EXECUTIVE SUMMARY

SEATTLE FIFA WORLD CUP 26™

WE SUCCESSFULLY WELCOMED THE WORLD AND SHOWED WHAT THIS REGION CAN ACHIEVE AT ITS BEST.

Recognition of Seattle as one of the tournament's premier Host Cities renewed civic pride in the place we call home while reinforcing our position as a world-class sports and global visitor destination. FIFA World Cup 26™ became one of the largest collaborative efforts in state history, bringing together governments more than 400 organizations in planning and delivery.

As the SeattleFWC26 Local Organizing Committee concludes its work, this report highlights the tournament's impact, lessons for future major events, and the positive legacy created for communities across the region.







> SEATTLE STOOD OUT. THE SCENE AROUND LUMEN FIELD IS UNIQUE IN AMERICA ... SEATTLE'S DOWNTOWN WOULD FILL WITH FANS ON MATCHDAYS. IT WAS EASILY ACCESSIBLE VIA PUBLIC TRANSPORTATION. AND EVEN ON NON-MATCHDAYS, YOU COULD FEEL THE WORLD CUP WHEREVER YOU WENT.
>
> **The Athletic**

THE FINAL WHISTLE WAS JUST THE BEGINNING.

FIFA World Cup 26 served as a catalyst for lasting benefits across Washington. New and upgraded playfields, accessibility initiatives, arts and culture investments, and community partnerships will continue benefiting people and communities throughout the state for decades.

The success of FIFA World Cup 26 belongs to an extraordinary network of partners and supporters. We extend our gratitude to the Host City Supporters, donors, Lumen Field, training sites, base camps, fan zones, community organizations, businesses, professional sports teams, labor unions, public agencies, public employees, elected officials, volunteers, and residents whose commitment helped make this moment possible. Together, we welcomed the world, showcased the best of our region, and reminded ourselves what is possible when we are united.

SEATTLE BY THE NUMBERS

5+ YEARS
of planning, coordination, and engagement

300+
SeattleFWC26-led community informational meetings

400+
organizations engaged in planning

2,000+
volunteers from around the state

SEATTLE STADIUM

6
matches hosted

401,400
ticketed fans

#1
stadium experience
(The Athletic & NY Times)

70K+
fans marched to matches

4 OF 5
ticketed fans arrived without a personal car

8 NATIONAL TEAMS PLAYED IN SEATTLE





TOP INTERNATIONAL TICKET-PURCHASING MARKETS

excluding the U.S., Canada, and Mexico



FAN ENGAGEMENT

1.2M+
attendees at Seattle fan sites

70K+
attendees at fan zones across the state

3M+
downtown visitors on matchdays

767M
global impressions from 6 first-ever post-match drone scoreboards

#1
U.S. Host City for fans
(Action Network Fan Experience Index)

RECORD SETTING

309K
Sound Transit Link light rail riders in one day

9,483
King County Water Taxi riders in one day

84,767
Waterfront Park single-day attendance record

1,038
2025 Guinness World Record for the largest soccer lesson at Pier 62

830
2026 Guinness World Record for the largest dim sum meal at Chinatown-International District

WHAT WE ACHIEVED AS A REGION

HOSTING FIFA WORLD CUP 26™ MEANT MORE THAN DELIVERING SIX MATCHES AT SEATTLE STADIUM.

The tournament touched nearly every part of the region, from transportation systems and public safety operations to fan celebrations, cultural programming, airports, hotels, restaurants, and neighborhood business districts. Hundreds of organizations worked together to create a seamless experience for residents, visitors, and teams.

Communities across Washington participated through fan zones, local programming, and small business activations. Visitors experienced the creativity, innovation, natural beauty, and hospitality that define our region, while organizations built new relationships and partnerships that will continue benefiting Washington long after the final match.

ECONOMIC IMPACT

$889M total economic impact

$513.3M off-site visitor spending

$110.6M operational spending

$108.9M local and state tax revenue

20K+ jobs supported

35+ COMMUNITY & LEGACY PROJECTS

52
RAVE Foundation playfields

PNW HUB
for USABA Blind Soccer

Support MLK Labor launch of UNtemp

350+
Small businesses supported

Upgraded facilities at UW, SU, GU, and Lumen Field

2500+
Training licenses to identify & prevent human trafficking

50+
Art & cultural projects

5
Community playbooks

LARGEST YOUTH PROGRAM
1400+
Youth & chaperones at matches

EXPLORE SEATTLE'S LEGACY AT SEA2026.ORG

Learn about programs, playbooks, and partnerships across Washington

SEATTLE

LESSONS LEARNED

> SEATTLE SCORES BIG AS WORLD CUP ATMOSPHERE DRAWS HIGH PRAISE.
>
> SBJ SPORTS BUSINESS JOURNAL

WHAT WORKED WELL

SEATTLE SHOWED UP

Fans and visitors experienced a vibrant, welcoming, and united Seattle. The tournament reminded us that major events can do more than attract visitors and generate revenue – they can bring communities together and restore pride in place.

SEATTLE SHOWED UP

Partnerships make the difference: Seattle's success grew from public-private collaboration. Partners advanced long-term infrastructure and contributed the funding, expertise, and organizational support needed to host the world's largest sporting event.

COORDINATION MADE A COMPLEX EVENT WORK

Close collaboration among the Local Organizing Committee, businesses, public agencies, venue teams, transportation partners, and other operators helped Seattle manage a complex event footprint and respond effectively throughout the tournament.

BRING THE EVENT TO THE PEOPLE

Official and community-led celebrations expanded participation, supported neighborhood businesses, and created authentic gathering spaces. Their success demonstrates the value of distributing future major-event programming and highlights potential for reimagining places like Pacific Place as civic gathering spaces.

GREAT TRANSIT AND INVITING PUBLIC SPACES MAKE WELCOMING EVENTS

Pedestrian-focused areas at Pike Place Market, the waterfront, and Pioneer Square welcomed residents, visitors, and vendors, while expanded transit service supported record ridership and showcased a welcoming, accessible region.

MAKING THE EVENT WORK FOR THE COMMUNITY

Whether it was the Puyallup Tribe of Indians' Pow Wow and World Cup celebrations, parking lot improvements in the C/ID, RAVE Foundation's new soccer fields, or showcasing local traditions for Pride & Juneteenth, Seattle used a fleeting moment of international focus to advance local community priorities rather than compete with them. The result was that the World's biggest sporting event helped our region shine instead of outshining it.

WHAT TO WORK ON

EARLIER DECISIONS LEAD TO BETTER PLANNING

One challenge throughout the planning process was the delayed timing for receiving critical external information needed to support local decision-making.

STREAMLINE PERMITTING FOR MEGA-EVENTS

Major events involve multiple activations, locations, and public agencies operating simultaneously. Future events would benefit from the designation and empowerment of a City major event lead earlier, providing a more coordinated framework across permitting agencies.

HELP MORE COMMUNITIES BENEFIT

Future organizers should provide frequent and ongoing updates to planning assumptions so that public agencies and neighborhood organizations can coordinate with local businesses to host compelling neighborhood activations that draw visitors beyond the primary event footprint.

DISTANCE FROM THE EVENT SHOULD SHAPE SMALL BUSINESS STRATEGIES

Small businesses nearest the event, close to transit, or along pedestrian approaches can benefit from increased fan traffic. Other small businesses may benefit more from strategies to keep regular customers visiting during the event. Planning at the neighborhood level is too general—just one block makes a big difference in fan traffic.

MEGA EVENTS REQUIRE EARLY PUBLIC-PRIVATE PARTNERSHIPS

Events can create economic benefits and civic pride, but successful delivery depends on early public-private funding commitments and realistic assumptions about available commercial rights.

PRESERVE KNOWLEDGE AND READINESS

A standing Local Organizing Committee — or a similar ongoing coordinating structure — could retain institutional knowledge, maintain critical relationships, support a pipeline of major-event opportunities, and strengthen Seattle's readiness to host future events.

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