

A couple stands on a pier, looking out at a harbor. A large crane is visible in the water, and ships are docked in the background. The sun is bright, creating a starburst effect in the sky. The text "Game On: The Economic Impact of FIFA 2026 in Kitsap County" is overlaid on the left side of the image.

Game On: The Economic Impact of FIFA 2026 in Kitsap County

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TOURISM: A TRILLION-DOLLAR ENGINE OF GLOBAL GROWTH

- \$11.1 trillion total economic contribution (2024) — 10% of global GDP
- 357 million jobs supported worldwide — 1 in 10 global jobs
- 1.4 billion international arrivals (99% recovery to 2019 levels)
- \$1.89 trillion in international visitor spending; \$5.4 trillion domestic



TOURISM TO OUTPACE GLOBAL ECONOMIC GROWTH THROUGH 2035

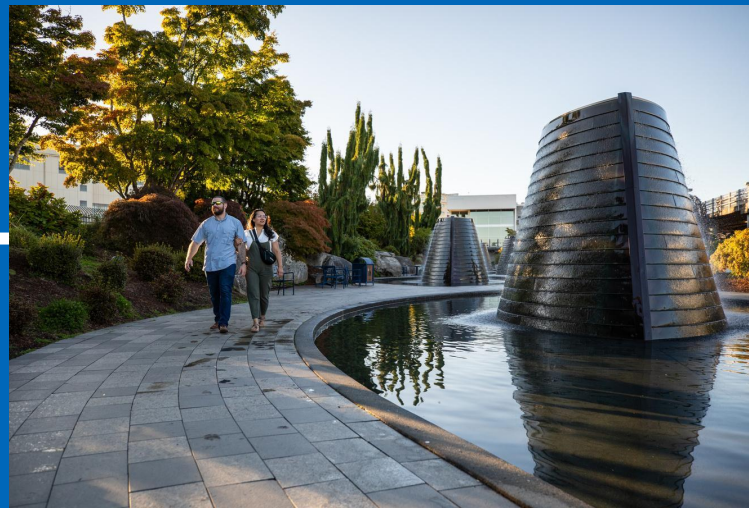
- Projected \$16.5 trillion global economic contribution by 2035
- 11.5% of global GDP
- 3.5% annual growth rate (vs. 2.5% for global economy)
- It is estimated that each international individual attending a soccer match in the U.S. will spend over US\$700.00 per day – not including ticket prices.



SPORTS TOURISM: THE FASTEST-GROWING TRAVEL SECTOR

- **\$683.2 billion global market (2023)**
- **17.7% annual growth rate**
- **Expected to surpass \$2.1 trillion by 2030**
- **Major events like International Soccer Events and Olympics as key drivers**





It starts with a visit...

When people visit Kitsap, they spend money at our local businesses, stay in our hotels, and support community events. That visitor spending fuels jobs, funds infrastructure, and strengthens our economy. Visit Kitsap connects partners to keep that cycle going, and Kitsap thriving year-round.

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DMOs are the heart of the Tourism

Ecosystem

We bring together tourism partners, from hotels and restaurants to chambers of commerce and local business groups, to create a thriving visitor economy.

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TOURISM ECOSYSTEM





**Tourism spending in
Kitsap County totaled
\$513.8M in 2024, an
increase of 5.8% YOY**

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Short-Term Rental Impact

💰 \$260M Airbnb Economic
Ripple Effect

🏠 \$19M Boost for Local Hosts

🌍 23K Guests, 168K Nights

Source: Airbnb study by Deloitte



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Projected Economic Impact of FIFA World Cup 2026 — Kitsap County

Category	6-Week Tournament Window (June–July 2026)	Legacy Impact (2026 – 2030)	Notes & Implications
Visitor Spending (all sectors)	≈ \$21 million	≈ \$12 million	Based on a 20% uplift from current STR performance and proportional growth in food, retail, and recreation spend.
Total Economic Ripple (Turnover / Business Sales)	≈ \$65 million	≈ \$35 million	Includes multiplier effects (direct, indirect, induced).
Jobs Supported (FTE)	≈ 250 jobs	≈ 310 jobs (cumulative)	Reflects both temporary event employment and sustained tourism jobs.
Host & STR Earnings	≈ \$5.6 million	Sustained elevated host income base (+15%)	STR revenue uplift during tournament, with long-term hosting retention.
State & Local Tax Revenues	≈ \$1.4 million	≈ \$1.7 million	Lodging and sales tax contributions from visitor spending.
Visitor Volume (Airbnb guest nights)	≈ 40,000–45,000 nights	≈ 25,000 return nights	Assumes 65% return intent from Deloitte’s model.
Community Impact Snapshot	Kitsap positioned as a “Basecamp near Seattle,” absorbing overflow stays during FIFA 2026.	Returning visitors, higher brand visibility, and stronger tourism infrastructure.	Reinforces Kitsap’s long-term role as a leisure destination.

Market / Region	Trend / Context	Opportunity for Kitsap
Washington State	14.7M visitor days • Drives 28% of all Kitsap visitation • Avg 2.8-day stay	Focus on staycations & weekend getaways between matches; promote “Unplug Near It All/ Stay Close. Roam Far.” itineraries.
California	6.6M visitor days • Strong FIFA interest (LA host city)	Position Kitsap as a cool-weather retreat & affordable extension to Seattle stays.
Oregon	4.9M visitor days • High drive market • 2–3-day trip pattern	Highlight ferry routes, breweries, and family-friendly “Basecamp” itineraries.
Texas	2.8M visitor days • FIFA host (Dallas, Houston) • Long-haul domestic fans	Market Kitsap as a nature-forward escape from urban match-day crowds.
Arizona	2.1M visitor days • Strong summer travel to PNW	Target as “cool climate getaway” during June–July matches; emphasize waterfront lodging.
Florida / Idaho / Colorado	1.0–1.8M visitor days combined • Mid-tier feeder states	Bundle lodging + ferry experience; highlight coastal recreation and small-town charm.
United Kingdom	Up 2.1% arrivals YoY → strong Seattle-bound fan travel	Use “Basecamp Kitsap” storytelling emphasizing authenticity, culture, and maritime heritage.
Japan	Up 3.9% arrivals YoY → PNW nature + safety appeal	Feature calm post-match itineraries—gardens, water trails, culinary experiences.
Canada	Down 23.6% YoY but still WA’s #1 international market	Promote Kitsap as an easy, peaceful cross-border add-on via ferry; ideal for value-conscious travelers.
France/Germany	Down 8–9% but high spenders (\$1,834 avg to WA)	Market boutique hotels & multi-day itineraries—biking, sailing, and art tours.
Australia	Expedia: top “2026 buzz market”	Highlight Kitsap’s adventure, kayaking, Indigenous culture, and coastal trails.

ECONOMIC IMPACT YTD

2025

270K

visitor days

data aggregated from Jan. 1 through September 30, 2025

\$1.2M
million in lodging

9,000
room nights



43K
visitor days for
outdoor recreation



\$41M

campaign impact

*based on \$206 average spend
per visitor and \$129 ADR for
2025.*

OUR WORK IS
GENERATING
RESULTS

VISIT KITSAP
PENINSULA

The Natural Side of the Puget Sound

source: Datafy + BrandUSA + Tourism Economics + STR & AirDNA

Getting Kitsap Ready for FIFA 2026

- List your rooms and rentals early.
- Coordinate ferry and parking options for fans.
- Plan local watch parties and special offers.
- Promote Kitsap together in your marketing.
- Share visitor data and stories with Visit Kitsap.

Stay close. Roam far.

Book nights.
Make memories.

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A large crowd of people is walking down a tree-lined street, likely during a game day event. The street is filled with people of various ages, many wearing hats and casual summer clothing. The trees are lush and green, and the atmosphere appears festive. In the background, there are utility poles and a sign that says "Welcome".

*Together, we
make Kitsap
game-day
ready.*

Email us at
hello@visitkitsap.com

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References

- Deloitte
- Journal of Sports Management
- United Nations Tourism Group
- Washington Tourism Impact (Tourism Economics)
- Wikipedia
- World Travel & Tourism Council

All data included in this presentation are subject to revision