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Visit Seattle Reveals Economic Impact for FIFA World Cup 2026™

Seattle's World Cup festivities generated hundreds of millions of dollars for small businesses, government programs, and the hospitality industry, while driving tourism for years to come

SEATTLE - It's been more than a month since World Cup fans participated in the last matches and watch parties in Seattle. For 22 days, the world watched as our city stood out as a premier host, earning standout praise from outlets like The New York Times, Sports Illustrated, TIME, and more, while generating a significant economic boost within our region.

Visit Seattle today reported a total economic impact of $889 million for Seattle and King County over the course of the tournament. That includes $109 million in state and local tax revenue benefiting key government programs such as housing, social services, and the arts.
The tournament also supported about 20,000 jobs.

"These numbers are a testament to the power of large events and the hospitality industry, and how both can work together to drive economic prosperity in our city and region," Visit Seattle Chief Business Officer Kelly Saling said. "At the same time, the benefit goes beyond these immediate figures. The way that our city showed up on the global stage, amid all that exposure, will drive visitation to our region for years to come."

On average, Seattle's hospitality industry saw mixed results during the tournament. Some businesses reported record days and weeks, while others saw year-over-year dips in sales. For hotels, occupancy rates declined compared to the same period last year, as other travel segments such as cruise passengers and convention attendees were displaced by the tournament. Though, higher room rates drove a year-over-year rise in overall revenue.

Visit Seattle released its preliminary World Cup economic impact forecast in December 2024. At the time, the estimated total impact was $929 million. Following the schedule release, Visit Seattle issued another report in March, showing an impact of $846 million, as a variety of

factors pointed to fewer international visitors and decreased capital project spending for the tournament.

The greater-than-expected total is the result of a larger contingent of international fans attending matches, and more overnight visitors attending watch parties than anticipated. The addition of a second U.S. Men's Team match also added to the positive impact.

"This was the summer the world fell in love with Seattle and Washington," said Peter Tomozawa, CEO, SeattleFWC26 Local Organizing Committee. "The FIFA World Cup 2026™ generated nearly $900 million in economic impact, created more than 35 lasting legacy projects, and showcased a region united in purpose and pride. Thanks to Visit Seattle and partners across every sector, we didn't just host the world, we showed it what makes Seattle extraordinary."

To generate these figures, Visit Seattle contracted Tourism Economics, a group within Oxford Economics, which creates studies like this using its understanding of traveler dynamics, quantitative methods, and industry knowledge.

About Visit Seattle:
Visit Seattle has served as the official destination marketing organization (DMO) for Seattle and King County for more than 50 years. A 501(c)(6) organization, Visit Seattle enhances the economic prosperity of the region through global destination branding along with competitive programs and campaigns in leisure travel marketing, convention sales, and overseas tourism development. Visit visitseattle.org.

About Seattle FIFA World Cup 26™ Local Organizing Committee:
SeattleFWC26 is the local organizing committee for Seattle's participation as one of the 16 Host Cities selected for the FIFA World Cup 26™. As a not-for-profit organization, SeattleFWC26's vision is to foster a lasting legacy for our region, guided by the spirit of soccer, innovation, and inclusion. To keep up to date on the latest news and involvement opportunities with SeattleFWC26, please visit www.seattlefwc26.org.