitor sentiment

How host cities are perceived by travellers

Beyond demand, connectivity, and pricing, the success of a destination during the FIFA World Cup ultimately depends on **how visitors experience it on the ground**.

Sentiment analysis across **the most internationally visible host cities** provides a valuable lens into this dimension, capturing how travellers perceive not only the major attractions, but also everyday elements such as dining, hospitality, and mobility.

What emerges is a broadly positive picture: across all analysed destinations, sentiment remains consistently high, suggesting that host cities are well positioned for a positive visitor experience during the tournament.

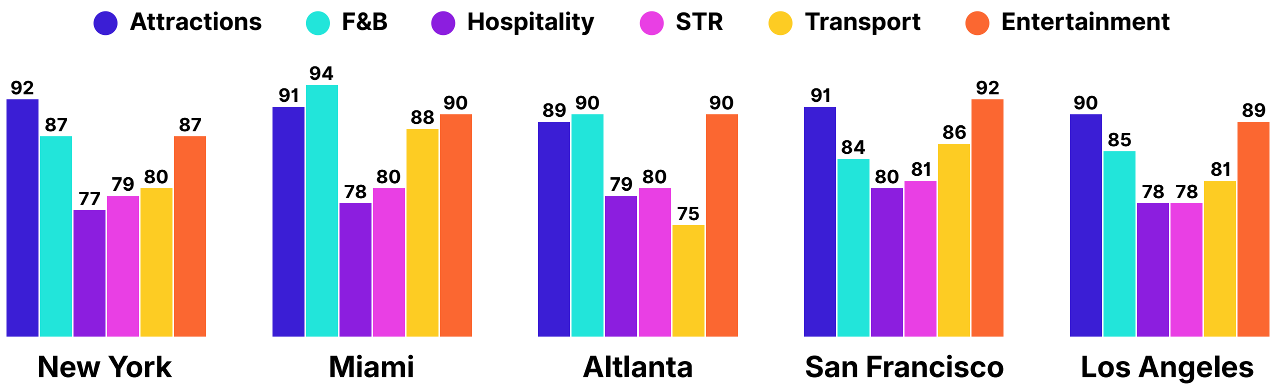
At the same time, differences across categories reveal where cities excel—and where pressure points may emerge as demand intensifies.

Overall Sentiment

02 April 2025 - 02 April 2026

Sentiment by Category

*(0–100, with 100 representing maximum sentiment)



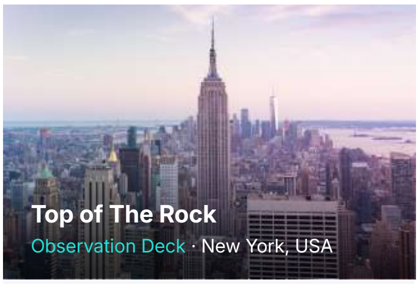
Attractions as anchors of experience

Across all cities, one pattern stands out clearly: **attractions are the strongest-performing element of the visitor experience**.

This reflects the fundamental role that iconic landmarks, cultural institutions, and public spaces play in shaping how destinations are perceived. Whether it is the global recognisability of New York's skyline, the cultural vibrancy of Miami's art districts, or the natural landscapes of San Francisco, these assets provide a **strong experiential foundation** that is difficult to replicate.

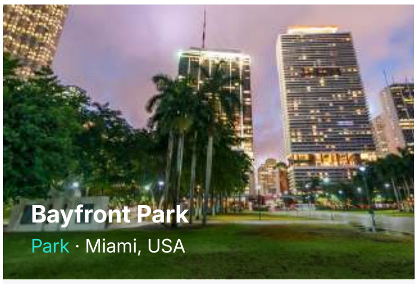
At a more granular level, the highest-rated attractions in each destination are not only well-known but consistently deliver on what visitors value most—accessibility, cultural depth, and memorability.

Top attraction per city (by popularity, ranked by sentiment)



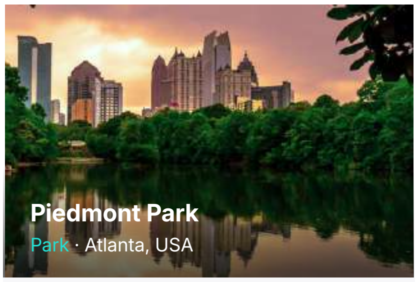
Top of The Rock
Observation Deck · New York, USA

Sentiment	96/100
POI Popularity	125



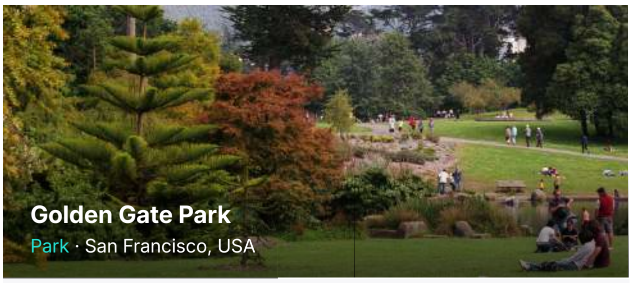
Bayfront Park
Park · Miami, USA

Sentiment	94/100
POI Popularity	103



Piedmont Park
Park · Atlanta, USA

Sentiment	94/100
POI Popularity	96



Golden Gate Park
Park · San Francisco, USA

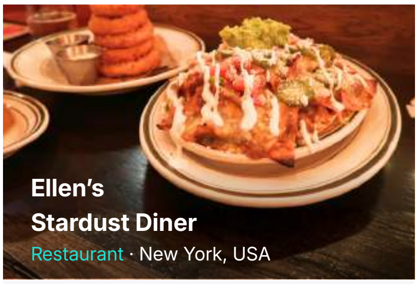
Sentiment	96/100
POI Popularity	102

Hollywood Bowl
Attraction · Los Angeles, USA

Sentiment	93/100
POI Popularity	95

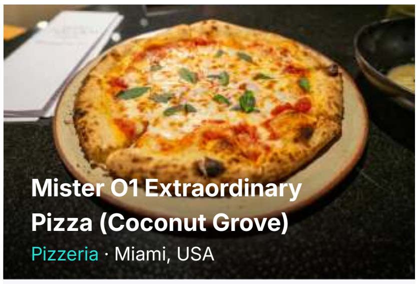
Culinary experiences and dining hotspots

Top attraction per city (by popularity, ranked by sentiment)



Ellen's Stardust Diner
Restaurant · New York, USA

Sentiment	84/100
POI Popularity	112



Mister O1 Extraordinary Pizza (Coconut Grove)
Pizzeria · Miami, USA

Sentiment	99/100
POI Popularity	117

Beat The Bomb Atlanta
Bar · Atlanta, USA

Sentiment	99/100
POI Popularity	103

North Beach Gyros
Restaurant · San Francisco, USA

Sentiment	98/100
POI Popularity	98

El Gallo Giro
Restaurant · Los Angeles, USA

Sentiment	98/100
POI Popularity	104

*The **Popularity Index** estimates how busy a place is. It typically ranges from 0 to 120, with values above 120 indicating very high attendance.*

F&B is among the highest-scoring categories by sentiment, and the top venues in each city reinforce why.

Combining high popularity with strong visitor ratings, these locations are likely focal points during the tournament—especially on matchdays and peak periods.

Hospitality and transport: high stakes, mixed signals

While attractions and dining perform strongly, sentiment data points to a more nuanced picture when it comes to **hospitality and transport**.

These categories, while still positively rated overall, show comparatively lower scores. This does not indicate a lack of quality but rather reflects the more operational nature of these aspects of the visitor journey.

Unlike attractions, which are curated experiences, hospitality and transport are tested under real conditions—particularly during periods of peak demand.

As a result, **they represent potential pressure points during the tournament.** As visitor volumes increase, maintaining service quality, accessibility, and efficiency will be critical to ensuring that the overall experience remains consistent.

"Demand alone will not determine outcomes. What will ultimately differentiate destinations during the 2026 FIFA World Cup is their ability to deliver consistent, high-quality experiences under pressure. What we're seeing in the data is that travellers already have very high expectations—particularly around attractions and food—but operational aspects like transport and service consistency will be under real pressure at peak moments. This is where reputation will be won or lost in real time. Destinations that succeed will be those that can maintain service quality at scale, using real-time feedback and sentiment signals to quickly identify friction points and adapt —ensuring that the visitor journey remains seamless, and that short-term demand translates into long-term perception and repeat visits."

Maria Pradissitto
North America Market Manager
Data Appeal

From kick-off to check-out:
11 winning strategies for DMOs

The FIFA World Cup is a once-in-four-years event, but large-scale events are becoming an **increasingly regular feature for destinations**.

Managing demand, operations, and experience at scale is no longer exceptional, as destinations adapt to rising demand and increasingly complex travel patterns.

The following strategies **are key to planning, managing, and delivering** successfully:

01

Early demand activation
Monitor demand early and act proactively. Destinations that anticipate trends ahead of the tournament are better positioned to capture initial visitor flows.

02

Strengthen connectivity
Air connectivity is a key enabler of demand conversion. Strong and well-distributed connections are essential to turn interest into actual arrivals.

03

Focus on core source markets
Prioritise high-performing source markets, as they represent the most reliable and scalable demand channels.

04

Leverage key cities
Leading host cities act as primary demand drivers. Strategic focus on these locations can maximize overall destination performance.

05

Balance international and domestic demand
While international visitors are critical, domestic demand provides stability and depth, particularly during off-peak periods.

06

Align with tournament phases
Demand follows the tournament calendar, peaking during the group stage and becoming more concentrated in later rounds. Planning should reflect these shifts.

07

Extend engagement beyond match time
Complement matches with fan zones, events, and local experiences to sustain visitor engagement and increase overall spend.

08

Segment and target visitor types

Different visitor groups (international fans, domestic travellers, day-trippers) have distinct behaviours and spending patterns. Tailoring offers and experiences to each segment can maximize both engagement and economic impact.

09

Monitor pricing signals

Hotel pricing trends provide real-time insights into demand intensity and can guide revenue optimization and capacity planning.

10

Ensure operational excellence

Transport, service delivery, and logistics must perform reliably under peak conditions to support a seamless visitor experience.

11

Deliver a consistent visitor experience

Ultimately, overall satisfaction is driven by the end-to-end experience, including attractions, dining, and day-to-day interactions.

About Data Appeal

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyses all feedback posted online, combining it with geographic and contextual data, offering the regions and enterprises the opportunity to optimise the business's potential, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) has belonged to the Almawave Group since 2022.

In 2023 the company acquired 70% of the share capital of Mabrian Technologies S.L., a Spanish company specializing in Travel and Destination Intelligence solutions, to consolidate its international positioning.

The company's mission is to simplify the use and understanding of data to help companies and tourist destinations make effective and informed decisions. www.datappeal.io

About Mabrian

Mabrian Technologies (Mabrian), the global travel intelligence and tourism advisory partner, is a company specialized in providing travel intelligence services worldwide. Founded in 2013, Mabrian joined The Data Appeal Company – Almawave Group in 2023.

Combining Big Data and Artificial Intelligence (AI) techniques, simultaneous insights from over 30 global data sources, and the comprehensive travel intelligence expertise of its team of specialists, Mabrian is able to identify and predict tourism dynamics and trends worldwide. Mabrian's modular dashboard grants access to a holistic monitoring centre that traces, measures and cross-analyses travellers' full journey: air connectivity and demand, hotels, holiday rentals, travellers' sentiment and demand drivers, spending patterns and behaviour, mobility, and sustainability.

Currently operating in over 40 countries, Mabrian caters to the needs of travel & tourism industry, companies, entities, and public bodies, ranging from all-levels Destination Management Offices (national, regional, local), hotel companies and chains or transportation, to tourism-related consultancies (marketing, promotion, strategy, investment, etc.), providing up-to-date, contextual, predictive and insightful data intelligence for strategic and business development, as well as for policy and decision-making.

Learn more about how to unlock travel intelligence potential at **www.mabrian.com**

About PredictHQ

PredictHQ is the only platform that transforms real-world events into predictive demand signals, enabling businesses to forecast, plan, and act with precision. Built for the AI-native era, PredictHQ powers smarter forecasting, pricing, and operational decisions by providing the most accurate and relevant event data at scale. With 19 event categories, 450+ data sources, and 99% data accuracy, our platform delivers actionable intelligence that helps businesses worldwide adapt to demand shifts, reduce waste, and capitalize on opportunities. Trusted by leading companies like Uber, WPP, and Domino's, PredictHQ is the foundation for real-world-aware AI and the next generation of demand forecasting.

Learn more at **www.predicthq.com**

Methodological notes

Analysis period: unless otherwise stated, all data refer to the period **January to March 2026**, with year-on-year comparisons against the same period in 2025. Selected forward-looking insights (e.g. hotel pricing and event-related metrics) reflect **the FIFA World Cup tournament window (11 June – 19 July 2026)**.

Geographic scope: analysis covers **the three host countries—United States, Canada, and Mexico—with a primary focus on the 16 official host cities**. Where relevant, insights also include **key international source markets**, particularly from Europe and other participating nations, to capture inbound travel dynamics.

OTA rates and occupancy: OTA rates (Online Travel Agencies) refer to prices for listings published on major online booking and travel service platforms. They reflect the pricing and availability of short-term rental and hospitality POIs that are mapped and tracked.

Proprietary KPIs: The Sentiment Score (0–100) collects, analyses, and normalises online reputation scores and content for POIs and destinations, sourced from major portals, social media, and search engines, including Google, TripAdvisor, Booking, Expedia, and Facebook.

Semantic analysis: Semantic analysis, supported by Large Language Models and Generative AI integration, enables real-time reading and querying of user-generated content to interpret nuances of meaning in 50 languages and assess visitor emotional engagement, while maintaining granular and accurate data.

Air capacity and airfares: Air capacity refers to the total number of seats offered by airlines on a specific route or to a particular destination.

Events: Data on expected attendance and predicted spending for events are provided by an external partner using rigorous models and algorithms that ensure clean and verified datasets. Expected participants are calculated using machine learning models (ML), expert systems, and other event-related data (including participating teams, location, duration, and local or international scope).

Predicted Event Spending (PES):
The PredictHQ Predicted Event Spend (PES) is an estimate of the tourism spending generated by people physically attending an event within the destination during the event period.
PES is determined by the Predict HQ's models, which incorporates event geographic coverage, predicted attendance, event type, historical attendee behavior patterns, event popularity signals, and venue characteristics to estimate the number of attendees present on each day of the event and their likely daily spend. These daily estimates are aggregated across the full duration of the event to produce the final PES figure.
It excludes public or private infrastructure investments, ticket revenues, venue costs, staff wages, sponsorships, and any multiplier effects on the local economy, as well as indirect or induced economic impacts.

Data sources: *Data Appeal, Mabrian and PredictHQ*

Share of Searches

Mabrian's **Share of Searches Index** is **proprietary index** that reflects the strength of travel demand based on flight searches behaviour. Given a source market and a period of time, the Share of Searches Index is a percentage that correlates the total flight searches globally (based on millions of searches) with spontaneous searches for specific destinations. Unlike confirmed bookings, this ratio shows the degree of market interest in certain destinations, and whether reservations are confirmed depends on many factors, from available connectivity, flight and accommodation prices, or other phenomena that may influence travellers' willingness to purchase or spend. For further details, visit: *https://mabrian.com/blog/share-of-searches-index/*

Mabrian's assessment of the Share of Searches Index performance applies a three-point scale for increase or decrease (minor, moderate, significant), based on the magnitude of percentage point variations and their relative impact on the overall index value.

Data sources: *Data Appeal, Mabrian and PredictHQ*

DATA APPEAL

MABRIAN
A DATA APPEAL COMPANY

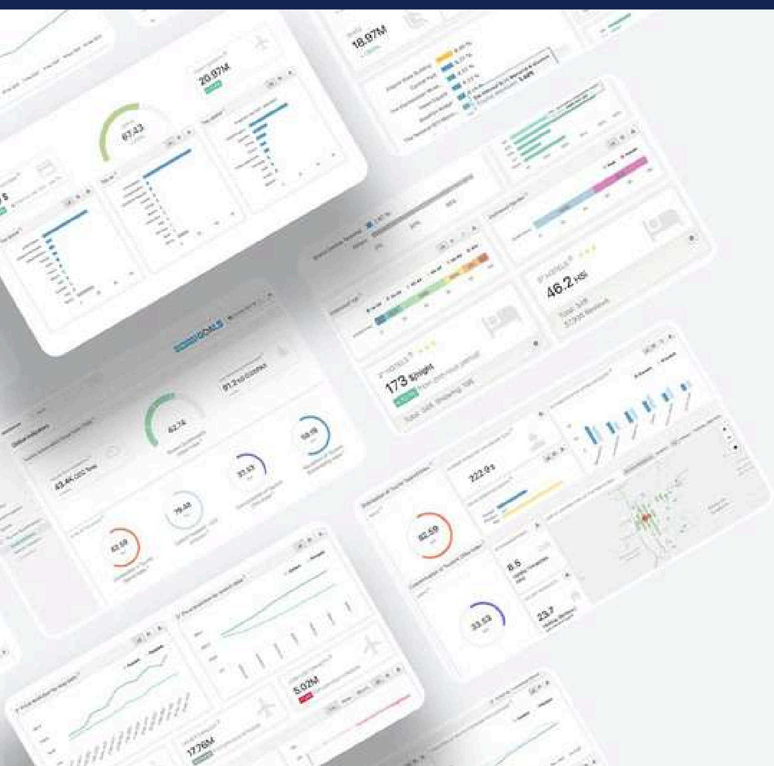
DATA INTELLIGENCE FOR TOURISM DESTINATIONS

A single solution to provide all the necessary updated contextual information for more efficient and sustainable destination management

Our 5 knowledge pillars & data solutions

Up to 130 sources to offer the largest standardised database in the travel industry

- Access & Air Connectivity
- Demand & Markets
- Traveller Experience & Sentiment
- Impact: Spend & Sustainability
- Supply & Competitiveness



What make us unique? All Data, Technology & Support in just One Tool

- Developed for Destinations
- Global scope
- Flexible Modular Subscription
- Multiple Data Integrated
- AI Smart Insights Assistant
- Ad-hoc and periodic reports
- Simple integration (API)
- Plug &Play: 6 weeks lead time

CONTACT US

OFFICES

Menorca
+34 871 201 231

Barcelona
+34 931 968 272

Florence
+39 800 090 319

info@mabrian.com
mabrian.com

suppor t@datappeal.io
datappeal.io