



# FIFA FAN FESTIVAL



FIFA Fan Festival™ is the central fan destination in each Host City

Fully integrated into the FIFA World Cup

Home of 40 million fans so far



T.M.

...but it is so much more than that

**THE SOUL of FIFA World Cup** celebrations and the ultimate fan experience

**A CELEBRATION LIKE NO OTHER**

Fans dive headfirst into the electrifying atmosphere of the tournament, sharing their excitement and passion

**LOCAL PRIDE ON DISPLAY**

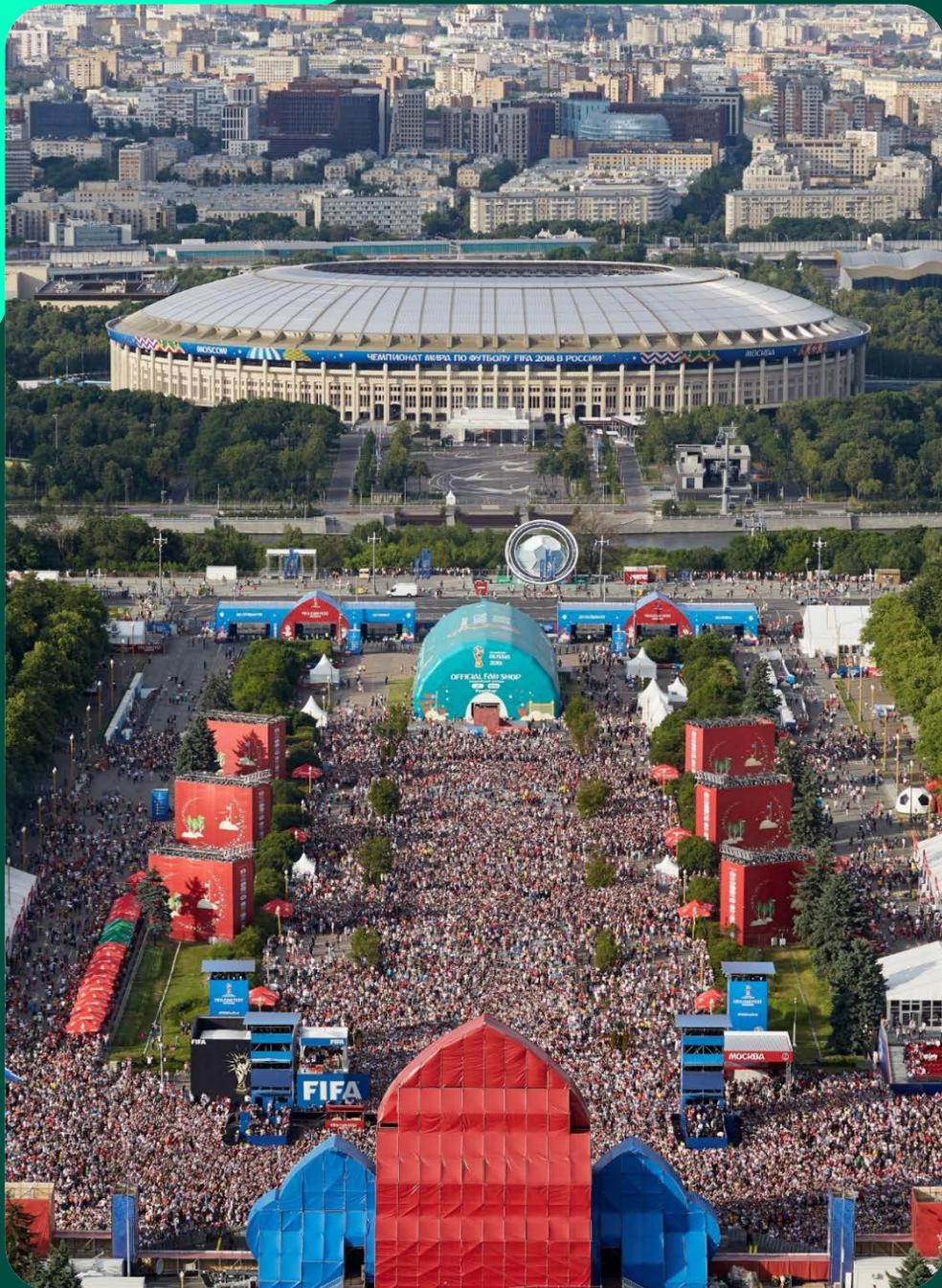
Host City Supporters proudly showcase the festival as a key community event, adding local flavor to a global celebration

**GLOBAL SPOTLIGHT**

Media captures the vibrant energy of the festival, weaving it into their FIFA World Cup stories

**REVENUE OPPORTUNITIES**

Your F&B operation, Premium Ticketing and experiences, Official FIFA Retail Store, branding and activations, and more provide revenue opportunities for the Host City.



# FIFA WORLD CUP FIFA FAN FESTIVALS: GLOBAL APPEAL AND KEY INSIGHTS



## FIFA Fan Festivals as a Core Experience

- Since their inception in 2006, FIFA Fan Festivals (FFF) have grown into an essential part of the tournament experience, allowing fans to celebrate and watch games in a community atmosphere without stadium tickets.
- FFFs have proven highly popular, with millions attending across Host Cities. In Russia 2018, over **7 million** fans participated, including **1.5 million** in Moscow alone. In Qatar 2022, Doha's main festival drew around **1.86 million** attendees.

## Global and Repeat Appeal

- **International Reach:** Surveys show that **40% of FIFA Fan Festival attendees are international visitors**, indicating a strong draw for global fans who travel to experience the event without attending matches in person.
- **Repeat Attendance:** **60% of festival-goers are repeat visitors**, often returning on multiple days, which highlights the festivals' appeal as ongoing, immersive experiences rather than one-time events.

## Engaged and Young Demographic

- **Age Profile:** The majority of FFF attendees are aged **18-34**, a demographic that is highly active on social media. Their posts and shares amplify the event's visibility, extending its reach worldwide.

## Attendance Trends

- On average, **500,000+ fans** attend FFFs in each Host City during the FIFA World Cup. Attendance typically peaks on days when major teams play or during the tournament's later stages, underscoring the events' popularity and impact.

# HISTORIC DEMO/PROFILE

## 2018 Russia World Cup Highlights

- **Predominantly male** (79%), millennials (46%) and Gen X (40%).
- 35% came to experience a FIFA tournament, 23% for the celebration, 15% for live football, 15% to see their national team, and 12% to explore Russia.
- **59% of all stadium ticket holders visited the FFFs.**
- 63% of international visitors traveled between FFFs, while 37% of FFF attendees were locals.

## 2022 Qatar World Cup Highlights

- **83% of fans considered the FFF integral to the FIFA World Cup experience**, and 80% would recommend it, making it the most popular activity during FWC22.
- Fans were drawn by the massive screens, the atmosphere, and the chance to be at an Official FIFA World Cup venue.
- Fans felt the FFF was inclusive and central to their experience, offering the closest experience to being in the stadium.
- On average, fans spent **3 hours per visit**.





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**BEHAVIOURAL DATA**



# Emotional Connection Among Soccer Fans

## Generational Loyalty

Soccer fans often feel deep, multi-generational loyalty to their national teams and clubs, experiencing profound pride and connection, particularly during the FIFA World Cup, the pinnacle of international sports.

## Symbolic Patriotism

Many fans support their team as an expression of national identity, even if they aren't typically sports enthusiasts.

## Unmatched Global Appeal

During the 2018 FIFA World Cup, **3.6 billion people**—over half the global population—watched some part of the tournament, demonstrating soccer's widespread appeal and the powerful emotional bond fans have with the sport.

## National Pride in Fandom

Over **90% of FIFA World Cup viewers** report tuning in because of a strong connection to their country's team, emphasizing the link between soccer fandom and national pride.



# FFF AS CULTURAL HUBS: ENHANCING THE FWC EXPERIENCE

**Local Cultural Integration:** Each FFF uniquely reflects its Host City's culture through local art, music, and cuisine, adding a distinct flavor to the event. In the Russia FWC 2018, **80% of international attendees felt the FIFA Fan Festivals enhanced their understanding of Russian culture**, fostering cultural appreciation alongside the soccer experience.

**Community Engagement:** FIFA Fan Festivals offer accessible, family-friendly environments that are often more affordable and inclusive than stadium experiences, with an **80% visitor satisfaction rate** in terms of accessibility and community atmosphere.

**Cultural Immersion in Doha 2022:** The FIFA Fan Festival in Doha featured cultural exhibitions and interactive zones where **65% of attendees** engaged with Qatari culture, showcasing the impact of cultural programming on fan experience.

# GLOBAL SOCCER VIEWING RITUALS AND SOCIAL HABITS

## Cultural Viewing Rituals by Region

- **Argentina:** For **86% of fans**, watching the national team is a “sacred event” involving gatherings with friends or family, making group viewing a core part of the experience.
- **England:** **70% of fans** include pre-game pub visits in their rituals, and nearly **50%** have traditional songs or chants they perform before matches, as reported by the Football Supporters’ Association (FSA).
- **Japan:** Over **60% of Japanese fans** participate in group viewings during FWC, and **nearly 40%** adjust schedules or take time off to watch important matches, according to NHK.

## Viewing Habits and Social Influence

- **Preference for Social Viewing:** A Nielsen report shows that **75% of fans globally** prefer watching major tournaments in social settings, with **60% of fans in Latin America and Africa** seeing it as essential for the experience.
- **Fear of Missing Out (FOMO):** **Nearly 80% of fans in South America and Europe** experience “social FOMO” if they miss a live viewing event, driving attendance even during inconvenient times.
- **U.S. Communal Viewing Trend:** During the 2018 FIFA World Cup, **24% of American viewers** watched in bars or restaurants, demonstrating the popularity of social viewing outside traditional soccer markets.

## Regional Viewing Patterns

- Fans in **Europe and South America** often watch games live regardless of time zones, while those in **Asia** may prefer recorded or highlight versions if matches are at inconvenient times, adapting viewing habits to fit regional preferences.





# DIGITAL AND SOCIAL MEDIA ENGAGEMENT



## Global Digital Engagement

**Total Engagements (2018):** FIFA reported over **7.5 billion engagements** across its digital platforms, highlighting the importance of digital interactions which enhanced the fan experience.

## **Twitter Activity**

- Over **100 million tweets** related to the **2018 FIFA World Cup final**.
- Hashtags trended globally, facilitating real-time fan connections and sharing.

## **Facebook Interactions**

- Recorded **2.3 billion interactions** concerning the **2018 FIFA World Cup**.

## **Instagram Engagement**

- The hashtag **#WorldCup** emerged as one of the most popular.
- Younger fans were particularly active, sharing photos, reactions, and memes.

## FIFA Fan Festival Social Media Activity

### **2018 FIFA World Cup**

- **2 million tagged posts** from FIFA Fan Festival attendees.
- Enhanced global engagement by sharing live experiences, boosting tournament excitement.

### **2022 Qatar World Cup**

- Instagram and Twitter trends from FFFs attracted **millions of interactions**.
- Popular hashtags like **#FIFAWorldCupFanFest** and **#FanFestivalQatar22** generated over **500 million impressions** throughout the event.



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# **FAN SPENDING BEHAVIORS**

# Consumer Behavior and Spending Trends During the FIFA World Cup

## Merchandise Sales Boost

- FIFA's economic impact study reported that **global merchandise sales** rose by over **30%** during the 2018 FIFA World Cup, with **Host Country Russia** seeing a **50% increase** in sales of official FIFA World Cup merchandise.

## Regional Purchase Trends

- **Brazil:** In a country where soccer is deeply embedded in the culture, **70% of Brazilian fans** are likely to purchase team-related products during the 2026 FIFA World Cup, according to an Ipsos poll.
- **Asia and the Middle East:** A MasterCard study showed **65% of fans** in these regions purchase FIFA World Cup merchandise, such as jerseys or accessories, making them some of the highest consumers of team merchandise.
- **Patriotic Consumption:** Fans frequently buy team jerseys, flags, and other items to express support, with spending spiking in host countries and regions with high fan engagement around the tournament.
- **Collectible Purchases:** Many fans invest in **limited-edition items** like player cards and memorabilia to commemorate the event, contributing to the collectible aspect of World Cup merchandise.





# FIFA Fan Festival Spending Breakdown



**Daily Spending Range:** Fans typically spend **\$50 to \$150 per day** at FIFA Fan Festivals, covering essentials like food, drinks, merchandise, and entertainment.

**Food and Drink:** The largest portion of daily spending is comprised of food and beverage, with fans spending **\$30 to \$70**. FFFs are encouraged to feature local and regional cuisine, encouraging fans to explore diverse food options indicative to the Host Cities.

**Merchandise:** Fans allocate about **\$20 to \$50 daily** on official team merchandise, with high demand for special-edition items or those specific to the Host Country or Host City.

**Entry Fees:** FIFA Fan Festivals are typically **free** for fans, with additional elevated experiences available through **Premium Ticketing** and **Hospitality** options. Host Committees can also generate revenue by offering ticketed access to **concerts** and **entertainment events** held within the FFF.

# Economic Impact and Spending Patterns at FIFA Fan Festivals

## Case Studies in Host Country Spending

- **Russia 2018**
  - International visitors spent approximately **\$500 to \$700** on FIFA Fan Festival-related expenses, including local accommodations. Fans typically spent **\$50 to \$100 daily at the FFF**, benefiting from more affordable food and drink options.
  - FIFA Fan Festival visitors contributed approximately **\$150 million** to local economies through spending on food, drinks, merchandise, accommodation, and transportation.
- **Qatar 2022:** Average daily spending was about **\$100 per day**, generating significant profits for local vendors and sponsors, driven by limited alcohol availability and higher food prices. Qatari fans tended to spend slightly less than international fans.
- **Commercial Opportunities for Sponsors:** A Nielsen Sports report indicates that FIFA Fan Festivals provide strong commercial opportunities for brands, with high levels of **brand recall** among fans for sponsors actively engaged in the festival experience.





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**FAN TRAVEL**



# KEY MOTIVATORS FOR TRAVELING TO FIFA FAN FESTIVALS



## Social Atmosphere

Fans are drawn to the collective energy of watching games together, enjoying the thrill of cheering alongside thousands of other supporters.

## Cultural Experience

FIFA Fan Festivals showcase the culture of the Host City with local food stalls, performances, and traditions, making the event a unique blend of sports and cultural immersion.

## Affordable Access to World Cup Excitement

With stadium tickets often costly and sold out, FIFA Fan Festivals provide a budget-friendly alternative for fans to experience the FIFA World Cup atmosphere without attending the games directly.

FIFA Fan Festivals have evolved into must-visit destinations for soccer fans worldwide, combining vibrant atmosphere, community spirit, and rich cultural experiences. These factors attract both international and regional fans, who travel considerable distances to be part of the FIFA World Cup excitement.



# FAN TRAVEL PATTERNS AND MOTIVATIONS FOR FIFA FAN FESTIVALS



## Long-Distance Travel for Fan Festival Experience

Many fans travel internationally to attend FIFA Fan Festivals, even without game tickets:

- During the 2018 FIFA World Cup in Russia, **30% of festival attendees in cities like Moscow and St. Petersburg were international visitors.**
- Similarly, in Qatar 2022, nearly 40% of FIFA Fan Festival visitors came from regions like Europe and South America, who drawn by the vibrant community atmosphere.

## Average Stay Duration

International fans typically plan stays of **5 to 10 days in Host Cities**, allowing time to attend multiple FIFA Fan Festival events, catch games, and explore local attractions.

## Extended Visits for Key Matches

Fans traveling from distant regions, such as South America and Asia, often align their trips with major tournament stages (e.g., quarterfinals, semifinals, and finals). **In Russia 2018, many fans from Argentina, Brazil, and China extended their stays to 10–14 days to enjoy both early and late-stage matches.**

## Impact of FIFA Fan Festivals on Visitor Duration

FIFA Fan Festivals encourage fans to prolong their visits in Host Cities by offering a range of activities beyond match days. **A FIFA survey in 2018 showed that 25% of FIFA Fan Festival attendees stayed an extra two or more days to fully experience the festival.**

# TRAVEL PATTERNS & FIFA FAN FESTIVALS

## Cross-Border Travel for Festival Experience

Fans from nearby countries often travel short-term for the Fan Festival atmosphere. During the 2018 World Cup, thousands of European fans visited cities like Moscow and Sochi for FIFA Fan Festivals. Similarly, fans from Mexico and Canada frequently attended FIFA Fan Festivals in the U.S. during international tournaments, a trend expected to continue for the 2026 World Cup.

## Shorter Stays Due to Proximity

Fans from neighboring countries or cities generally stay **2 to 5 days**, often aligning their trips with one or two games and spending extra time at FIFA Fan Festivals. **For example, visitors from Germany, Poland, and Finland in 2018 typically stayed 3–4 days in Russian Host Cities like Moscow or St. Petersburg.**

## Weekend Trips

Many regional fans choose weekend visits, especially if attending only one game. They often arrive on Friday, spend the weekend attending FIFA Fan Festivals and/or stadiums, and leave by Monday—a common trend among European fans during the 2018 FIFA World Cup.

## Frequent Visits by Host Country Residents

Locals in Host Cities often visit FIFA Fan Festivals multiple times during the tournament. **In 2022, Qatar residents, for example, visited the Doha Fan Festival an average of 3–4 times throughout the event.**



# AVERAGE DURATION OF STAY BY FAN SEGMENT

## Match-Specific Fans (Short Stay)

Those attending specific games may only stay **3–5 days**, especially if they're following their national team.

## Tourist Fans (Extended Stay)

Fans who use the World Cup as an opportunity for a broader vacation tend to stay **10–14 days**, combining FIFA Fan Festival visits, stadium matches, and city exploration.

## Dedicated Soccer Travelers

Die-hard fans who plan their trips around entire tournaments often stay for **15–30 days**, following the competition from the group stage to the final.

In summary, while the average stay ranges from 5 to 10 days, patterns vary widely. International and dedicated fans stay the longest, often extending their trips for key matches, while regional visitors and local residents tend to have shorter but more frequent visits to FIFA Fan Festivals and stadiums.





**FIFA**

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