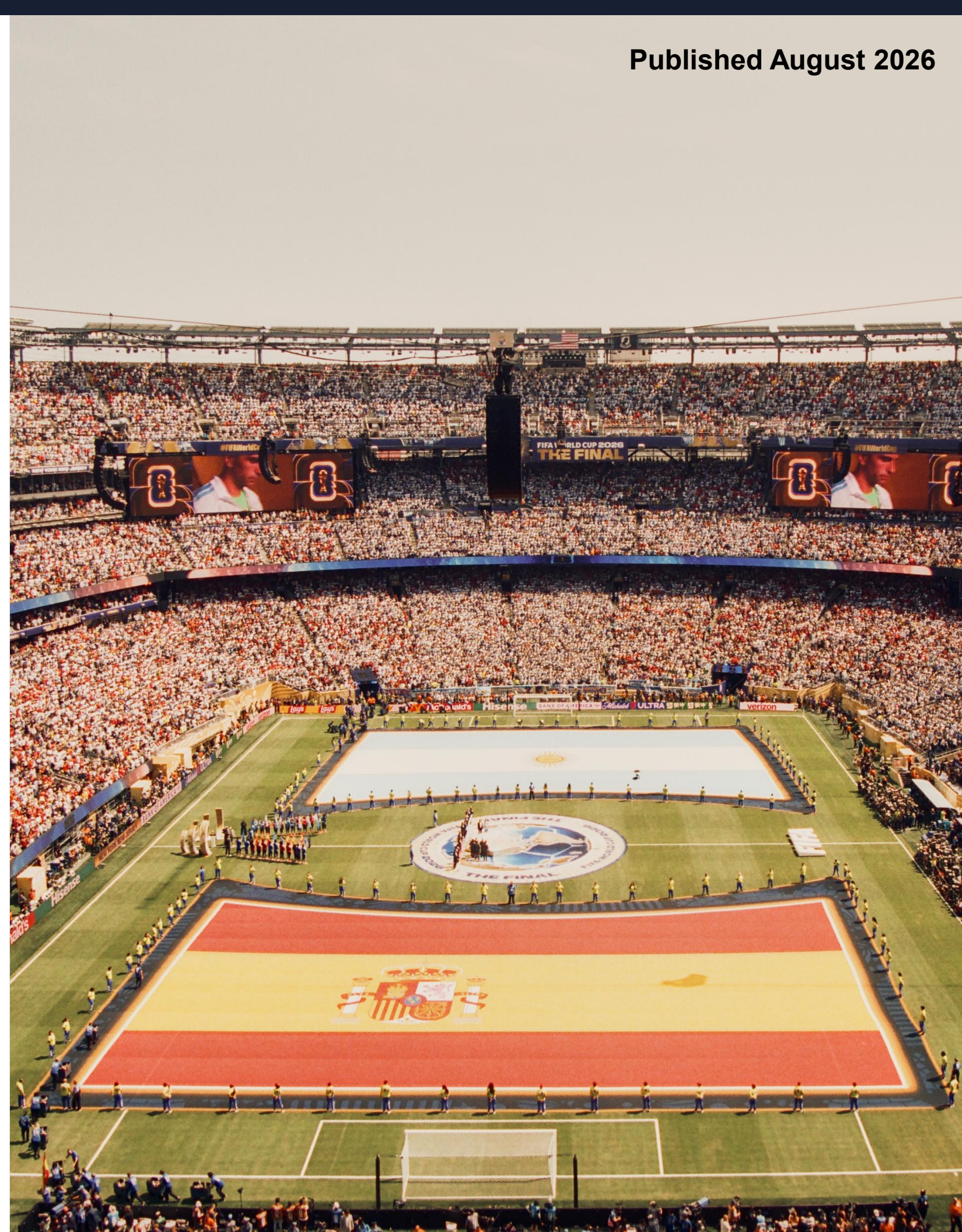


2026

Economic and Fiscal Impact of the 2026 FIFA World Cup on the New York and New Jersey Region

Prepared by:





CONTENTS

- **Introduction**

Project Background

- **Key Findings**

Summary economic and fiscal impacts

- **Direct Impacts**

- **Economic Impacts**



Introduction

The 2026 FIFA World Cup was hosted in the United States, Canada, and Mexico from June through July 2026. The tournament was played across two cities in Canada, three cities in Mexico, and 11 cities in the United States.

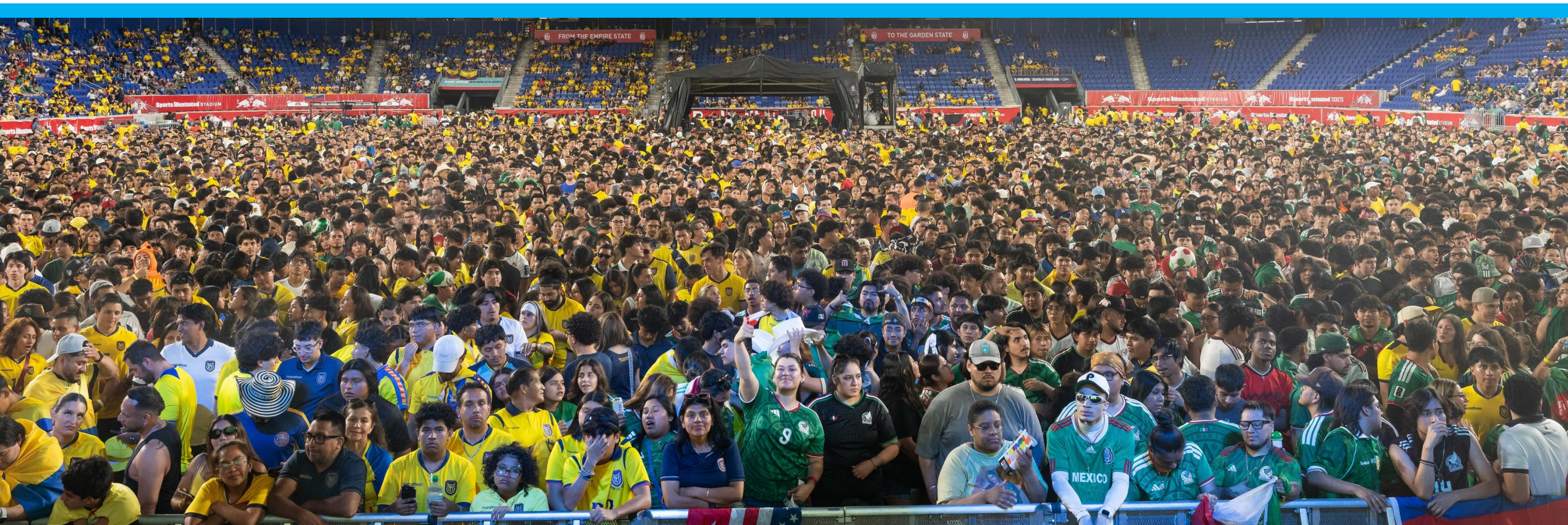
The New York and New Jersey region* hosted eight matches during the 2026 World Cup, including the Argentina vs. Spain final match. New York and New Jersey welcomed a significant number of match attendees, media, participating teams, and other visitors during the 2026 World Cup which drove significant economic activity that supported businesses, households, and government finances throughout the State of New York and State of New Jersey.

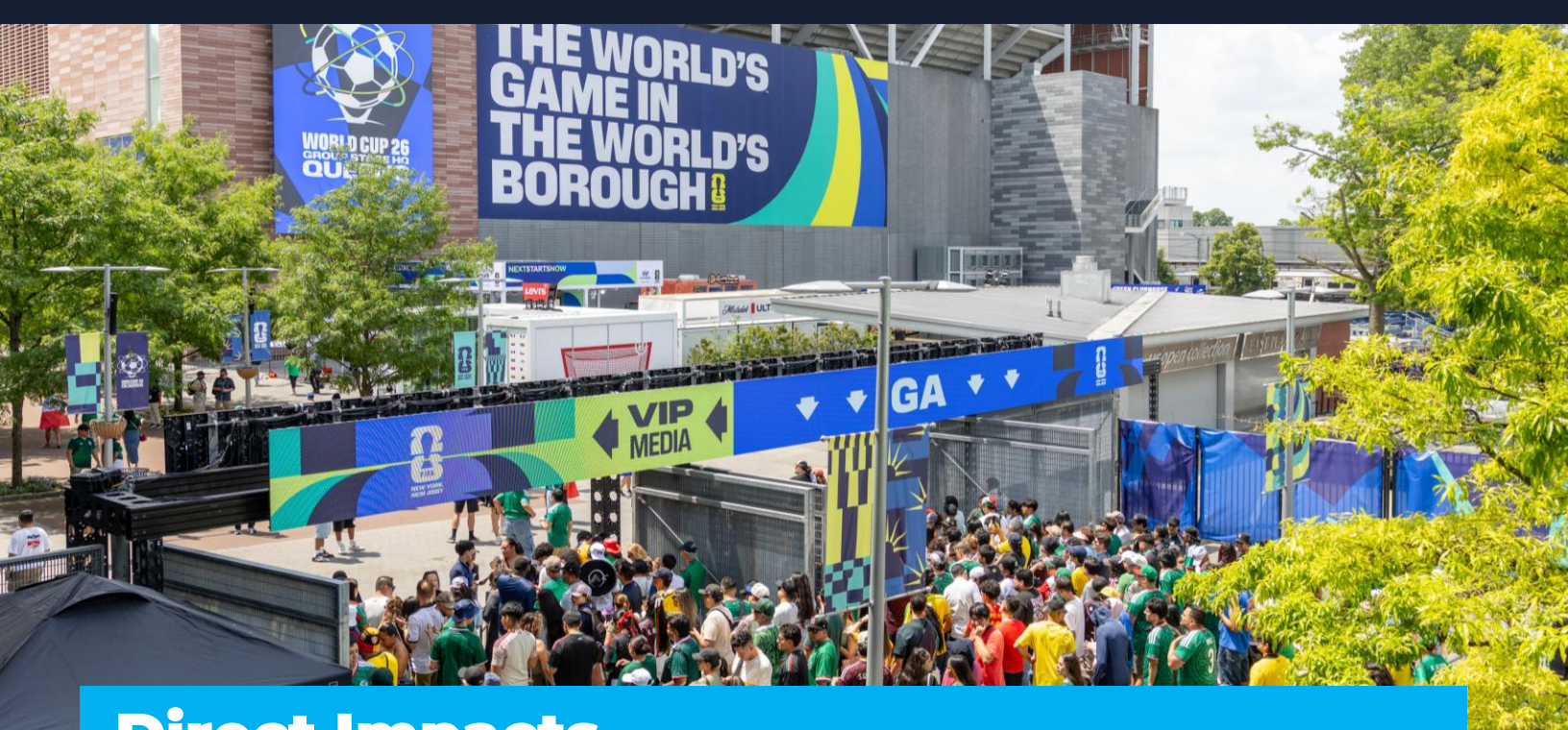
Tourism Economics prepared a comprehensive model using multiple primary and secondary data sources to quantify the impact generated by the 2026 FIFA World Cup on the New York and New Jersey region.

Impact modeling was based on an IMPLAN Input-Output (I-O) model for the State of New York and State of New Jersey economies. The results of the study show the scope of the 2026 FIFA World Cup on the New York and New Jersey region in terms of direct match attendees and non-match visitor spending and operations, as well as total economic impacts, including employment, household income, and fiscal (tax) impacts.

*For purposes of the report, the region of direct impact includes five New York City counties (Bronx, Kings, New York, Queens, Richmond) and 12 New Jersey counties (Bergen, Essex, Hudson, Middlesex, Somerset, Passaic, Union, Mercer, Monmouth, Morris, Warren, Ocean). The remaining counties of New York and New Jersey are included in the indirect and induced impacts.

KEY FINDINGS





Direct Impacts

Summary Direct Spending

The 2026 FIFA World Cup generated economic impacts as the FIFA World Cup 2026 New York New Jersey Host Committee, FIFA, and other stakeholders spent money on match, stadium, and Official Fan Events operations, including spending on payroll, stadium and event operations, policing and security, medical, transport, hospitality, marketing, insurance, and professional services, among others.

In addition, visitors and media who traveled to New York or New Jersey to attend a match at New York New Jersey Stadium, an Official Fan Event in New York or New Jersey, or other affiliated event spent money at establishments during their trip, including at local restaurants, retailers, hotels, and recreation/entertainment venues.

Total direct spending associated with the 2026 FIFA World Cup amounted to \$1.9 billion in the New York and New Jersey region.



Note: totals may not sum due to rounding.

Total Economic Impact

The 2026 FIFA World Cup's direct spending impact of \$1.9 billion generated a total economic impact of \$3.5 billion in the New York and New Jersey economies, which supported 27,424 total jobs and \$414.2 million in state and local tax revenues.

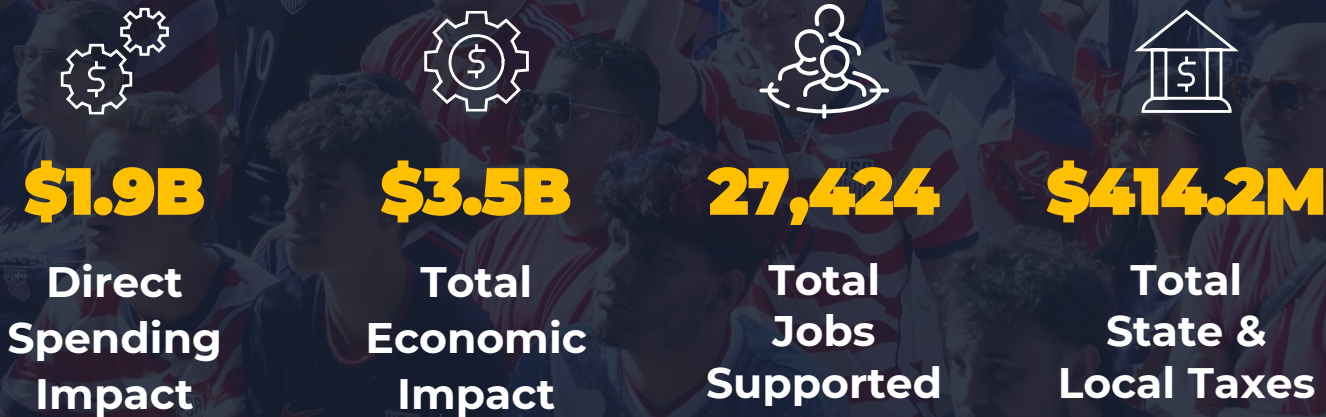


\$3.5 BILLION

Total Economic Impact of the 2026 FIFA World Cup on the New York and New Jersey region

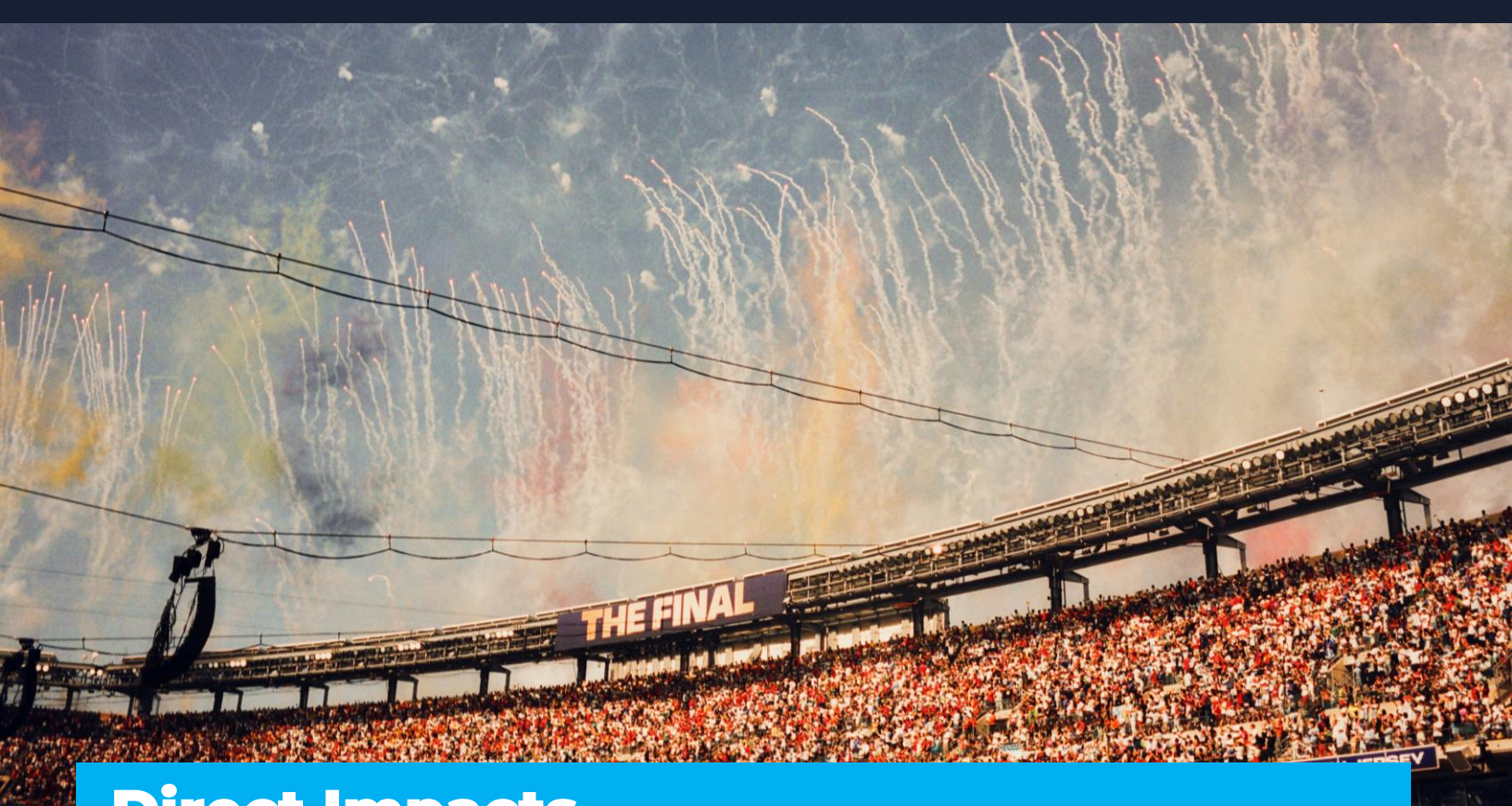


Summary Economic Impacts of the 2026 FIFA World Cup on the New York and New Jersey region



DIRECT IMPACTS





Direct Impacts

The 2026 FIFA World Cup generated \$1.9 billion in direct spending in the New York and New Jersey regional economy.

This section outlines the 2026 FIFA World Cup's direct impacts, which ultimately serve as inputs for the economic impact model. The direct impacts are separated into two spending categories:

- \$286 million in operational spending by FIFA World Cup 2026 New York New Jersey Host Committee, FIFA, and other stakeholders
- \$1.7 billion in off-site spending by match and non-match attendees at businesses and establishments in the New York and New Jersey region

Operational Spending

The FIFA World Cup 2026 New York New Jersey Host Committee, FIFA, the local and federal government, and other stakeholders spent \$286 million on match, stadium, and Official Fan Events operations, including spending on payroll, stadium and event operations, policing and security, medical, transport, hospitality, marketing, insurance, and professional services, among others.

Match and Non-Match Attendee Spending

More than 645,000 fans attended the eight World Cup matches hosted at New York New Jersey Stadium, including the final match – 144,400 (~22%) of the match attendees originated from the regional economy while the remaining 508,000 originated from other domestic or international destinations.

In addition to the match attendees, 626,300 non-local visitors traveled to New York or New Jersey during the World Cup to participate in an affiliated activity including one of the Official Fan Events located throughout the region.

In total, the 1.3 million match and non-match attendees spent \$1.7 billion within the regional economy.

Local Spending at Official Fan Events

The Official Fan Events attracted more than two million attendees, 1.8 million of which originated from the local New York and New Jersey region. Spending by locals at the Official Fan Events are included in the analysis. However, spending outside of the Official Fan Events ('off-site spending') by locals attending an Official Fan Event is excluded from the analysis due to the substitution effect, which assumes the off-site spending by locals would occur even if that resident did not attend an Official Fan Event.

Locals spent \$68.5 million at the Official Fan Events located throughout the regional economy.

Other Spending

Despite attracting new visitors to the local economy, the 2026 FIFA World Cup also caused some leisure and business visitors to cancel or reschedule their trips due to increased crowds in the region during the 2026 FIFA World Cup or due to higher room rates caused by increased room demand during the 2026 FIFA World Cup.

Other Spending (continued)

In total, 382,100 leisure and business visitors canceled their trips to the region due to the 2026 FIFA World Cup. These visitors were expected to spend \$357 million in the regional economy during their trips, spending that was displaced due to the tournament.

Conversely, there were millions of leisure and business visitors that still traveled to New York or New Jersey in the summer of 2026 despite the 2026 FIFA World Cup. These visitors spent an additional \$280.7 million on lodging due to the increased room rates caused by the tournament.

Direct Spending Total

In total, the 2026 FIFA World Cup generated \$1.9 billion in total direct spending throughout the regional economy.

Total Direct Spending (\$ millions)

Total Direct Spending	\$1,938.2
Operational Spending	\$286.0
Match and Non-Match Attendee Spending	\$1,659.9
Local Spending at Official Fan Events	\$68.5
Other Spending	(\$76.3)

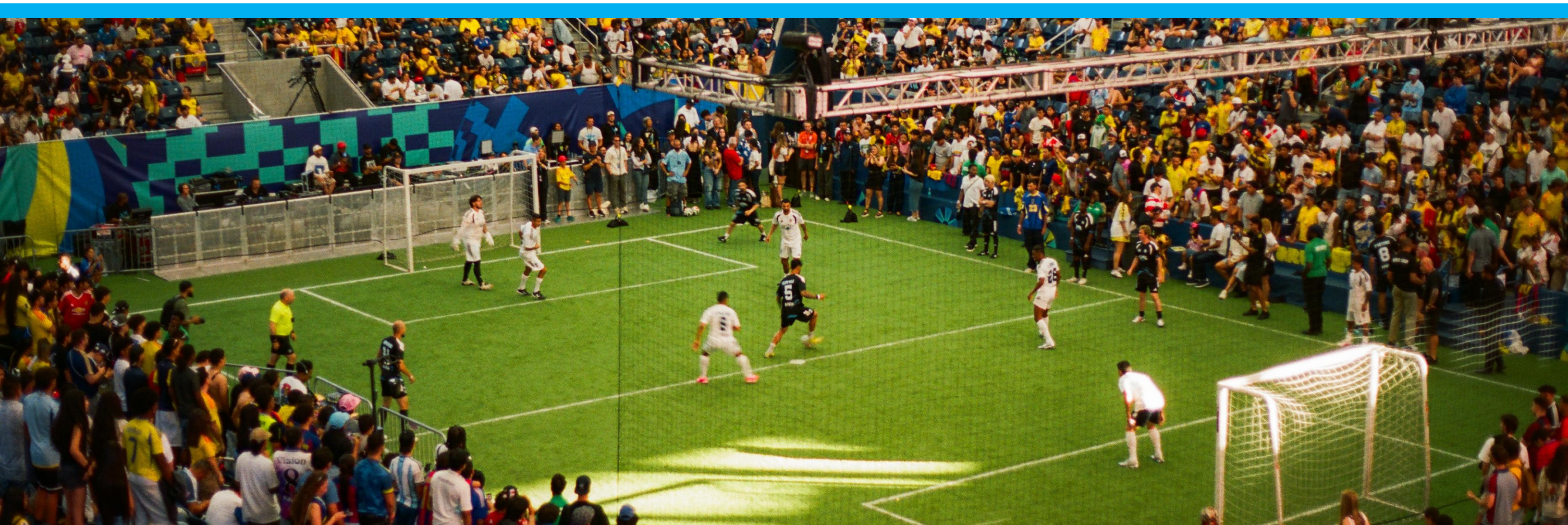
Source: FIFA World Cup 2026 New York New Jersey Host Committee, Tourism Economics

Total Direct Spending by Sector (\$ millions)



Source: Tourism Economics

ECONOMIC IMPACTS





Economic Impacts

Tourism Economics calculated the economic impacts of the 2026 FIFA World Cup's direct spending using regional Input-Output (I-O) model based on a customized IMPLAN (www.implan.com) model for the State of New York and State of New Jersey economies. IMPLAN is recognized as an industry standard in local-level I-O models.

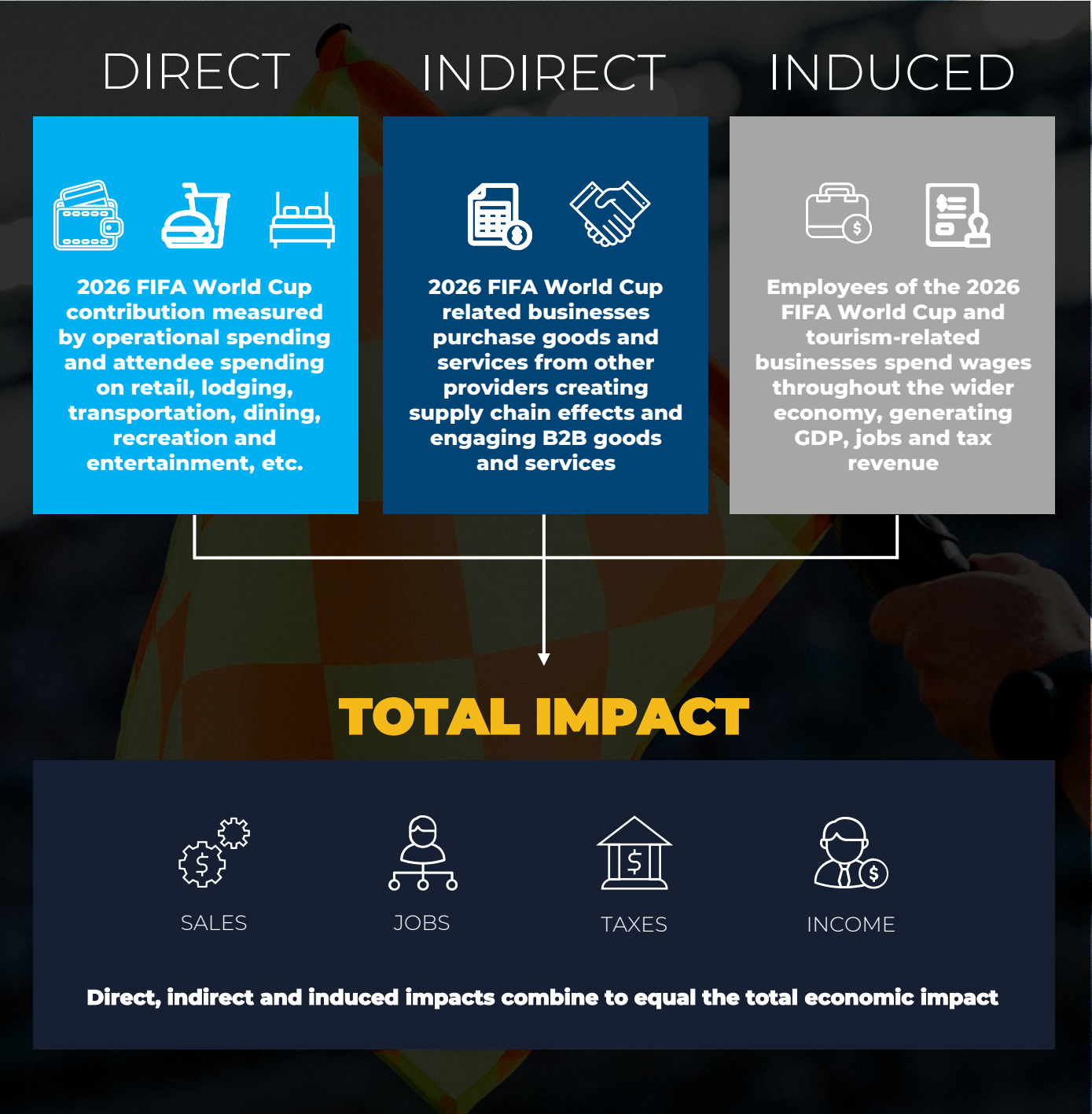
An I-O model represents a profile of an economy by measuring the relationships among industries and consumers to track the flow of industry revenue to wages, profits, capital, taxes and suppliers. The supply chain is traced as dollars flow through the economy, representing indirect impacts. The model also calculates the induced impacts of spending. Induced impacts represent benefits to the economy as incomes earned as a result of direct spending are spent in the local economy, generating additional sales, jobs, taxes, and income.

The modeling process begins with aligning the direct expenditure measurements with the related sectors in the model (e.g. hotels, restaurants, retail, and recreation). The model is then run to trace the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact.

IMPLAN is particularly effective because it calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Business sales (also called gross output)
- Household income (including wages and benefits)
- Employment
- Federal taxes
- State and local taxes

Economic Impact Framework



Economic Impacts – Business Sale

The 2026 FIFA World Cup operational and visitor spending generated a total economic impact of \$3.5 billion in the New York and New Jersey region.

The 2026 FIFA World Cup generated \$1.9 billion in operational and visitor spending in the New York and New Jersey region, \$693 million in indirect expenditures (purchases of inputs from suppliers) and \$916.2 million in induced expenditures (new consumption generated by household income impacts), resulting in a total economic impact of \$3.5 billion.

Summary Economic Impacts



\$1,938.2M + \$693.0M + \$916.2M = \$3,547.3M

Direct
Business
Sales

Indirect
Business
Sales

Induced
Business
Sales

Total
Business
Sales

Economic Impacts
Business Sales by Industry (\$ millions)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$1,938.2	\$693.0	\$916.2	\$3,547.3
By industry				
Lodging	\$652.5	\$0.7	\$3.1	\$656.3
Finance, Insurance and Real Estate	\$150.4	\$189.8	\$283.6	\$623.8
Food & Beverage	\$346.7	\$30.0	\$58.5	\$435.2
Business Services	\$64.4	\$202.2	\$89.0	\$355.5
Retail Trade	\$263.9	\$7.8	\$66.3	\$338.0
Other Transport	\$200.7	\$22.4	\$24.0	\$247.1
Recreation and Entertainment	\$194.7	\$27.1	\$15.2	\$237.0
Education and Health Care	\$2.9	\$2.4	\$156.7	\$162.1
Communications		\$75.4	\$56.2	\$131.7
Construction and Utilities	\$12.7	\$52.6	\$23.9	\$89.2
Wholesale Trade	\$1.4	\$29.5	\$49.8	\$80.7
Personal Services		\$13.6	\$43.4	\$57.1
Government	\$37.1	\$10.2	\$8.9	\$56.2
Manufacturing		\$23.7	\$24.5	\$48.2
Air Transport	\$10.6	\$2.8	\$7.8	\$21.2
Gasoline Stations		\$1.2	\$3.4	\$4.5
Agriculture, Fishing, Mining		\$1.6	\$1.9	\$3.4

Source: Tourism Economics
Note: totals may not sum due to rounding.

Economic Impacts – Employment

The 2026 FIFA World Cup operational and visitor spending supported 27,424 total jobs in the New York and New Jersey region.

The 2026 FIFA World Cup’s operational and visitor spending directly supported 17,961 full-time and part-time jobs. Indirect and induced impacts supported 3,903 indirect jobs and 5,560 induced jobs, resulting in a total employment impact of 27,424 total employees.

The food and beverage industry was the most-impacted industry with 4,543 total jobs, including 3,452 direct jobs, 387 indirect job, and 703 induced jobs.

Economic Impacts

Employment Impacts by Industry (part time & full-time jobs)

	Direct Employment	Indirect Employment	Induced Employment	Total Employment
Total, all industries	17,961	3,903	5,560	27,424
By industry				
Food & Beverage	3,452	387	703	4,543
Other Transport	3,932	263	275	4,470
Lodging	3,971	7	30	4,008
Finance, Insurance and Real Estate	1,859	892	691	3,441
Business Services	1,037	1,439	545	3,021
Recreation and Entertainment	1,538	188	161	1,888
Retail Trade	1,098	67	568	1,733
Education and Health Care	62	23	1,568	1,653
Government	772	80	61	914
Personal Services		156	557	713
Construction and Utilities	219	124	46	390
Wholesale Trade	2	88	138	228
Communications		95	95	191
Manufacturing		66	64	130
Air Transport	18	8	17	43
Gasoline Stations		7	23	30
Agriculture, Fishing, Mining		11	17	29

Source: Tourism Economics

Note: totals may not sum due to rounding.



The 2026 FIFA World Cup supported **27,424 total jobs** in the regional economy.



The 2026 FIFA World Cup generated **\$1.4 billion in total labor income** in the regional economy.

Economic Impacts – Labor Income

The 2026 FIFA World Cup operational and visitor spending generated a total labor income impact of \$1.4 billion in the New York and New Jersey region.

The 2026 FIFA World Cup’s operational and visitor spending directly supported \$791.6 million in direct labor income. Indirect and induced impacts generated \$245.1 million in indirect labor income and \$334.9 million in induced labor income, resulting in \$1.4 billion in total labor income.

Economic Impacts
Labor Income Impacts by Industry (\$ millions)

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$791.6	\$245.1	\$334.9	\$1,371.7
By industry				
Lodging	\$278.2	\$0.3	\$1.7	\$280.2
Business Services	\$40.6	\$106.8	\$47.1	\$194.5
Food & Beverage	\$142.0	\$13.6	\$23.2	\$178.8
Other Transport	\$124.4	\$11.2	\$11.2	\$146.8
Recreation and Entertainment	\$87.3	\$11.3	\$6.9	\$105.5
Finance, Insurance and Real Estate	\$14.3	\$37.4	\$51.9	\$103.6
Education and Health Care	\$1.7	\$1.2	\$96.7	\$99.6
Retail Trade	\$61.1	\$2.7	\$23.9	\$87.7
Government	\$32.8	\$7.5	\$5.7	\$46.1
Communications		\$19.4	\$14.7	\$34.0
Personal Services		\$8.2	\$24.8	\$33.0
Construction and Utilities	\$6.4	\$11.6	\$5.4	\$23.4
Wholesale Trade	\$0.1	\$8.0	\$13.7	\$21.9
Manufacturing		\$4.4	\$4.4	\$8.8
Air Transport	\$2.7	\$0.7	\$2.0	\$5.4
Agriculture, Fishing, Mining		\$0.6	\$0.7	\$1.2
Gasoline Stations		\$0.3	\$0.9	\$1.1

Source: Tourism Economics

Note: totals may not sum due to rounding.

Economic Impacts – Fiscal (Tax) Impacts

The 2026 FIFA World Cup operational and visitor spending generated a total tax impact of \$759.2 million, including \$414.2 million in state and local tax revenues.

The 2026 FIFA World Cup’s operational and visitor spending generated a total fiscal (tax) impact of \$759.2 million.

Total federal tax revenues amounted to \$344.9 million, while total state and local taxes totaled \$414.2 million.

State and local tax revenues included \$173.6 million in sales tax revenue and \$38.9 million in bed tax.

Fiscal Impacts Total Tax Revenues (\$ millions)

	Direct	Indirect / Induced	Total
Total Tax Revenues	\$465.6	\$293.6	\$759.2
Federal	\$195.7	\$149.2	\$344.9
Personal Income	\$98.3	\$70.6	\$168.8
Corporate	\$12.9	\$14.7	\$27.5
Indirect Business	\$4.6	\$2.8	\$7.4
Social Insurance	\$80.0	\$61.2	\$141.2
State and Local	\$269.9	\$144.3	\$414.2
Sales	\$111.0	\$62.6	\$173.6
Bed Tax	\$38.9	\$0.0	\$38.9
Personal Income	\$33.5	\$24.2	\$57.7
Corporate	\$9.0	\$10.3	\$19.4
Social Insurance	\$1.4	\$1.1	\$2.5
Excise and Fees	\$8.4	\$5.1	\$13.5
Property	\$67.7	\$41.0	\$108.7

Source: Tourism Economics

Note: totals may not sum due to rounding.

About the Research Team

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics employs 600 full-time staff, including 300 professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

For more information, questions on the report or other general inquiries, please reach out to the team at admin@tourismeconomics.com.

