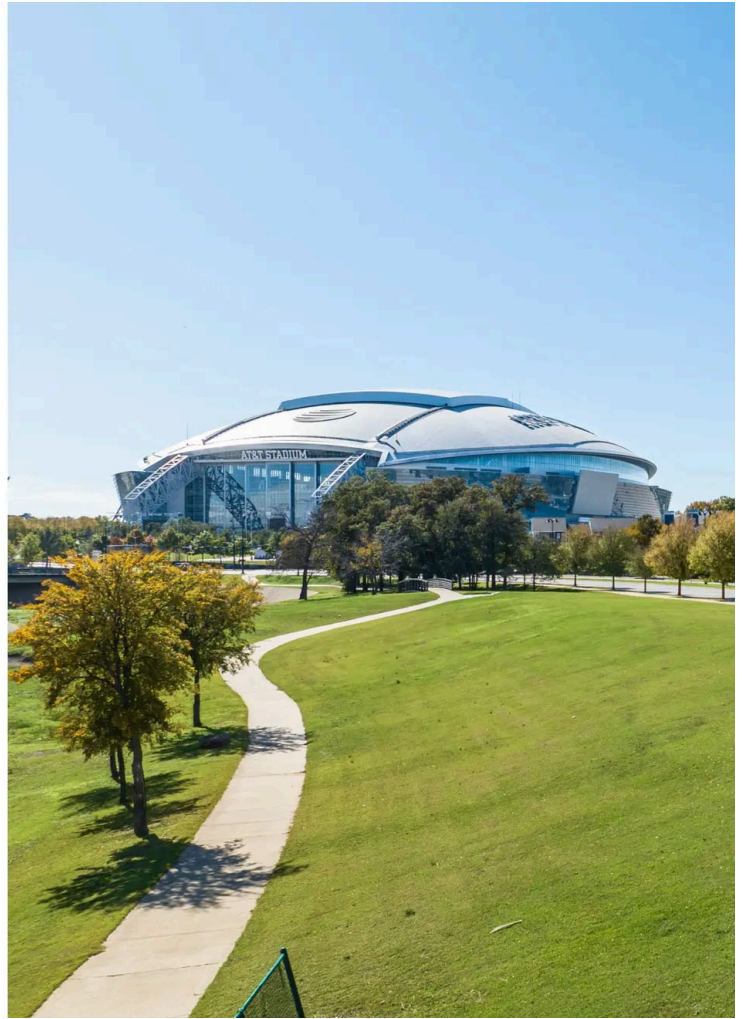


COSTAR INSIGHT

Compression dynamics on hotel performance at the FIFA World Cup: Dallas vs. Atlanta

Hotel supply and team schedules to shape demand surges for both host cities



Mercedes-Benz Stadium in Atlanta, left, and AT&T Stadium in Arlington, Texas. (CoStar)

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The 2026 FIFA World Cup is poised to have a significant effect on hotel demand across North America, with both Dallas and Atlanta hosting semifinal matches. The tournament’s expanded format and global reach will bring a surge of visitors, but the impact on hotel compression will play out differently in each city.

A relatively limited hotel supply surrounds Dallas’ AT&T Stadium in Arlington. Within a 1-mile radius, there are 2,365 rooms, at 3 miles, 7,425 rooms, at 5 miles, 9,599 rooms, and 10 miles there are 20,772 rooms. Atlanta’s Mercedes-Benz Stadium, located in the heart of downtown, is encircled by a much denser hotel inventory: 9,627 rooms within 1 mile, 20,430 rooms at 3 miles, 20,578 rooms at 5 miles, and 47,408 rooms at 10 miles. This contrast means Atlanta can accommodate far more visitors within walking distance or by transit, given Mercedes-Benz Stadium is adjacent to two MARTA stations. At the

same time, Dallas is likely to see demand radiate outward from Arlington, with the greatest pressure on rates and occupancy in the inner rings.

Tourism Economics projects that large host markets with substantial hotel inventories and major stadiums are positioned to realize significant incremental room revenue during the World Cup. However, the percentage increase in RevPAR, or revenue per available room, is expected to be more muted in these cities compared to smaller host markets, as the impact is distributed across a larger inventory. Typical room revenue impacts in host markets are estimated at 7% to 25% in June, with peak gains concentrated around match dates due to short-term price surges. On an annual basis, the impact is expected to be 1% to 5% for host markets.

Team schedules will play a pivotal role in shaping local demand. Atlanta will host two of Spain's group stage matches against Cape Verde on June 15 and Saudi Arabia on June 21. [Spain is expected to have one of the largest traveling fan bases](#) among the qualified countries, which could amplify hotel demand in the city's core. Dallas stands out in the draw, hosting Argentina for two group stage matches and England for another. Both teams have exceptionally strong international followings and a high propensity for fans to travel.

International travel patterns are also central to the dynamics of compression. The World Cup is anticipated to drive a substantial influx of overseas visitors, with historical visitation levels and fan base rankings suggesting heightened impacts for matches involving top international teams. Additional demand will be generated by FIFA Fan Festivals, team camps and media operations, including the international broadcast center in Dallas.

While both Dallas and Atlanta are positioned for strong hotel performance during the World Cup, the degree and concentration of compression will be shaped by the proximity of supply, match schedules and the international draw of participating teams.

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