

FIFA Women's World Cup 2023™



The FIFA Women's World Cup™ has gained more interest and support from Latin America and Caribbean (LAC) consumers and, this year, fans did more than simply watch the games from home. According to an analysis by Visa Consulting & Analytics, the number of people from the region making face-to-face transactions in **Australia and New Zealand with Visa payment credentials more than doubled between July 20-August 20, 2023, as compared to the same period last year.** The countries in the region with the most face-to-face transactions in Australia and New Zealand for this period include **Brazil, Chile, Mexico, Colombia, Argentina, Peru, Uruguay, Ecuador, Panama, and Costa Rica.**

Card present transactions from LAC issued credentials

If we take a look into card present transactions from LAC issued credentials, **made in Australia and New Zeland during July 20-August 20, 2023 and compared to the same period the year before,** we can see Australia and New Zealand presented a growth of:



Card present transactions

Considering the 10 countries with the most amount of face to face transactions in Australia and New Zeland, there was some **notable growth in the number of face-to-face transactions with Visa credentials for some of them, when comparing this year's July 20-August 20 to the same period in 2022.**

Number of Visa face-to-face transactions



Unique credentials

The growth measured in amount of unique credentials transacting was **119% for all LAC**, with the top 10 countries mentioned above ranking as follows:



Spending categories

Purchases by Caribbean and Latin American tourists during the FIFA Women's World Cup 2023™ were concentrated mostly in:



Contactless payments

When analyzing the transactions, Visa Consulting & Analytics found higher penetration of contactless payments among visitors from the region.

