

# ENGLAND

## OFFICIAL TEAM NAME

England National Football Team

## COMMON NICKNAME

The Three Lions

## TEAM COLORS

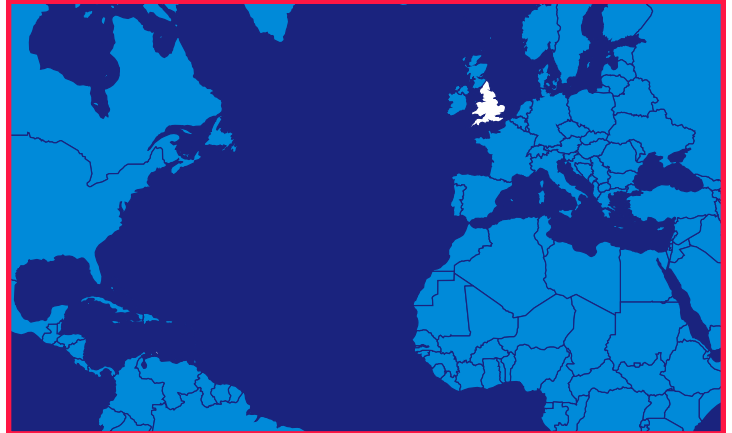
Red and white

## BASE CAMP

Swope Soccer Village  
Kansas City, MO

## WHERE IN THE WORLD

WESTERN EUROPE



Approx. 8–10 hours travel

## LANGUAGE & COMMUNICATION

### PRIMARY LANGUAGE(S)

English

### OTHER WIDELY USED LANGUAGE:

English

### ENGLISH PROFICIENCY

High

### HELPFUL GREETINGS

- ▶ Hello (HEH-loh) – hello
- ▶ Hiya (HI-yuh) – hi
- ▶ Cheers (CHEE-rz) – thank you, goodbye

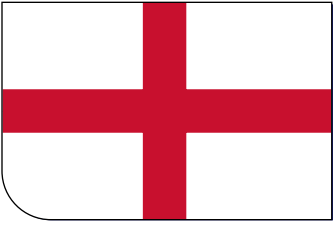
*Effort is appreciated; perfect pronunciation is not expected.*

## SOCCER FAN CULTURE & SPIRIT

Football (soccer) is deeply embedded in English culture and identity, with strong ties to local clubs and national pride. Fans are highly knowledgeable and passionate, often expressing support through jerseys, scarves, chants, and coordinated singing in stadiums and public viewing areas.

### MATCH DAY ATMOSPHERE

- ▶ Pre-match: Fans gather at pubs and restaurants, often hours before kickoff, for drinks, conversation, and anticipation-building chants.
- ▶ Post-match: Celebrations or analysis continue in pubs or public spaces; atmosphere depends heavily on match result but remains highly engaged and vocal.



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## CULTURAL NORMS & ETIQUETTE

### HIGH-LEVEL

English fans are generally orderly and respectful when traveling, especially in structured environments. Queuing (lining up) is an important social norm, and polite, understated interactions are valued. Humor — often dry or self-deprecating — is common in conversation.

### HOSPITALITY, DINING & DAILY RHYTHM

Daily meal structure is broadly similar to the United States, but lunch and dinner are often eaten later and at a more relaxed pace.

- ▶ Breakfast (7:00–9:00 A.M.): Eggs, bacon, sausage, toast, baked beans
- ▶ Lunch (12:00–2:00 P.M.): Sandwiches, soups, light meals
- ▶ Dinner (6:00–8:00 P.M.): Meat, vegetables, potatoes; main meal of the day

### FOOD, BEVERAGE & COMFORT

Visitors are open to a range of cuisines but gravitate toward familiar, casual dining environments. Pub-style food and settings are especially appealing, and Indian cuisine is massively popular among the English. Tea is widely consumed. Beer — particularly lager and ale — is a common social beverage, especially around matches.

### TRAVEL & CONSUMER BEHAVIOR

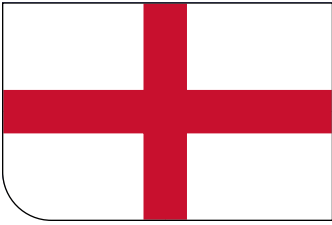
Fans often travel in groups and are experienced international travelers. They value efficiency, clear information, and reliable transportation. Interactions are friendly but may begin reserved.

### COMMUNITY CONNECTIONS

Fans may seek out pub environments, watch parties, and social spaces. Many show interest in local sports culture and shared fan experiences.

## HOW OUR REGION CAN BE A GREAT HOST

Polite, efficient service is appreciated. A simple greeting goes a long way. Clear organization, well-managed lines, and reliable service enhance the experience. Providing social gathering spaces before and after matches — especially with a lively but comfortable atmosphere — will resonate.



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### 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.

Tipping is not very common in the UK fans travelling for the tournament will likely know about U.S. tipping culture but might need to be reminded if a service charge isn't included. Additionally, it is common for payment to be taken at the table in the UK, rather than putting a card in a check sleeve and having the server take it to the back.

### 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.

### ENGLAND TEAM FACTS

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

- Champions in 1966, England is set for their 17th FIFA World Cup™ appearance in 2026, continuing a streak of eight consecutive qualification their longest ever.
- The Three Lions were the first European team to earn a spot at the 2026 tournament, with a perfect record of eight wins from eight matches a feat matched only in Europe by Norway and stood alone as the only European nation not to concede a single goal.
- England's total of 13 goals at the FIFA World Cup 2022™ Qatar is their highest total in a single edition of the competition. They became only the seventh team to score 100 World Cup goals, joining Brazil, Germany, Argentina Italy, France, and Spain.
- Gary Lineker remains the only player to score ten goals for England at the FIFA World Cup™, while all-time top scorer Harry Kane is just two goals shy of matching that milestone.