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# North Texas hotels, rentals game plan for up to 100,000 tourists a day for 2026 World Cup

Some hotels are already selling out, and prices are expected to spike in coming months.



By **Ramzi Abou Ghalioum**  
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FIFA is coordinating large-scale hotel room blockings across the area for teams participating in the World Cup, as well as other stakeholders involved in the event. It has already claimed around half the rooms at the Adolphus downtown, with an agreement in place stipulating the soccer governing body must approve all corporate bookings at the hotel. (Jeffrey McWhorter / Special Contributor)

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Millions of tourists are expected to pour into Dallas next year for [the FIFA World Cup](#), pushing the city’s lodging capacity to the limit, causing prices to surge and promising a windfall for the hospitality industry.

In a typical summer, Dallas-Fort Worth boasts average [hotel](#) occupancy rates around 63%.

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Thanks to a combination of factors including large-scale bookings by FIFA itself and an estimated 100,000 tourists daily, that number is expected to swell to around 75% during the World Cup — with some hotels projected to push close to 100% occupancy.



AT&T Stadium, which will host nine World Cup games, will be renamed Dallas Stadium during the event. (Ben Torres / Special Contributor)



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“The good news is that the D-FW region has [over 1,200 hotels](#) with over 140,000 hotel rooms, not counting short-term rentals” said Craig Davis, president and CEO of Visit Dallas, the city’s tourism promotion agency. “So, in terms of capacity, we’re not worried at all.”

The event is expected to generate \$1.5-\$2.1 billion over its six-week course between June and July, according to Visit Dallas, all of which is connected to lodging.

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“Sightseeing, food and beverage, gasoline — everything is tied into the length of stay for the average visitor,” said Davis.

**Related:** [Meet Nina Vaca and Dan Hunt, the duo bringing a ‘World-class World Cup’ to Dallas](#)

Short-term rental proprietors in the metro are also preparing for the event, with Airbnb expecting \$500 million in revenue GDP from visitors staying with hosts in North Texas using the platform during the World Cup.

Davis noted the Kay Bailey Hutchison Convention Center will be the official broadcast hub for the entire event, hosting around 5,000 media staff. That’s also expected to create a surge in demand for downtown hotels.

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“We think that’s really going to make Dallas the epicenter of the event,” Davis said.

## **‘Don’t get your heart set on one place’**

During a normal year, Dallas-Fort Worth accounts for around 30% of all lodging revenues in the state, said Paul Vaughn, director of data operations at Source Strategies, a hospitality industry data firm. He noted the industry’s post-pandemic recovery has fared considerably better than other major Texas markets including San Antonio and Austin.

The influx of visitors expected during the World Cup is expected to pump those numbers even higher.

“For something like the World Series, the Olympics or the World Cup, where you’ve got a big event that is a rarity, hotels typically charge premium rates — especially those closest to the venue,” Vaughn explained. “Even with that, their occupancies will be pretty high. You can expect hotels around the venue to sell out completely.”

Because there are few choices for lodging around AT&T Stadium in Arlington, where the nine matches slated for North Texas will be played, Vaughn expects high hotel occupancy rates in a wide radius around the venue — and even those will be charging higher rates.

Sam Tucker, director of sales and marketing and de facto historian of the Adolphus Hotel shows newspaper clipping and memorabilia on Thursday, Oct. 13, 2022 in Dallas. (Shafkat Anowar / Staff Photographer)

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“There are many international and domestic travelers who want to see their team, so surge pricing will be unavoidable,” said Sam Tucker, area director of sales and marketing with the Adolphus, a luxury hotel downtown.

“It’ll come down to supply and demand, but I think that’s why Dallas was chosen. Between Dallas, Fort Worth and Arlington, we’ve got a lot of lodging,” Tucker explained.

Supply will be further constrained by FIFA itself, which is coordinating large-scale hotel room blockings across the area for teams participating in the tournament, as well as other stakeholders involved in the event.

FIFA has already claimed around half the rooms at the Adolphus, with an agreement in place stipulating the soccer governing body must approve all corporate bookings at the hotel.

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“If anything in a customer’s RFP mentions the World Cup, I have a kind of boilerplate e-mail I send them that says ‘I’m happy to entertain your request and talk to you about this, but let me tell you this up front: you need to be approved by FIFA to be in the building,’” said Luke Hopkins, director of sales at the Adolphus.

The hotel isn’t anticipating bookings to surge until the first quarter of 2026, after the final draw for the World Cup’s group stage reveals which teams are playing at which venues.

“Before buying tickets to the game or making travel arrangements, people will want to know what team is going to be playing at what stadium,” Hopkins said. “So if they come to Dallas and their team isn’t playing in Dallas, there’s no point.”

He said it could be as late as March, but that the surge in bookings will likely happen quickly.

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Tucker advised attendees to have multiple lodging options available.

“I would say, ‘don’t get your heart set on one place in one location or wait too long.’ Be open to multiple different ways that you want to travel and not be disappointed when something is not available,” he said.

## **Short-term rentals**

Hotels aren’t the only option for lodging during the event. Short-term rentals are also available to prevent demand from overwhelming Dallas’ hospitality market.

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Airbnb recently announced a three-year partnership with FIFA spanning major tournaments including the Club World Cup, the World Cup in 2026 and FIFA Women’s World Cup in 2027.

Julie Poluszejko's guest house in her Oak Cliff home that she rents out as an Airbnb in Dallas on Friday, March 31, 2023.  
(Juan Figueroa / Staff Photographer)

An Airbnb spokesperson pointed to a Deloitte study, which predicted hosts on the platform were anticipating around 42,000 guests during the World Cup.

Dallas is also expected to generate an additional \$502 million in GDP as a result of travel associated with visitors booking their lodging through Airbnb.

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While the company did not reveal the number of hosts using the platform in the area, Source Strategies puts the total number of short-term rentals at around 7,100, over 6,500 of which use

Airbnb.

Deloitte's study estimated \$4,000 in supplemental income earned per stay by local Airbnb hosts in and around Dallas during the tournament.

"There is capacity for short-term rentals to take some of that pressure during the event," Vaughn said. "Visitors will be hitting alternative lodging like Airbnb and Vrbo. It's very lucrative for that short period of time. Homeowners say 'I'll put up with this for a month, but it'll make decent money.'"

Lisa Sievers is a [local Airbnb host](#) with two properties on the platform and a board member on the Dallas Short Term Rental Alliance. In 2023, the group filed an injunction against the city, preventing it from enforcing mandates for residents to register a permit with the city for operating their properties as short-term rentals.

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"For the FIFA World Cup, the beauty of using short-term rentals is it gives local folks a chance to welcome people into their homes and provides a location for people to stay," Sievers said.

She explained that as the event draws near, it will be easier for more residents to operate their homes as short-term rentals than it would be to build new hotels, for instance.

She noted that the variety of short-term rental options also meant a variety of pricing options.

"There's a different price for somebody who's renting a room out of their house than there is for somebody who is renting a pool cabana, than there is for someone who's renting a whole house," Sievers said.

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