ECUADOR

KC MATCH DATE: JUNE 20 | 7:00 P.M. CENTRAL

OFFICIAL TEAM NAME

Selección Ecuador de Fútbol
(seh-lek-SEE-ohn eh-kwah-toh-ree-AH-nah)

COMMON NICKNAME

La Tri
(lah TREE)

TEAM COLORS

Yellow, blue, and red

WHERE IN THE WORLD

SOUTH AMERICA

Approx. 8–10 hours travel to Kansas City

LANGUAGE & COMMUNICATION

PRIMARY LANGUAGE(S)

Spanish

ENGLISH PROFICIENCY

Limited to moderate

HELPFUL GREETINGS

- Hola (OH-lah) – Hello
- Gracias (GRAH-see-as) – Thank you

Effort is appreciated; perfect pronunciation is not expected.

SOCCER FAN CULTURE & SPIRIT

Warm, family-oriented support; flags, jerseys, and group viewing are common.

- There are some regional differences within Ecuador – coast ("La Costa"), highlands ("La Sirra"), and the Amazon ("La Amazonia") – even if the overall culture is similar.
- Reggaeton, salsa, and cumbia tend to be a big part of the atmosphere in social setting and around match days.

HOSPITALITY, DINING & DAILY RHYTHM

Later meals than the U.S.

- Lunch: 1:00–2:30 p.m.
- Dinner: 8:00–10:00 p.m.

FOOD, BEVERAGE & COMFORT

Rice, seafood, and hearty dishes are common; preferences vary. Several typical dishes are based on potatoes, corn, and yuca.

TRAVEL & CONSUMER BEHAVIOR

Families, group of friends and supporter groups; value-oriented.

COMMUNITY CONNECTIONS

Cultural organizations or businesses with family traditions, as well as local food places, may be of interest.

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CULTURAL NORMS & ETIQUETTE

HIGH-LEVEL

Friendly, cheerful, polite interactions; hospitality is valued.

PAYMENT

Most international visitors primarily use credit or debit cards, including contactless payment methods. Businesses do not need to adopt new or specialized payment platforms. Some visitors may expect PIN-based card transactions, and occasional card declines may occur due to bank security settings.

COMMUNICATION

Many international visitors use WhatsApp for personal communication with friends, family and travel companions Businesses and community hosts are not expected to use WhatsApp. Visitors may share directions, reservations or information via their mobile phones or screenshots.

HELPFUL TIP

Clear signage, written confirmations, patience and friendly communication go a long way in creating a positive experience for international visitors.

ECUADOR TEAM FACTS

(Source: FIFA World Cup 2026™ Final Draw Stat Kit)

- This will be Ecuador's fifth FIFA World Cup™. Having also participated at FIFA World Cup 2022™ Qatar, they are featuring in successive editions for the second time and have only missed out on the tournament twice since making their debut at the 2002 edition.
- Their best achievement in the global competition came in 2006 when they reached the round of 16. They finished second in their group, behind host-nation Germany in a group that also included Poland and Costa Rica. They subsequently fell to a 1-0 defeat against England in the round of 16.
- Ecuador's all-time leading scorer Enner Valencia is also the record marksman for his country at the FIFA World Cup™ with a total of six goals; he notched three goals at both the 2014 and the 2022 editions.
- La Tri impressively finished in second place in the South American qualifying tournament for the 2026 finals and had the fewest defeats (two) and the fewest goals conceded (five) of all ten teams.

HOW OUR REGION CAN BE A GREAT HOST

Guidance, warm greetings and patience are appreciated.