

World Cup Watch Party Updates

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9 DALLAS
STADIUM MATCHES



GRAND PRAIRIE
WATCH PARTIES

34 DAYS
105 MATCHES
4 LOCATIONS



WATCH PARTIES ACROSS GP

- More than 335K people across 4 watch party locations
- More than 14% we're out of market visitors (home distance > 50 miles)



TOURISM CAMPAIGN RESULTS

OUTREACH & TRAINING

- Offered 2 Hospitality Training Sessions
- Promoted GP at the FIFA Int. Media Event
- Participated in regional FIFA related meetings
- Provided signage at partner locations

PUBLIC RELATIONS

- 125+ National and Regional Journalists reached via eblasts
- 2 FIFA-related email Q & A's highlighting Grand Prairie
- Secured Media: Sports Travel Magazine, Smart Meetings & TravelPulse reaching a potential audience of 219,690.

FIFA World Cup 2026: Dallas/Grand Prairie

by Malik Anderson | May 7, 2026



EXPEDIA CAMPAIGN

- 1,717 Hotel Room Nights

\$240,600 Hotel Booking Revenue

DIGITAL ADVERTISING

- 3.4+ Million Impressions
- 22,452 Website Clicks



SHORT-TERM RENTAL

PERMITS

- Issued during World Cup: 72 (43 New)
- Issued in 2025, same period: 39
- No uptick in calls or complaints. None of the calls indicated the renters were there for World Cup.

HOTELS

- Several properties sold out on and around match dates.
- Last minute bookings
- Modified requirements on third party sites
- HTMT Revenue Reports due end of August
- HTMT Revenue has exceeded budget



TRANSPORTATION

- Actively monitored high-volume intersections.
- Modified traffic signal configurations to successfully prevent bottlenecks along EB to NB corridors.
- Successfully managed outbound game exit flows alongside regular peak/off-peak traffic with minimal impact on local roadways.
- Managed unexpected background traffic incidents.

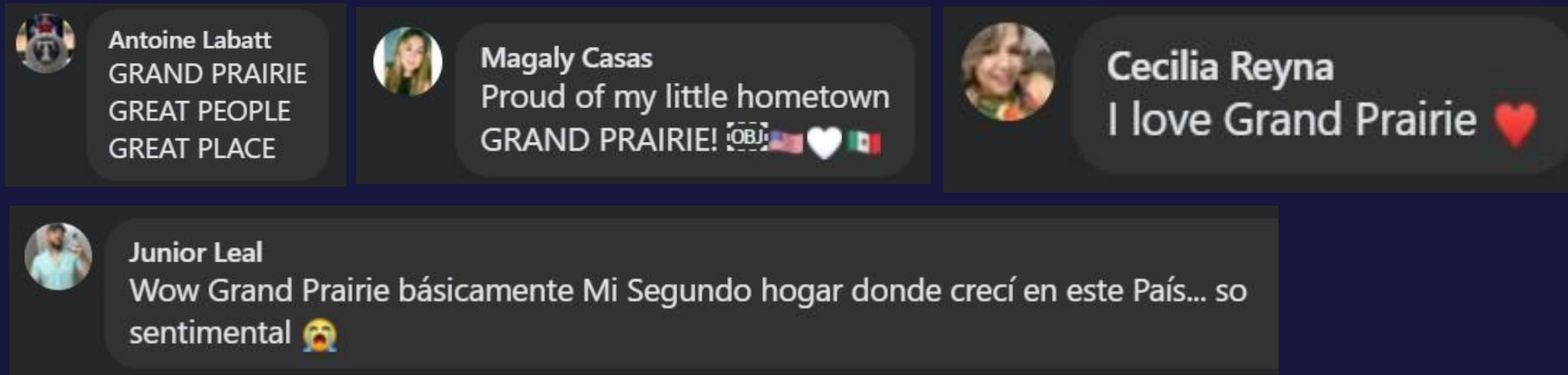
VIA RIDES

- Supplemental funding, resulting in a reduced wait time.
- June 2025: 11,987
- June 2026: 16,515 ← increase of 37.8 %
- July 2025: 12,705
- July 2026: 15,119 ← increase of 19 %
- 704 1st time new riders during World Cup.



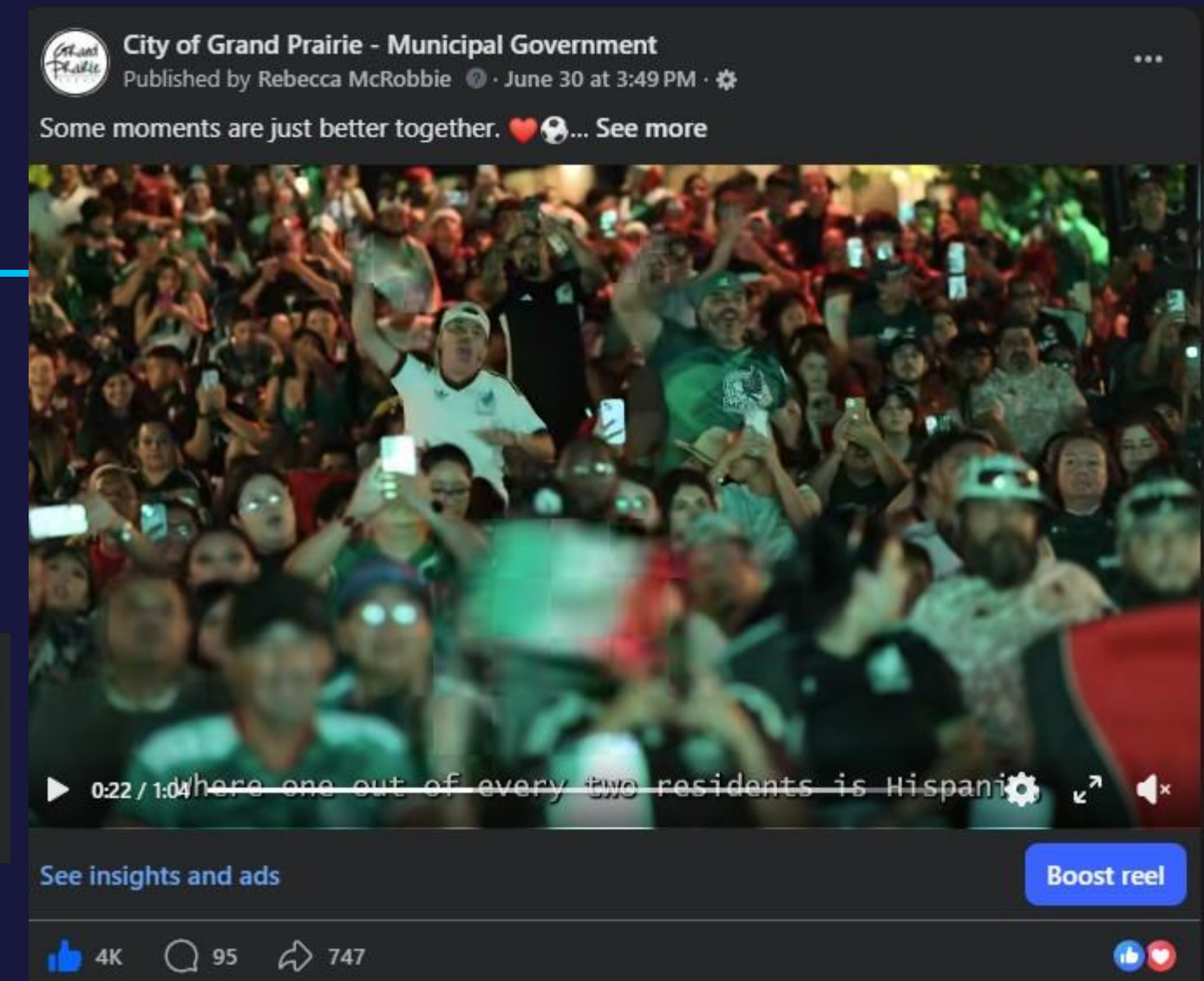
MARKETING

- More than **2M Organic Views** on Social Media



- 3 on-site Telemundo activations including 3 remote newscasts live from EpicCentral on July 1

Generating \$55,000 in earned media



PUBLIC SAFETY & PREPARATION

Maintained high-level of safety and high-quality of life

- Increased staffing with strategic deployment
- Covered 91 events over 43 days with an estimated 250,000 people
- Mansfield Stadium- 11 days of escorts/training (Czechia Team)

Prepared, Activated and Led

- Activated the EOC to support incident management
- Led citywide public safety planning efforts
- Participated in more than 145 FIFA related meetings over 1 ½ Years



AMERICA250

Largest event in EpicCentral History!

Additional Events:

- Stars & Stripes at Lone Star Park
- Farmer's Market
- Joe Pool Lake Activity





GRAND PRAIRIE
CITY HALL