



Accommodation shortfall in Vancouver for the FIFA World Cup 2026

Considerations on the economic impact

Recipient(s)

Airbnb, Inc.

Partner in charge

Sidy Diop, Ph.D.

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Executive Summary

The FIFA World Cup 2026 is an important event for Vancouver, offering a significant opportunity to generate economic benefits. The BC Place stadium, which has a capacity of 54,500 seats, will host seven matches in total during the tournament. This includes five group-stage matches, of which two will feature the Canadian men's national team. Additionally, the stadium will host one Round of 32 match and one Round of 16 match. However, a potential shortage in tourist accommodation could diminish the potential benefits for the Vancouver area.

This Report, based on our economic analysis, reveals a potential lodging shortfall, which could prevent many visitors from securing accommodation during the tournament. This could lead to a loss of visitor spending and other negative economic impacts.

In this Report, we present a detailed assessment of tourist accommodation demand and supply, along with the economic impacts of the quantified lodging gap. The Report is structured as follows:

- A quantifiable lodging gap: By modeling the expected number of international and domestic fans and comparing this against the available capacity of hotels and short-term rentals (STRs), we project a shortfall of 70,000 nights¹ over the most critical nine-day period of the tournament. This translates to an average daily shortfall of 7,700 unaccommodated fans during this period, with the number peaking at 14,700 on a single peak-demand day, a figure that accounts for 25% of total projected demand for that day.
- An economic assessment: The lodging gap represents a missed economic opportunity. Our analysis shows potential lost direct economic benefits of CAD 45 million in visitor spending (or turnover for the local economy). When ripple effects of visitor spending are taken into account,² the total missed economic opportunity is estimated at CAD 78 million in turnover, representing CAD 44 million in value-added to British Columbia's economy, CAD 4 million in tax revenue, and the equivalent of 630 job-years not created during the period of the Tournament.³
- Our analysis of hotel price benchmarks for mega-events – such as the Stampede in Calgary, Taylor Swift concerts in Vancouver and Toronto, the Montreal Grand Prix, and the Toronto International Film Festival – reveals a net price increase during periods of high demand. Due to the unique nature and size of the **2026 FIFA World Cup**, hotel prices are expected to **climb**, possibly by **more than 200%**, which represents amongst the highest rate increases observed for such events. Increasing lodging supply during these events could lower accommodation costs for travelers and encourage additional tourism and local spending both during and after the event.

¹ In this Report, the term nights refers to the total number of nights spent by all guests (person-nights). This is calculated by multiplying the number of people by the number of nights they stay. For example, two people staying in a hotel for three nights and six people staying for one night both contribute a total of six nights to the overall count.

² Ripple effects include indirect (economic activity throughout the supply chain) and induced effect (economic activity due to the spending of direct and indirect job incomes).

³ The missed economic opportunity represents employment during the FIFA World Cup that has not been created. This loss of the opportunity to create jobs is quantified in job-years, which means a full-time job for a year. In reality, some of the 630 job-years would have represented temporary, others permanent jobs, some part-time, others full-time.

1. Analysis of Vancouver's tourist accommodation capacity in view of the FIFA World Cup 2026 attendance

The objective of this first part is to quantify the potential accommodation need in Vancouver during FIFA World Cup 2026 (FWC26). To this end, our analysis is structured around the following key steps:

1. **Definition of the geographical market:** We established the primary geographical zone of analysis to accurately capture relevant lodging supply and demand.
2. **Determination of the available lodging capacity for FIFA World Cup 2026 fans:** We conducted an in-depth analysis of the existing commercial lodging inventory, including hotels and short-term rentals (STRs), to determine total lodging capacity. We then adjust the total capacity to reflect real-world factors such as normal tourism attendance and hotel operational constraints, providing a realistic picture of the rooms and listings available to World Cup attendees.
3. **Demand for accommodation during the FIFA World Cup 2026:** We developed a dynamic model to project the number of visitors expected each day, based on factors such as the tournament schedule and fan behavior.
4. **Quantifying the "lodging gap":** By comparing our visitor demand projections with the available commercial lodging supply, we quantify the number of visitors who will be unable to secure a place with the current accommodation offer.
5. **Quantifying the total economic impact of the lodging gap:** The economic impact of the projected lodging gap extends beyond the direct spending lost from fans who are unable to secure accommodation. A tourist staying in Vancouver creates an economic ripple effect throughout the entire Vancouver economy, as each dollar of direct spending supports additional layers of economic activity (e.g. suppliers to the hotel & restaurant sector, food production, transport, manufacturing, ...).⁴ To provide a comprehensive view, we have quantified the total impact across three distinct categories: direct, indirect, and induced spending.

1.1 Defining the geographical market

The area defined as "Metro Vancouver" is the primary focus of this analysis. This area is defined as the primary accommodation zone for FWC26 attendees. The definition of this zone is based on two key metrics⁵ that reflect the fans' willingness to travel for a single match day, and is visualized in the figure below:

- **One-hour drive to the venue:** This metric accounts for attendees who will be using personal vehicles or ride-share services. A one-hour drive is considered the maximum tolerable commute for a singular event, striking a balance between convenience and accessibility.
- **1.5 hours via public transit:** This metric addresses the reality of large-scale events, where public transit is often the most used way to avoid traffic congestion. A 90-minute commute is a standard benchmark for long-distance event travel on public transit in major cities.

These metrics capture a wide radius that includes not only the downtown core but also Metro Vancouver.

⁴ Ripple effects include indirect, i.e., economic activity throughout the supply chain, and induced effects, or economic activity due to the spending of direct and indirect job incomes.

⁵ Though no specific study has determined the maximum travel time football fans will endure to attend a match, research from Lund University's "Travelling Football Fans & Hotel Selection" found that, after general location attributes like nearby transport hubs and facilities, proximity to the stadium is the most crucial factor in hotel selection, particularly in relation to public transport

Figure 1 - Primary accommodation zone for FWC26 attendees



Source: Deloitte. The figure was created using the Traveltime app.

1.2 Determining available lodging capacity for FWC26 fans

We estimated that around 32,000 FIFA World Cup attendees can be accommodated every day in Metro Vancouver. This figure is based on the projected capacity of hotel rooms and Short-Term Rentals (STRs) during the event, factoring in the expected number of non-World Cup tourists. As hotels and STRs have different occupancy models (an STR is not available every day of the month), the analysis for hotels and STRs were conducted separately.

Hotel capacity in Metro Vancouver at the time of the FIFA World Cup 2026 available for non- FIFA World Cup tourists

The number of hotel rooms in the City of Vancouver is estimated at 14,445⁶ for 2026. An additional 11,139⁷ rooms will be available in the broader area of Metro Vancouver. In total 25,584 hotel rooms are projected to be available in 2026.

Not all these hotels will be occupied by FIFA World Cup attendees. The Metro Vancouver area also usually hosts tourists and business travelers, particularly in the peak summer months, when hotel occupancy is typically 15 percentage points higher than in the winter months.⁸ In June-July 2024, 85%⁹ of hotel rooms were booked in Metro Vancouver. However, due to the higher accommodation prices anticipated for the FIFA World Cup, we assume that

⁶ MNP, Destination Vancouver: Economic Analysis of Hotel Supply and Projected Demand in Metro Vancouver, 2023 to 2050, published in 2022, page 19.

⁷ MNP, Destination Vancouver: Economic Analysis of Hotel Supply and Projected Demand in Metro Vancouver, 2023 to 2050, published in 2022, page 19.

⁸ Destination Vancouver 2024 Destination Performance & Outlook, CoStar.

⁹ Business in Vancouver, New Greater Vancouver hotels could ease high room rates, tight occupancy, Oct 2, 2024.

only 40%¹⁰ of usual tourism will be present. The derived occupancy rate of hotel rooms by tourists visiting the Metro Vancouver area for reasons other than the World Cup is estimated at 34%.¹¹

Based on observed maximum occupancy rates, we assume that hotel occupancy will reach up to 92% during the FIFA World Cup matches in Vancouver.¹² Considering the 34% of usual tourism, we project that 58% of all hotel rooms will be available for World Cup attendees (14,800 rooms).¹³

For major sporting events like the FIFA World Cup, we project a higher average group size than Vancouver's historical norm. While Vancouver typically sees 1.4 people per room,¹⁴ we forecast an average group size of 1.8 people per room for FWC26 (+28%). This adjustment reflects the tendency for fans traveling for a major tournament to book rooms in larger groups. Based on this forecast, the 14,800 available hotel rooms could accommodate approximately 26,800 FIFA attendees daily in Metro Vancouver.

A similar analysis for the City of Vancouver yields a total daily capacity of 15,100 FIFA attendees.

Short Term Rentals

A similar approach is used to determine how many people could be hosted in Short-Term Rentals (STRs). We first analyzed the average daily availability on Airbnb and then adjusted that number to include VRBO based on number of listings.¹⁵

- On an average day, there are 7,200 active listings across major STR platforms in Metro Vancouver.
- To calculate the number of listings available for FWC26 attendees, we apply a 40% drop to the June-July 2024 occupancy and a 92% maximum occupancy rate. This results in approximately 5,300 listings available daily for World Cup fans.
- Based on historical data¹⁶, we assume a group size of 2.8 people per listing.
- This translates to STRs being able to accommodate around 15,000 FWC26 attendees daily.¹⁷

A similar approach for the smaller City of Vancouver area estimates that STRs can accommodate 7,600 FWC26 attendees daily.

Conclusion

The total accommodation capacity in hotels and STRs is estimated to be around 41,800 during the FIFA World Cup for Metro Vancouver and 22,700 for the City of Vancouver.

1.3 Demand for Accommodation during the FIFA World Cup 2026

Total accommodation demand due to the FIFA World Cup is estimated to have a bell-shaped form with three peaks spread over 45 days, determined by the match dates in Vancouver and by the expected length of stay of international

¹⁰ Empirical studies on the "diversion effect" of large-scale sporting events are scarce. To ensure our analysis is realistic and avoids overstating the potential accommodation shortage, we have used a conservative estimate of the share of tourists visiting Vancouver for reasons other than the World Cup. It is important to note that academic literature often suggests higher shares of tourists unrelated to the mega-event, for example Lee et al. (2005) in "The Impact of a Sport Mega-Event on Destination Image," reports foreign tourists who visited Korea for purposes other than the World Cup in 2002 represented 46%. Our choice of a lower value (40%) therefore presents a more cautious projection of the accommodation shortage.

¹¹ $85\% \times 40\% = 34\%$.

¹² The average monthly occupancy rates observed in July and August 2024 in Vancouver are 85.7% and 87.6% respectively (source, [BJV, 2024](#)). On Saturday 7 December 2024, hotel occupancy rate reached a peak of 96% in downtown Vancouver (source [HotelManagement 2025](#)). We used the average of the two highest rates observed, 87.6% and 96% to estimate the maximal hotel occupancy rate at FIFA World Cup 2026.

¹³ $58\% \text{ availability} \times 25,584 \text{ hotel rooms} = 14,900 \text{ available rooms}$

¹⁴ MNP, Destination Vancouver: Economic Analysis of Hotel Supply and Projected Demand in Metro Vancouver, 2023 to 2050, published in 2022

¹⁵ Extracted Sept 8, 2025 from the Airdna website on Vancouver

¹⁶ Airbnb Data for Vancouver in June-July 2024.

¹⁷ $5,300 \text{ listings} \times 2.8 \text{ people per listing}$.

and Canadian fans. Over a period of 9 days, more than 44,000 tourists per day are expected to seek accommodation in Vancouver.

Total demand is driven by two key groups of visitors:

- International attendees: Our model forecasts a demand of approximately 750,000 nights from international fans who hold match tickets. This figure is derived from the FIFA World Cup attendance methodology,¹⁸ which is based on several key assumptions for the seven matches to be held at BC Place Stadium:
 - o **90% stadium attendance rate.**
 - o **40% international tourism:** international visitors will make up 40% of the total stadium attendance.
 - o **Length of stay of 12 days.**
 - o **Average attendance of two matches:** We assume that each international tourist with a ticket will attend, on average, two matches during his or her stay.
 - o **More than two-thirds requiring lodging** as an estimate of 31% of all attendees will stay with friends and family.
- Local attendees: In addition, to estimate the domestic tourist demand, we apply a ratio of domestic tourists per foreign tourist to the number of foreign tourists. This ratio is derived from figures from the Brazil World Cup.¹⁹ The estimated number of domestic tourists is then multiplied by a projected average length of stay, which is assumed to be half the length of stay of foreign tourists for this analysis, to calculate the number of nights spent by domestic tourists.

Overall, a total of just over 1.5 million nights of accommodation will be needed. However, based on a survey conducted during the 2014 FIFA World Cup in Brazil, we estimate that 31% of attendees will stay with friends or family. Therefore, our model concludes that roughly 1 million nights will be needed in the paid lodging market, in line with public studies.²⁰

These one million nights will not be evenly distributed across every night. To accurately project daily lodging demand, we have built a model that accounts for the duration of a fan's visit. Rather than assuming all fans will arrive and depart on the exact day of a match, we assume that attendees will distribute their travel periods evenly. This means that a portion of attendees will arrive a few days before the match, with equal shares of attendees planning their trip such that the match day falls on the 1st, 2nd, up to the 5th, or even the 11th day of their stay. This approach provides a more realistic and nuanced daily demand profile, avoiding unrealistic spikes and reflecting a more typical tournament travel pattern.

Additionally, we expect a "Canada Effect": When Team Canada plays in Vancouver, attendance is expected to be 25% higher than on other Vancouver match days, exacerbating the strain on the local accommodation market.

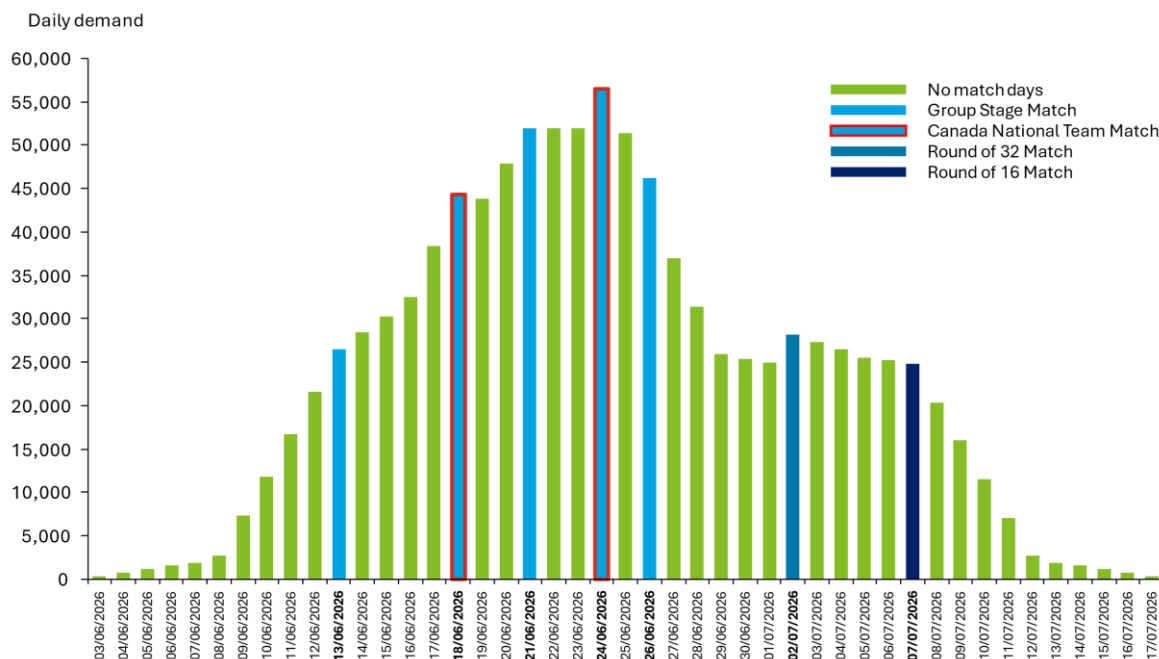
This results in a total of over 1 million nights from tourists coming to Vancouver for the FIFA World Cup, distributed over 44 days, for 7 match days. Up to 45,000 tourists are expected to seek lodging in hotels and STRs in Vancouver by the time of the first match. The number of tourists seeking lodging in hotels and STRs surpasses 40,000 for a period of 9 days, and reaches a peak of more than 45,000 nights on the days the Canadian Team plays, as illustrated in the figure below.

¹⁸ FIFA and World Trade Organization, FIFA World Cup 2026: Socioeconomic impact Analysis, page 21.

¹⁹ CoStar, World Cup Scored Limited Demand for Brazil, September 2014: "The World Cup attracted more than 4 million people in total. Of those people, 75% (approximately 3 million) were Brazilian while the remaining 1 million were international travelers, according to the Ministry of Tourism of Brazil

²⁰ Our model forecasts that a total of 204,000 people will come to Metro Vancouver to attend the matches. This figure aligns closely with publicly available data and confirms the expected influx of visitors. For example, the Government of British Columbia's "Vancouver 2026 FIFA World Cup: Economic Impact Assessment" projects reports that over 1 million additional out of province visitors are expected between 2026-2031." By applying a similar distribution for visitors as for domestic spending in the report, we can infer that the British Columbia report's forecast for the tournament period is approximately 280,000 people, validating the scale of our projections.

Figure 3 - Accommodation daily demand (number of people)



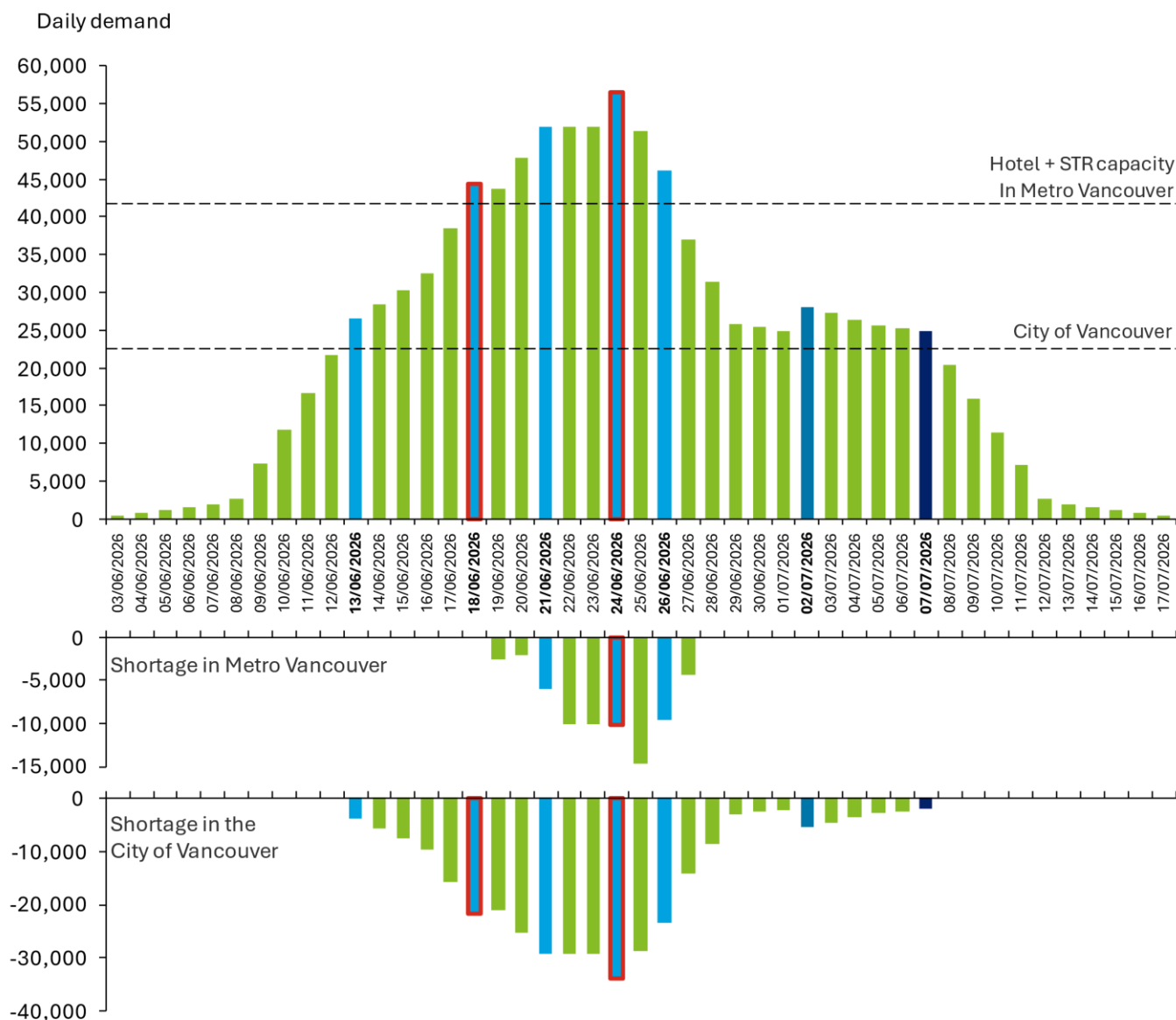
Source: Forecast and Figure by Deloitte

1.4 Quantification of the lodging gap

By comparing our visitor demand projections (section 1.3) with the available commercial lodging supply (section 1.2), we quantify the number of visitors who will be unable to secure a place to stay.

We project a shortfall of 70,000 nights over a critical 9-day period in Metro Vancouver, as not all fans will be able to secure accommodation. This period includes two matches featuring Team Canada and two other match days.

Figure - Shortage Analysis in Metro Vancouver and in the City of Vancouver



Source: Forecast and Figure by Deloitte

The potential loss of 70,000 nights due to the accommodation shortage represents a significant missed economic opportunity for Metro Vancouver. On June 24, this shortfall could be as much as 25% of demand on that day. If fewer FWC26 tourists choose to stay with friends and family, this shortage would become even larger.

Considering the smaller area of the City of Vancouver, we forecast a shortfall of 336,000 nights over a 25-day period in the City of Vancouver. On June 24, this shortfall could be as much as 60% of the daily demand.

Finally, lodging demand due to international volunteers and the workforce needed during the FWC26 was not included in these estimates. Including these would exacerbate the estimated shortfall.

1.5 Quantifying the total economic impact of the lodging gap

The potential loss of 70,000 nights could have a significant economic impact, translating to a direct spending loss of CAD 45 million for Metro Vancouver. This figure, which includes expenditures on lodging, food, merchandise, and local services, is based on an estimated average visitor spend of CAD 639 per night²¹.

The total economic impact of the projected lodging shortfall extends beyond the initial spending lost from fans who are unable to secure accommodation.

Tourist expenditure initiates a chain reaction that results in broad economic impacts. The direct effects are the most immediate, arising when tourists spend directly at establishments such as restaurants, taxis, and shops, resulting in an immediate boost to these businesses' revenue. Following this initial expenditure, indirect effects ensue. These occur as businesses benefiting from tourist spending need to increase supplies to accommodate the higher demand. Consider a tourist spending of CAD 20 at a restaurant – the direct effect being the restaurant's increased revenue. To serve this extra customer, the restaurant may then purchase CAD 4 of additional food from its suppliers – the primary indirect effect. Subsequently, this ripple effect extends as those food suppliers need to acquire, for instance, CAD 2 worth of raw ingredients from farmers, constituting a secondary indirect effect.

This chain reaction continues throughout the entire supply chain. As each business earns more, it increases its spending on its own suppliers. This creates a multiplier effect that ripples throughout the economy, impacting numerous sectors as businesses respond to higher demand by increasing their purchases.

Beyond the direct and indirect effects just described, businesses that benefit from tourist spending will also increase wages to meet the higher demand. These wages are then spent by employees within the national economy, creating a new wave of spending and boosting business for other sectors – a phenomenon known as the induced effect. Therefore, direct spending by tourists generates broader indirect and induced effects throughout the economy.

The economic impact calculated can be presented using the following indicators:

- **Turnover/Production:** This represents the total revenue generated across all businesses and sectors impacted by the spending, illustrating the full reach of the chain reaction described previously.
- **Value Added:** This measures the economic contribution at each step of producing goods and services, after deducting the costs of materials and services used. It is similar to the GDP (Gross Domestic Product) computation, which is the sum of value added across the whole economy.
- **Jobs:** This counts the number of jobs supported by tourist spending.
- **Taxes on products and production:** This represents the government revenue collected from taxes applied directly to the products and services tourists buy (VAT, tourist taxes, etc.) and on production (e.g. corporate taxes).

To calculate this economic impact, we used the multiplier effects published by Statistics Canada²² and our direct spending per guest estimated in our Report “The Role of Airbnb in the FIFA World Cup 2026 - An Analysis of Economic and Social Contributions During and After the Tournament”.

Considering the Metro Area as the primary zone of accommodation, the total economic loss resulting from a lack of accommodations for British Columbia / Canada is estimated at:

- CAD 78M / CAD 96M in turnover
- CAD 44M / CAD 52M of value added
- 630 jobs / 710 jobs supported
- CAD 4M of taxes / CAD 5M of taxes

²¹ “Deloitte, The Role of Airbnb in the FIFA World Cup 2026, June 2025” reports an estimated expenditure of USD 460 per night per tourist in Vancouver, or CAD 639.

²² Statistics Canada, Input-output multipliers, provincial and territorial, summary level, year 2021 released 2024-11-14.

If the City of Vancouver is considered as the primary zone of accommodation, the total economic loss for British Columbia / Canada is estimated at:

- CAD 375M / CAD 464M in turnover
- CAD 213M / CAD 253M of value added
- 3,050 jobs / 3,420 jobs supported
- CAD 20M of taxes / CAD 24M of taxes

2. The impact of the lodging capacity constraint on Vancouver hotel prices during the World Cup

Accommodation prices in host cities for mega-events are known to surge during the event period.²³ This effect is due to the following drivers:

- “Quality-effect”: When a city hosts a mega-event, its increased desirability leads tourists to be willing to pay a higher price.²⁴
- “Quantity-effect”: Because the city becomes more desirable during a mega-event, the resulting high demand for accommodation will exceed the “regular” level of demand. This will lead to a more constrained situation for the city’s hotel and STR sectors during the event.

Several studies have examined the impact of mega-events and specifically sporting events on hotel prices. Mega-events can be seen as *positive externalities* created by the event organizers, which benefit the accommodation sector²⁵. Events and mega-events increase, over the period of the event, the desirability of hotels (and other types of accommodation such as STRs).²⁶

In Canada, major events in the recent past are for example the yearly Stampede in Calgary, the Taylor Swift concerts in Toronto and in Vancouver, the annual F1 race in Montreal, and the annual Toronto International Film Festival (TIFF). Hotel prices, measured in average daily rates or in revenue per available room, have increased during all these events.

| Event | Year | Average Daily Rate Increase | Source |
|--|------|--|---|
| Stampede, Calgary | 2023 | “hotel spending in Calgary on the first and last Saturdays of Stampede increased by 19% and 12% respectively” | Cbc.ca News |
| Taylor Swift concerts, Toronto | 2024 | “ADR (average daily rate) growth over 105%” | STR |
| Taylor Swift concerts, Vancouver | 2024 | “room rates grew 260%” | STR |
| Montreal Grand Prix | 2025 | “average daily room rates for Montreal hotels” were 167% higher than standard seasonal weekend rates | StayMagazine.ca |
| Toronto International Film Festival (TIFF) | 2023 | Average Revenue Per Available Room (RevPar) over the 11 days of the event increased by 40% with respect to annual average RevPar | CoStar , AvisonYoung |

²³ <https://www.hftp.org/news/4121725/event-driven-hotel-pricing-how-do-major-events-influence-the-evolution-of-room-rates>

²⁴ This can be compared to the price tourists are willing to pay for the same hotel room in a hotel with extra amenities such as a swimming-pool, or without extra amenities.

²⁵ Barreda et al., Evaluating the impact of mega-sporting events on hotel pricing strategies: the case of the 2014 FIFA World Cup, Tourism review Vol. 72 No. 2, 2017.

²⁶ In economics, a positive externality created by a company’s activities is « something positive created by it for which it does not receive payment (source Cambridge dictionary). In this case, the increased desirability of accommodation in the city of the (mega-)event is a positive externality created by the event organizers.

We observe that the price increase of hotel rooms is lower for annual events such as the TIFF and the Calgary Stampede (12%, 19% and 40%), although the Grand Prix Montreal is an exception to that rule with 167%. The highest observed price increase is 260% for the Taylor Swift concerts in Vancouver in 2024.

Because of the unique character and the scale of the FIFA World Cup 2026, it is expected that hotel prices will increase with a level in the high end of the range observed for the events above, with possibly more than 200%. However, a more diverse and extensive accommodation supply, including STRs, could help alleviate this price pressure on the lodging market for attendees.

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