

WU ARE FIFA DALLAS



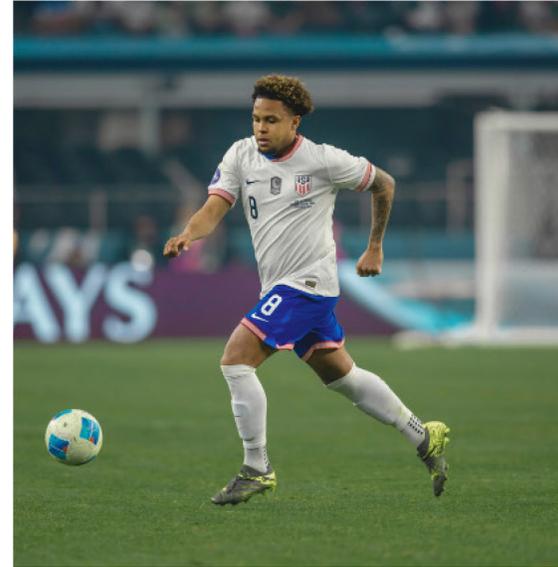
FIFA

TM



THE BIGGEST GLOBAL EVENT IS COMING TO NORTH TEXAS

The FIFA World Cup 2026™ is returning to North Texas for a global moment of historic scale. Dallas previously hosted World Cup matches in 1994 at the Cotton Bowl, drawing record-breaking crowds for the tournament. The 2026 event will feature 48 teams and nine matches in North Texas, including a semifinal at Dallas Stadium.



2026

JUNE 11 – JULY 19

100,000

VISITORS PER DAY

9

MATCHES INCL. A SEMI FINAL

48

TEAMS PARTICIPATING



FIFA WORLD CUP 2026[™] MATCH SCHEDULE

GROUP STAGE

NETHERLANDS  **V**  JAPAN

JUNE 14 - 3:00 PM CT

ENGLAND  **V**  CROATIA

JUNE 17 - 3:00 PM CT

ARGENTINA  **V**  AUSTRIA

JUNE 22 - 12:00 PM CT

JAPAN  **V**  UKR/SWE/POL/ALB

JUNE 25 - 6:00 PM CT

JORDAN  **V**  ARGENTINA

JUNE 27 - 9:00 PM CT

ROUND OF 32

2E  **V**  2I

JUNE 30 - 12:00 PM CT

2D  **V**  2G

JULY 3 - 1:00 PM CT

ROUND OF 16

W83  **V**  W84

JULY 6 - 2:00 PM CT

SEMIFINAL

W97  **V**  W98

JULY 14 - 2:00 PM CT

FIFA WORLD CUP 2026

MATCH SCHEDULE

		GROUP STAGE MATCHES														ROUND OF 32					ROUND OF 16				QUARTER-FINALS			SEMI-FINALS		FINAL														
		Thursday 11 June	Friday 12 June	Saturday 13 June	Sunday 14 June	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June	Friday 19 June	Saturday 20 June	Sunday 21 June	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June	Friday 26 June	Saturday 27 June	Sunday 28 June	Monday 29 June	Tuesday 30 June	Wednesday 1 July	Thursday 2 July	Friday 3 July	Saturday 4 July	Sunday 5 July	Monday 6 July	Tuesday 7 July	Wednesday 8 July	Thursday 9 July	Friday 10 July	Saturday 11 July	Sunday 12 July	Monday 13 July	Tuesday 14 July	Wednesday 15 July	Thursday 16 July	Friday 17 July	Saturday 18 July	Sunday 19 July				
WESTERN REGION	VANCOUVER			AUS				CAN			NZL			SUI		NZL																												
	SEATTLE					BEL				USA						EGY						3G																						
	SAN FRANCISCO BAY AREA																																											
	LOS ANGELES																																											
CENTRAL REGION	GUADALAJARA																																											
	MEXICO CITY																																											
	MONTERREY																																											
	HOUSTON																																											
	DALLAS																																											
	KANSAS CITY																																											
	ATLANTA																																											
EASTERN REGION	MIAMI																																											
	TORONTO																																											
	BOSTON																																											
	PHILADELPHIA																																											
	NEW YORK NEW JERSEY																																											

All times are Eastern Time (ET).

GROUP A MEXICO (MEX) SOUTH AFRICA (RSA) KOREA REPUBLIC OF (KOR) GERMANY (GER)	GROUP B CANADA (CAN) USA (USA) QATAR (QAT) NETHERLANDS (NED)	GROUP C BRAZIL (BRA) MOROCCO (MAR) COSTA RICA (CRI) SCOTLAND (SCO)	GROUP D ARGENTINA (ARG) AUSTRALIA (AUS) TURKEY (TUR) POLAND (POL)	GROUP E FRANCE (FRA) SOUTH KOREA (KOR) GERMANY (GER) JAPAN (JPN)	GROUP F NETHERLANDS (NED) USA (USA) QATAR (QAT) NETHERLANDS (NED)
GROUP G BELGIUM (BEL) ENGLAND (ENG) FRANCE (FRA) NEW ZEALAND (NZL)	GROUP H BRAZIL (BRA) COSTA RICA (CRI) NETHERLANDS (NED) NETHERLANDS (NED)	GROUP I FRANCE (FRA) SOUTH KOREA (KOR) NETHERLANDS (NED) NETHERLANDS (NED)	GROUP J ARGENTINA (ARG) AUSTRALIA (AUS) NETHERLANDS (NED) NETHERLANDS (NED)	GROUP K PORTUGAL (POR) NETHERLANDS (NED) NETHERLANDS (NED) NETHERLANDS (NED)	GROUP L ENGLAND (ENG) NETHERLANDS (NED) NETHERLANDS (NED) NETHERLANDS (NED)

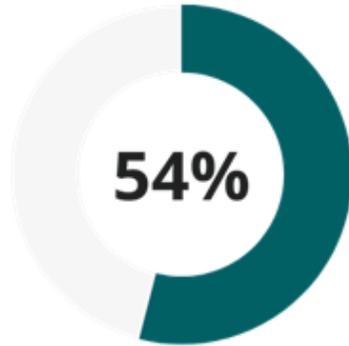
FIFA PARTNERS

FIFA WORLD CUP 2026 SPONSORS

Subject to change. W = Winner

06.12.2025 © FIFA

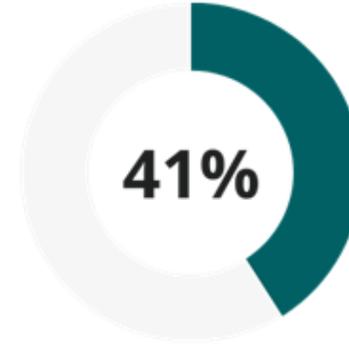
ACCOMMODATIONS



INTERNATIONAL VISITORS
INCL. NON-TICKET HOLDERS



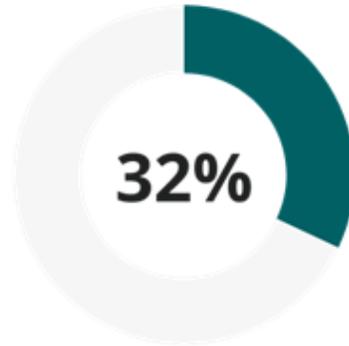
VISITORS OWNING A
CREDIT OR DEBIT CARD



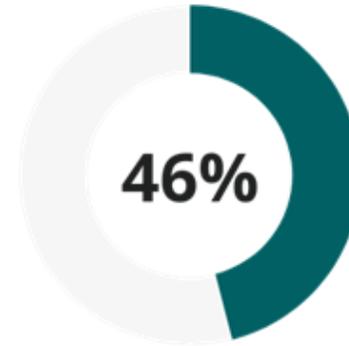
OF INTERNATIONAL
VISITORS SPEAK ENGLISH



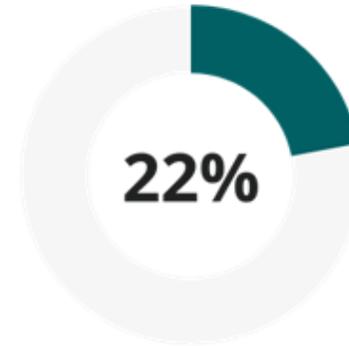
OF VISITORS ARE MALE



AGE
16 - 29



AGE
30 - 49



AGE
50 - 69

May through July forecast shows strong growth

**Occupancy
Rate**

65.2%

▲ 4.5%

**Average Daily
Rate**

\$175.67

▲ 21.2%

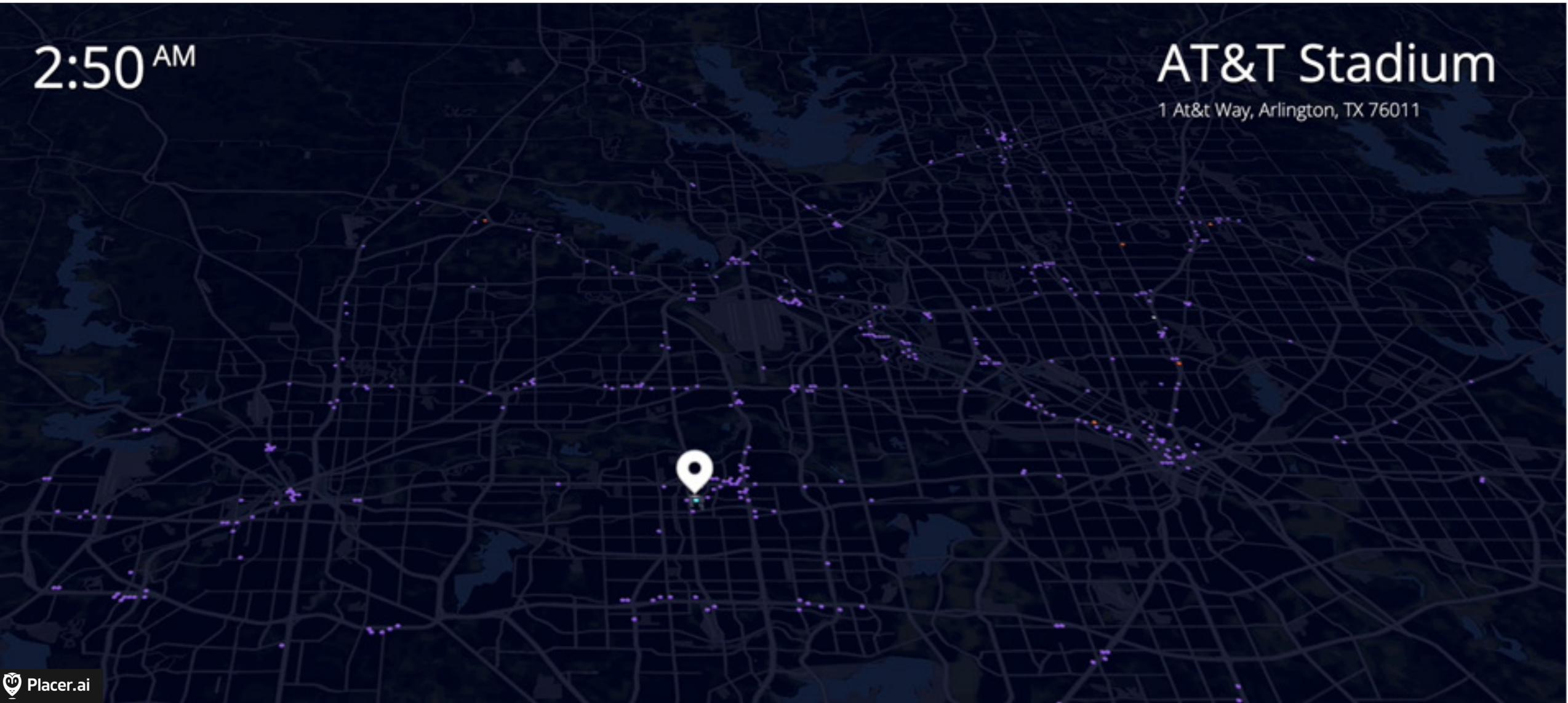
Overnight Visitors to Past Major Events Show Wide Geographic Disbursement

Taylor Swift - 2023

2:50 AM

AT&T Stadium

1 At&t Way, Arlington, TX 76011

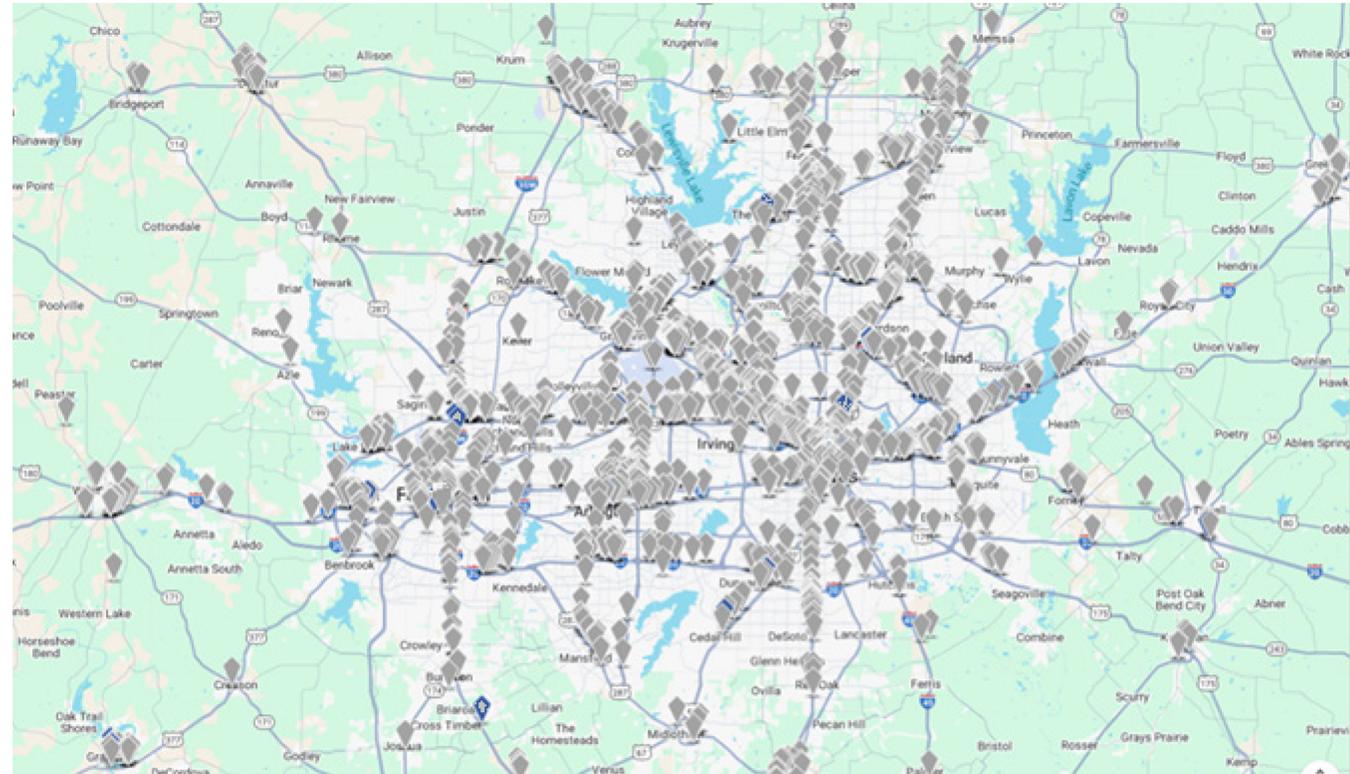


HOTEL & SHORT-TERM RENTAL SUPPLY

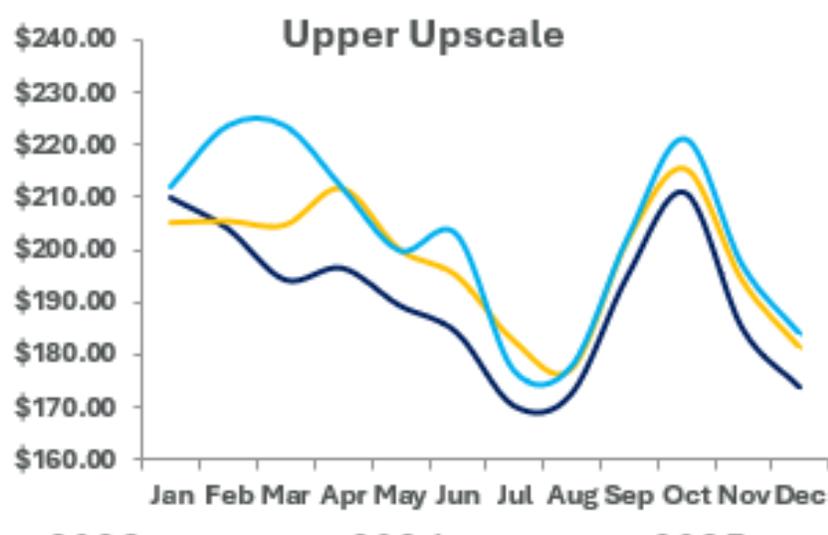
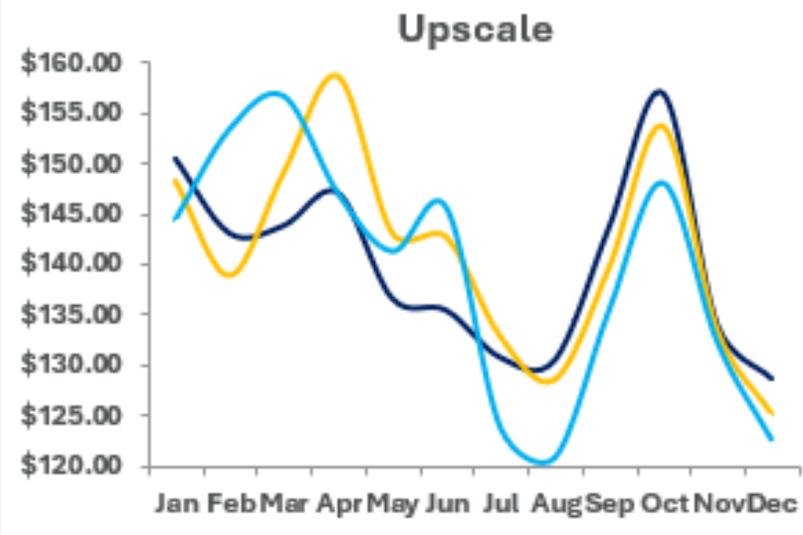
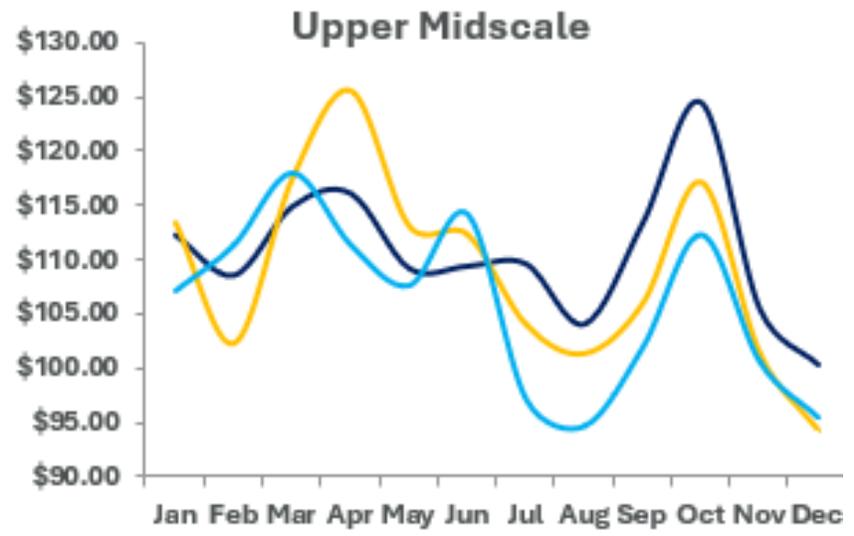
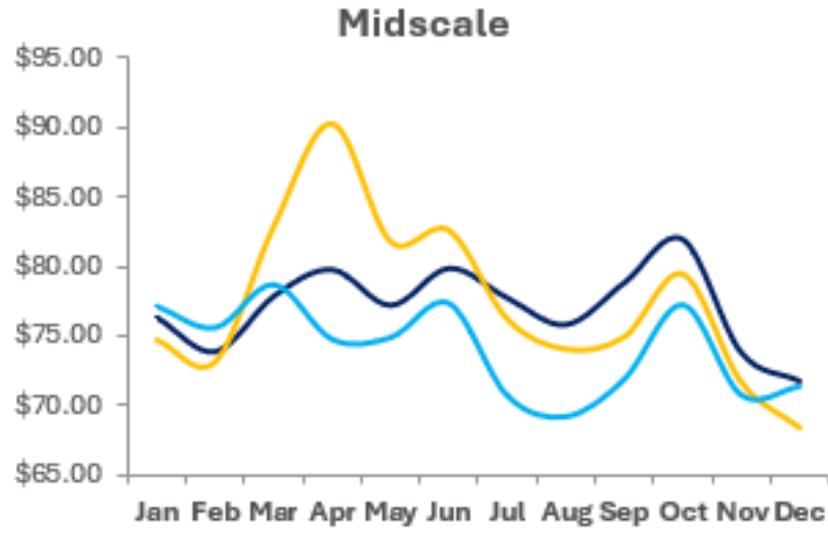
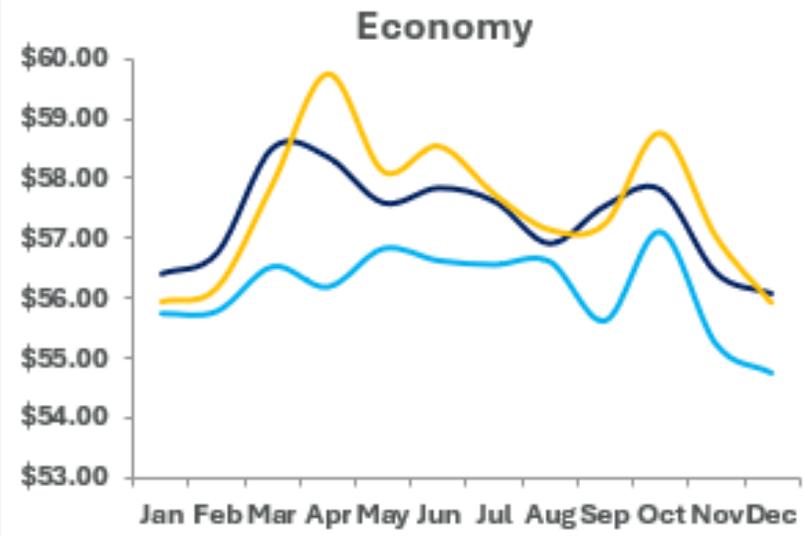
Hotels	Hotels	Rooms	Share
DFW	1,230	141,016	
Dallas/Plano/Irving MD+	786	94,616	67.1%
City of Dallas	246	35,587	25.2%
Fort Worth/Arlington MD+	444	46,400	32.9%

Short Term Rentals	Units	Bedrooms	Share
DFW	27,311	62,466	
Dallas/Plano/Irving MD+	18,961	42,620	68.2%
City of Dallas	8,213	15,700	25.1%
Fort Worth/Arlington MD+	8,350	19,847	31.8%

Combined Share of Rooms	Rooms / Bedrooms	Share
DFW	203,482	
Dallas/Plano/Irving MD+	137,236	67.4%
City of Dallas	51,287	25.2%
Fort Worth/Arlington MD+	66,247	32.6%



ADR COMPARISON BY MONTH - CHAIN SCALES



— 2023 — 2024 — 2025