



THE 2026 WORLD CUP IN BOSTON

An analysis of World Cup season & events in Boston in June & July 2026

Gillette Stadium hosted seven World Cup games in June and July 2026. While games were held in Foxborough, many fans also spent time in Boston and non-ticket holders frequented Boston bars, restaurants, and FanFest to watch World Cup games. The economic impact of the World Cup on the city of Boston is measured in two ways: (1) estimating the economic impact of spending by participants in specific Boston World Cup events, and (2) comparing overall economic metrics in Boston for the World Cup season in late June 2026 with the equivalent days in 2025.

EVENTS HOSTED IN BOSTON

In June and July 2026, in Boston:



106,373 event train riders
departed from South Station & Gillette



158,334 fans
attended Fan Fest at City Hall Plaza



48,000 fans
attended community watch parties

\$165M estimated spend
generated by ~313k events visitors

+1,212 direct & indirect jobs
supported compared to baseline*

\$3.2M in tax revenue
generated for the City of Boston

\$238M added
to Suffolk County economic output

WORLD CUP SEASON IN BOSTON

Comparing the June World Cup Season (June 12th - 30th 2026) to similar days in 2025:

	BOSTON	GREATER DOWNTOWN
OVERALL VISITS	-0.15%	+31.8%
JUNE ORANGE LINE RIDERSHIP	+49%	NA
JUNE OVERSEAS LOGAN ARRIVALS	+25%	NA
OVERALL SPENDING	+5%	+11%
RESTAURANT SPENDING	+2%	+15%
BAR/RESTAURANT SEATED RESERVATIONS	+13%	NA
BAR SPENDING	+27%	+86%
HOTEL OCCUPIED ROOMS	+2%	+4.1%
HOTEL REVENUE	+31%	+32%

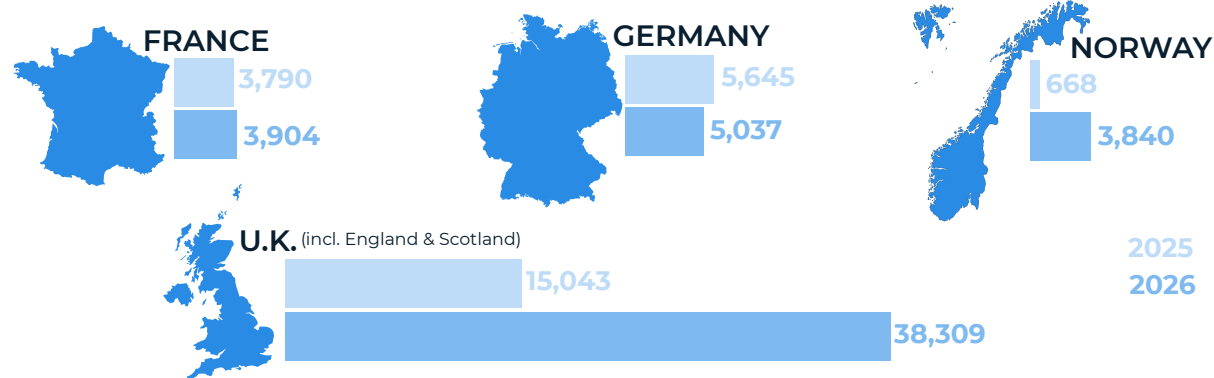
Sources: CityData, Scanned visitor data from World Cup Boston, *Regional Economic Models, Inc. (REMI), MOTT Impact Report (2024), MBTA, International Trade Administration I-94, MasterCard Geographic Insights, Open Table, CoStar. Note: MBTA orange line ridership data includes all unlinked passenger trips occurring in & outside of Boston on the blue line.

VISTOR IMPACTS

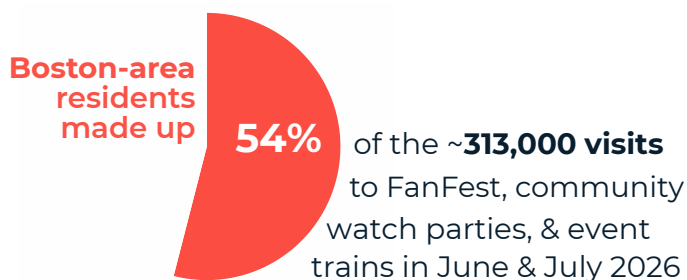
Who came to Boston and how did they get around?
How is this different from last year?

INTERNATIONAL VISITORS

entering the U.S. through Boston in **June 2025** vs **June 2026**



Note: Not all countries are tracked in the I-94 monthly releases. Of the above countries' national teams, only the Scotland & Norway national teams played their first matches at Boston Stadium.

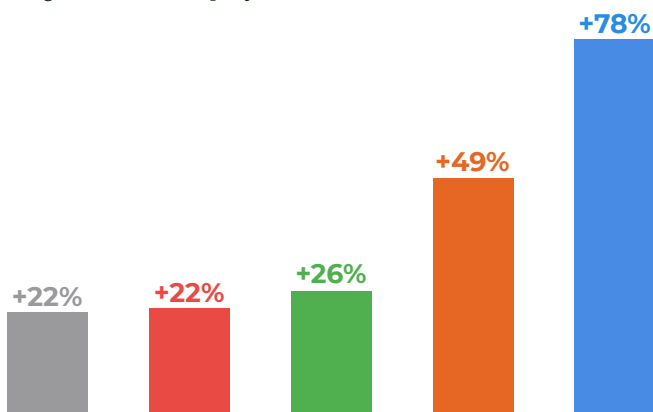


International residents made up:



MBTA RIDERSHIP

Change in Ridership by Line, June 2025 vs June 2026



Note: Ridership only includes gated stations in Boston, with entries measured as a successful smart card or credit card tap or ticket insertion recorded at a fare gate. MBTA operated extended late-night service until 4:00AM on June 13 and until 2:00AM on all other match days. Blue Line data reflect a week of service shutdown in June 2025.



PENDING IMPACTS

How was in-person consumer spending during the June 2026 World Cup season different from June last year?

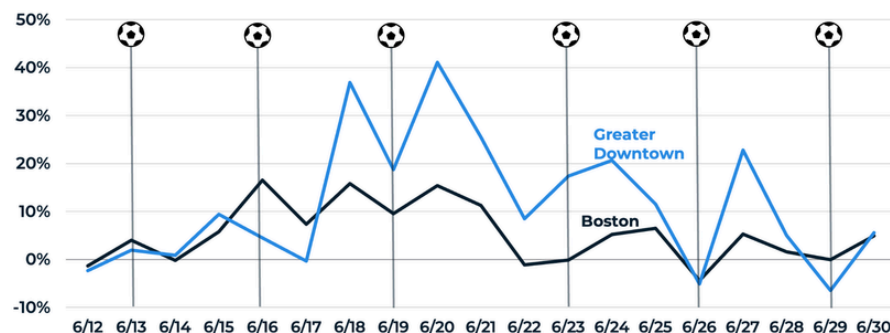
OVERALL SPENDING

June 12-30 2026 vs. last year

+5% BOSTON
CITYWIDE
+11% GREATER
DOWNTOWN

CHANGE IN OVERALL CONSUMER SPENDING IN BOSTON & GREATER DOWNTOWN

Year over year change in daily total retail spending, June 12-30, 2026 (day of week adjusted)



Note: Vertical lines represent days with games held in Foxborough. Consumer spending is inflation-adjusted.
Source: Mastercard Geographic Insights, City of Boston Research Division Analysis

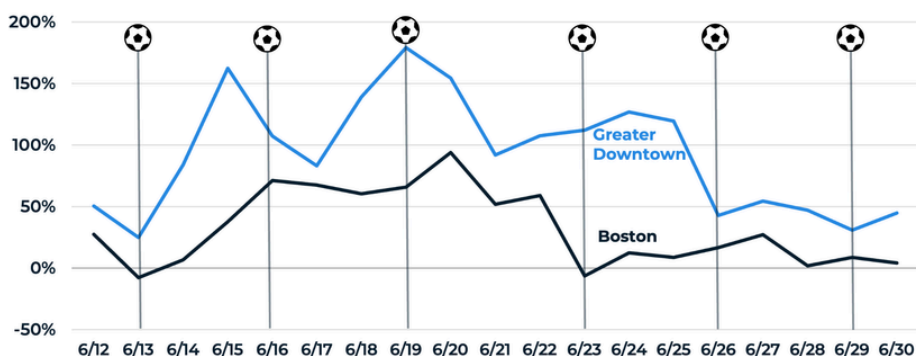
BAR SPENDING

June 12-30 2026 vs. last year

+27% BOSTON
CITYWIDE
+86% GREATER
DOWNTOWN

CHANGE IN BAR SPENDING IN BOSTON & GREATER DOWNTOWN

Year over year change in daily bar/tavern/nightclub spending, June 12-30, 2026 (day of week adjusted)



Note: Vertical lines represent days with games held in Foxborough. Consumer spending is inflation-adjusted.
Source: Mastercard Geographic Insights, City of Boston Research Division Analysis

RESTAURANT SPENDING

Average daily change June 12-30 2026 (day of week adjusted)

CITYWIDE	+3%
FENWAY	+25%
WEST END	+24%
BEACON HILL	+15%
DOWNTOWN	+14%
BACK BAY	+5%
S. BOSTON WATERFRONT	-1.7%





HOSPITALITY IMPACTS

How were Boston's hotels impacted by the World Cup? How was this year different from last year?

HOTEL METRICS

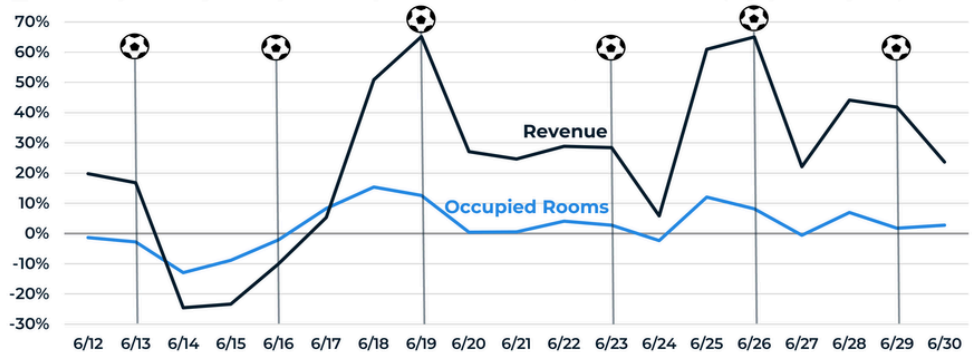
June 12-30 2026 vs. last year

+5% REVENUE
PER ROOM

+11% OCCUPIED
ROOMS

CHANGE IN BOSTON HOTEL OCCUPIED ROOMS AND REVENUE

Year over year change in daily total occupied rooms and revenue, June 12-30 2026 (day of week adjusted)



Note: Vertical lines represent days with games held in Foxborough.

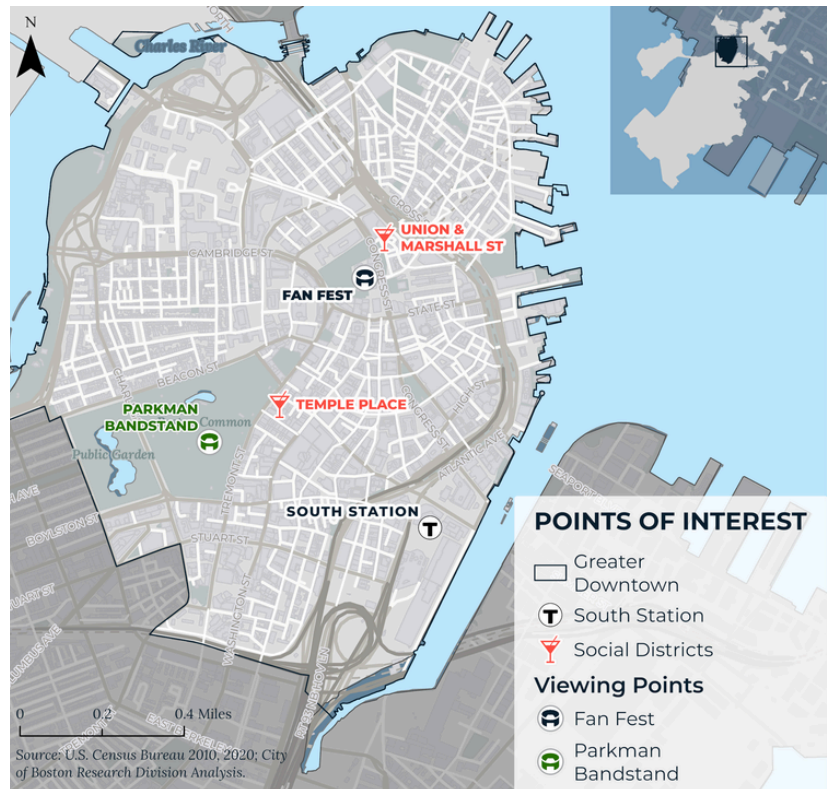
Source: CoStar Real Estate Analytics, accessed July 2026. City of Boston Research Division Analysis.

CONCLUSION

The impacts of the World Cup on Boston

The 2026 World Cup was a multi-day multi-location tournament with wide ranging impacts across the country and in Boston. Specific World Cup-related events in Boston—FanFest, Community Watch Parties and special stadium trains departing from South Station—saw hundreds of thousands of visits, generated millions in consumer spending, supported jobs, and generated tax revenue for Boston.

Boston and the Greater Downtown area saw increased economic activity in late June 2026, likely due to the World Cup. Boston saw more overseas arrivals at Logan airport and higher hotel revenue. Overall consumer spending was up, with bars and taverns seeing the largest increases.



LEARN MORE

Learn more about Boston's economy and neighborhoods with the Research Division's interactive tools:

- www.bostonplans.org/research/economic-indicators-dashboard
- www.bostonplans.org/research/exploring-neighborhood-change

For more resources, including reports, interactive tools, and more, scan the QR Code!