

THE 2030 SOCCER WORLD CUP WILL BENEFIT THE TOURISM SECTOR



Last week, the International Football Federation (FIFA) announced that the Soccer World Cup in 2030 will be jointly organized by Spain, Portugal, and Morocco, beating the South American bid. The opening matches will take place in Argentina, Uruguay, and Paraguay in tribute to the first World Cup in history played in 1930 on Uruguayan soil. This event is expected to boost tourism in all three countries significantly. Morocco aims to double visitor arrivals, while Spain projects an estimated economic impact of 5.5 billion euros.

The championship will then progress to Spain, Portugal, and Morocco, drawing in fans of the sport to follow. This event is expected to attract a significant increase in visitors and positively impact tourism promotion for the host destinations.

The 2030 Soccer World Cup will impact around 5.5 billion euros on the tourism sector in Spain, as explained by the acting Minister of Industry, Commerce and Tourism, Héctor Gómez, in an interview with the newspaper Marca. "For every euro of investment, it will generate 4.3 euros to GDP (Gross Domestic Product) and 1.3 euros in tax revenue," he added. Likewise, he estimates 82,000 new jobs will be created.

Portugal has become one of the most popular tourist destinations in recent years. It also benefits from hosting major sporting events like the Soccer World Cup. This event helps showcase the country's image and resources to a wider audience, increasing the number of visitors.

Spain and Portugal already collaborate in terms of tourism to boost the flow of visitors on both sides of the border. For instance, the Cross-Border Tourism Strategy was launched in 2023 to enhance this cooperation further.

According to Morocco's Minister of Tourism, Fatim-Zahra Ammor has set an ambitious goal of doubling the number of tourists visiting the country. "Our country continues to achieve great triumphs!" exclaims the minister, who emphasizes that Moroccans are extremely proud to co-host the World Cup with Spain and Portugal.

This news surprised the tourism industry in Morocco, which was recently struck by a strong earthquake. Nevertheless, it should be noted that the country welcomed 11 million tourists in 2022 - 84% of the number it received in 2019 before the pandemic. In the first half of 2023, Moroccan airports have seen a record number of passengers, with a total of 12.1 million travelers - a 5% increase from 2019.

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