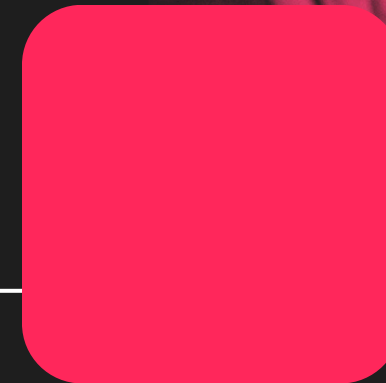


# The Sports Traveler Playbook

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Key Insights and How to Use Them for Better  
Bookings and Bigger Hosting Wins

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# Game Stats Preview



**Demographics  
& Experience**

**Spend**

**Sports  
Tourism  
Beyond the  
World Cup**



**Build Your  
Game Plan**

# About the Data

## GSIQ World Cup Travel Data

*“Focusing on a few key markets, we asked travelers intending to visit the World Cup, co-hosted by USA, Canada and Mexico this summer, about their plans for their trip – specifically to the U.S.*

*The consumers we asked were drawn from Brazil, Colombia, France, Germany, Italy, Spain and UK. In March, this research expands to include Mexico and Canada.*

*These are all major football markets and, with the exception of Italy who are yet to qualify, they are all sending teams to the tournament (in the case of the UK, potentially three separate teams – Scotland, Wales and England).”*

[DOWNLOAD](#)

## GSIQ Sports Tourism Report

2025 study of sports tourism

*“Sports tourists are defined in this report as individuals who have stayed in the past couple of years, or intend to stay in the next couple of years, for at least one night to watch professional or amateur sports, or take part in organized sport. 6,000 interviews were completed online with sports tourists in the US, UK, Germany, France, Saudi Arabia, United Arab Emirates, India, Australia, China, Malaysia, Singapore, Thailand and Indonesia between January 20 and February 4, 2025.”*

[DOWNLOAD](#)





# International World Cup Travelers

**Age** 32% ages 25 - 34 • 27% ages 35 - 44

**Length of Stay** 50% staying 11+ days

**Groups** 74% traveling with kids

**Accommodations** Only 7% of these travelers prefer vacation rentals, but this segment is primarily driven by those **traveling with a group or kids**

## Top Non-Match Activities

- Restaurants and bars
- Culture and sightseeing
- Relaxation
- Nightlife and live music

Source: GSIQ



**RENT**  
RESPONSIBLY

# Domestic World Cup Travelers

Most domestic traveler trends are similar, except for the length of stay.

Host City	Avg. Stay Length (Days)
Atlanta	6.75
Boston	8.89
Dallas	4.98
Houston	3.36
Kansas City	3
LA	6.16
Miami	3.68
NY/NJ	6.32
Philadelphia	3.33
San Francisco	9.18
Seattle	4.39

Source: KeyData



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# International Traveler Spend

*“A FIFA World Cup trip is not a normal holiday. It is a rare, high-emotion, event-led trip, that involves match tickets, premium event-period pricing, longer stays, multi-city travel and additional leisure spending.”*

## More than the Match

One in three visitors turning attendance into a broader US vacation

## 1.9X Spending

\$5,749/trip expected vs \$2,981/trip in recent years

## European-Led

Especially the British – 40% expect to spend \$6,500+



# Sports Tourism Beyond the World Cup

1



2



3



4



Source: GSIQ

## 1 Sports tourism is on the rise

The number who intend to travel for sports in upcoming years is **63% greater** than previous years

## 2 Sports Drivers

Pro sports dominate, but **college sports** and participation in **amateur sports** come in second

## 3 Barriers

Difficulty reaching the destination is #1 barrier, but **price sensitivity** and **concerns about quality** follow

## 4 Returns & Referrals

4/5 sometimes return as tourists to a host destination, and **82% recommend a visit to others**

# Okay, so what does all of this data mean for me?

## PRE-BOOKING

Include in your listing:

- Reassurances about safety and security
- All applicable amenities and details about quality
- Proximity to local attractions, venues, restaurants, and events
- Ample high-quality photography
- Dynamic pricing / Adjust your rates to meet demand

EXAMPLE LISTING

## PRE-STAY

Set expectations, generate excitement, and enhance guests' stays by:

- Communicating important reminders and trip-planning tips
- Creating and sharing a local travel guide
- Preparing your property to be ready for guests *and summer*

HOW-TO GUIDES & TEMPLATES

## IN-STAY

Support a great guest experience by:

- Being responsive to questions and needs
- Watching out for red flags, especially warning signs of parties or human/sex trafficking

HOW-TO GUIDES & TEMPLATES

## POST-STAY

Keep guests coming back (and win future ones) by:

- Sharing special offers to book again or refer a friend
- Asking for a five-star review
- Creating a regular newsletter to keep your property top of mind

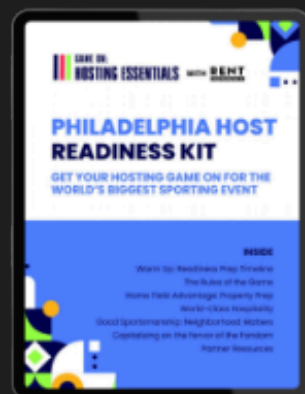
JOIN YOUR REGIONAL EVENT



# + More Local Resources

Host City	Official FIFA World Cup Site	Destination Marketing Organization	STR Association
Atlanta	<a href="http://atlantafwc26.com">atlantafwc26.com</a>	<a href="#">Discover Atlanta</a>	<a href="#">AMSTRA</a>
Boston	<a href="http://bostonfwc26.com">bostonfwc26.com</a>	<a href="#">Meet Boston</a>	
Dallas	<a href="http://dallasfwc26.com">dallasfwc26.com</a>	<a href="#">Visit Dallas</a>	<a href="#">TXSTRA</a>
Houston	<a href="http://fwc26houston.com">fwc26houston.com</a>	<a href="#">Visit Houston</a>	<a href="#">TXSTRA</a>
Kansas City	<a href="http://kansascityfwc26.com">kansascityfwc26.com</a>	<a href="#">Visit Kansas City</a>	<a href="#">MOVHA</a>
Los Angeles	<a href="http://losangelesfwc26.com">losangelesfwc26.com</a>	<a href="#">Discover Los Angeles</a>	
Miami	<a href="http://miamifwc26.com">miamifwc26.com</a>	<a href="#">Visit Miami</a>	<a href="#">FAVR</a>
NY/NJ	<a href="http://nycnjfwc26.com">nycnjfwc26.com</a>	<a href="#">Visit NJ / NYC Tourism</a>	
Philadelphia	<a href="http://phillyfwc26.com">phillyfwc26.com</a>	<a href="#">Visit Philadelphia</a>	
San Francisco	<a href="http://sfbayareafwc26.com">sfbayareafwc26.com</a>	<a href="#">San Francisco Travel</a>	
Seattle	<a href="http://seattlefwc26.com">seattlefwc26.com</a>	<a href="#">Visit Seattle</a>	<a href="#">WHCA</a>

# Get Your Local Host Readiness Kit



## INSIDE

- Warm Up Moves: Readiness Prep Timeline
- The Rules of the Game
- Home Field Advantage: Property Prep
- World-Class Hospitality
- Good Sportsmanship: Neighborhood Matters
- Capitalizing on the Fervor of the Fandom

GET YOUR KIT HERE

# Join us at your Regional Meetup!

- Local/regional trends
- Listing tips
- Guest communication templates
- Getting 5-star reviews, repeat guests, and referrals
- Local organizations and how they can help you
- Local rules explainers

## **SOUTH**

**April 14 @ 12-2 CT**

Atlanta

Dallas

Houston

Kansas City

Miami

## **NORTHEAST**

**April 15 @ 1 - 2:30 ET**

Boston

NY/NJ

Philadelphia

## **WEST**

**April 16 @ 1 - 3 PT**

LA

San Francisco

Seattle

# Thank you for joining us!

 **GAME ON:  
HOSTING ESSENTIALS**

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 **expedia  
group™**

 **PROPER**  
INSURANCE®

 **Avalara**

 **Truvi**