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Fever Pitch As World Cup Heats Up To \$8 Billion Spending Spree

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Published Jun 01, 2026, 04:30am EDT



Members of the U.S. Men's National Team gather in New York as the official 2026 FIFA World Cup roster is unveiled. For brands, hotels, airlines and luxury operators, the countdown to the tournament has already become one of the biggest. ... [More](#)
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From million-dollar penthouses to neighbourhood scavenger hunts, [World Cup 2026](#) is already changing how consumers travel, spend, dress and experience football.

More than 500 million ticket requests have already been submitted for World Cup 2026, despite the tournament still being weeks away. FIFA's expanded competition will bring together 48 nations, 104 matches and 16 host cities across the United States, Canada and Mexico, creating the largest World Cup in history. [Expedia Group](#) and [PredictHQ](#) estimate it could generate more than \$8.1 billion in visitor spending across North America alone. The football has not started. The commercial activity surrounding it is already in full flow.

That should perhaps come as no surprise. Few events generate anticipation quite like a World Cup. Every four years, millions of people begin making decisions that extend far beyond the ninety minutes: where to travel, what to wear, how to celebrate, where to stay, who to bring and how close they want to be to the action.



THE MARK

What makes 2026 particularly fascinating is the sheer breadth of industries now building experiences around that anticipation. Hotels are creating seven-figure finals weekends. Private aviation firms are planning multi-city itineraries. Fashion brands are designing travel wardrobes for national teams. Rental platforms are offering football-inspired looks for a single month. The World Cup remains a sporting event but offers an almighty business opportunity for many sectors.

The Premium End Is Buying Ease and Access

New York has become an early showcase for how luxury hospitality is approaching the tournament.



The Mark Penthouse - The penthouse at New York's legendary The Mark Hotel forms the centrepiece of a World Cup hospitality package reportedly priced at around \$1 million, reflecting the growing demand for ultra-premium tournam ... [More](#)
THE MARK, NYC

Just across the city, [The Mark Hotel](#) has gone even further. Its World Cup Extravaganza package centres on a four-night stay in the hotel's legendary 12,000-square-foot Penthouse, often described as one of the most exclusive hotel suites in America. Priced at **\$1 million**, the experience includes luxury transportation, VIP hospitality, premium access around Finals weekend and the sort of highly bespoke service that has become synonymous with the property.

The Penthouse itself features five bedrooms, six bathrooms, multiple entertaining spaces and a rooftop terrace overlooking Manhattan, effectively allowing guests to host their own private World Cup headquarters above the city., the experience includes luxury transportation, VIP hospitality, premium access around Finals weekend and the sort of highly bespoke service that has become synonymous with the property.



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Today's luxury consumer is rarely paying for the room alone. They are paying for the elimination of uncertainty. Transport is arranged and access is secured. The complexity of navigating one of the world's busiest sporting weekends is removed before it appears.

The same trend is visible across FIFA hospitality. [On Location](#), the tournament's official hospitality provider, says it has already allocated more than 500,000 hospitality packages, a record for a World Cup.

As major events become larger and more complicated, certainty itself becomes a premium product.

