THE 2026 FIFA WORLD CUP EFFECT

U.S. Latino Travel Economic Impact & Trends

How US Latinos are turning World Cup interest into family travel, accommodation demand, and local spending.

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U.S. LATINO TRAVEL ECONOMIC IMPACT & TRENDS

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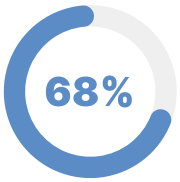
SECTION 1

Executive Summary

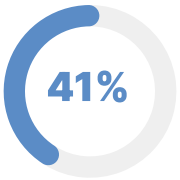
The 2026 FIFA World Cup will not only bring global attention to U.S. host cities, it will also activate one of the country's most culturally connected and group-oriented audiences: U.S. Latinos.

For many Latino households, the tournament is more than a sporting event. It is a reason to gather, travel with family, reconnect with national-origin identity, and spend time in local communities. **The findings of this study suggest that Latino World Cup engagement may generate new travel in larger groups, demand for flexible accommodations, and meaningful neighborhood-level economic activity.**

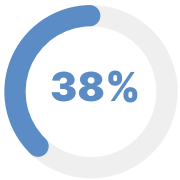
Several findings stand out:



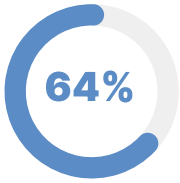
Latino adults report being interested in the 2026 FIFA World Cup.



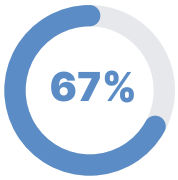
Say the tournament **would lead them to take a trip they would not otherwise have taken.**



Expect to travel with **larger groups than usual.**



Say it is very important that everyone in their group **can stay together in the same place.**



Say **visiting local restaurants, cafés, or shops** near where they stay is very important.

Together, these findings point to a central conclusion: the World Cup **is likely to amplify existing Latino travel patterns** rather than simply create a one-time event. The tournament may deepen behaviors already common among Latino travelers:



Family-based travel



Flexible accommodation needs



Multigenerational gathering



Neighborhood-level spending

- This has implications for **host cities, hospitality providers, short-term rental platforms, and local businesses.**
- Latino World Cup travel is likely **to extend beyond stadiums and official event venues** into restaurants, cafés, local shops, cultural spaces, and neighbourhoods.
- It also suggests that accommodation demand during the tournament will be shaped less by individual travellers and **more by the needs of groups:** space, shared areas, kitchen access, privacy, and the ability to stay together.

SECTION 2

Who We Surveyed and How We Read the Data

This report draws on a representative national survey of U.S. Latino adults designed to examine how travel behavior, accommodation preferences, World Cup engagement, and local spending intersect. Rather than measuring travel intent alone, the survey examines how family networks, group size, identity, language, income, generation, country of origin, and geography shape how Latino households may plan, stay, and spend around the 2026 FIFA World Cup. Results are weighted to reflect the Latino adult population.

Defining U.S. Latino Travelers

Throughout this report, we use **Latino travelers** as shorthand for adults living in the United States who identify as Hispanic, Latino, Latina, or of Latin American origin, or who trace their ancestry to Latin America or the Caribbean. This includes people born in the mainland United States, Puerto Rico, and Latin America, as well as people whose families trace their roots to Mexico, Central America, South America, the Caribbean, or other parts of Latin America.

In this context, **Latino** is already a U.S.-based panethnic category, so we generally avoid repeating **U.S. Latino** throughout the report. As academic research shows, Hispanic and Latino categories were shaped through political, institutional, demographic, and media processes rather than emerging as fixed or natural labels[1][2][3]. Additional details on sample selection and respondent eligibility are included in the Methodological Notes.

This terminology is not meant to flatten the diversity of the population. Latino identity in the United States often includes multiple layers of belonging: connection to the United States, connection to a family's country or place of origin, and connection to a broader Latino or Hispanic identity. For the 2026 FIFA World Cup, these layers matter because the tournament is organized around national teams, collective viewing, family gatherings, and transnational cultural ties.

For that reason, the analysis pays attention not only to Latinos as a whole, but also to differences by immigrant generation, language use, country or region of origin, income, age, gender, family composition, and proximity to host markets.

Latino Traveler Profiles Used in This Report

The profiles below identify patterns that are not always visible in overall toplines. They help show how generation, language, country of origin, age, income, and family composition shape travel behavior around the 2026 FIFA World Cup.

- **First-generation Latinos**
  Latinos born outside the mainland United States.
- **Second-generation Latinos**
  U.S.-born Latinos with at least one parent born outside the mainland United States.

[1] Garcia-Rios, Sergio I. *Perennial and situational: a study of immigrant identity formation and transformation.* Diss. PhD thesis, University of Washington (2015). [2] Mora, G. Cristina. *Making Hispanics: How activists, bureaucrats, and media constructed a new American.* University of Chicago Press, 2014. [3] Ocampo, Angela X. *Truly at home? Perceived belonging and immigrant incorporation.* Social Forces 103, no. 2 (2024): 633-654.

- **Third-generation or later Latinos**
  U.S.-born Latinos whose parents were born in the United States.
- **Country or region of origin**
  The country or place in Latin America where respondents or their families trace their ancestry. In this report, we sometimes discuss broad origin groups, such as Mexican, Central American, Caribbean, and South American origin, while also highlighting specific countries when relevant.
- **Spanish-dominant or Spanish-high households**
  Respondents who report speaking Spanish frequently at home, with family, or in their community. Spanish use is not treated only as a language measure. It can also indicate ongoing family, cultural, media, and transnational connections.
- **Young travelers**
  Adults ages 18–34. This group is especially relevant for match attendance, social viewing, digital engagement, and event-driven travel.
- **Family-age travelers**
  Adults ages 30–49. This group is especially relevant for family coordination, household travel planning, travel with children, and multigenerational trips.
- **Lower-income travelers**
  Households earning less than $40,000 annually.
- **Middle-income travelers**
  Households earning $40,000–$79,999 annually.
- **Higher-income travelers**
  Households earning $80,000 or more annually.
- **Host-market residents**
  Respondents living in or near U.S. metro areas hosting 2026 FIFA World Cup matches.

How These Profiles Shape the Analysis

These profiles help explain why Latino World Cup travel is not only about attendance.

- **First-generation Latinos** may engage with the World Cup through country-of-origin ties and national-team attachment.
- **Second-generation Latinos** may combine U.S.-based travel behavior with strong family and cultural connections.
- **Younger travelers** may drive match attendance and social viewing, while family-age travelers may shape group travel logistics.
- **Lower- and middle-income households** may use group travel to make trips more affordable,
- while **higher-income households** may be more likely to spend on lodging, tickets, and experiences.

Together, these differences help explain the report's central finding:

Latino World Cup travel is about...



SECTION 3

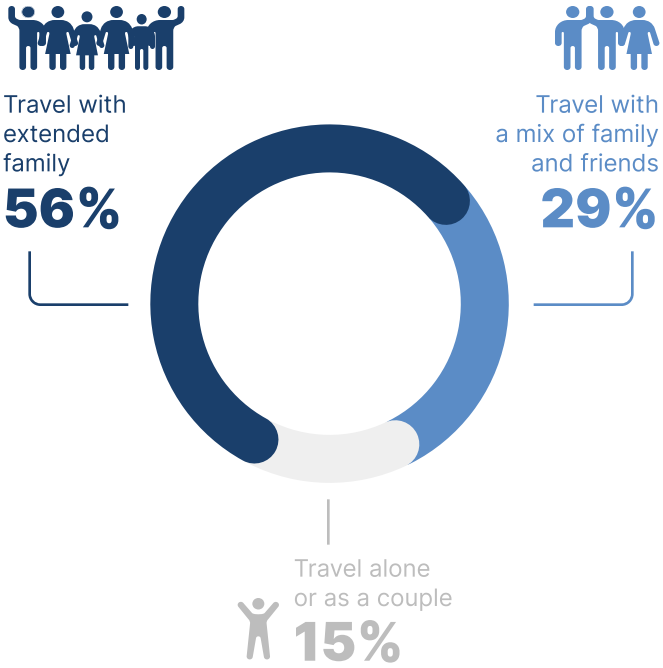
Latino Travel Behavior in the Context of a Global Event

Latino Travel Is Often Collective Travel

Latino travel patterns are strongly shaped by group dynamics, cultural ties, and shared experiences. For many Latino households, travel is organized around family and extended networks rather than individuals alone. This matters because the World Cup is not only an entertainment event. It is also **an opportunity for family and community gathering.**

Majority of Latino travelers report engaging in group-based travel:

TRAVEL GROUP COMPOSITION



The World Cup is likely to influence not only whether people travel, but...

- *How they travel*
- *Who they travel with*
- *Where they stay*
- *Where they spend*

From Individual Trips to Family Networks

Group travel changes the economics and logistics of travel. It affects:

- lodging needs,
- transportation decisions,
- food and restaurant spending,
- length of stay,
- local business activity,
- and the importance of shared space.

For Latino travelers, **the travel unit is often not the individual. It is the family, the household, or the extended network.** That distinction is central to understanding the potential impact of the World Cup.

Which Latino Travelers Are Most Group-Oriented?

Group composition varies across subpopulations.

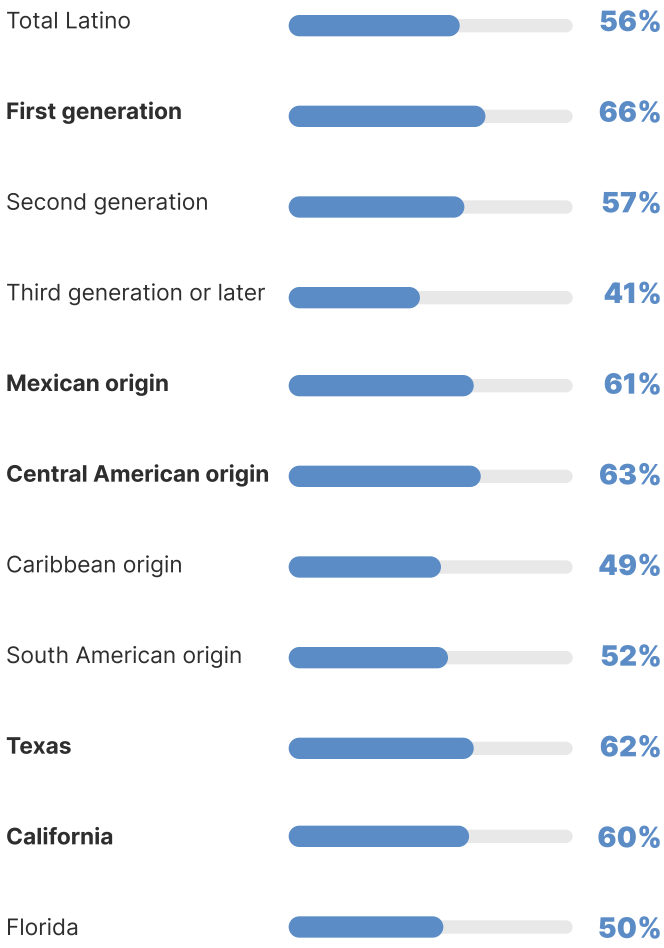
- **First-generation Latinos** are more likely to travel with extended family than later-generation Latinos. This likely reflects stronger transnational family ties, larger kinship networks, and a greater tendency to travel in family-based groups.
- **Households with children** show a higher likelihood of traveling in groups of four or more. These travelers are especially likely to need shared spaces, kitchen access, and accommodations that make family logistics easier.
- **Lower- and middle-income households** report larger average travel groups, suggesting that group travel may be both cultural and practical. Traveling together can allow families to share costs across lodging, transportation, and meals.

Regional and origin-based differences are also evident:

- **Respondents in Texas and California** report some of the highest rates of extended-family travel.
- **Individuals of Mexican and Central American origin** are more likely to travel in larger family groups, while respondents of Caribbean origin are more likely to report mixed travel groups that include both family and friends.

EXTENDED FAMILY TRAVEL BY SEGMENT

Share who traveled with extended family on their most recent leisure trip.



SECTION 4

The World Cup as a Catalyst for Travel

The World Cup turns interest into travel behavior

Interest in the 2026 FIFA World Cup is high among Latino respondents and translates into measurable travel intent.



68%
Latino adults report being interested in the 2026 FIFA World Cup.



52%
say they plan to follow matches closely through media or in-person experiences.



44%
say they are likely to attend a match inside a stadium, visit the stadium area on match day, or go to an official fan zone.

The most important finding is not only that Latinos are interested in the World Cup. It is that the tournament appears likely to generate incremental travel.



41%
say the World Cup would lead them to take a trip they would not otherwise have taken.



36%
say they would extend an existing trip.



38%
expect to travel with larger groups than usual.



35%
anticipate spending more than they typically would when traveling.

From Interest to New Travel Demand

These findings suggest that the World Cup will not simply shift existing travel from one destination to another. **It may create new travel demand among Latino households.**

This matters because new trips, extended trips, larger groups, and increased spending all carry economic implications. **The tournament could increase demand for lodging, transportation, food, entertainment, and local services,** particularly in cities with large Latino populations or strong connections to Latin American national teams.

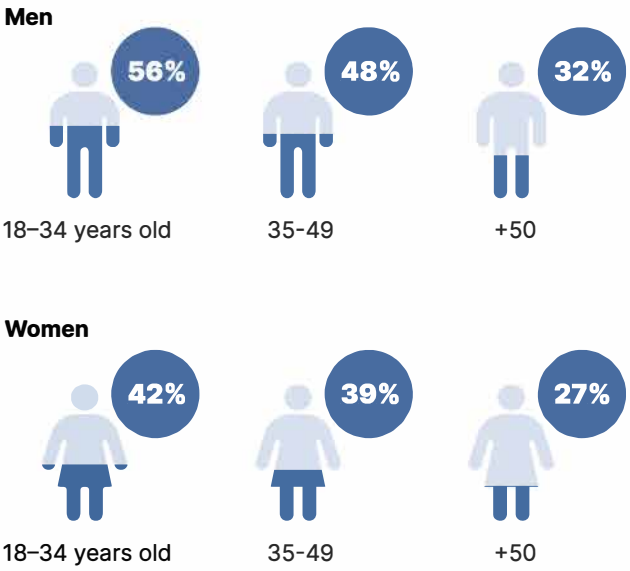
The World Cup also matters because it activates identity in ways that ordinary leisure travel may not. For many Latinos, especially first- and second-generation respondents, national-origin identity and Latino identity can operate together. The tournament creates an occasion where country of origin, family tradition, language, and shared cultural experience become directly relevant to travel behavior.

Who Is Most Likely to Turn Interest into Travel?

- **Men ages 18–34** show the highest likelihood of match-day stadium-area engagement, including visiting the stadium area on match day or attending a World Cup match inside a stadium. This group is likely to be one of the strongest audiences for event-driven travel, sports viewing, and social experiences around the tournament.
- **Women ages 35–49** are especially important to the family travel story. While men may show higher match-attendance interest, women in this age group are more likely to coordinate travel that includes family members, children, or extended relatives.

STADIUM-AREA ENGAGEMENT BY AGE AND GENDER

Share very/somewhat likely to visit the stadium area on match day or attend a World Cup match inside a stadium.



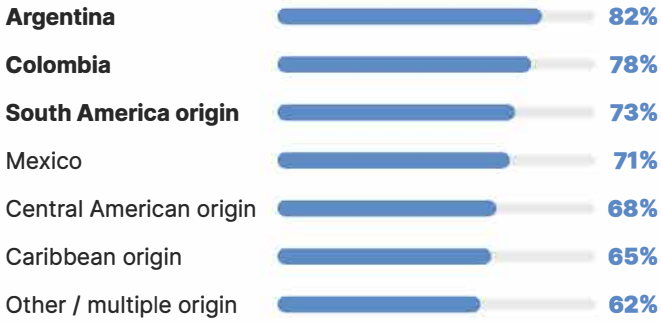
First-generation Latinos report higher engagement with the tournament and a higher likelihood of travel tied to national teams. For this group, the World Cup may carry a stronger emotional connection to country of origin, national identity, and family traditions.

Higher-income households are more likely to attend matches in person, reflecting the cost of tickets, travel, lodging, and event-related spending. Lower-income households, by contrast, show higher participation in group-based travel experiences tied to the event, suggesting that cost-sharing and family-based travel may be especially important.

Country-of-origin dynamics further shape travel intent. **Respondents with roots in Mexico, Colombia, and Argentina** report some of the highest likelihood of traveling for matches involving their national teams. National identity and team affiliation are strong predictors of World Cup engagement, particularly among first- and second-generation Latinos.

WORLD CUP ENGAGEMENT BY COUNTRY OF ORIGIN

Share interested in the 2026 FIFA World Cup.



Share likely to visit a stadium area, or attend a match inside a stadium.

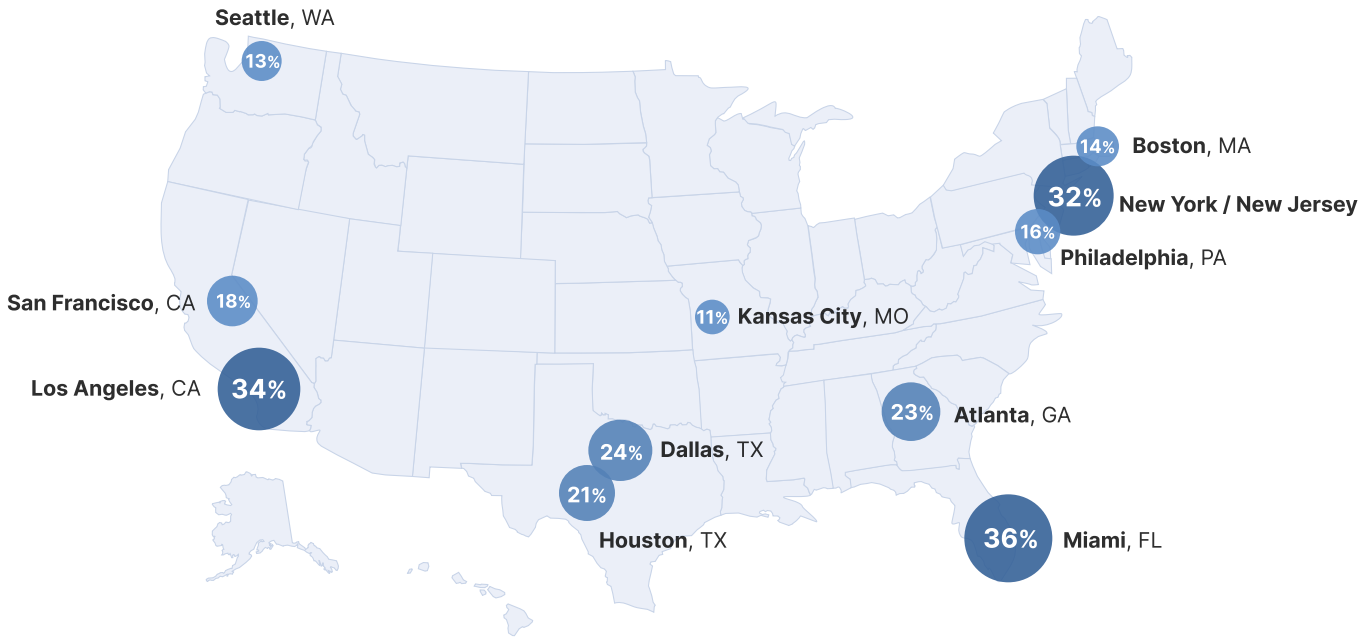


Geography, Host Cities, and Team Schedules

Geography also matters because World Cup travel is tied to both host-city appeal and national-team schedules. Latino respondents reported being especially likely to consider host cities where they have family networks, cultural familiarity, or where teams connected to their country or region of origin are scheduled to play.

In the survey, the host cities Latino respondents were most likely to consider visiting were:

HOST CITIES LATINO RESPONDENTS WOULD CONSIDER VISITING



These patterns suggest that **Latino World Cup travel demand may be concentrated in host markets that combine event visibility, large Latino populations, cultural familiarity, and family or diaspora networks.** Miami, Los Angeles, New York / New Jersey, and Texas host markets stand out as especially important because they are not only major World Cup destinations, but also major Latino population centers with strong regional and national-origin ties.

In particular, **Miami illustrates this dynamic.** The city is scheduled to host Brazil, Colombia, Uruguay, and Portugal in group-stage matches, making it especially interesting for South American and broader Latin American audiences. In this context, a match such as Colombia vs. Portugal is not simply a sporting event. It can become a reason for Colombian-origin and other Latino households to travel, gather, attend public viewing events, stay in local neighborhoods, and spend time and money at nearby businesses.

In other words, team schedules can **turn a host city into a culturally specific travel destination for different Latino communities.**

SECTION 5

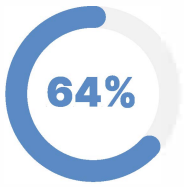
Accommodation Demand and Group Travel

Group Travel Changes What "Good Lodging" Means

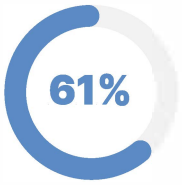
The increase in group-based travel associated with the World Cup has direct implications for accommodation preferences. When travelers move as families or extended groups, **lodging decisions are not just about finding a place to sleep.**



They are about keeping people together, managing meals, sharing space, balancing privacy, and making the trip financially feasible.



Latino travelers say it is very important that everyone in their group **can stay together in the same place.**



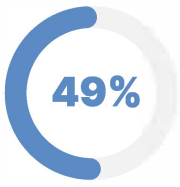
Report that **short-term rentals** better meet their needs when traveling with family or a large group.



Cite **the ability to stay together** as a reason they might prefer a short-term rental instead of a hotel.



Value **additional space** for family or group travel.



Highlight **access to a kitchen.**

When Groups Travel, Lodging Needs Change

These numbers show that accommodation demand during the World Cup will be shaped by group size and shared-space needs, not just individual travel preferences.

For Latino travelers, **short-term rentals** may be especially well aligned with World Cup travel because they address several practical needs at once: **space for larger groups, ability to stay together, access to kitchens and shared meals, flexibility for families with children, privacy across households, cost-sharing across travelers, and proximity to local neighborhoods.**

This is especially important for World Cup travel because the tournament may increase not only the number of trips but the size of the travel group.

43%
expect to travel in groups of four or more.



22%
expect to travel in groups of six or more.



The practical implications are significant. **A family of six traveling for a World Cup match faces a different set of decisions than a solo traveler or couple**. They may need multiple beds, shared areas, kitchen access, flexible check-in, parking, and proximity to both event venues and local food options. These needs make accommodation choice central to the overall travel experience.

How Accommodation Needs Differ Across Travelers

Young travelers (18–34 years old)

Privacy	49%
Local neighborhood access	39%
Flexibility / group coordination	47%

Younger travelers prioritize **flexibility, privacy, and local experiences.** For this group, **short-term rentals** may appeal because they allow travelers to organize trips around friends, events, nightlife, public viewing spaces, and neighborhood exploration.

Families with children

Ability to stay together	68%
More space for the group travel	66%
Kitchen access	63%
Feels more like home	57%

Families with children emphasize **space, kitchen access, and shared living areas.** These needs become more important when travel involves children, grandparents, or extended relatives.

Higher-income travelers ($80k+)

Privacy	47%
Local neighborhood access	40%
Better for longer stays	40%
Location / unique experience	40%

Higher-income travelers are more likely to value **location and experience,** including **access to desirable neighborhoods, proximity to event venues, and unique stays.**

Lower-income travelers (under $40k)

Lower cost	58%
Ability to stay together	61%
More space	57%
Kitchen access	52%

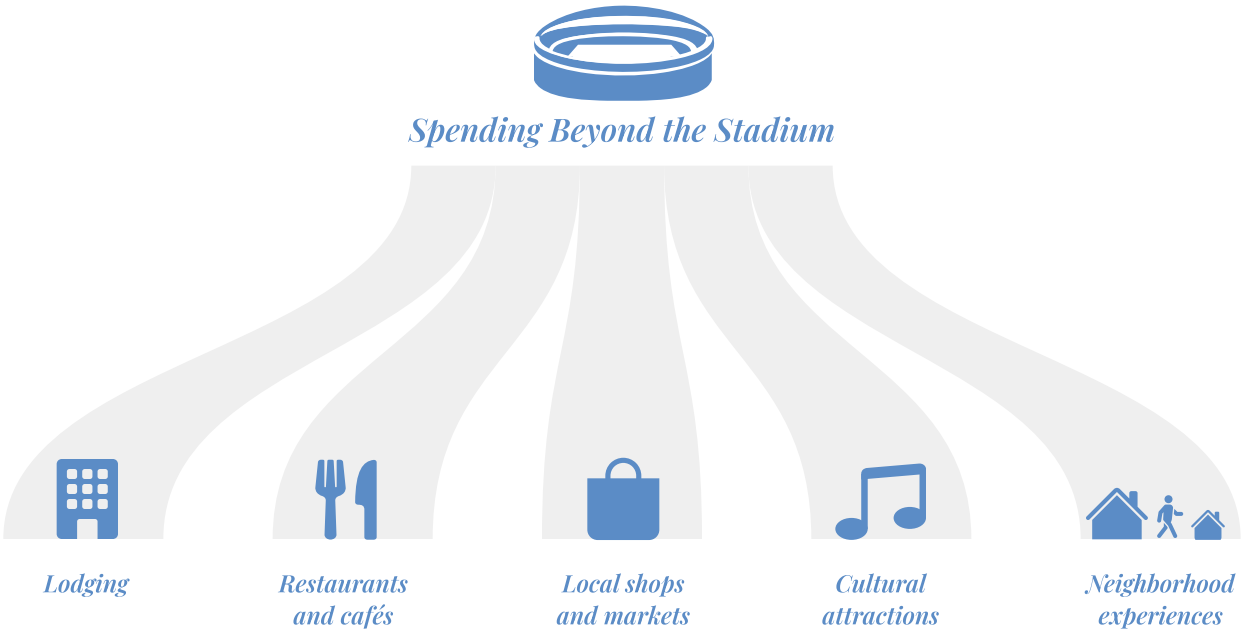
Lower-income travelers prioritize **cost efficiency and group-based lodging.** For these households, shared accommodations may help make travel more affordable by allowing groups to split lodging costs and prepare meals together.

SECTION 6

Economic Impact and Local Spending

Latino Travel Spending Extends Beyond The Stadium

Latino travel associated with the World Cup is expected to generate significant local economic activity, particularly at the neighborhood level. The economic impact is not limited to tickets, stadiums, or lodging. Latino travelers are likely to spend money across restaurants, cafés, local shops, markets, cultural attractions, transportation, entertainment, and neighborhood experiences.



34%
Very often follow **host recommendations.**

67%
Say visiting **local restaurants, cafés, or shops** near where they stay is very important.

48%
Very often seek out **local or non-tourist areas** when traveling.

52%
Say host recommendations have led them to visit a **local business** they would not have otherwise visited.

These findings suggest that Latino World Cup travel may produce distributed local economic impact. Spending may flow from **stadiums and official events** into **surrounding neighborhoods and commercial corridors**. This matters for host cities because World Cup-related travel can support restaurants and cafés, neighborhood markets, local shops, cultural attractions, museums and music venues, public viewing events, parks and plazas, local transportation, community festivals, and family-owned businesses.

Spending Categories

World Cup-related travel can generate activity **beyond stadium districts**, especially when travelers stay in residential neighborhoods, follow **host recommendations**, and seek nearby experiences.

Restaurants and cafés are expected to lead monetary spending, but shops, markets, cultural events, and neighborhood attractions also play an important role.

SPENDING BY CATEGORY

Expected spending categories among those attending or traveling because of the World Cup

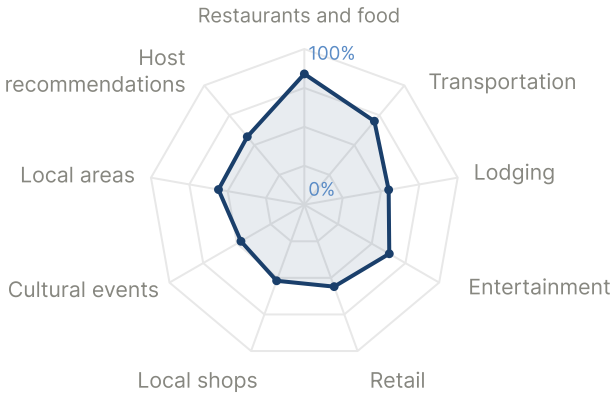


Local Spending Varies Across Travelers

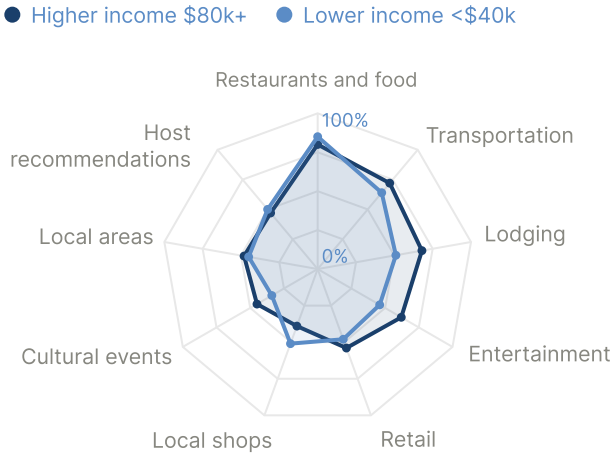
- **Younger travelers** are more likely to connect World Cup travel to nightlife, public viewing events, social gatherings, and local experiences.
- **Higher-income** travelers may spend more on lodging, transportation, and entertainment, though their spending may be concentrated in fewer categories.
- **Lower-income** travelers may distribute spending more broadly across restaurants, local shops, markets, and community-based experiences.
- **Spanish-dominant** households are more likely to rely on host recommendations and local networks, shaping where they eat, shop, and spend.

Local Spending Across Travelers

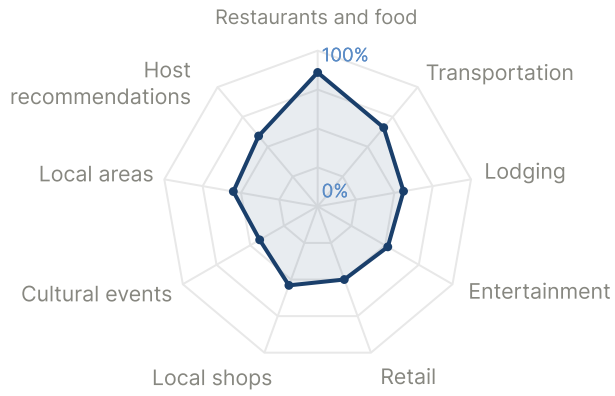
YOUNGER TRAVELERS 18–34



HIGHER-INCOME VS LOWER-INCOME TRAVELERS



SPANISH-DOMINANT HOUSEHOLDS



SECTION 7

Strategic Implications

The World Cup will activate Latino travel in ways that matter beyond attendance

The 2026 FIFA World Cup is likely to generate several layers of travel and spending among U.S. Latinos. It may:

1. **Create new travel.** A substantial share of Latino adults say the tournament would lead them to take a trip they would not otherwise have taken.
2. **Increase group size.** Latino travelers already show strong family and group travel patterns, and the World Cup appears likely to intensify those patterns.
3. **Shape accommodation demand.** For many Latino travelers, especially those traveling with children, relatives, or extended groups, the ability to stay together is central to the lodging decision.
4. **Support local economies.** Latino travelers are likely to spend money beyond stadiums and tourist zones, especially in restaurants, cafés, local shops, markets, cultural spaces, and neighborhoods.

Implications for Airbnb and the travel industry

The findings point to four strategic priorities for engaging Latino World Cup travelers: **convert interest into trip planning, design for larger travel groups, emphasize accommodations that support family logistics, and connect travelers to local businesses and neighborhood experiences.**

For platforms, destinations, and host cities, effective engagement should emphasize family and group travel, the ability to stay together, kitchen and shared-space amenities, local neighborhood experiences, host recommendations, culturally relevant discovery, proximity to public viewing and community spaces, affordability, and cost-sharing options.

The World Cup will bring visitors to stadiums. But for Latino travelers, **the broader story may be what happens around the match:** families gathering, groups traveling together, meals shared, neighborhoods explored, and local businesses reached.



New travel demand



Larger travel group



Accommodation fit



Local spending impact

SECTION 8

Methodological Notes

Study Design

This report is based on a national online survey of 1,045 U.S. Latino adults commissioned by LLYC and conducted and administered by Blue Point Analytix. The survey was fielded in English and Spanish among adults age 18 or older living in the United States who self-identify as Hispanic, Latino, Latina, or of Latin American origin.

The survey was designed to examine how travel behavior, accommodation preferences, World Cup engagement, and local spending intersect. It includes measures of leisure travel, family and group travel, short-term rental use, accommodation preferences, World Cup awareness and interest, likelihood of attending matches, host-city consideration, expected travel changes, local business visitation, host recommendations, spending categories, and demographic characteristics.

The sample was weighted to reflect the U.S. Latino adult population by key demographic and geographic characteristics, including gender, age, education, region, nativity, and Hispanic origin or ancestry, based on available population benchmarks such as the U.S. Census American Community Survey.

The approximate margin of error for the full sample is ±3.03 percentage points at the 95% confidence level. The margin of error is larger for subgroups and does not account for non-sampling error, including potential coverage error, nonresponse, panel participation effects, or measurement error.

Weighted percentages are reported throughout. Percentages may not always add to 100 because of rounding, and multiple-response items may sum to more than 100.

Sampling Strategy and Fielding

Respondents were recruited to approximate the diversity of the U.S. Latino adult population. Sampling targets were designed to ensure variation across key demographic and analytical dimensions, including age, gender, region, education, income, nativity, immigrant generation, language use, and country or region of origin.

Because the report focuses on differences within the Latino population, the sampling strategy.

Because the report focuses on differences within the Latino population, the sampling strategy prioritized both overall representativeness and coverage of analytically important subgroups. Particular attention was given to groups that can be harder to reach or especially relevant to the study, including young Latino men, first-generation Latinos, Spanish-dominant respondents, lower-income respondents, households with children, and respondents living in or near World Cup host markets.

The survey was available in English and Spanish. Respondents were able to complete the survey in the language in which they were most comfortable. The questionnaire was programmed for online administration and reviewed before launch to confirm question wording, response options, skip logic, routing, and survey flow. A soft launch was conducted prior to full fielding to assess completion time, respondent comprehension, routing accuracy, and data quality. Official fielding began on April 2, 2026, and closed on Saturday, April 11, 2026.

Key Analytical Segments

The analysis uses several key subgroup measures. Immigrant generation was constructed using respondents' place of birth and their parents' place of birth. Respondents born outside the mainland United States are classified as first generation. U.S.-born respondents with at least one parent born outside the mainland United States are classified as second generation. U.S.-born respondents whose parents were both born in the United States are classified as third generation or later.

Country or region of origin captures the country or place in Latin America where respondents or their families trace their ancestry. Language measures include both language of interview and reported Spanish use at home, with family, or with friends. Income groups are defined as lower income, under $40,000; middle income, $40,000 to $79,999; and higher income, $80,000 or more.

Geography was measured through respondent location, region or state of residence, host-city consideration, and proximity to 2026 FIFA World Cup host markets. Host-city consideration should be interpreted as possible destination interest rather than confirmed travel. Where relevant, host-city interest may also be interpreted alongside scheduled national-team matches, since World Cup travel may be shaped by distance, destination appeal, country-of-origin identity,

national-team attachment, and local diaspora communities. World Cup travel may be shaped by distance, destination appeal, country-of-origin identity, national-team attachment, and local diaspora communities.

Interpretation and Limitations

Findings should be interpreted as indicators of potential travel demand, accommodation preferences, and local spending behavior among U.S. Latino adults. Because the survey measures expectations before the 2026 FIFA World Cup, actual behavior may differ depending on ticket availability, match schedules, team performance, travel costs, household finances, transportation, lodging supply, and public safety perceptions. Subgroup differences are descriptive unless otherwise noted and should not be interpreted as causal effects.

Unlike economic impact models that estimate direct, indirect, and induced effects, this survey does not estimate total economic impact in dollars. Instead, it measures reported intentions and behavioral indicators that help identify where spending may occur and which types of local businesses may benefit from World Cup-related travel.

For questions about the survey methodology, analysis, or interpretation of findings, please contact:

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