

TRAVEL AND SPEND

FIFA Confederations Cup Russia 2017

Eight national teams are competing in this year's FIFA Confederations Cup in Russia and passionate fans are already chanting and cheering from the stands and beyond. Here, we look at past host countries to project the kind of boom in tourism and spending Russia can expect from the summer event.¹

TOURISM LIFT

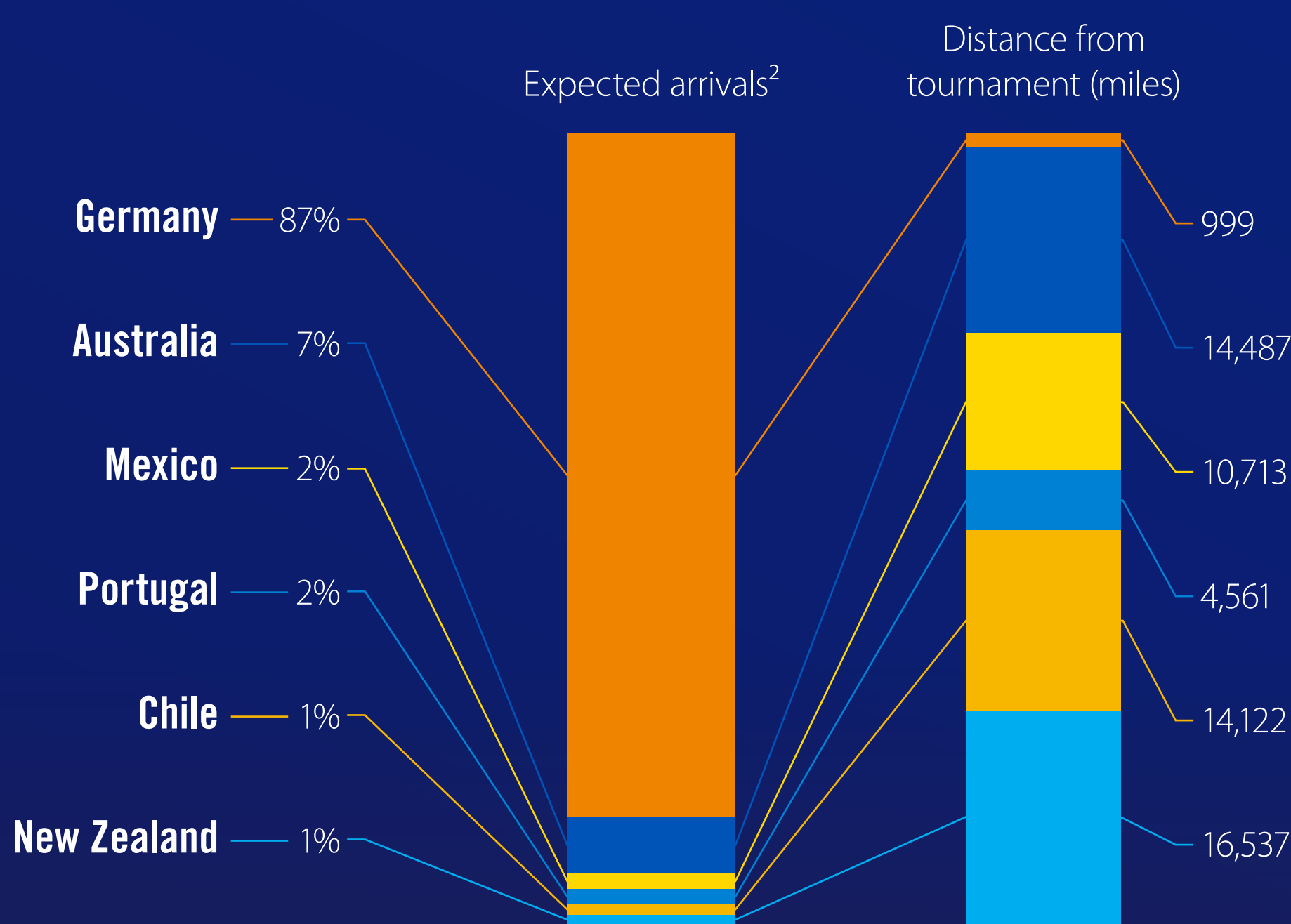
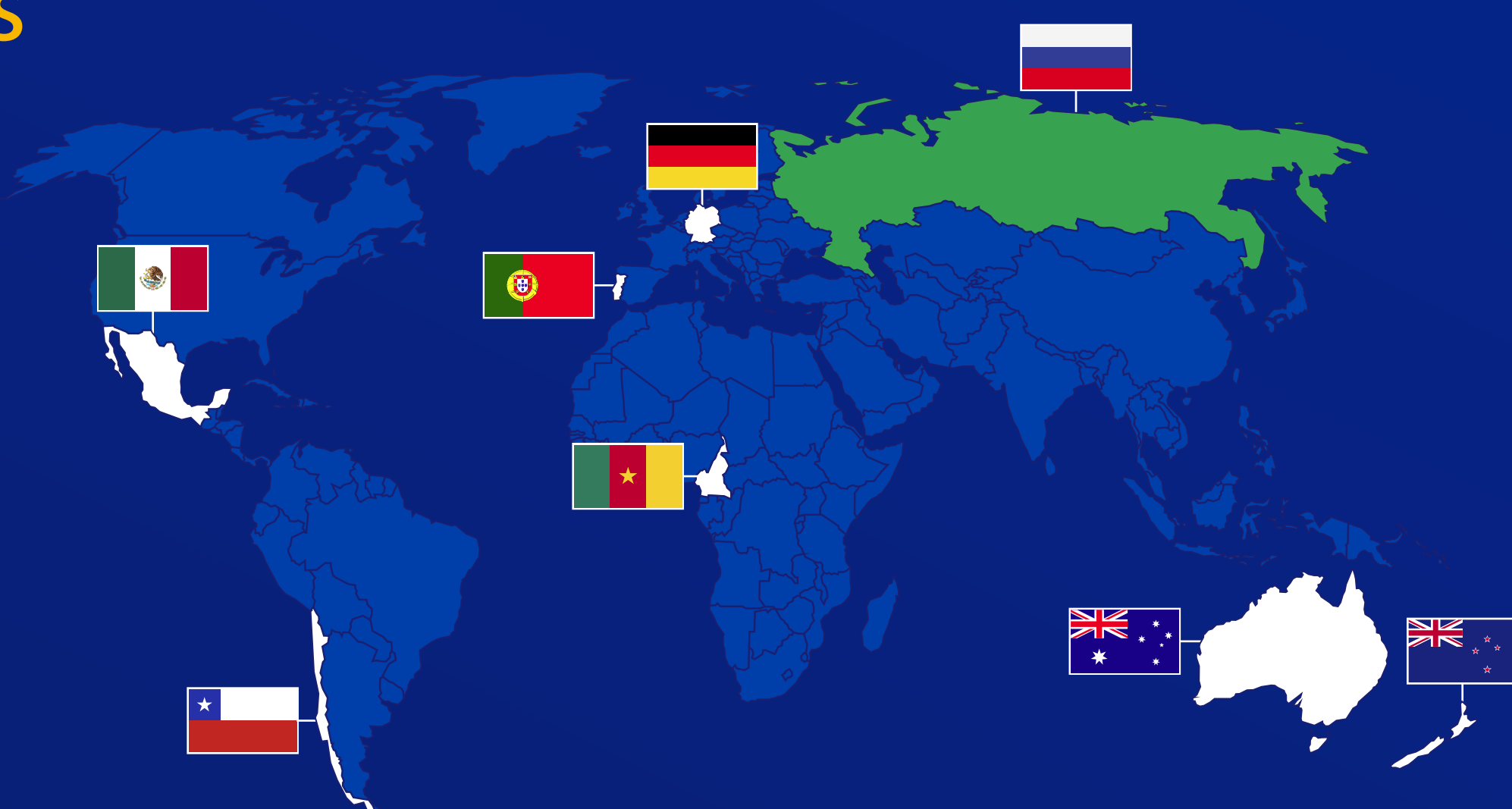
FIFA Confederations Cup events held in Brazil (2013), South Africa (2009) and Germany (2005) suggest that the tournament boosts inbound tourism primarily from participating countries (this year: Australia, Cameroon, Chile, Germany, Mexico, New Zealand, Portugal and Russia).²



Net lift in inbound arrivals
to the host nation on average

ARRIVAL PATTERNS

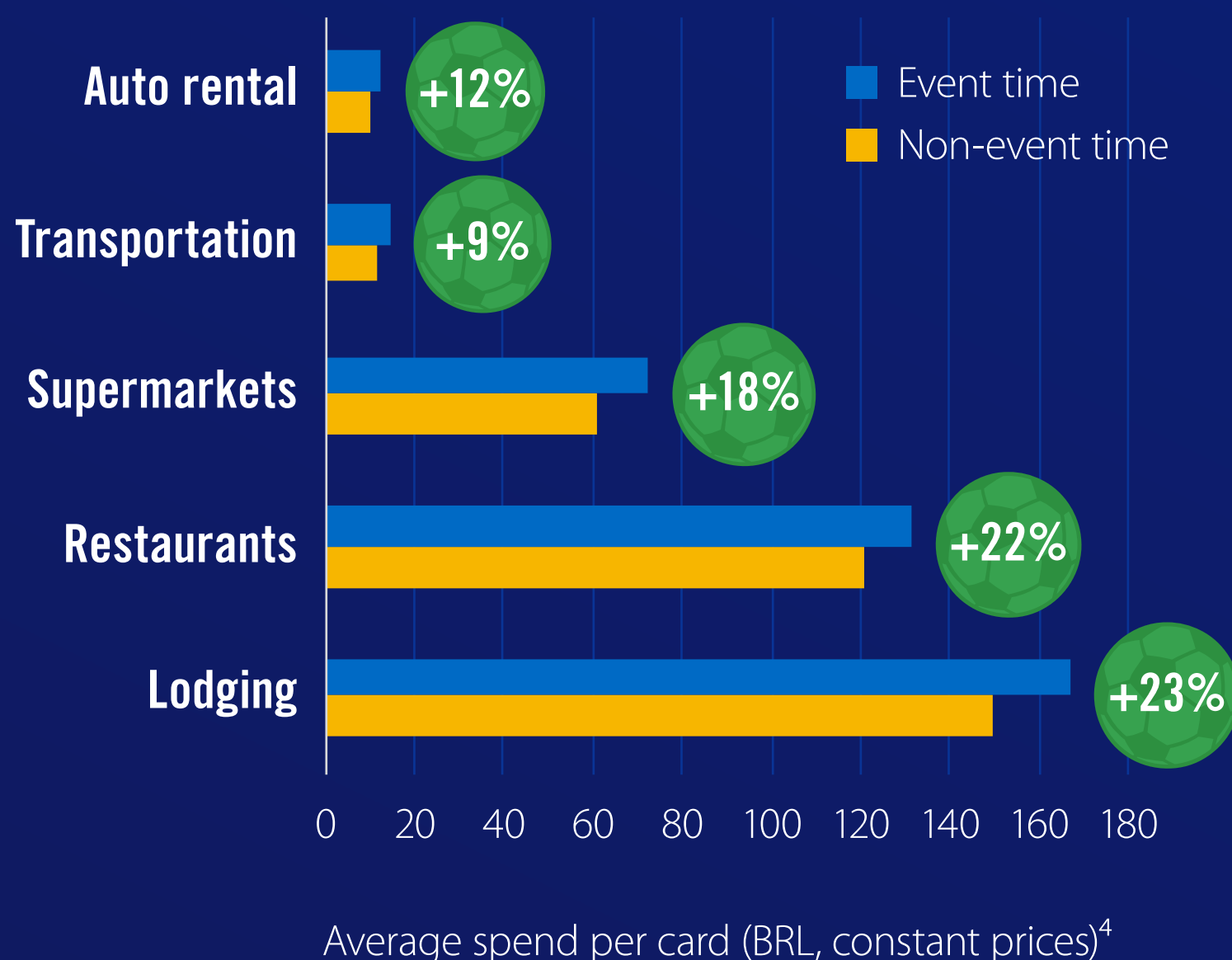
Based on past FIFA Confederations Cup events, Russia may see a net increase of 25,000 to 50,000 in foreign arrivals during the event month (June 2017).²



Most cross-border visitors will likely come from Germany—for its close proximity to Russia as well as its spirited fan culture (they won the last FIFA World Cup™, after all).

FAN SPENDING

Based on data from FIFA Confederations Cup Brazil 2013, we can expect fans from competing countries to spend more on lodging, food and transportation since they tend to stay longer in the host country during event time.



Source:

¹ All data projected based on past data from cited sources

² Visa Business and Economic Insights analysis of data from Brazil's Ministry of Tourism, Statistics South Africa, Statistisches Bundesamt/Haver Analytics, IMF/Haver Analytics, Visa International Travel (VISIT) Database

³ VisaNet

