

A golden trophy with a soccer ball on top, set against a background of a stadium filled with confetti. The trophy is the central focus, standing on a green field. The background is a blurred stadium with colorful confetti falling from the sky.

**amadeus**

Travel Insights  
**Football's biggest  
event in 2026**

May 2026



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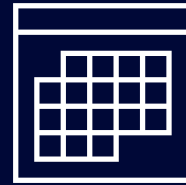
53 Glossary



# Air Market Overview

# Insights search departure date

**June 8–15**  
2026



Departure period

**June 29–30**  
2026

**+8% of**

daily searches in Apr 2026  
vs last month



Behavior

**+18% of**

daily searches in Apr 2026  
vs last month

High interest for early departures. This corresponds to travelers wanting to **arrive before or during the opening matches** (June 11–13).



Interpretation

This likely represents travelers looking for **later group-stage or Round of 16 matches**. It's a major surge of intent tied to knockout-stage travel.

# Top 10 Origin Markets

## Search Volume

Origin Market	Share of total searches
United States	35.0%
Canada	6.7%
United Kingdom	6.4%
Mexico	3.1%
India	3.1%
Italy	2.9%
China	2.7%
Brazil	2.7%
Japan	2.7%
Germany	2.6%

Looking at the top 10 origin markets searching to visit the countries organizing the competition, we see:

- As majority of matches happen in the US, it's normal to see searches peaking in the region to travel to hosting cities.
- Canada and UK mount to top 3, establishing interest from both North America and Europe, while other markets like Mexico and India also break into the top 5.
- Japan was one of the first national teams qualifying for the competition and appear now in top 10 searches.



# Destination Cities

## Search Volume

City	Share of total searches
New York City (NYC)	20.7%
Toronto (YTO)	11.7%
Los Angeles (LAX)	11.3%
Miami (MIA)	8.0%
San Francisco (SFO)	7.6%
Vancouver (YVR)	7.1%
Seattle (SEA)	5.7%
Boston (BOS)	5.4%
Mexico City (MEX)	4.7%
Dallas (DFW)	4.5%
Houston (HOU)	4.0%
Atlanta (ATL)	3.9%
Philadelphia (PHL)	2.2%
Guadalajara (GDL)	1.3%
Kansas City (MKC)	1.1%
Monterrey (MTY)	0.8%

## Top 4 insights

1

### New York city

is showing as the most searched destination city, which correlates well with the fact they are hosting the final.

2

### Toronto

will host six games, including Canada's opening group match on June 12, 2026.

3

### Los Angeles

hosts several games including round of 32 and quarter-finals, besides that it also hosts several USA matches.

4

### Miami

will host seven matches at Hard Rock Stadium, including four group stage games, a Round of 32 fixture, a quarterfinal, and the bronze final.

# Destination Cities

## Search Volume Year over Year

City	YoY as of Apr 2026	YoY as of Mar 2026	Apr 2026 vs Mar 2026
Monterrey (MTY)	76.2%	76.1%	↑
Kansas City (MKC)	56.1%	53.0%	↑
Dallas (DFW)	45.7%	39.2%	↑
Houston (HOU)	42.7%	34.5%	↑
Guadalajara (GDL)	41.1%	45.3%	↓
Vancouver (YVR)	40.3%	35.6%	↑
Mexico City (MEX)	39.6%	49.0%	↓
Toronto (YTO)	38.8%	33.0%	↑
San Francisco (SFO)	36.8%	28.4%	↑
Boston (BOS)	35.7%	30.0%	↑
Philadelphia (PHL)	32.0%	19.8%	↑
Seattle (SEA)	31.1%	20.3%	↑
Los Angeles (LAX)	27.5%	20.3%	↑
New York City (NYC)	26.6%	21.2%	↑
Atlanta (ATL)	25.5%	14.5%	↑
Miami (MIA)	22.1%	15.9%	↑

7th June to 25th July – 2026/2025

Source: Amadeus Destination Gateway, 30 April 2026

## Searches evolution

1

### Year over year

searches are positive from March to April in the majority of host cities.

2

### Highlight

for Monterrey, Dallas, Houston who've seen a big jump in searches.

3

### Another big highlight

is that host cities like Philadelphia, Seattle and Atlanta have moved up significantly in the ranking, signaling more interest from travelers.



# Bookings to all host cities by date

Correlation with the event phases

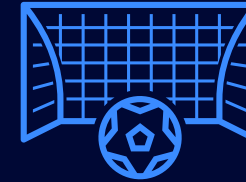


## Pre-Event & Opening Arrivals

*June 8–11*

+26% daily in Apr 2026 vs last month

Strong pre-event arrivals, fans positioning in host cities before kickoff.



## Opening Weekend & Group Stage Peak

*June 12–18*

+12% daily in Apr 2026 vs last month

Reflects mass fan travel for first matches; shows high excitement and weekend overlap.

# Destination Cities

## Booking Volume Year over Year

City	YoY as of Apr 2026	YoY as of Mar 2026	Apr 2026 vs Mar 2026
Monterrey (MTY)	118.9%	146.9%	↓
Kansas City (MKC)	37.6%	56.4%	↓
Guadalajara (GDL)	17.9%	21.4%	↓
Dallas (DFW)	15.9%	36.9%	↓
Houston (HOU)	10.5%	19.1%	↓
Boston (BOS)	8.0%	12.2%	↓
Atlanta (ATL)	3.6%	3.0%	↑
Mexico City (MEX)	0.2%	3.2%	↓
Vancouver (YVR)	-0.2%	-0.8%	↑
Toronto (YTO)	-1.4%	1.9%	↓
Los Angeles (LAX)	-6.4%	-8.0%	↑
Philadelphia (PHL)	-6.9%	-2.9%	↓
San Francisco (SFO)	-7.7%	-13.2%	↑
Miami (MIA)	-7.9%	-9.1%	↑
New York City (NYC)	-8.1%	-10.5%	↑
Seattle (SEA)	-16.4%	-22.0%	↑

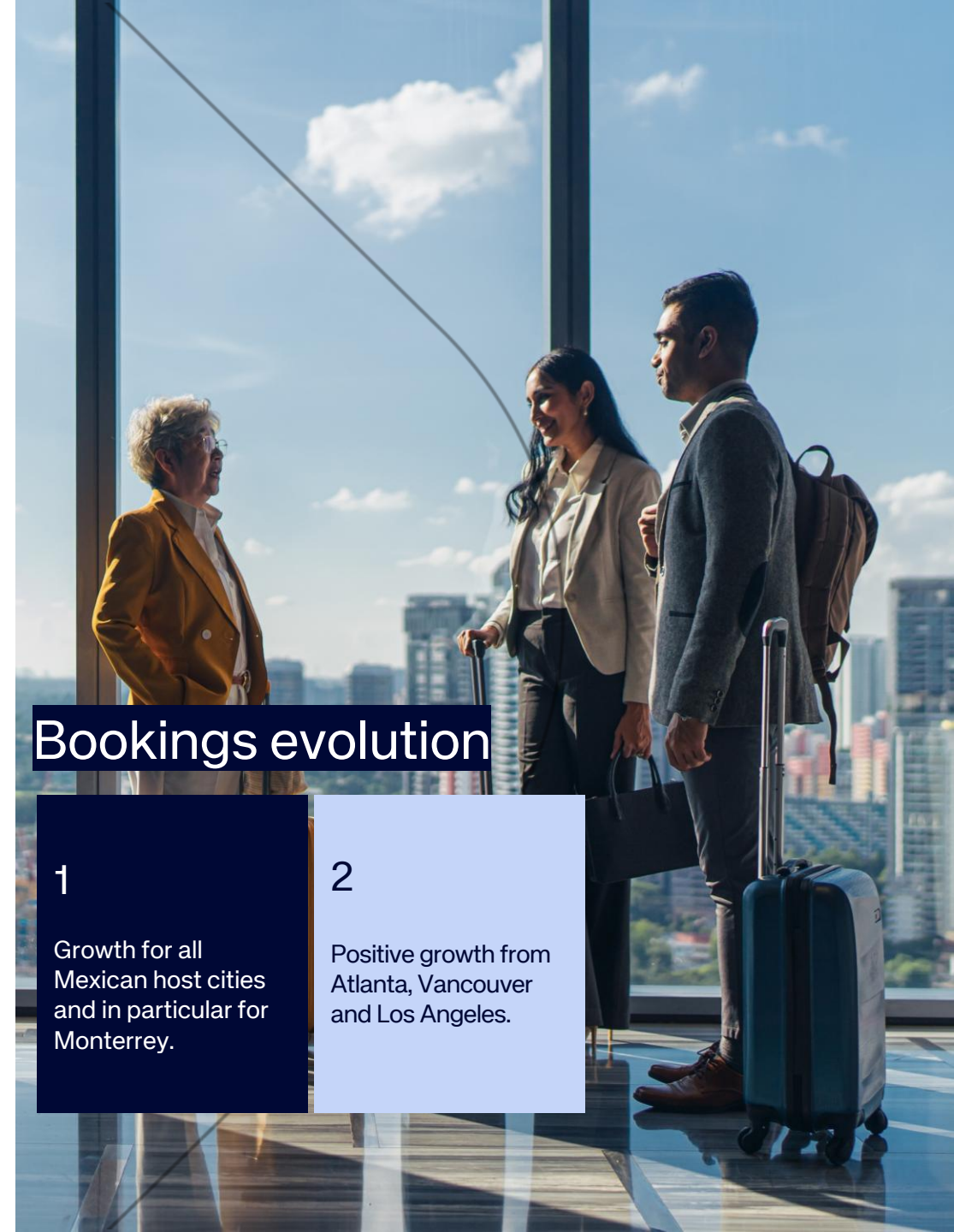
## Bookings evolution

1

Growth for all Mexican host cities and in particular for Monterrey.

2

Positive growth from Atlanta, Vancouver and Los Angeles.



# Share of air bookings in destination cities

City	Share of total
New York City(NYC)	20.3%
Los Angeles(LAX)	11.5%
Seattle(SEA)	9.3%
Toronto(YTO)	9.2%
Vancouver(YVR)	8.8%
San Francisco(SFO)	7.7%
Miami(MIA)	7.5%
Boston(BOS)	7.2%
Dallas(DFW)	4.0%
Atlanta(ATL)	3.9%
Mexico City(MEX)	3.6%
Houston(HOU)	2.7%
Philadelphia(PHL)	1.6%
Kansas City(MKC)	1.3%
Guadalajara(GDL)	0.8%
Monterrey(MTY)	0.5%



## Share of bookings analysis

1. Search volume to the top 4 cities are translating into bookings.
2. New York leads the charts followed by Los Angeles who just surpassed Seattle to get to top 2.
3. Toronto just surpassed Vancouver in total air bookings as we approach the date of the tournament.

# Forward Bookings for 2026 Period (event period)

## Top 20 Origin Markets



## Top 20 origin markets looking for the event

1

Searches are being translated in bookings and you can see the appeal in the USA being top in searches and bookings.

2

Europe tops the chart with lots of origins appearing in the top 20, confirming their historical football passion.

3

Latin America also populates the top 20 with Argentina leading, Mexico, Brazil and Colombia.

Origin Market	Share of total pax
United States	44.1%
Canada	6.6%
United Kingdom	5.3%
Mexico	2.8%
Italy	2.6%
South Korea	2.3%
India	2.2%
Japan	2.1%
Germany	1.9%
Argentina	1.8%
Australia	1.8%
Israel	1.6%
Brazil	1.5%
Spain	1.4%
France	1.3%
Taiwan	1.1%
China	1.1%
Colombia	0.9%
Netherlands	0.9%
Philippines	0.9%



# Tournament Fixtures Map

# Group Stage | 72 matches in all 16 markets for 17 days

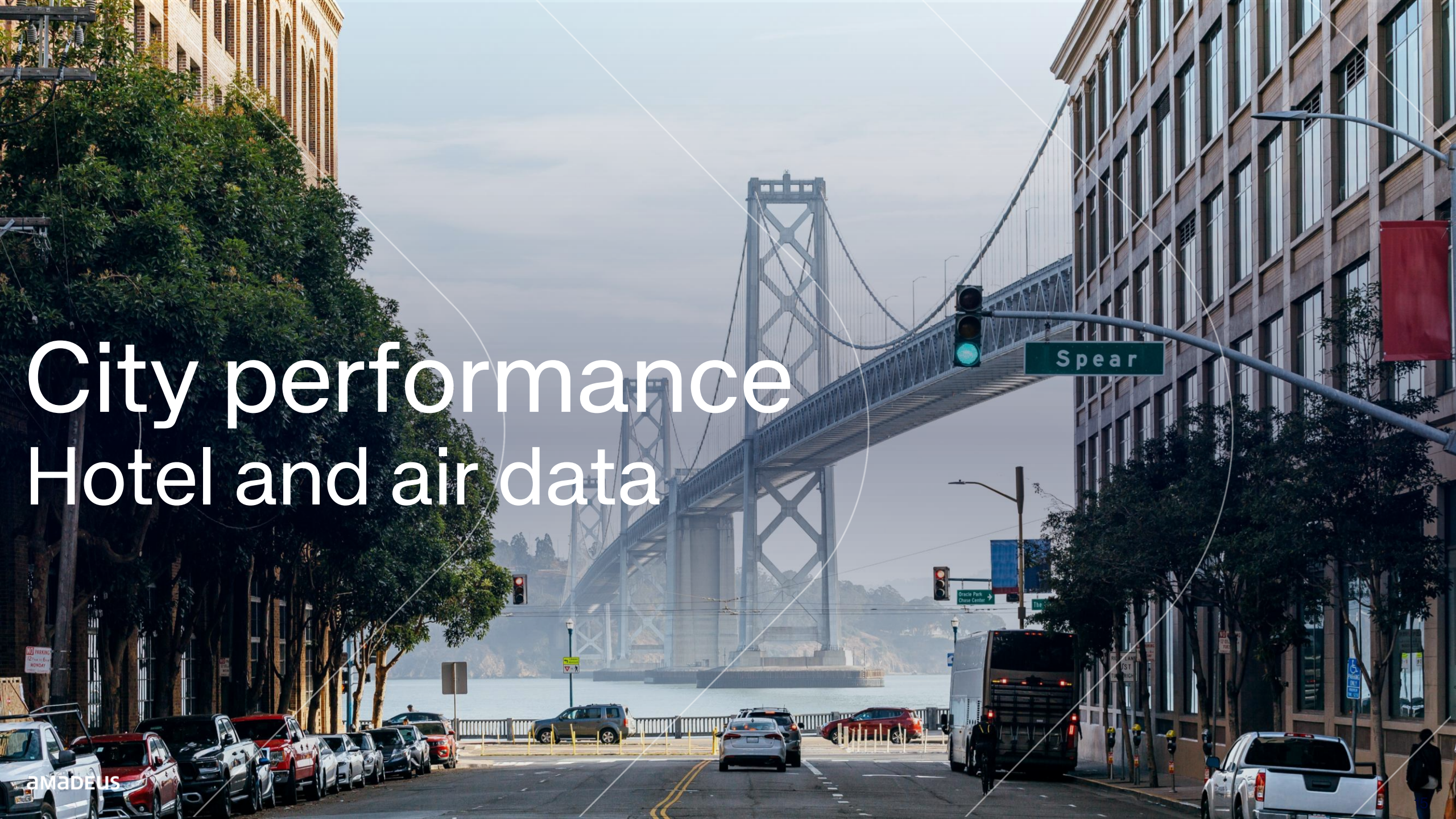
	City / Market	Thu 11 Jun	Fri 12 Jun	Sat 13 Jun	Sun 14 Jun	Mon 15 Jun	Tue 16 Jun	Wed 17 Jun	Thu 18 Jun	Fri 19 Jun	Sat 20 Jun	Sun 21 Jun	Mon 22 Jun	Tue 23 Jun	Wed 24 Jun	Thu 25 Jun	Fri 26 Jun	Sat 27 Jun
<b>Mexico</b>	Mexico City	MEX v RSA (A)						UZB v COL (K)							POD v MEX (A)			
	Guadalajara	KOR v POD (A)							MEX v KOR (A)					COL v PO1 (K)			URU v ESP (H)	
	Monterrey				POB v TUN (F)						TUN v JAP (F)				RSA v KOR (A)			
<b>Canada</b>	Vancouver			AUS v POC (D)					CAN v QAT (B)			NZL v EGY (G)			SUI v CAN (B)		NZL v BEL (G)	
	Toronto		CAN v POA (B)					GHA v PAN (L)			GER v CIV (E)			PAN v CRO (L)			SEN v PO2 (I)	
<b>United States</b>	Seattle					BEL v EGY (G)				USA v AUS (D)					POA v QAT (B)		EGY v IRN (G)	
	San Francisco			QAT v SUI (B)			AUT v JOR (J)			POC v PAR (D)			JOR v ALG (J)			PAR v AUS (D)		
	Los Angeles		USA v PAR (D)			IRN v NZL (G)			SUI v POA (B)			BEL v IRN (G)				POC v USA (D)		
	Houston				GER v CUW (E)			POR v PO1 (K)			NED v POB (F)			POR v UZB (K)				
	Dallas				NED v JAP (F)			ENG v CRO (L)					ARG v AUT (J)			JAP v POB (F)	CPV v KSA (H)	JOR v ARG (J)
	Kansas City										ECU v CUW (E)					TUN v NED (F)		ALG v AUT (J)
	Atlanta					ESP v CPV (H)			POD v RSA (A)			ESP v KSA (H)			MAR v HAI (C)			PO1 v UZB (K)
	Miami					KSA v URU (H)						URU v CPV (H)			SCO v BRA (C)			COL v POR (K)
	Boston			HAI v SCO (C)				PO2 v NOR (I)			SCO v MAR (C)				ENG v GHA (L)			NOR v FRA (I)
	Philadelphia				CIV v ECU (E)					BRA v HAI (C)				FRA v PO2 (I)			CUW v CIV (E)	
NYC / New Jersey			BRA v MAR (C)				FRA v SEN (I)						NOR v SEN (I)			ECU v GER (E)		PAN v ENG (L)
		WEEK 1 (11–17 Jun)							WEEK 2 (18–23 Jun)							WEEK 3 (24–27 Jun)		

<b>A</b> Mexico (MEX) S. Africa (RSA) Korea (KOR) UEFA Winner D (POD)	<b>B</b> Canada (CAN) UEFA Winner D (POA) Qatar (QAT) Switzerland (SUI)	<b>C</b> Brazil (BRA) Morocco (MAR) Haiti (HAI) Scotland (SCO)	<b>D</b> United States (USA) Paraguay (PAR) Australia (AUS) UEFA Winner C (POC)	<b>E</b> Germany (GER) Curacao (CUW) C. d'Ivoire (CIV) Ecuador (ECU)	<b>F</b> Netherlands (NED) Japan (JAP) UEFA Winner B (POB) Tunisia (TUN)	<b>G</b> Belgium (BEL) Egypt (EGY) Iran (IRN) New Zealand (NZL)	<b>H</b> Spain (ESP) Cabo Verde (CPV) Saudi Arabia (KSA) Uruguay (URU)	<b>I</b> France (FRA) Senegal (SEN) IC Winner 2 (PO2) Norway (NOR)	<b>J</b> Argentina (ARG) Algeria (ALG) Austria (AUT) Jordanian (JOR)	<b>K</b> Portugal (POR) IC Winner 1 (PO1) Uzbekistan (UZB) Colombia (COL)	<b>L</b> England (ENG) Croatia (CRO) Ghana (GHA) Panama (PAN)
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# WC26 | Markets, Groups and Matches

		GROUP STAGE MATCHES															GROUP OF 32			ROUND OF 16		QUARTERFINALS		SEMIFINALS		FINALS																		
City		11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul	16-Jul	17-Jul	18-Jul	19-Jul				
Mexico	Mexico	A					K								A						X					X																		
	Guadalajara	A						A						K			H																											
	Monterrey				F						F				A					X																								
Canada	Vancouver			D				B			G			B		G						X						X																
	Toronto		B				L			E			L			I						X																						
United States	Seattle					G			D					B		G					X						X																	
	San Francisco			B			J			D			J		D						X																							
	Los Angeles		D			G			B			G			D			X				X										X												
	Houston				E			K			F			K			H		X					X																				
	Dallas				F			L					J			F		J			X			X			X										X							
	Kansas City						J				E					F		J						X							X													
	Atlanta					H			A			H			C			K				X							X									X						
	Miami					H						H			C			K					X									X										X		
	Boston				C			I			C			L				I		X											X													
	Philadelphia					E					C						E		L							X																		
	NYC/N. Jersey							I									E		L				X					X																
		WEEK 1					WEEK 2					WEEK 3					WEEK 4					WEEK 5					WEEK 6																	

<b>A</b> Mexico (MEX) S. Africa (RSA) Korea (KOR) UEFA Winner D (POD)	<b>B</b> Canada (CAN) UEFA Winner D (POA) Qatar (QAT) Switzerland (SUI)	<b>C</b> Brazil (BRA) Morocco (MAR) Haiti (HAI) Scotland (SCO)	<b>D</b> United States (USA) Paraguay (PAR) Australia (AUS) UEFA Winner C (POC)	<b>E</b> Germany (GER) Curacao (CUW) C. d'Ivoire (CIV) Ecuador (ECU)	<b>F</b> Netherlands (NED) Japan (JAP) UEFA Winner B (POB) Tunisia (TUN)	<b>G</b> Belgium (BEL) Egypt (EGY) Iran (IRN) New Zealand (NZL)	<b>H</b> Spain (ESP) Cabo Verde (CPV) Saudi Arabia (KSA) Uruguay (URU)	<b>I</b> France (FRA) Senegal (SEN) IC Winner 2 (PO2) Norway (NOR)	<b>J</b> Argentina (ARG) Algeria (ALG) Austria (AUT) Jordan (JOR)	<b>K</b> Portugal (POR) IC Winner 1 (PO1) Uzbekistan (UZB) Colombia (COL)	<b>L</b> England (ENG) Croatia (CRO) Ghana (GHA) Panama (PAN)
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# City performance

## Hotel and air data



# Mexico

*11<sup>th</sup> June*  
*Opening match*

CDMX

Guadalajara

Monterrey

**18**  
matches

GROUP OF STAGE

**14**  
matches

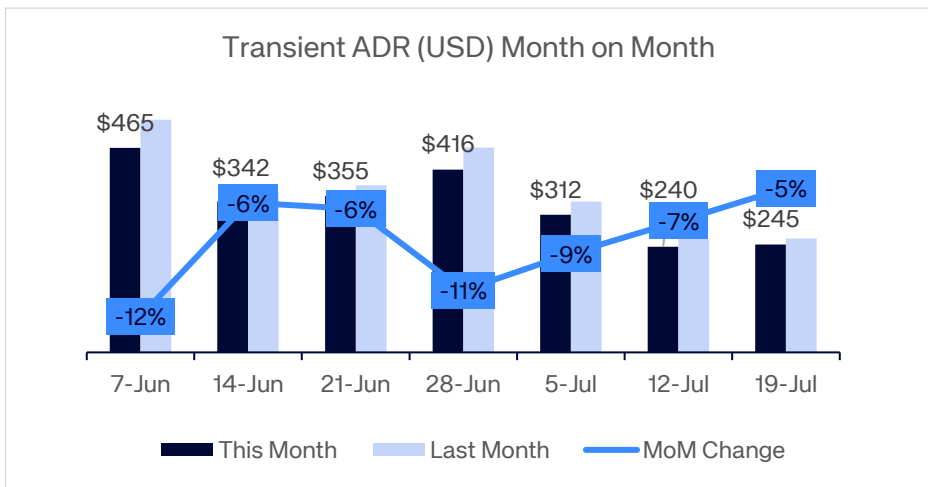
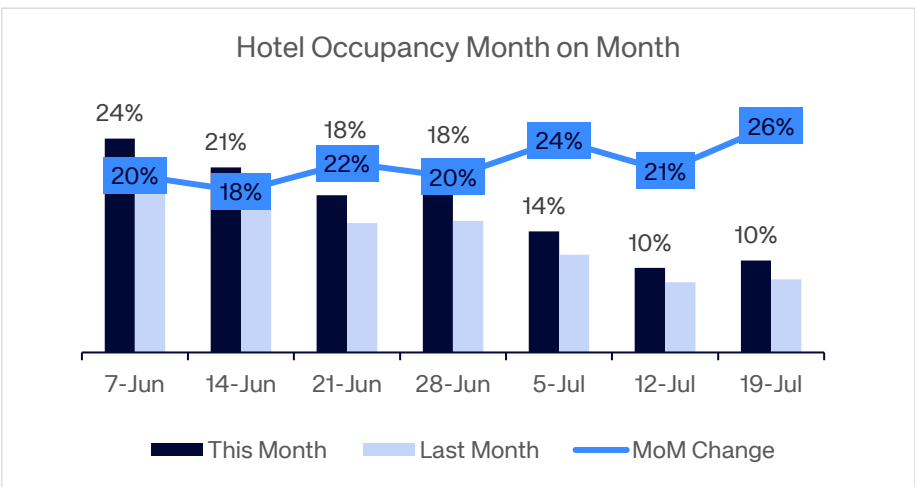
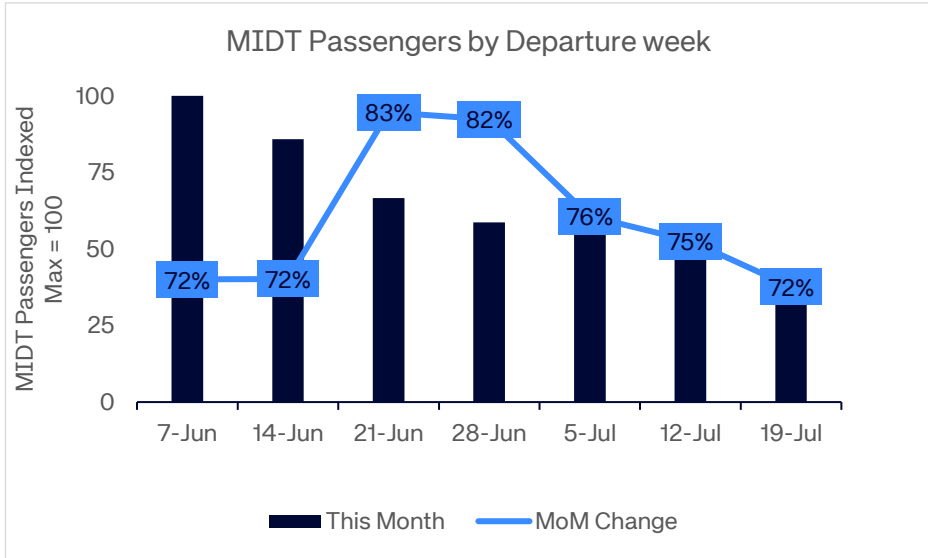
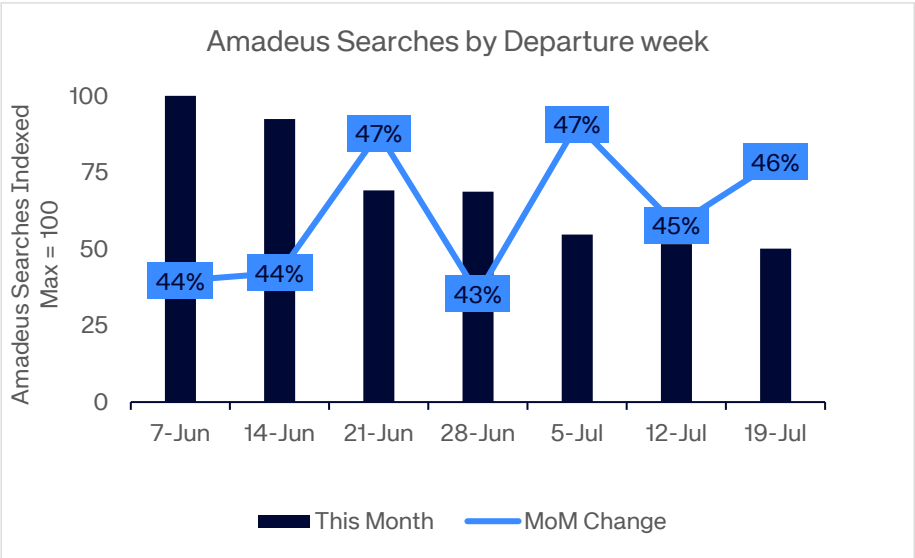
GROUP OF 32

**3**  
matches

GROUP OF 16

**1**  
matches

# Mexico City



Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

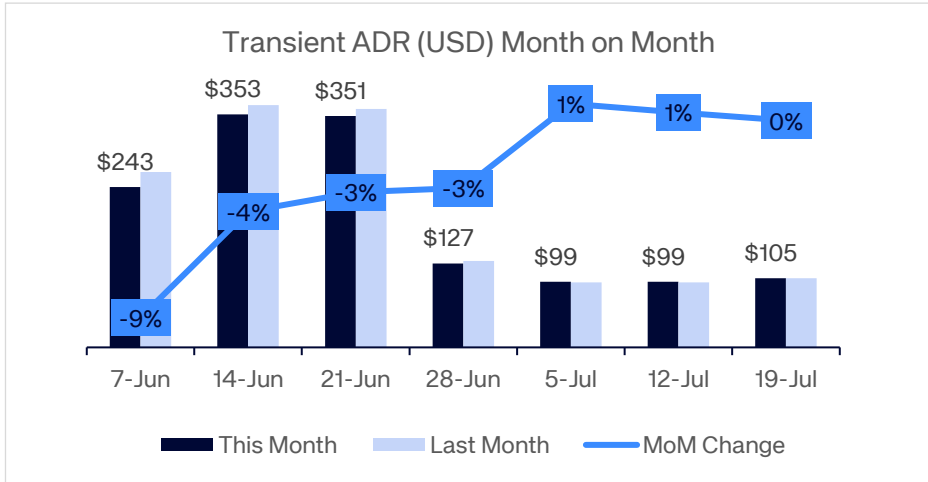
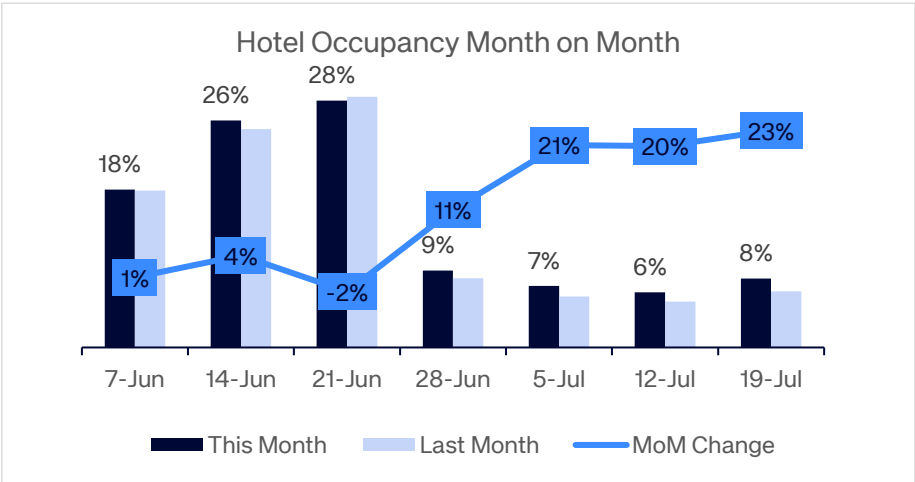
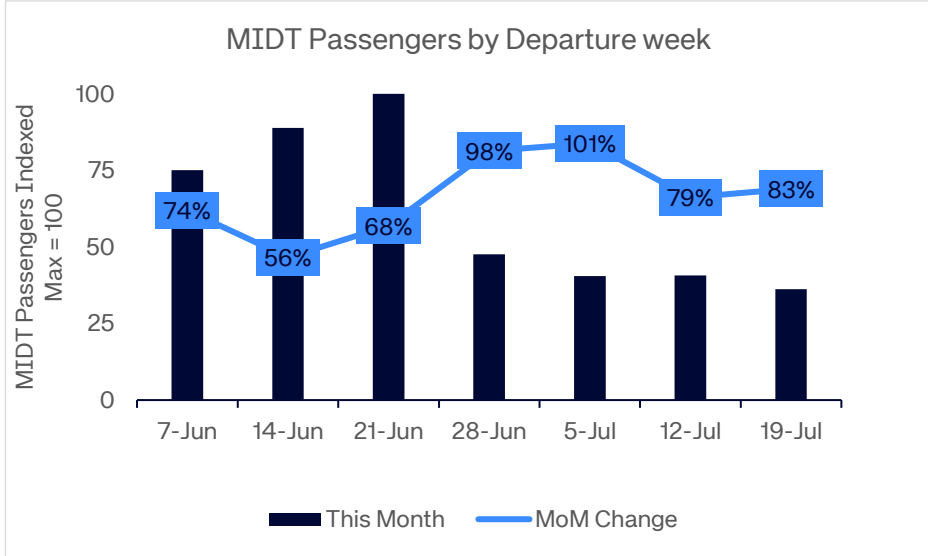
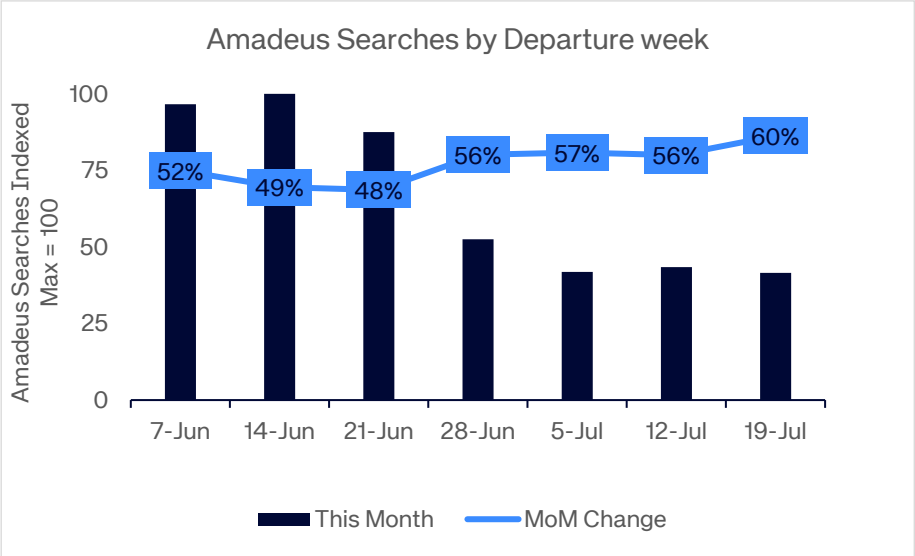
City	GROUP STAGE MATCHES														GROUP OF 32				ROUND OF 16								
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul		
Mexico	A						K							A						X					X		



## Highlights

- **Flight searches and bookings** for Mexico City show activity leading up to the Group Stage matches, reaching their peak during the tournament's opening week and maintaining interest throughout the initial phase.
- There's also a surge in traveler interest during late June and early July, with Flight Bookings peaking during the final group matches and Flight Searches seeing another major jump as the city prepares for its Round of 16 fixture.
- **Hotel occupancy** continues to deliver double-digit growth, while ADR remains stable.

# Guadalajara



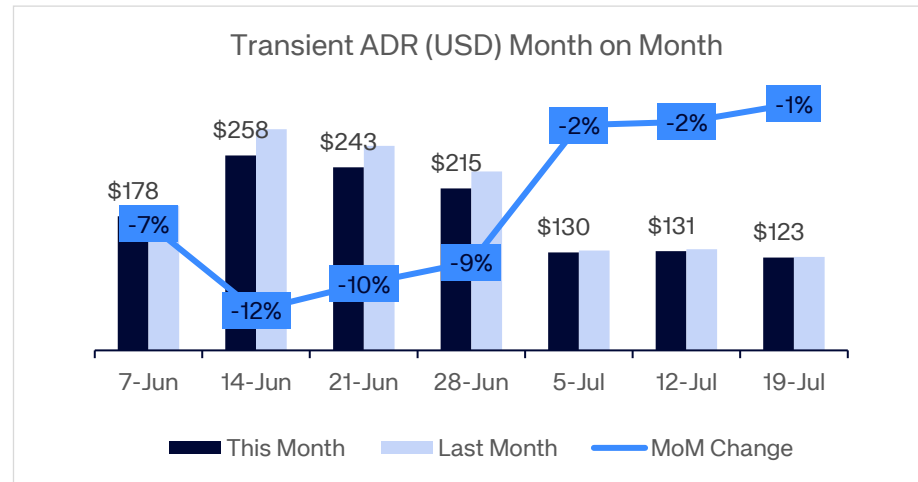
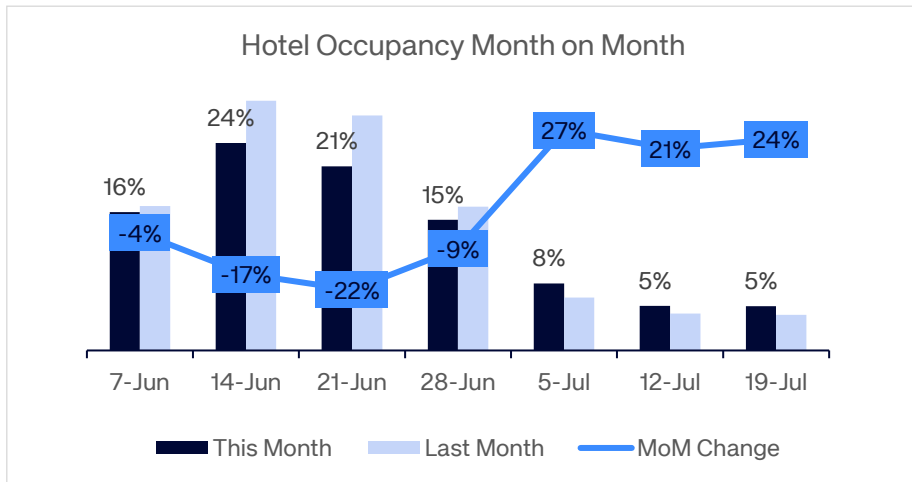
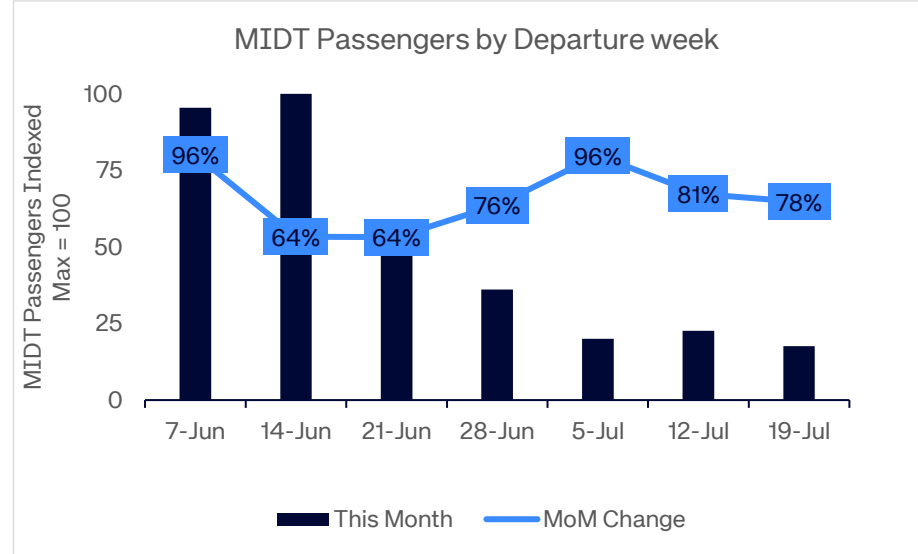
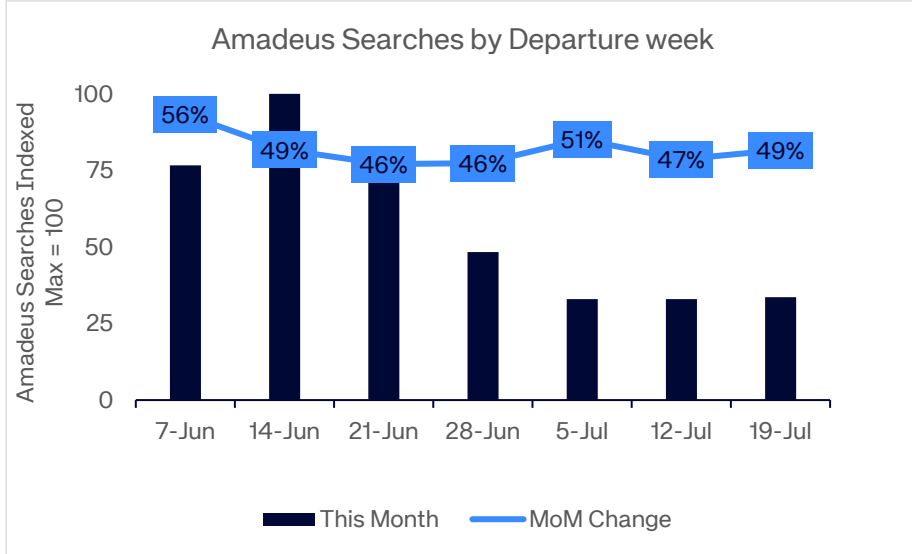
Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun
Guadalajara	A							A					K			H	

## Highlights

- **Flight searches and bookings** for Guadalajara show a peak during the first half of June, aligned with the start of the Group Stage and the initial matches hosted in the city.
- There is also a steady rise in traveler interest for the weeks following the local matches, with Flight Bookings showing high demand into early July, indicating that fans are choosing to stay or arrive in the region as the tournament progresses.
- **Hotel occupancy** peaks during the second and third weeks, delivering growth overall. ADR is strategically adjusting to support and further stimulate occupancy momentum.

# Monterrey



Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

## Highlights

- **Flight searches and bookings** for Monterrey reach their highest index levels during the first half of June, perfectly timing with the city's opening Group Stage matches on June 14th and June 20th.
- During the matches period, citywide **Hotel occupancy** is stabilizing as group room blocks are released back into the market. This dynamic is creating opportunities for hoteliers to capture incremental transient demand, with ADR adjusting to optimize overall occupancy and revenue performance.

City	GROUP STAGE MATCHES																GROUP OF 32							
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	
Monterrey				F						F				A					X					



Canada

Vancouver

Toronto

13  
matches

GROUP OF STAGE

10  
matches

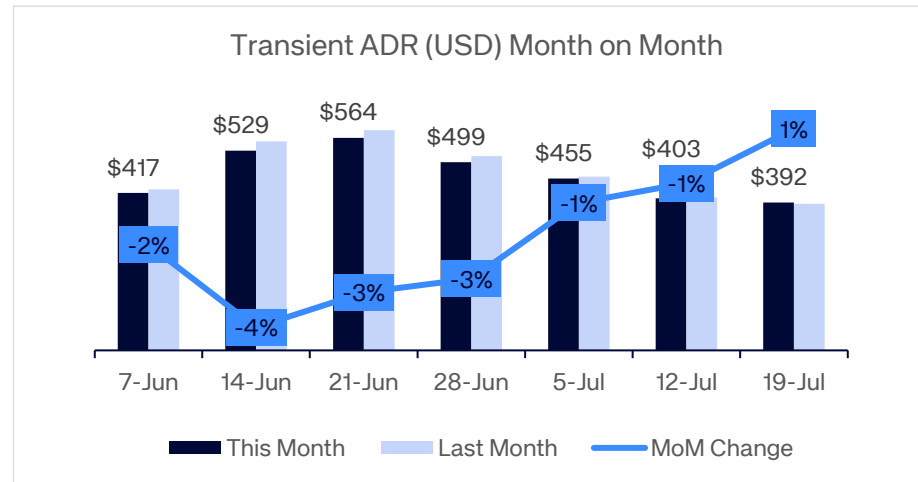
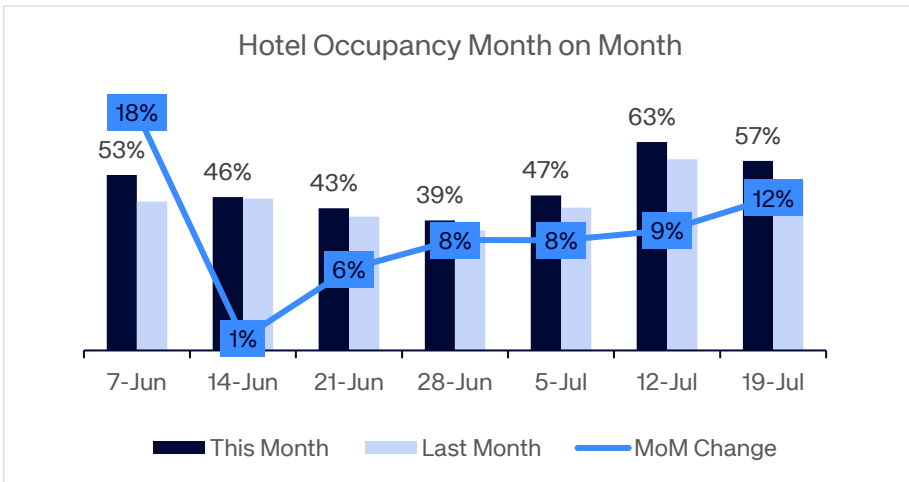
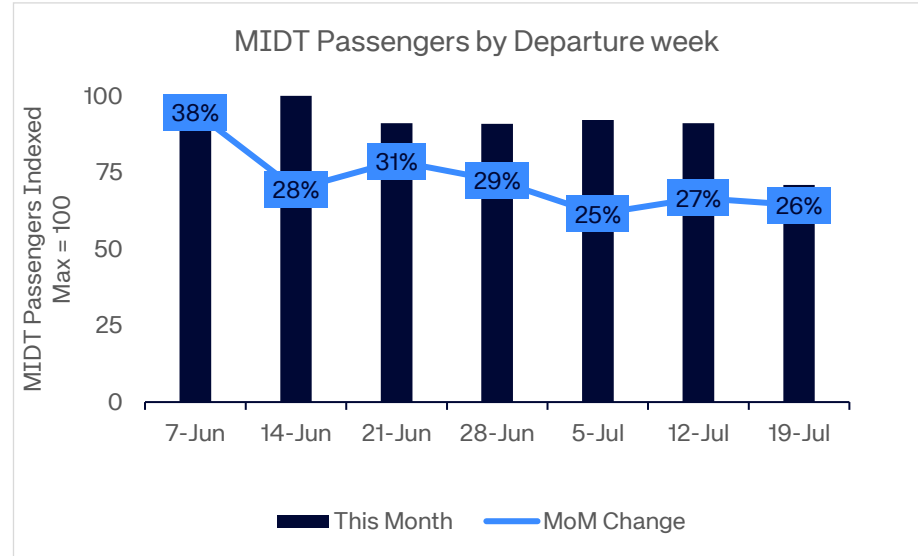
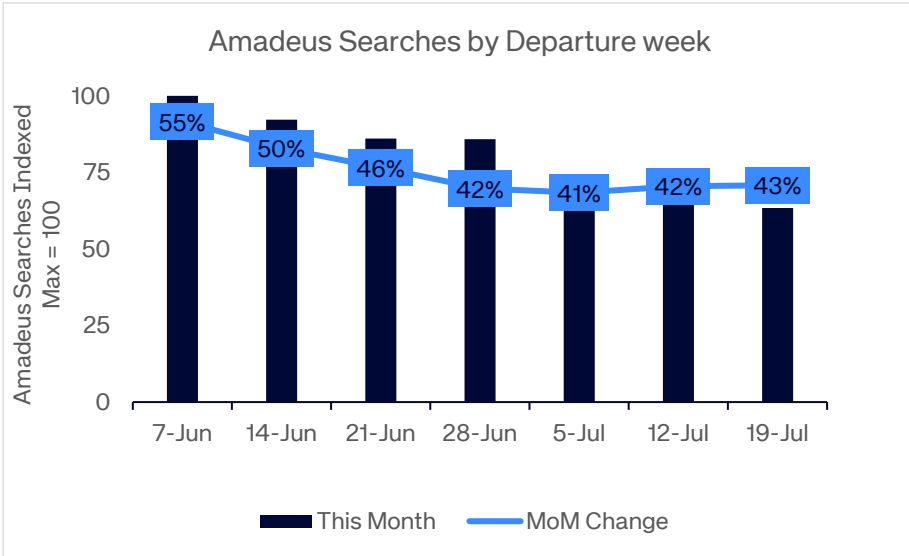
GROUP OF 32

2  
matches

GROUP OF 16

1  
matches

# Vancouver



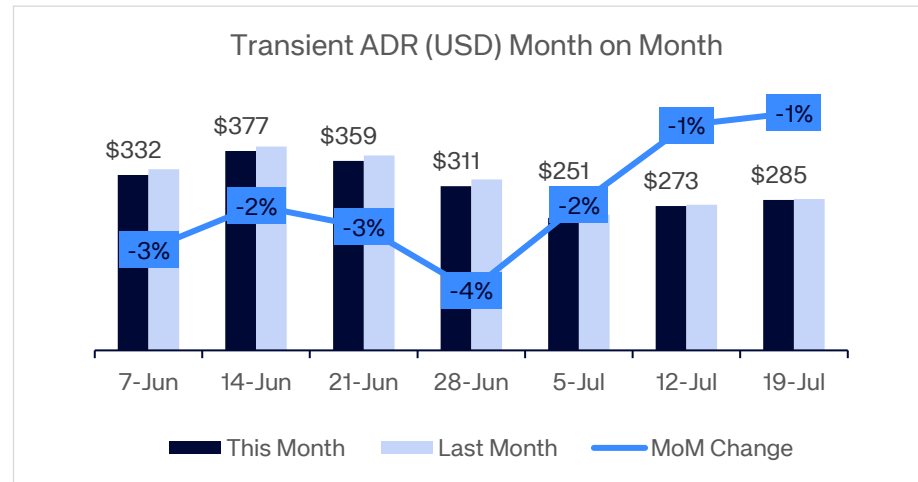
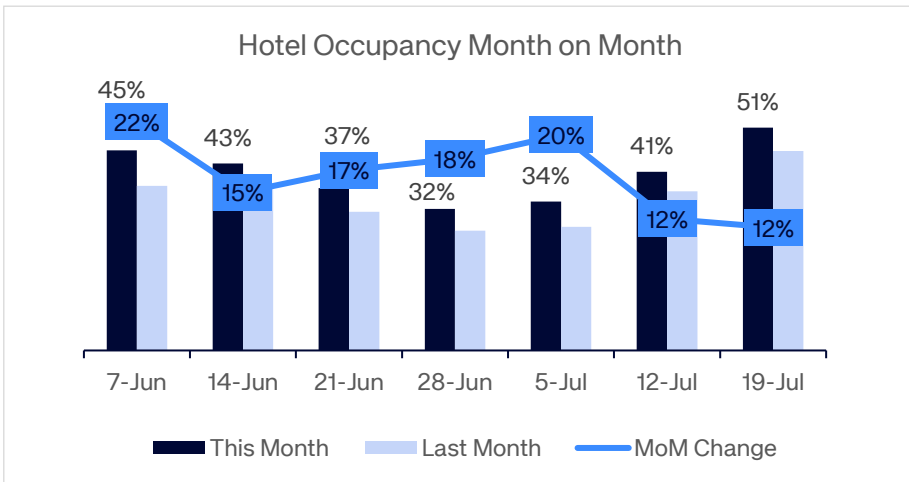
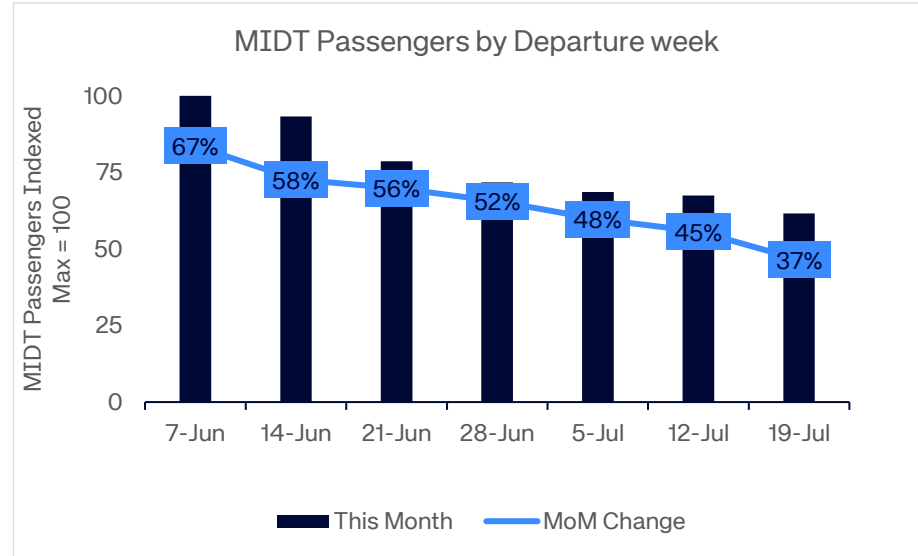
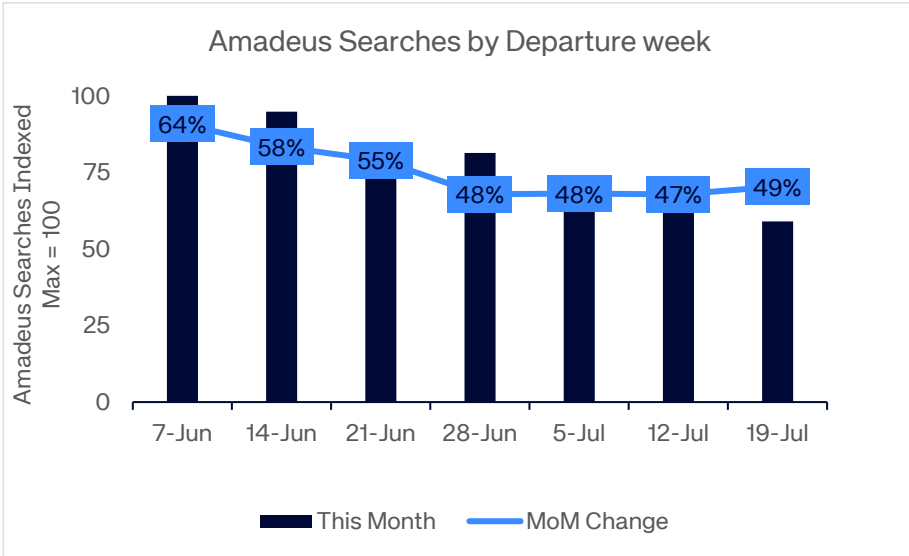
Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES											GROUP OF 32						ROUND OF 16									
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul
Vancouver			D					B			G			B		G						X					X

## Highlights

- **Flight searches and bookings** for Vancouver show intensity during the early stages of the tournament, with search interest reaching its highest index levels in the first two weeks of June.
- **Hotels in Vancouver** continue to achieve occupancy growth, supported by proactive ADR adjustments stimulating incremental transient demand.

# Toronto



Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																	GROUP OF 32						
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	
Toronto		B					L			E			L			I							X	

## Highlights

- **Flight searches and bookings** for Toronto show a concentrated surge of activity during the tournament's opening week, with both metrics reaching their highest index levels as the city prepares for its first Group Stage matches.
- **Hotels in Toronto** are recording double-digit month-over-month occupancy growth. ADR, remains above the \$300 level and is supporting continued demand and occupancy momentum.



# United States

Seattle	Dallas	Boston
San Francisco	Kansas City	Philadelphia
Los Angeles	Atlanta	New York
Houston	Miami	New Jersey

**78**  
matches

GROUP OF  
STAGE **52**  
matches

QUARTERFINALS **4**  
matches

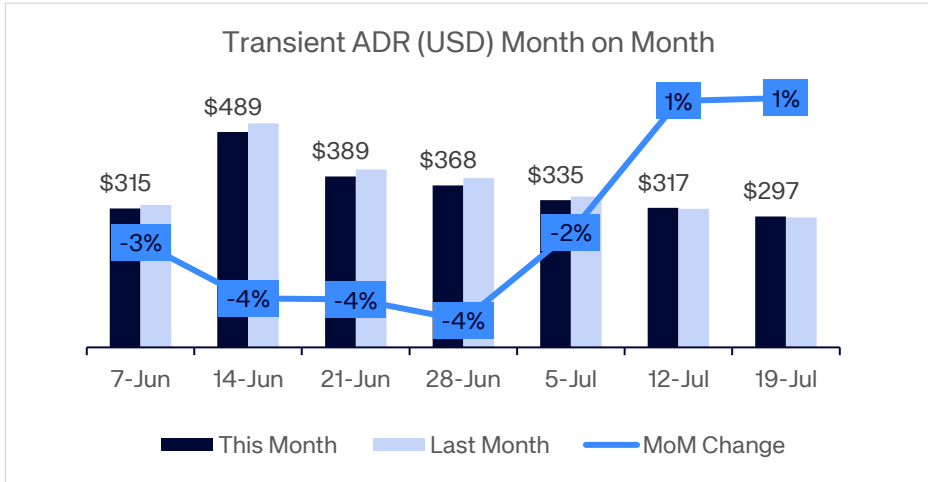
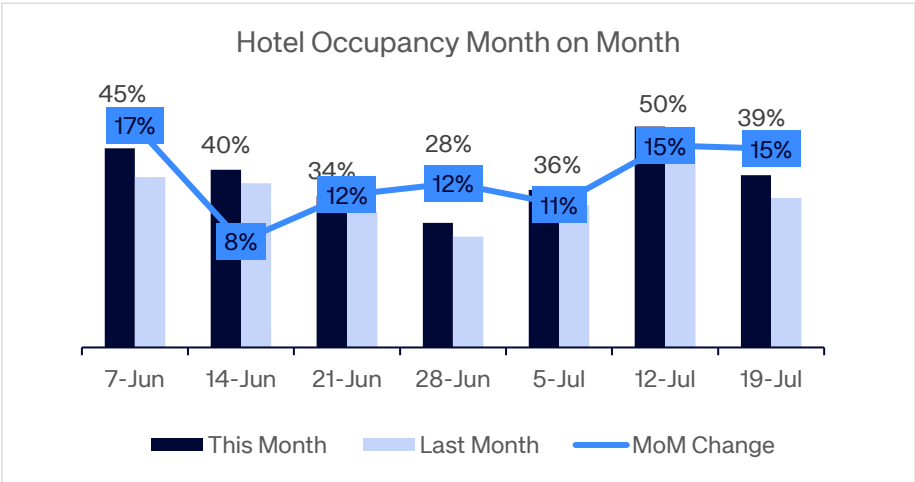
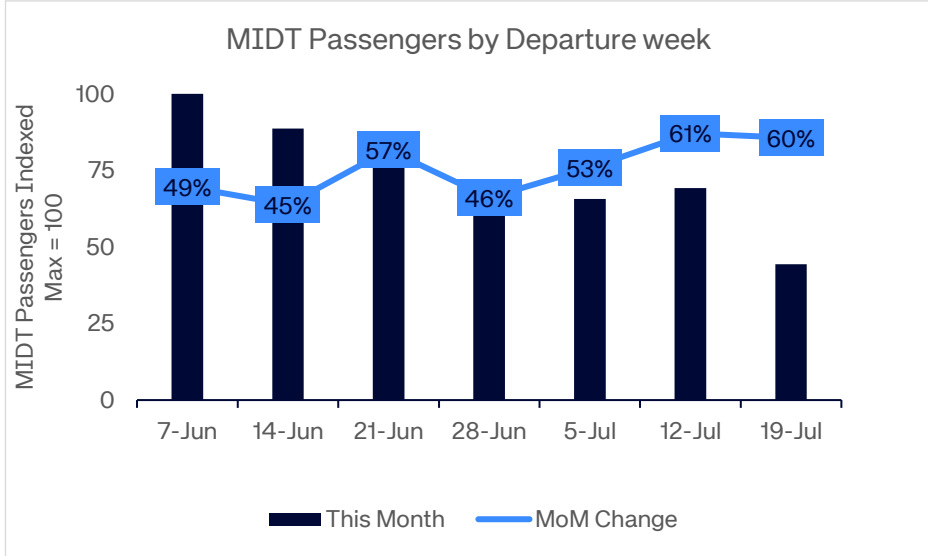
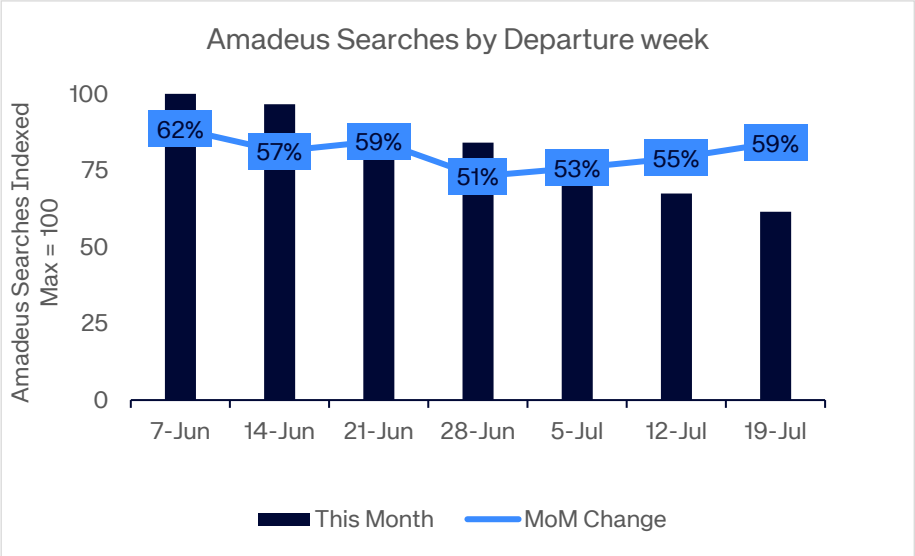
GROUP OF  
32 **12**  
matches

SEMIFINALS **2**  
matches

GROUP OF  
16 **6**  
matches

FINALS **2**  
matches

# Seattle



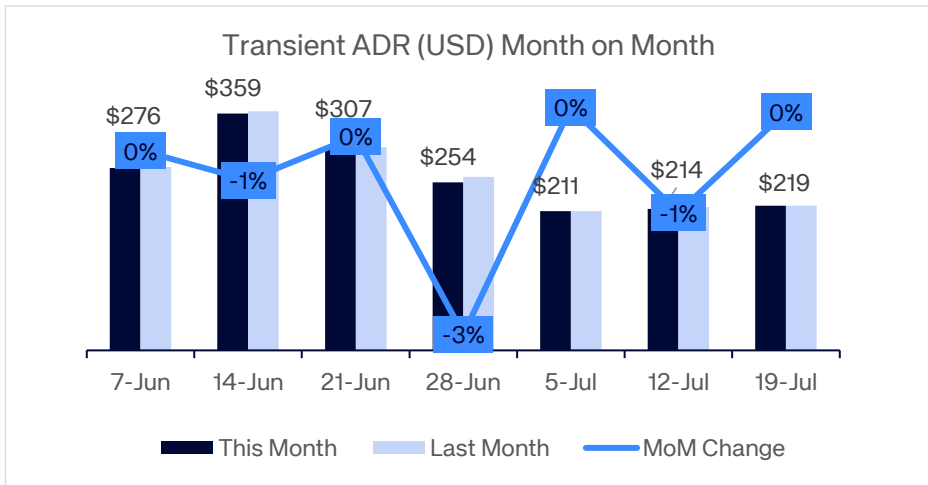
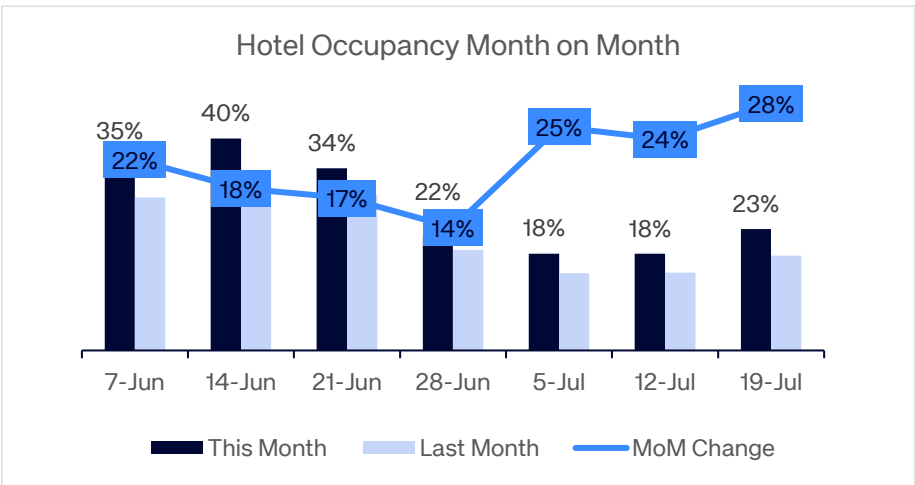
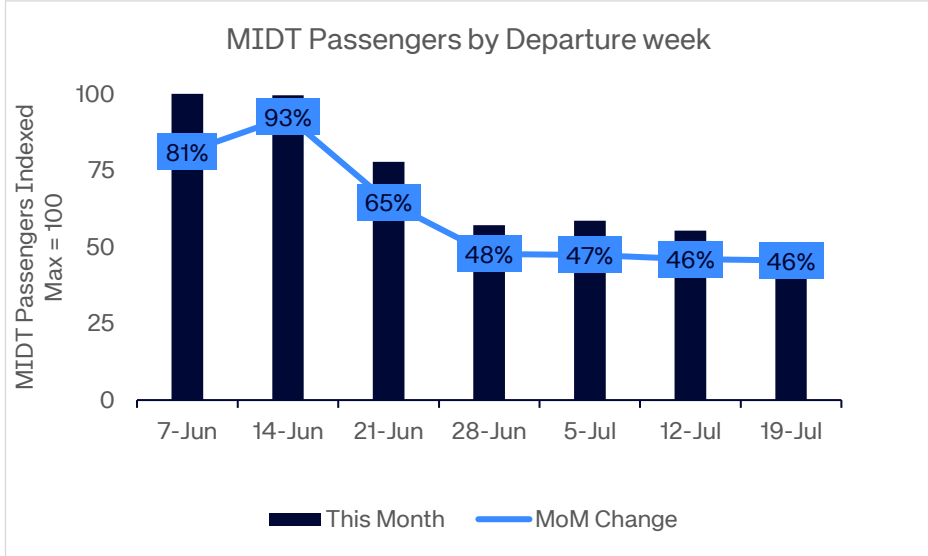
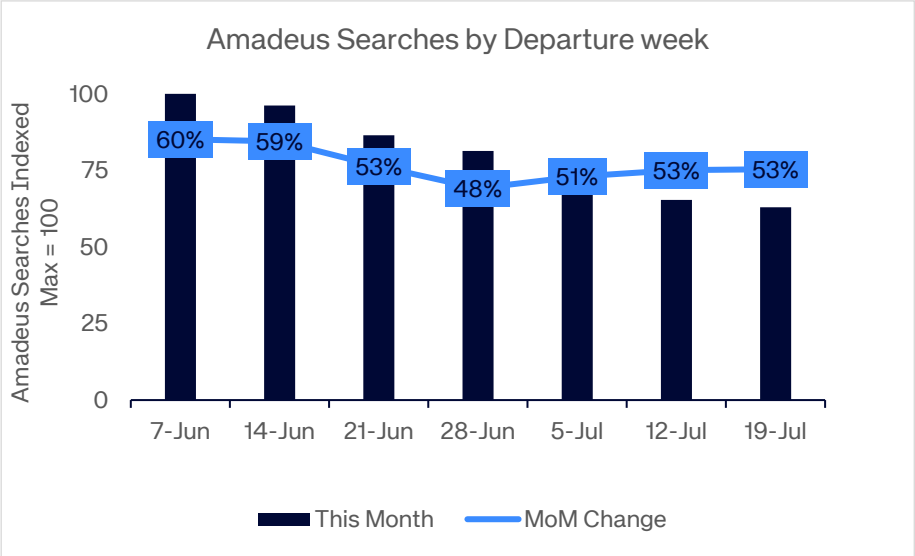
Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES											GROUP OF 32					ROUND OF 16										
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul
Seattle					G				D					B		G					X						X

## Highlights

- **Flight searches and bookings** for Seattle demonstrate high demand from the very start of the tournament, with both metrics reaching their peak index levels during the opening weeks of June.
- This strong traveler interest coincides with a consistent schedule of Group Stage matches throughout June, followed by a secondary rise in Month-on-Month booking growth during July as the city prepares for high-stakes fixtures in the Group of 32 and Round of 16
- Double-digit month-over-month **Hotels Occupancy** growth in Seattle is being supported by ADR levels well above \$300, with thoughtful pricing adjustments reinforcing continued demand.

# San Francisco



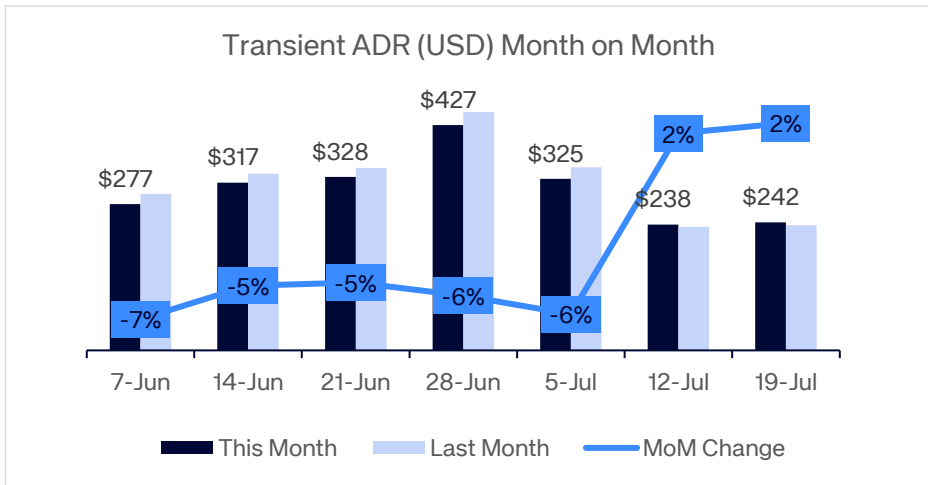
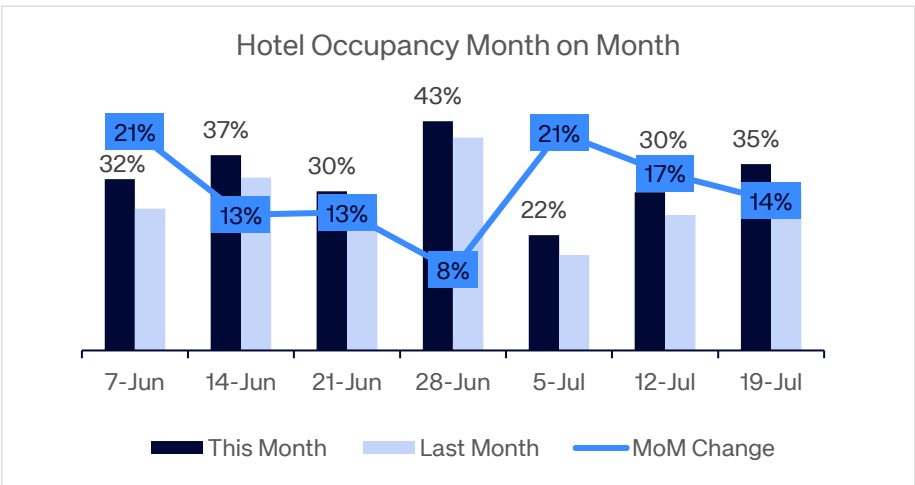
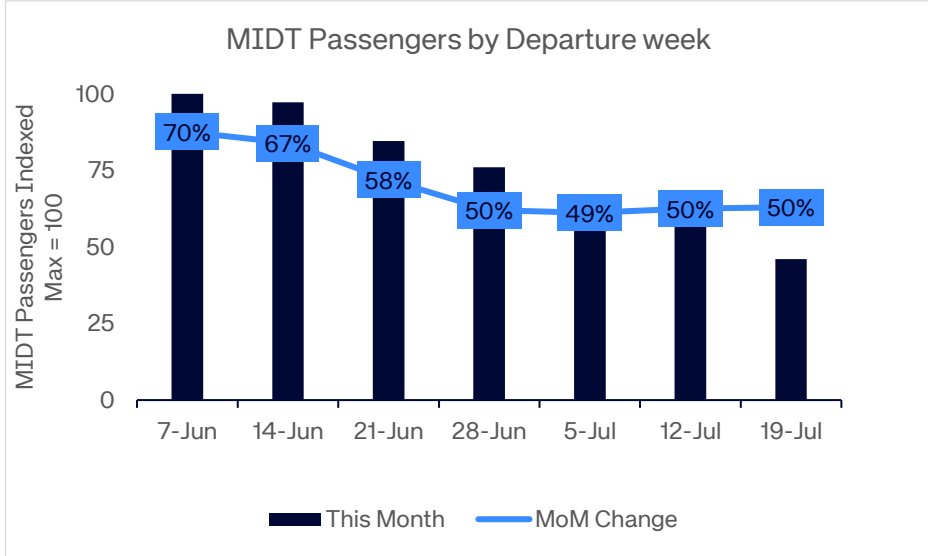
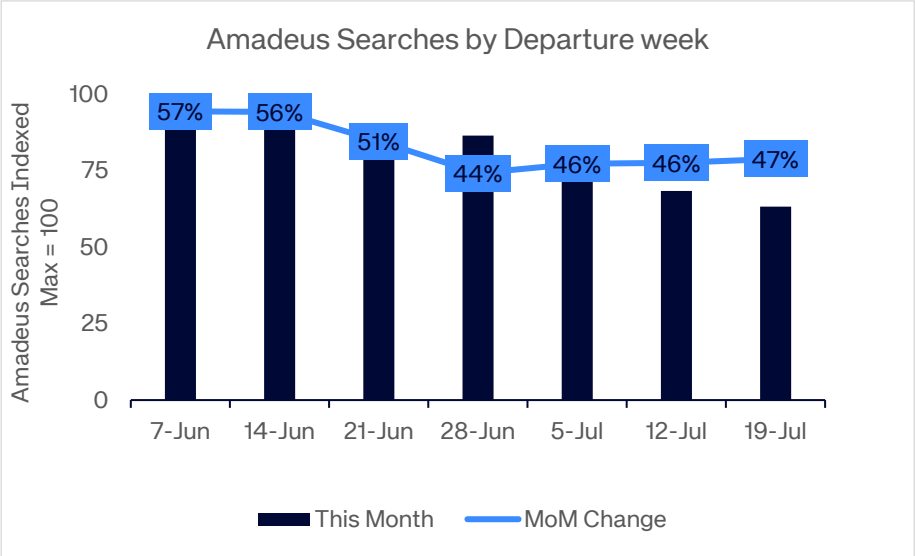
Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

## Highlights

- **Flight searches and bookings** for San Francisco exhibit their peak volume during the first half of June, with traveler interest hitting its maximum index levels just as the city's Group Stage schedule kicks off on June 13th.
- **Hotels in San Francisco** continue to post strong double-digit month-over-month occupancy growth, peaking in the early stages of the city's championship period. ADR remains stable compared to last month.

City	GROUP STAGE MATCHES																GROUP OF 32						
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul
San Francisco			B			J			D			J			D						X		

# Los Angeles



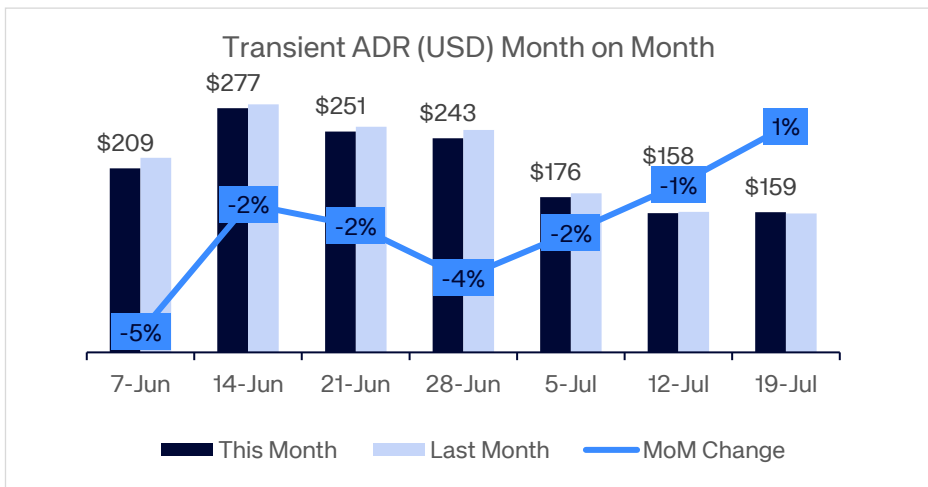
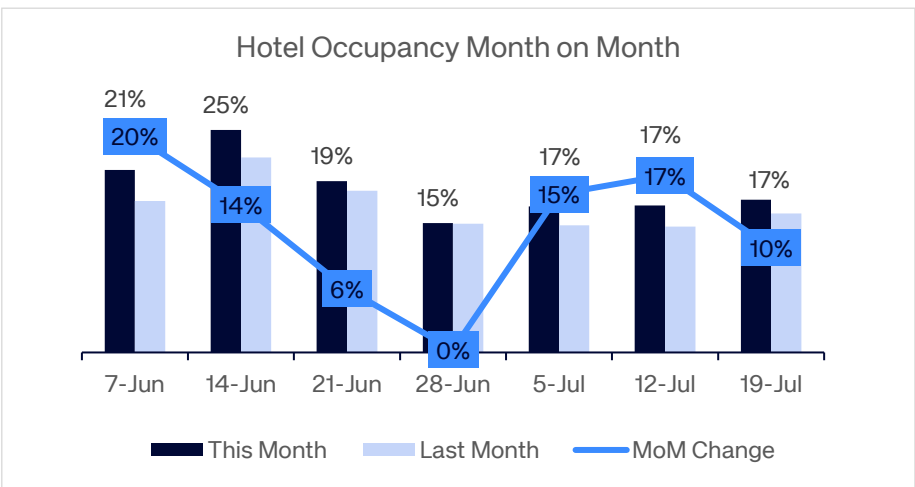
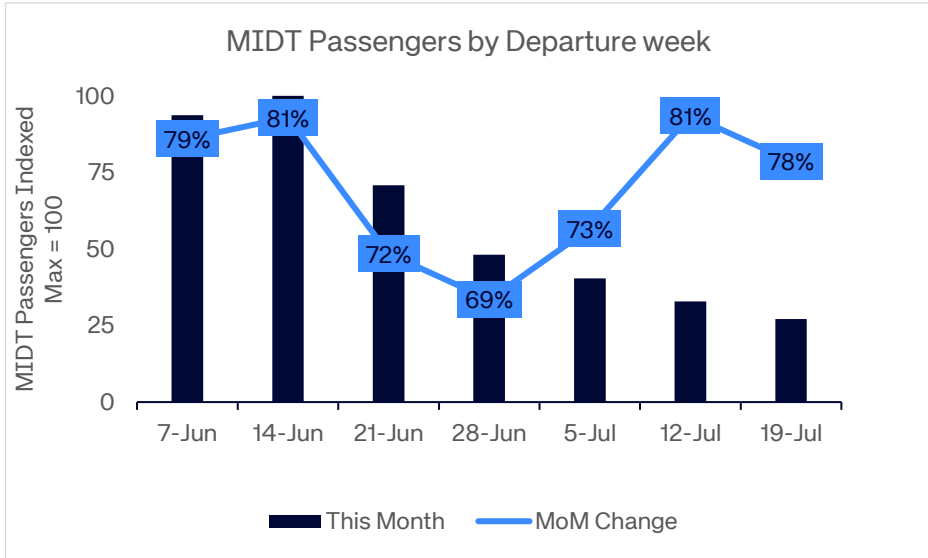
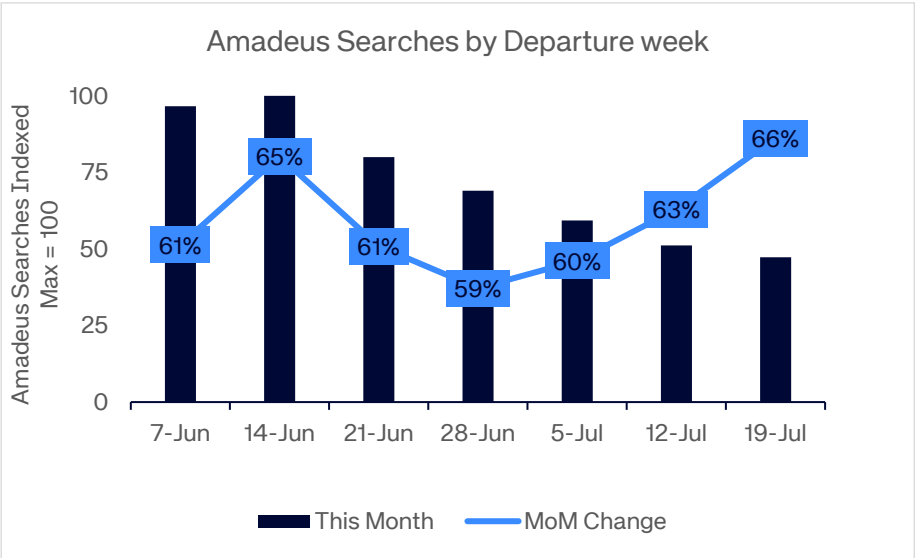
Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																	GROUP OF 32			ROUND OF 16			QUARTERFINALS								
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	
Los Angeles		D			G			B			G							X				X									X	

## Highlights

- **Flight searches and bookings** for Los Angeles hit their highest concentration at the tournament's onset, with traveler activity reaching its peak scale during the week of June 7th.
- This surge in demand aligns perfectly with a dense calendar of Group Stage matches beginning June 12th. Booking interest remains steady through July as the city gears up for high-stakes knockout rounds, including the Group of 32 and the Quarterfinals.
- **Hotels in Los Angeles** are generating double-digit month-over-month occupancy growth, reaching a peak in the final week of June. ADR remains high above the \$400 mark, with pricing dynamics effectively supporting sustained demand and volume growth.

# Houston



Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

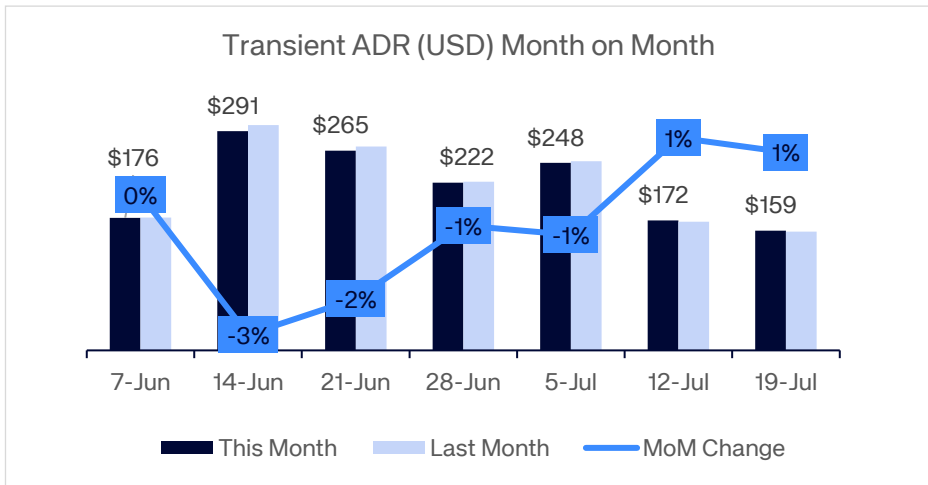
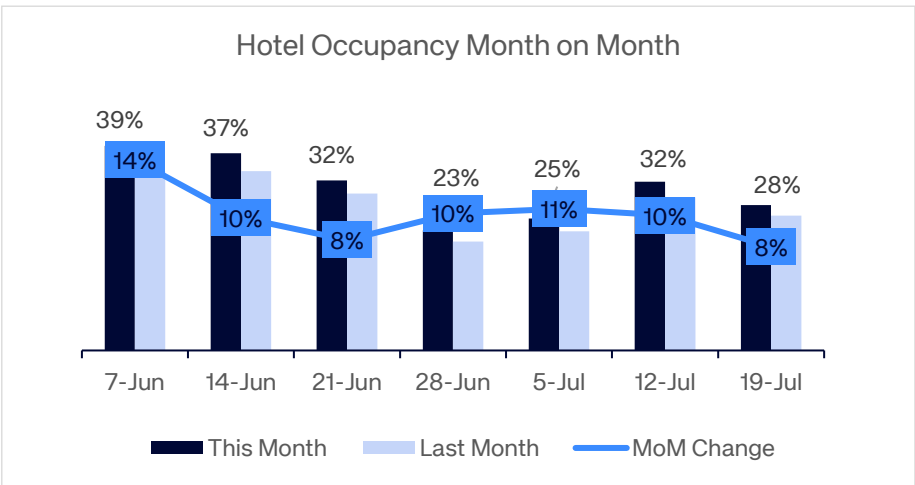
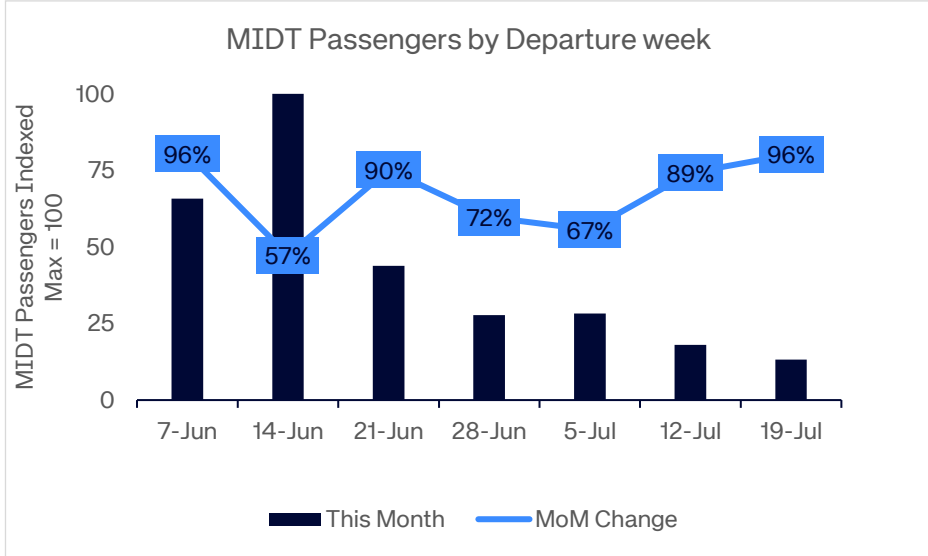
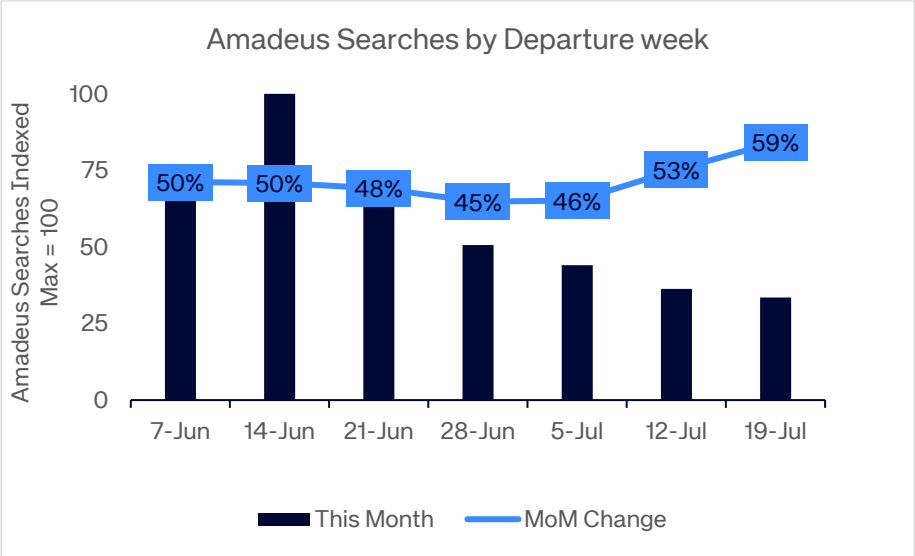
City	GROUP STAGE MATCHES														GROUP OF 32			ROUND OF 16									
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul
Houston				E			K			F			K			H			X					X			

## Highlights

- **Flight searches and bookings** for Houston display two distinct periods of high demand, with traveler interest initially peaking in mid-June as the city hosts several Group Stage matches starting on June 14th.
- While search volume hits its maximum level during the week of June 14th, a second a climb in Month-on-Month booking growth occurs in July.
- **Hotel in Houston** continue growing their occupancy, especially the opening week of the championship in town.



# Kansas City



Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																GROUP OF 32				ROUND OF 16				QUARTERFINALS								
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul		
Kansas City						J				E							J						X										X

## Highlights

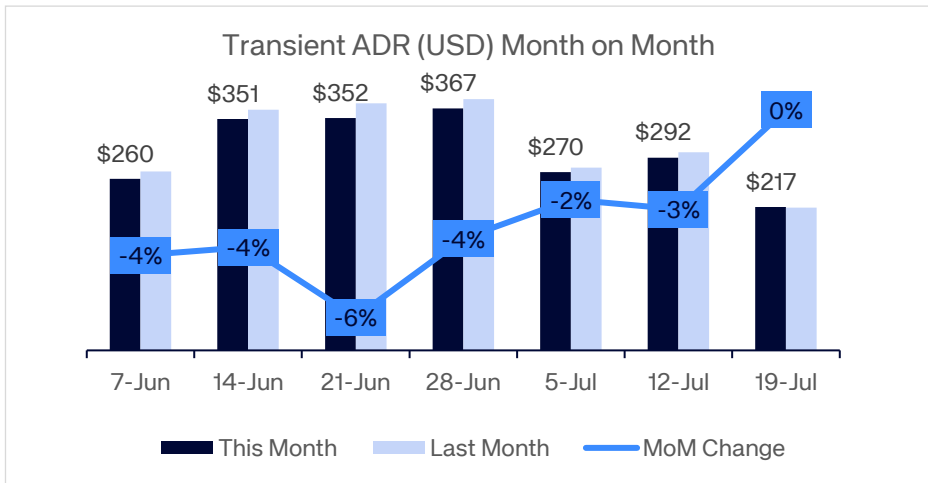
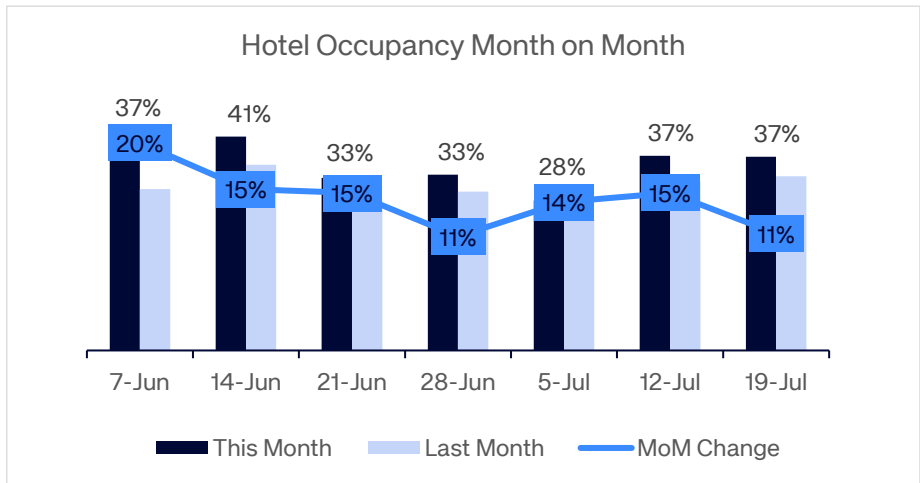
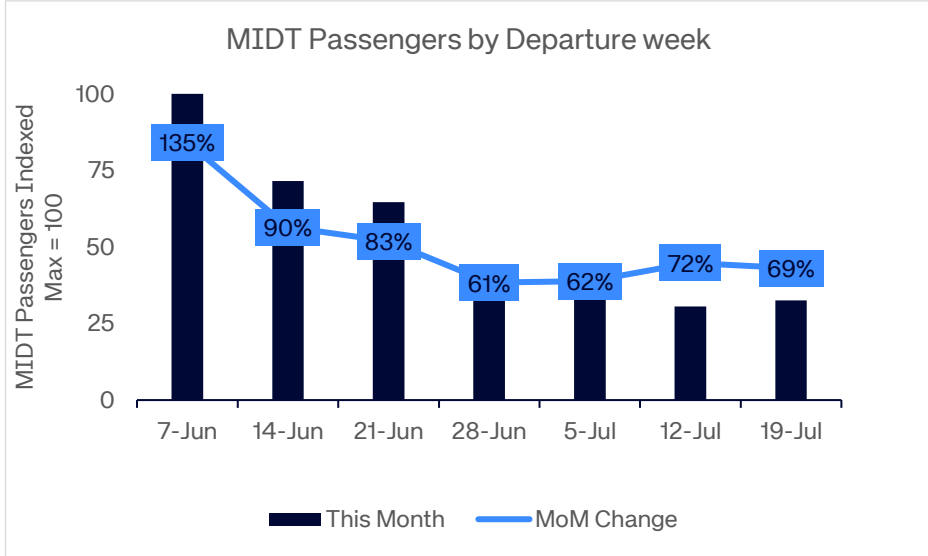
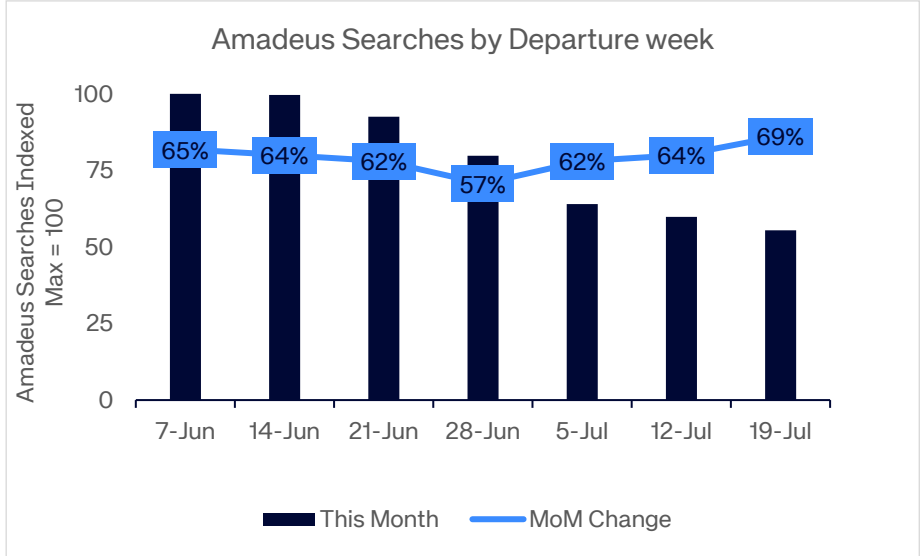
- **Flight searches and bookings** for Kansas City show a surge in mid-June, with both metrics reaching their highest volume during the week of June 14th to welcome the start of local Group Stage action.
- **Hotel Occupancy** continue to grow in Kansas month-on-month, mostly in double digits. ADR levels peak at the beginning of the championship in the market, slightly declining from last month.







# Philadelphia



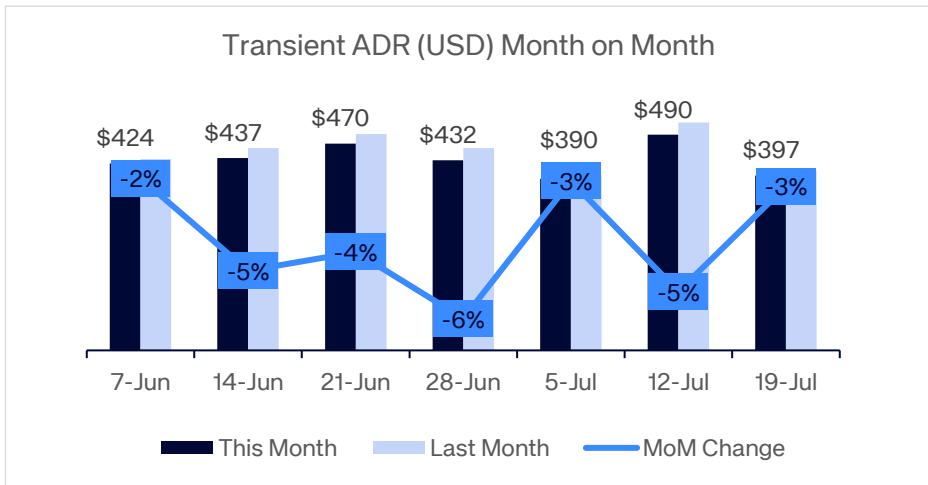
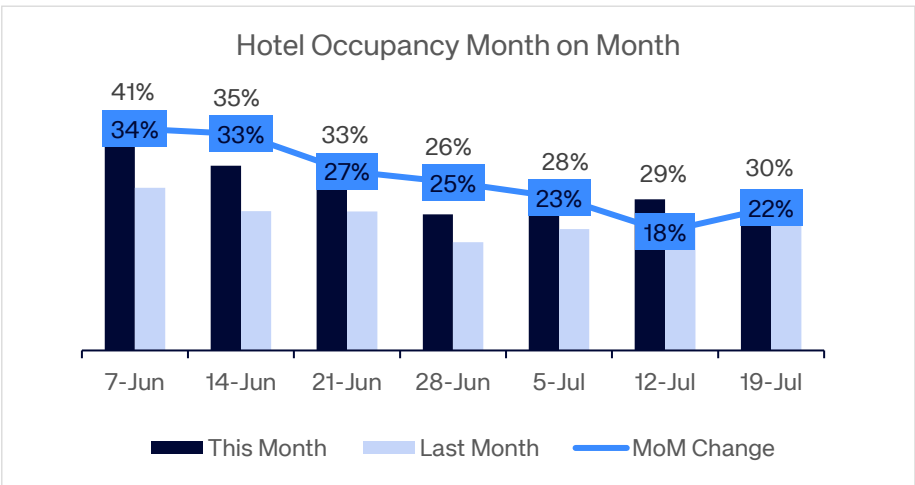
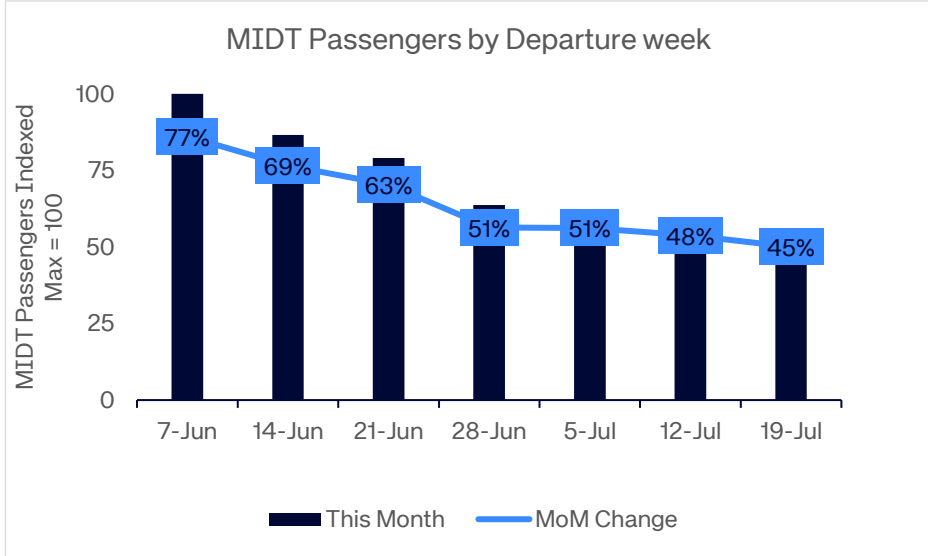
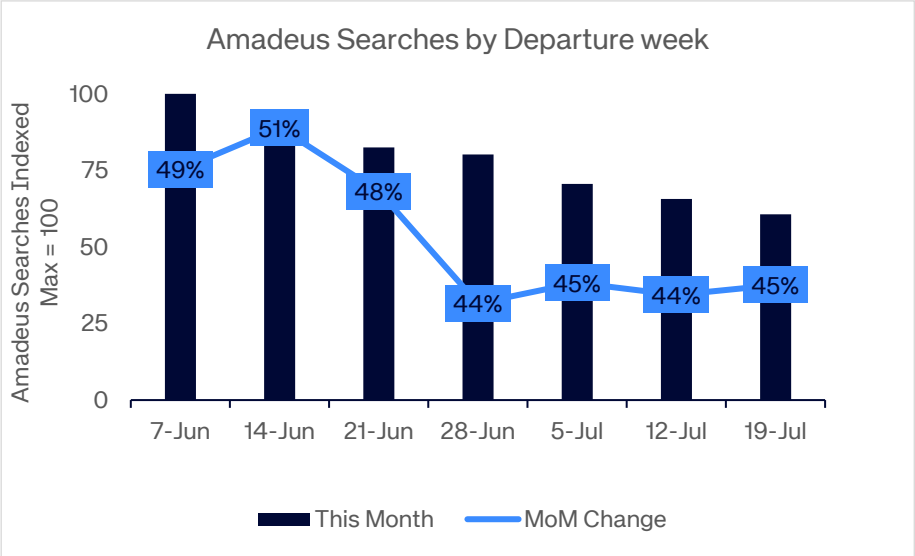
Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES											GROUP OF 32						ROUND OF 16									
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul
Philadelphia				E					C			I			E		L							X			

## Highlights

- Flight searches and bookings** for Philadelphia show traveler activity at the tournament's onset, with peak volumes for both searches and passenger arrivals occurring during the week of June 7th. This surge in demand aligns with the city hosting five Group Stage matches throughout June, maintaining steady traveler interest across the month.
- Hotels in Philadelphia** maintain a double-digit growth in their occupancy levels, peaking in the early stages of the matches in the market. ADR is stabilizing, likely to push demand even further.

# New York – New Jersey



Source: Amadeus Destination Gateway & Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																	GROUP OF 32			ROUND OF 16			QUARTERFINALS			SEMIFINALS			FINALS													
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul	16-Jul	17-Jul	18-Jul	19-Jul				
NYC/N. Jersey			C			I						I			E		L			X					X																		X

## Highlights

- **Flight searches and bookings** for the New York – New Jersey area reach their highest volume at the start of the tournament, with traveler interest peaking during the week of June 7th. This early surge in demand aligns with a consistent schedule of five Group Stage matches throughout June.
- Activity remains steady into July as the region prepares to host high-stakes knockout fixtures, including the Group of 32, the Round of 16, and the tournament Final on July 19th.
- **Hotels** are seeing a pickup in occupancy this month, registering double-digit month-over-month growth. Demand is peaking during the Group Stage match period, where ADR remains above the \$400 mark and is being thoughtfully moderated to unlock incremental occupancy.



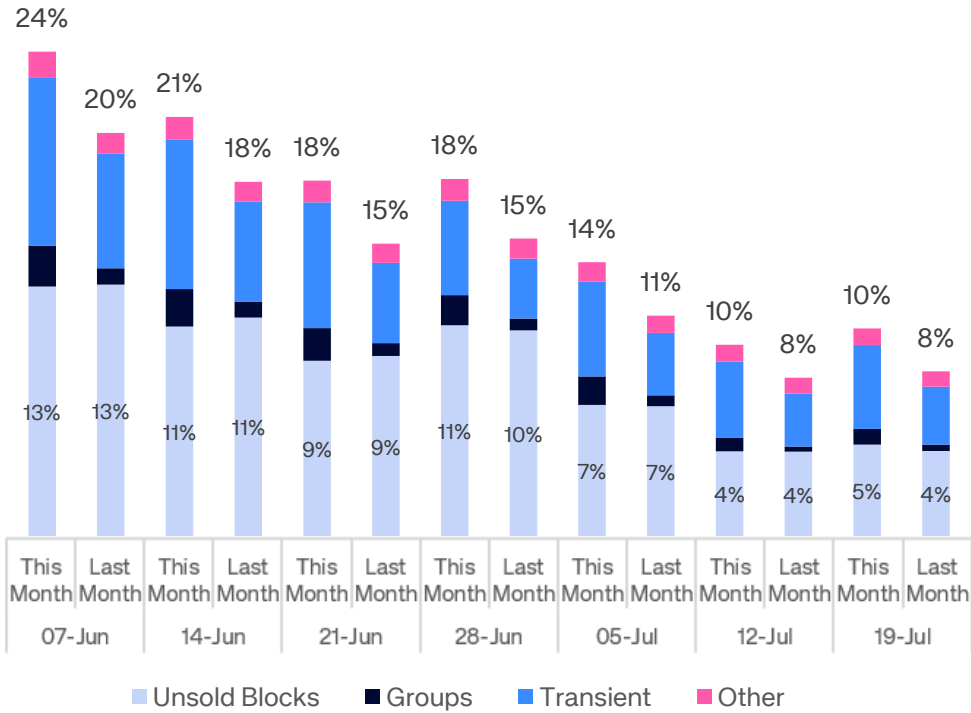
# Hotel market insights

## Segmentation and Channel Mix

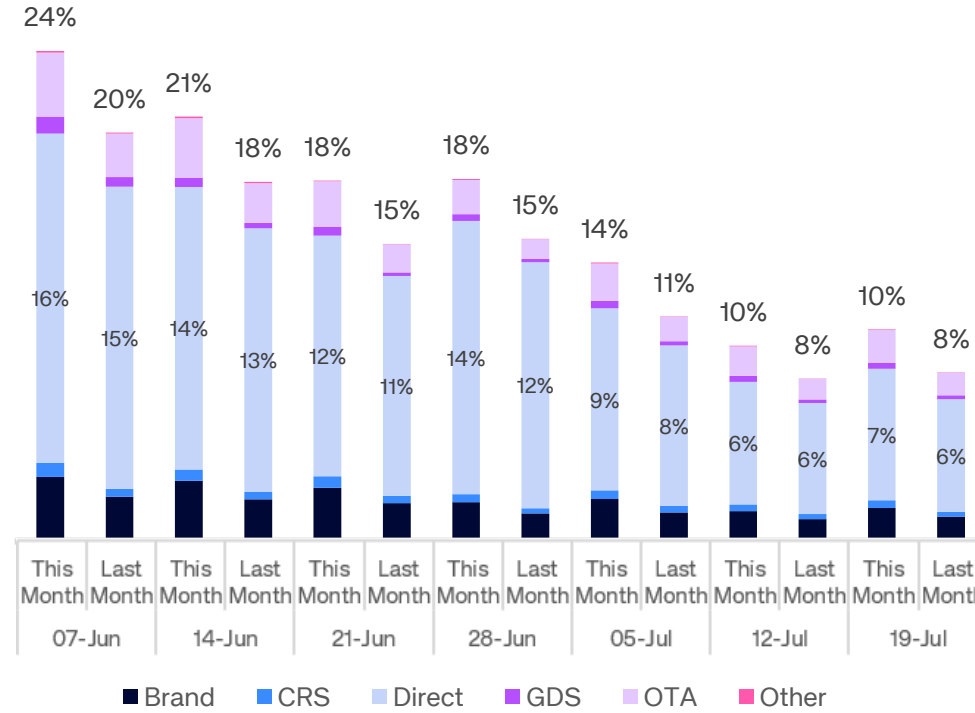
# Mexico City - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- Occupancy in Mexico is gaining traction peaking during the opening week. Group demand is strengthening while Transient business is emerging as key to growth.
- While Direct channels continue to command the largest share of demand, Brand and OTA contributions are developing, reflecting early momentum.

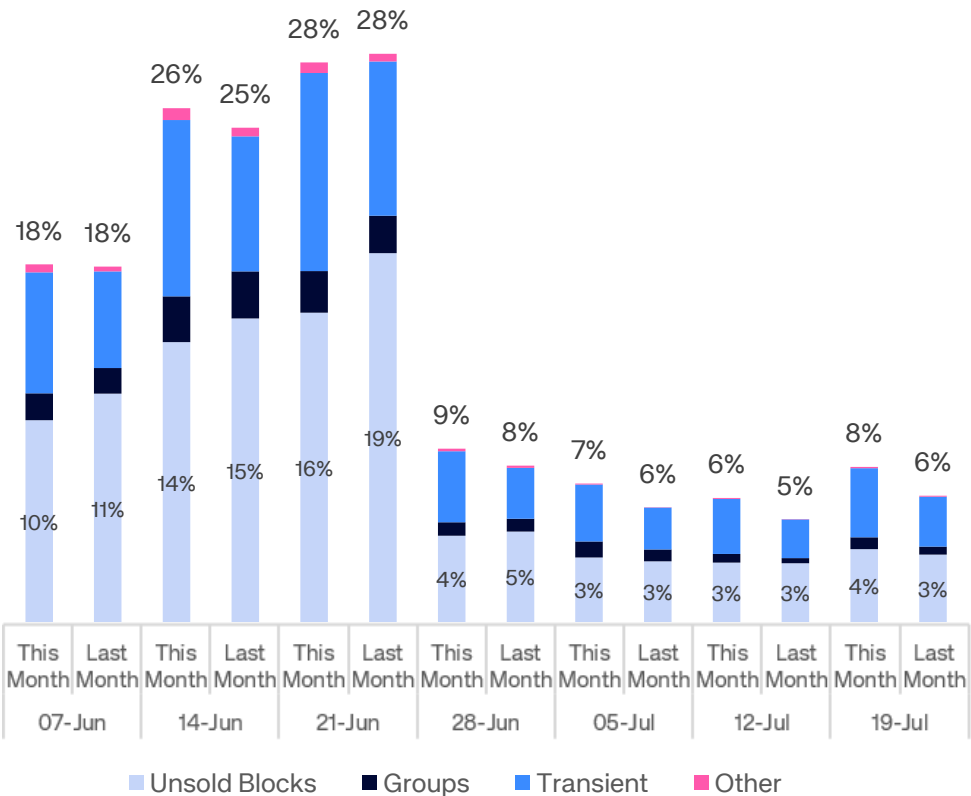
Source: Amadeus Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES														GROUP OF 32				ROUND OF 16									
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul			
Mexico	A						K							A						X						X		

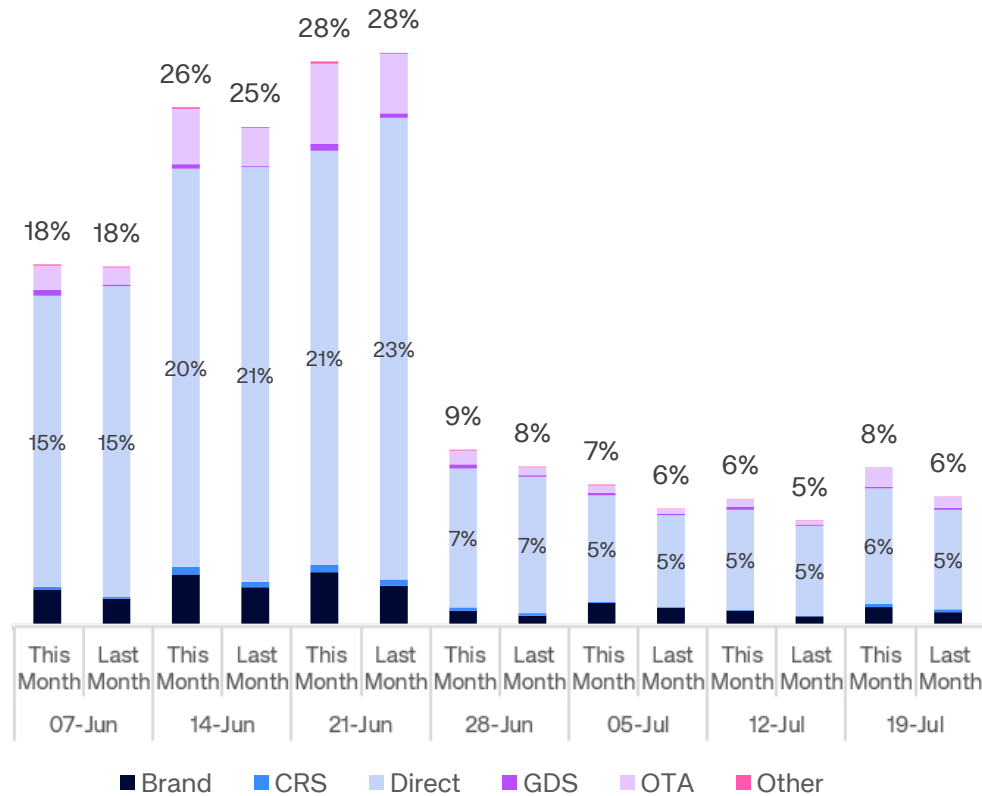
# Guadalajara - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- Occupancy levels in Guadalajara are showing growth, supported by an evolving demand mix. Blocks are converting into Groups sold, while Transient demand is emerging as the primary driver of incremental occupancy.
- From a channel perspective, Direct continues to represent the largest share of bookings; however, growth is increasingly fueled by Brand and OTA channels.

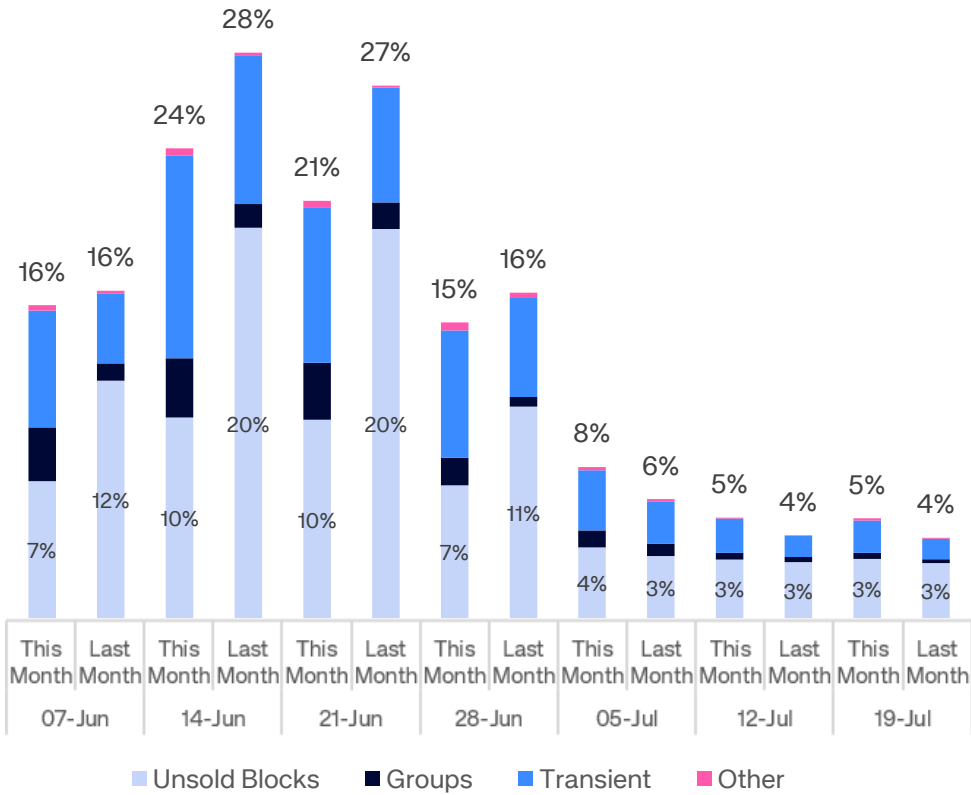
Source: Amadeus Demand360® as of 30 April 2026

		GROUP STAGE MATCHES																
City		11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun
Guadalajara		A							A					K			H	

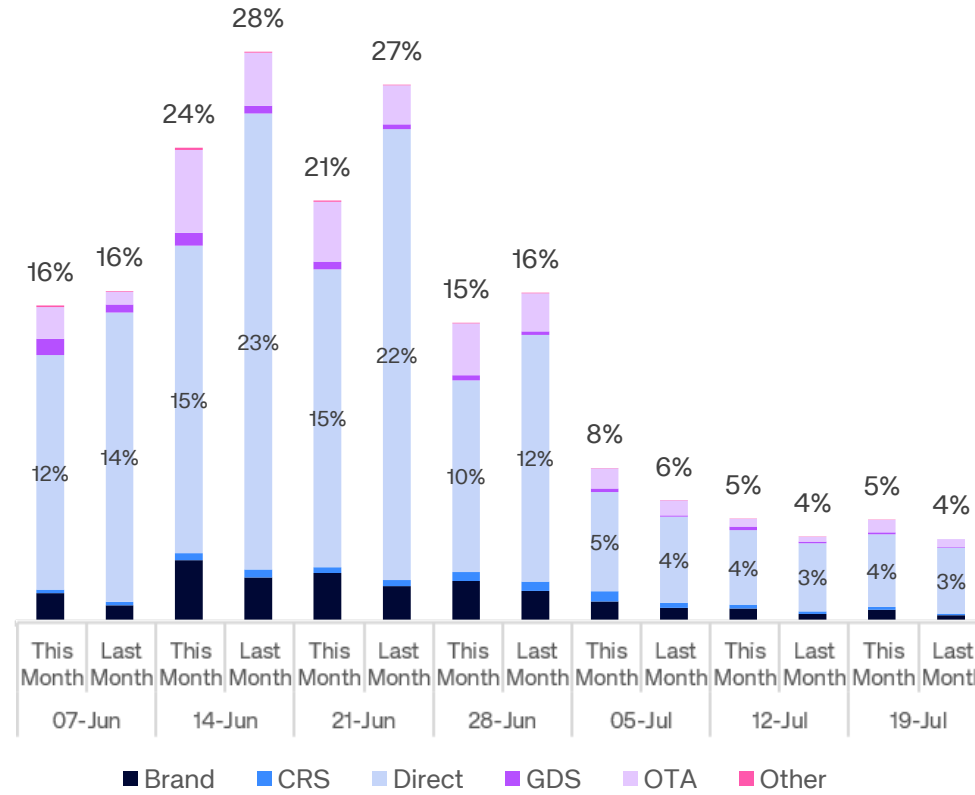
# Monterrey - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- As Unsold Block allocations begin to release back into the market, a portion is converting into group bookings, while the remaining inventory is being absorbed by transient demand.
- Bookings continue to be concentrated through Direct channels; however, an uplift is evident across other channels, with OTA and Brand contributing positive momentum.

Source: Amadeus Demand360® as of 30 April 2026

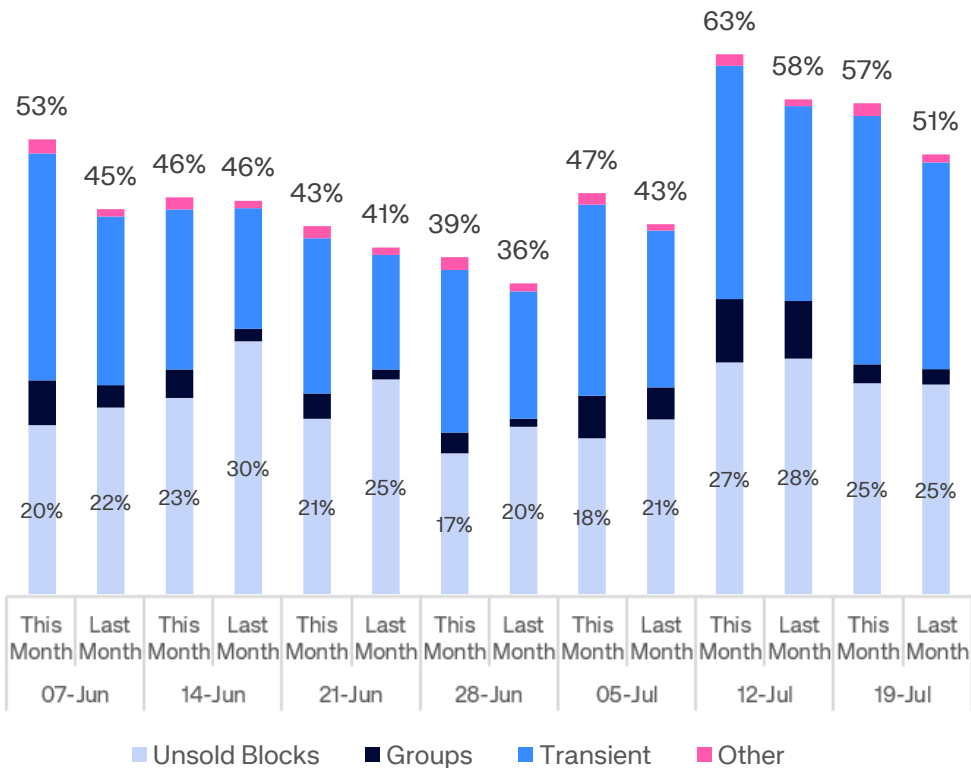


	GROUP STAGE MATCHES																GROUP OF 32						
City	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul
Monterrey				F						F				A					X				

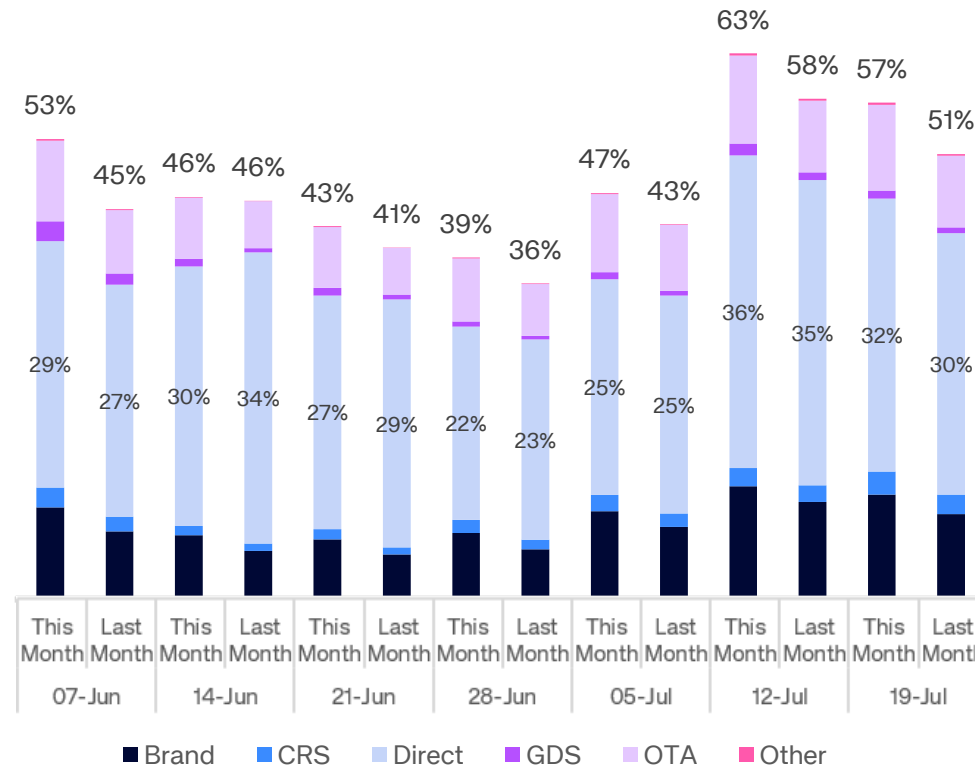
# Vancouver - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- Hotels in Vancouver are recording an increase in occupancy, accompanied by a continued evolution in demand mix. Unsold block inventory is gradually converting into group bookings, while additional rooms released back into the market are being acquired by growing transient demand.
- This incremental demand is being captured through OTA and Brand channels, which are now emerging as contributors to ongoing occupancy gains.

Source: Amadeus Demand360® as of 30 April 2026

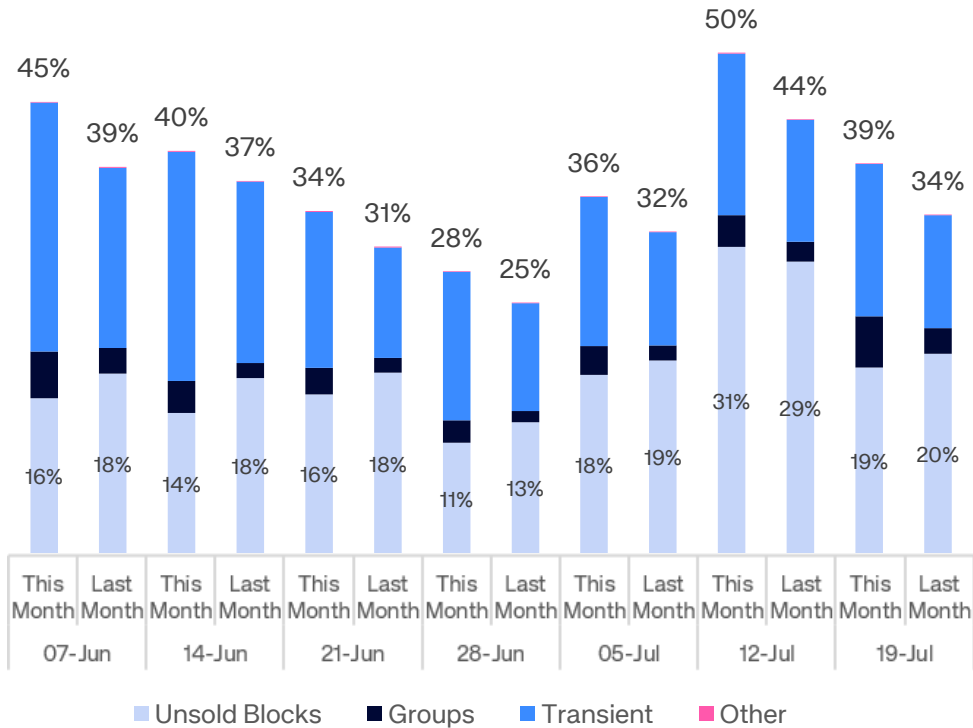
City	GROUP STAGE MATCHES											GROUP OF 32					ROUND OF 16										
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul
Vancouver			D					B			G			B		G						X					X



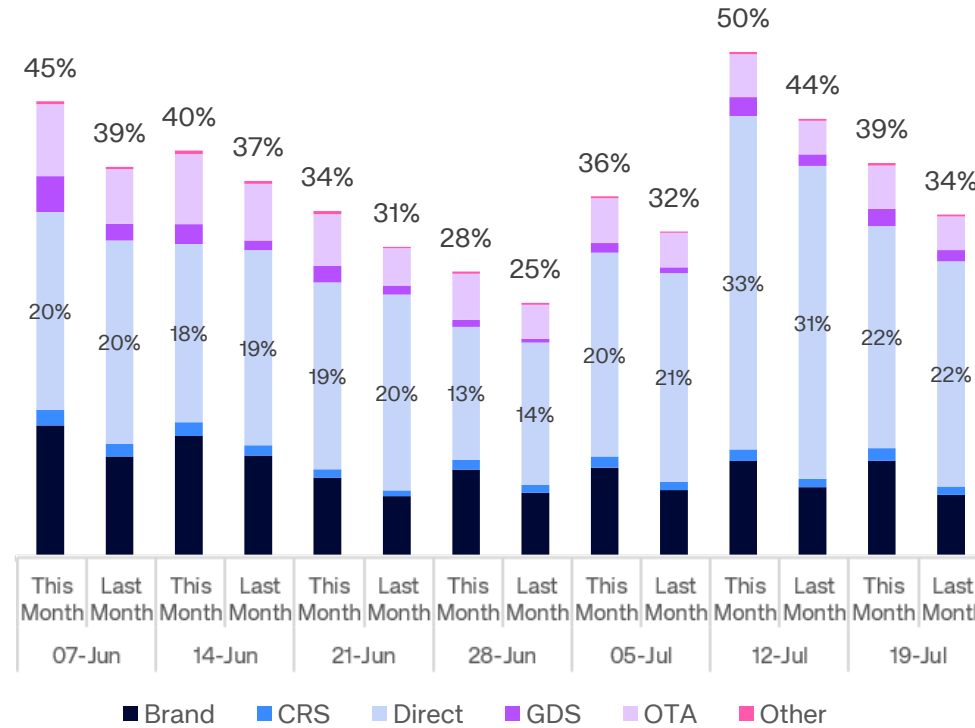
# Seattle - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



Source: Amadeus Demand360® as of 30 April 2026

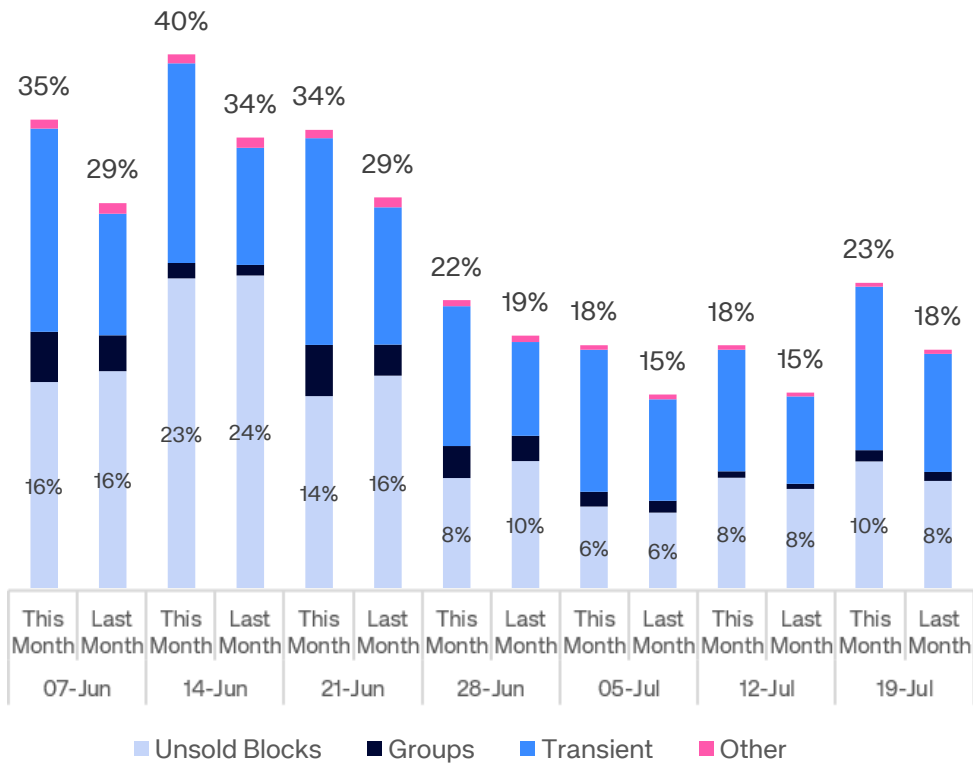
- Transient demand has outperformed the Group segment during the early stages of the Championship, driving initial occupancy gains. Group blocks are now confirming, supporting a shift of room nights into the Groups segment as the event period progresses.
- From a channel perspective, hotels are seeing an uplift in Brand contribution.

City	GROUP STAGE MATCHES														GROUP OF 32					ROUND OF 16								
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	
Seattle					G				D					B		G					X						X	

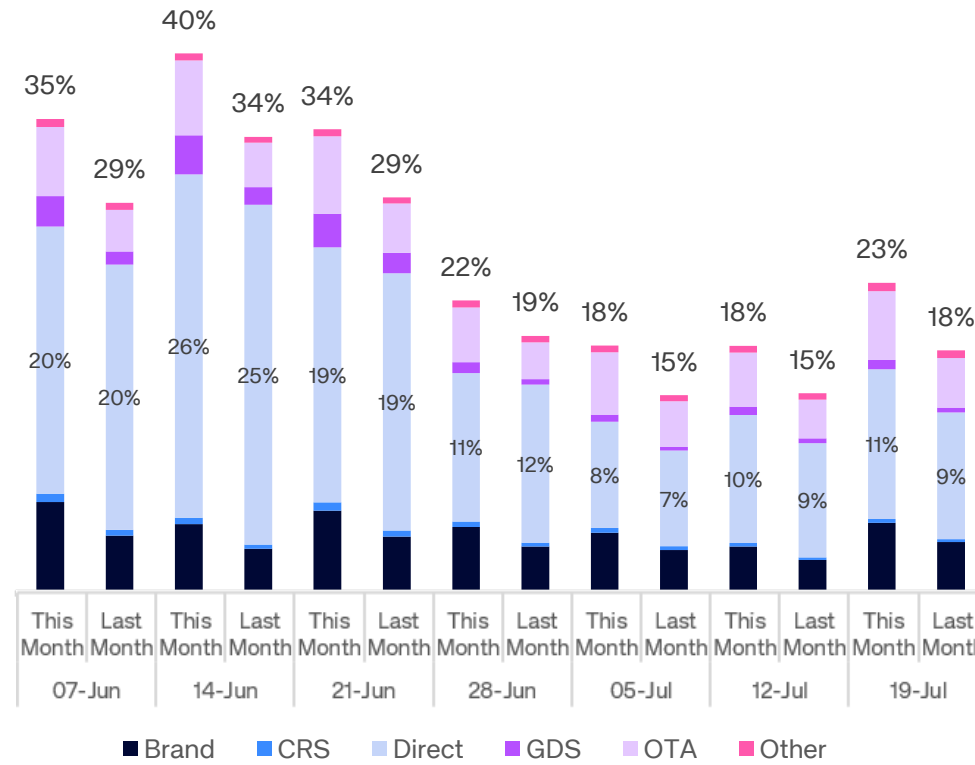
# San Francisco - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- Group blocks continue to convert gradually, Transient demand is emerging as the primary driver of occupancy growth across San Francisco hotels.
- From a distribution standpoint, Direct channels remain stable, while Brand, OTA, and GDS channels are all showing month-over-month growth, reflecting broad-based demand across the booking landscape.

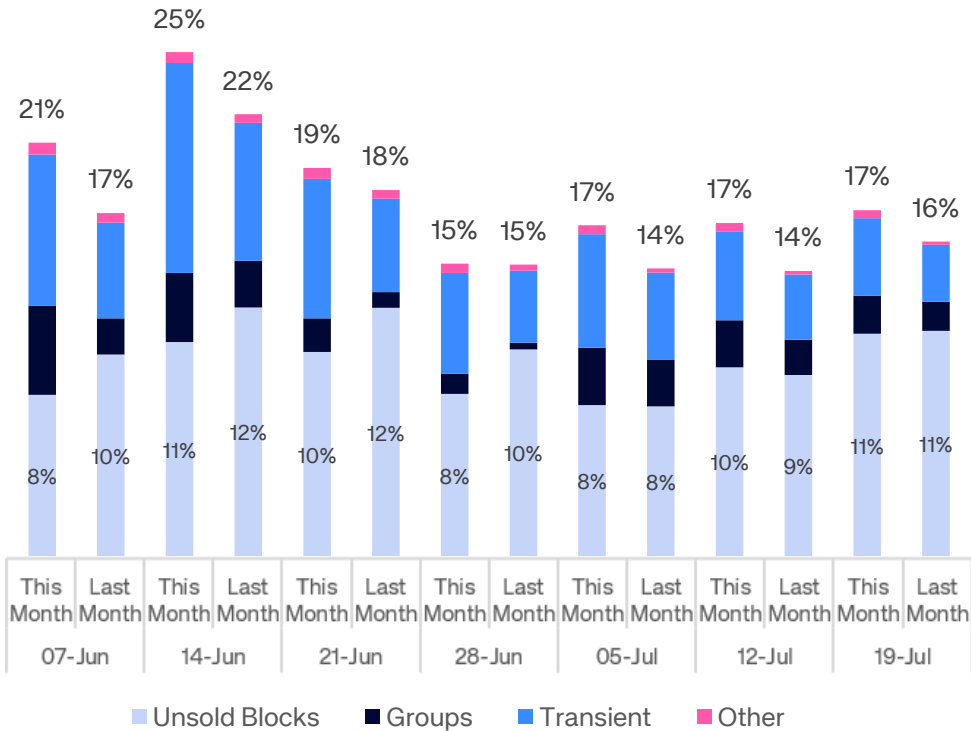
Source: Amadeus Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																GROUP OF 32						
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul
San Francisco			B			J			D			J			D						X		

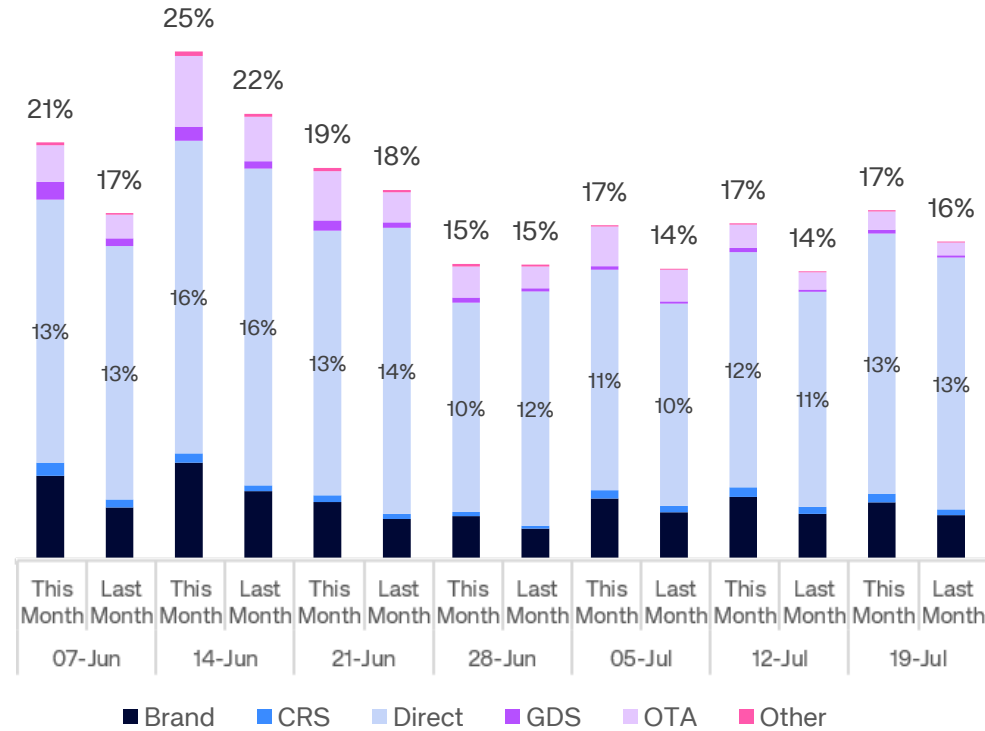


# Houston - Segmentation and Channel

Segmentation Month-on-Month



Channel mix Month-on-Month



## Highlights

- Group blocks continue to convert into confirmed bookings across Houston hotels, while Transient demand has emerged as the primary driver of current occupancy growth.
- From a distribution standpoint, Direct channels continue to dominate occupancy contribution, supported by an uplift from both Brand and OTA channels, reflecting broad-based demand across booking sources.

Source: Amadeus Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																GROUP OF 32							ROUND OF 16						
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul			
Houston				E			K			F			K			H			X						X					

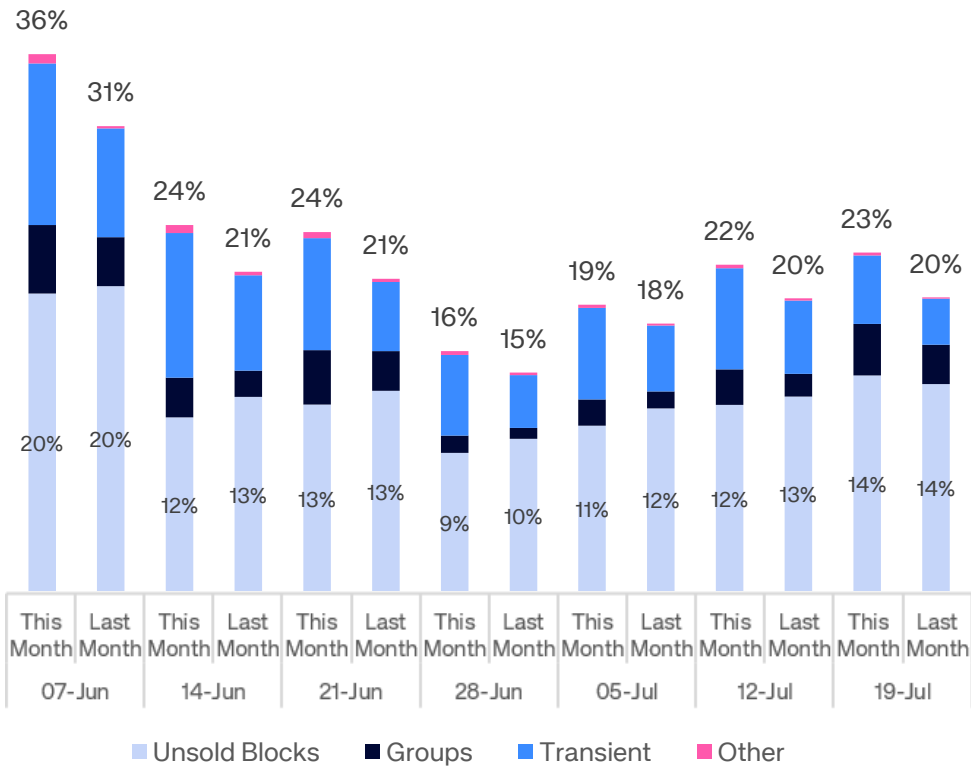




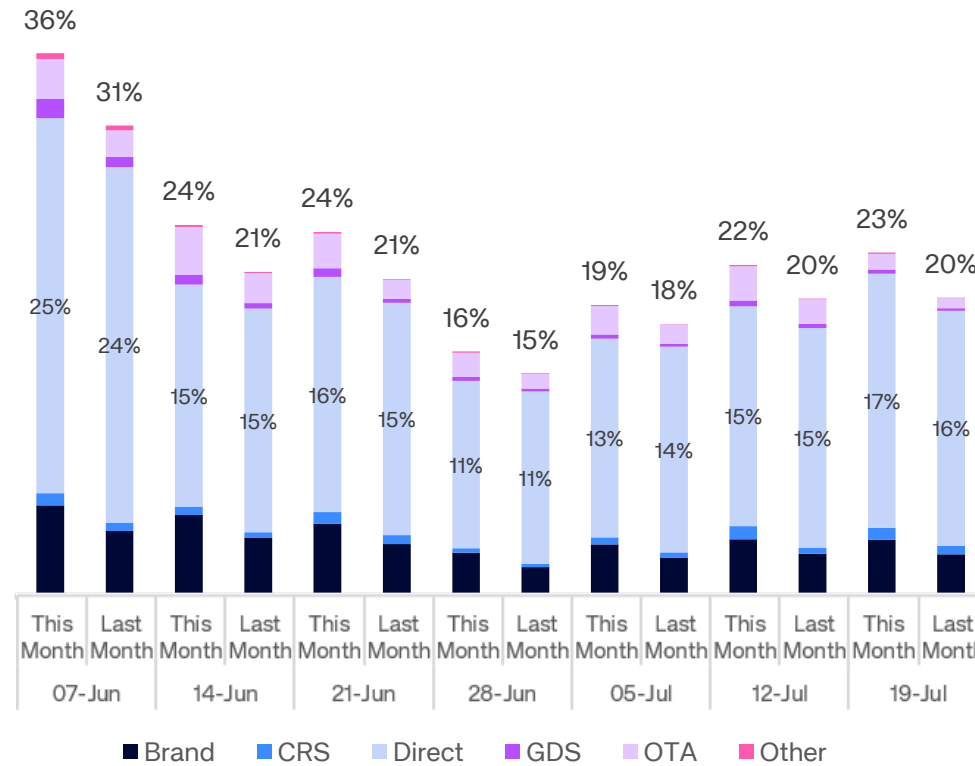
# Atlanta - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- In Atlanta, Transient demand is currently leading occupancy growth, advancing at a faster pace than the Groups segment as group confirmations continue to materialize.
- From a channel standpoint, Direct remains the primary contributor to occupancy, with Brand—and to a lesser extent OTA—driving incremental gains.

Source: Amadeus Demand360® as of 30 April 2026

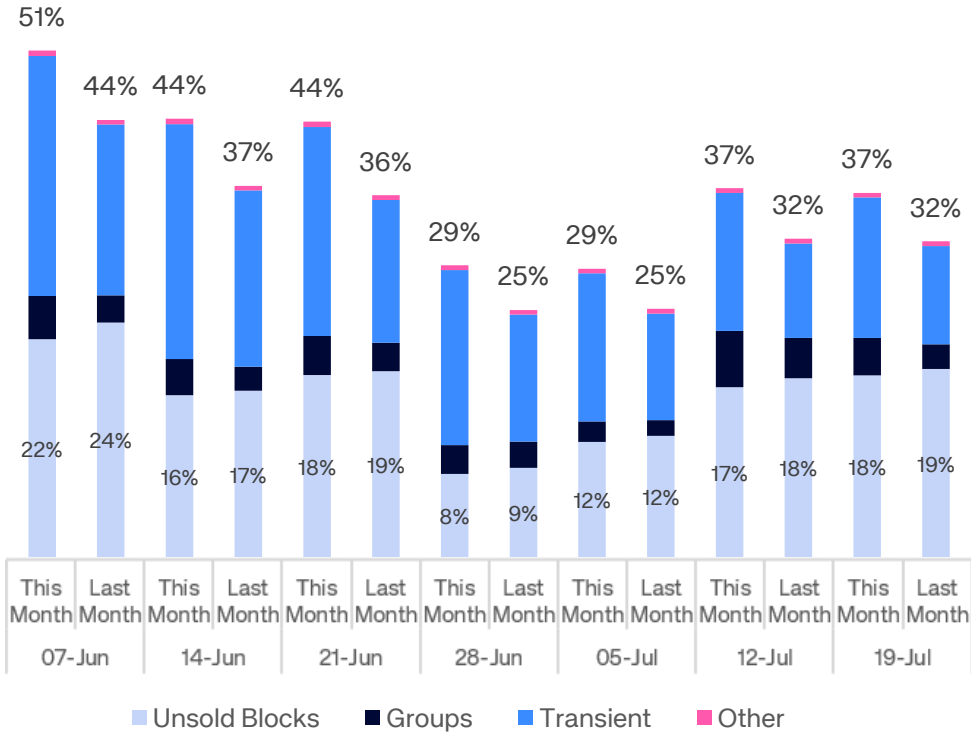
City	GROUP STAGE MATCHES							GROUP OF 32			ROUND OF 16			QUARTERFINALS			SEMIFINALS																			
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul	
Atlanta					H			A			H			C			K				X							X								X



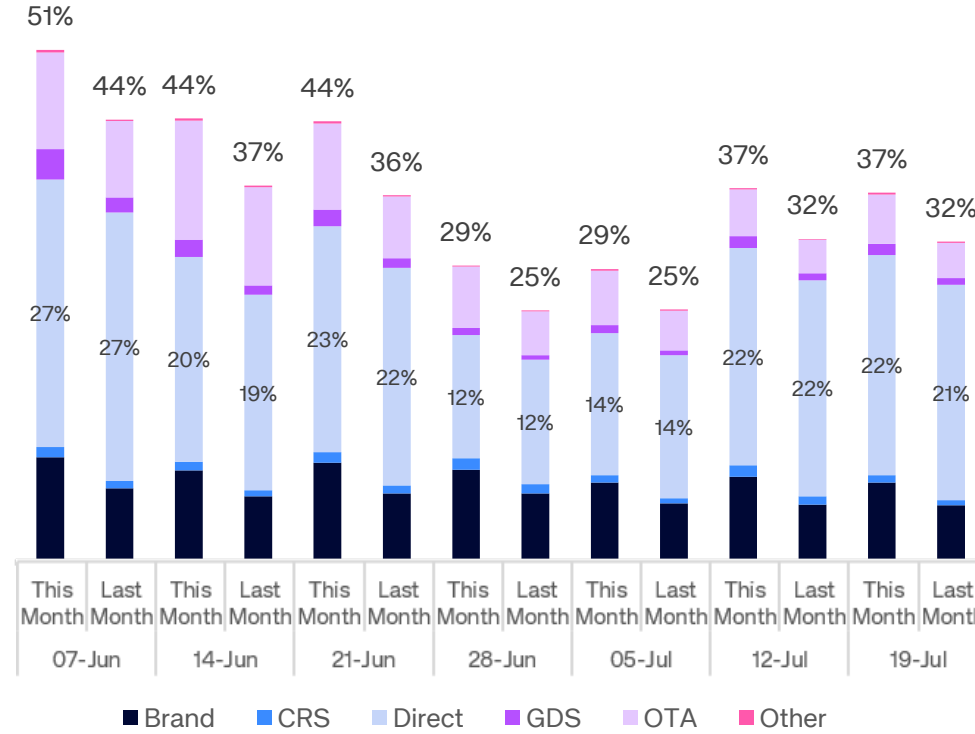
# Boston - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- Occupancy growth in Boston is driven by Transient demand, while Group bookings continue to convert steadily, reinforcing the overall demand mix.
- From a distribution standpoint, growth is led by Brand and OTA channels, while Direct remains a key and stable contributor within the channel mix.

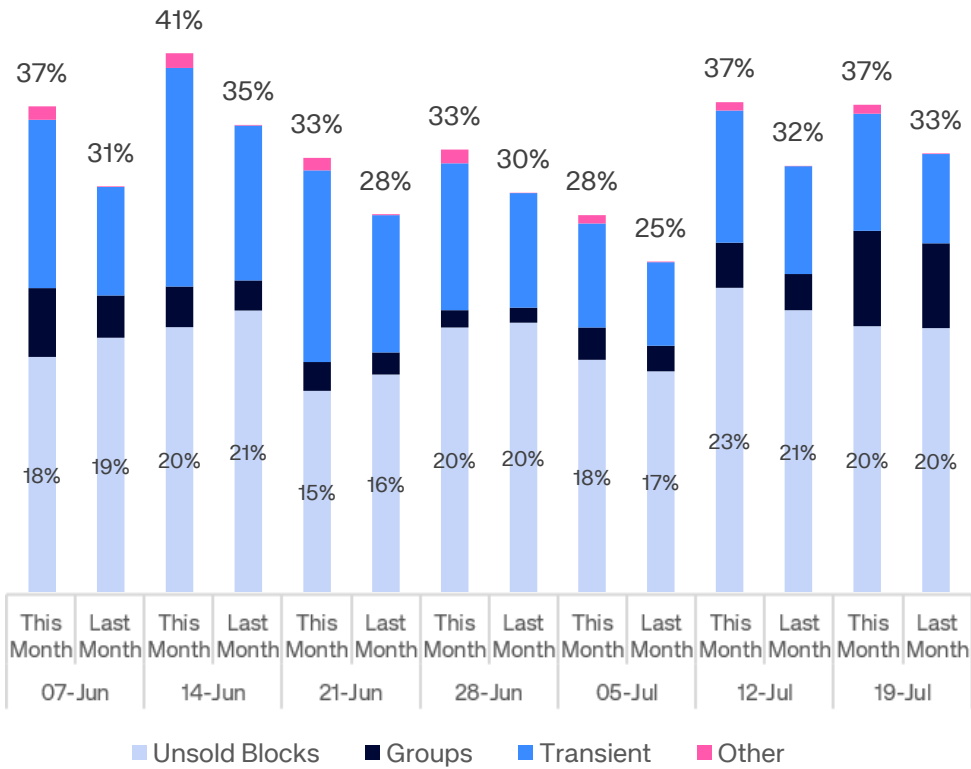
Source: Amadeus Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																	GROUP OF 32			ROUND OF 16			QUARTERFINALS								
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	
Boston			C			I			C				L			I			X											X		

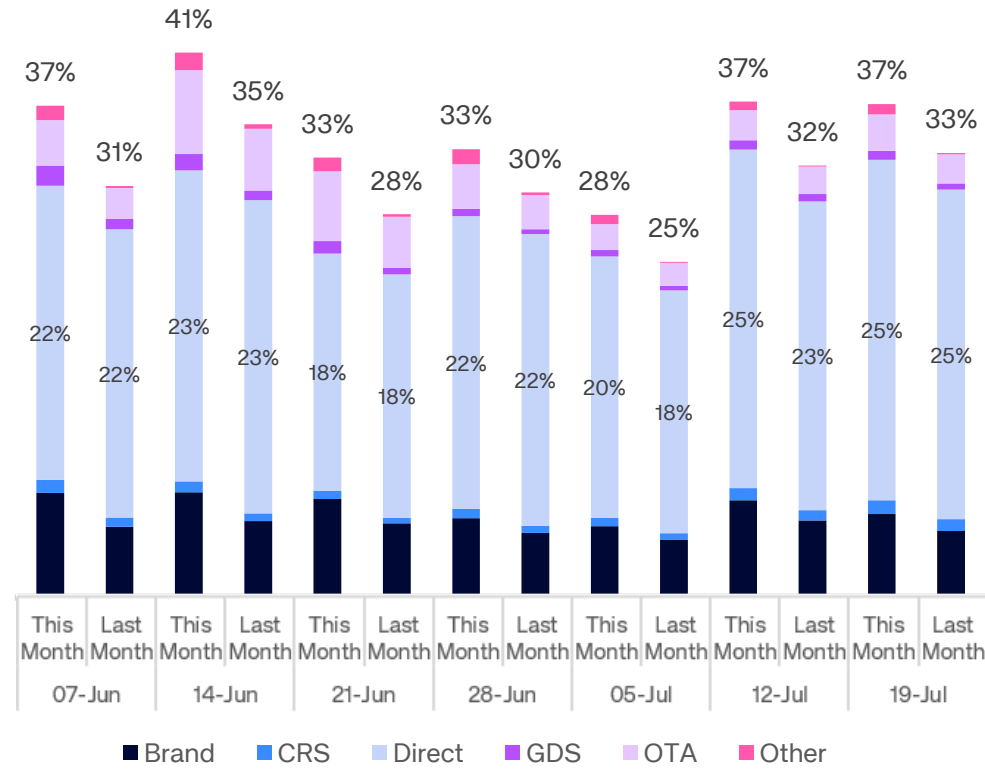
# Philadelphia - Segmentation and Channel

## Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- Hotel occupancy is growing faster in the early stages of the championship, with Transient demand leading growth, while Group bookings continue to convert steadily.
- From a channel perspective, Direct performance is stabilizing, while incremental Transient growth is being driven by Brand and OTA channels, highlighting short-lead demand and a evolution of the distribution mix.

Source: Amadeus Demand360® as of 30 April 2026

City	GROUP STAGE MATCHES																GROUP OF 32				ROUND OF 16						
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul
Philadelphia				E					C			I			E		L							X			



# Glossary

## **ADR**

Average Daily Rate (ADR) is a standard measure to compare revenue across properties or over time within a single property. It is sometimes referred to as Average Room Rate (ARR). How is ADR calculated? The total property revenue divided by the total number of rooms sold is ADR.

## **As-of Date**

Reporting period selected in the Time Period field of the filter on the dashboard or page.

## **Brand.com**

This channel includes bookings made directly through a property's official website.

## **CRS**

This channel includes bookings made via the Central Reservation System. It is commonly known as the 1-800 voice reservation line.

## **Direct**

This channel includes bookings made directly with the property, such as walk-ins or phone reservations handled by the front desk.

## **GDS**

This channel includes bookings made through Global Distribution Systems.

## **Group Sold**

This segment includes bookings for rooms that are sold as part of designated group blocks.

## **MIDT (Marketing Information Data Tapes)**

Reconstructed dataset providing detailed insights into indirect bookings made through any GDS (Amadeus, Sabre, Travelport, etc.) Includes the latest booking status enriched with schedules, fares, agency details, and geographic reference data. Offers an O&D view with booking deltas, route details, agency information, and business/leisure trip prediction.

## **MoM**

Month on Month. Progress versus same time in the previous month.

## **Occupancy**

Represents reservations on the books, both transient and Group Sold bookings. Percentages are calculated by dividing the number of rooms booked by the total number of rooms available.

## **OTA**

This channel includes bookings made through online travel agencies.

## **Others (channel)**

This channel includes bookings that do not fall into any of the defined categories above and are otherwise uncategorized.

## **Others (segment)**

This segment includes bookings related to contracts, airline crew members, permanent residents, complementary and other undefined or miscellaneous categories.

## **Transient**

This segment includes bookings made by individual guests who are not part of a group and are not affiliated with airline crew or contract arrangements.

## **Unsold Block**

This segment includes rooms that are held out of inventory within a block, such as allocations for groups or wholesale, but have not yet been sold.

## **YoY**

Year on Year. Progress versus same time in the previous year.

A romantic scene at night featuring a couple in a close embrace. The woman, with long dark hair, is wearing a light-colored jacket and has her arms around the man's neck. The man is seen from the back, wearing a dark shirt. The background is filled with out-of-focus, warm-toned lights, likely from a festival or city lights, creating a bokeh effect. The overall mood is intimate and celebratory.

**amadeus**

Thank you