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Vancouver FIFA World Cup 26™

Economic Impact Assessment (EIA)

Release date: June 2026

Executive Summary

BC Stats and the Ministry of Tourism, Arts, Culture and Sports (TACS) have produced an updated economic impact assessment for the FIFA World Cup 26™ (FWC26). This details the estimated economic impact of the event, including the increased tourism expected from global exposure to Vancouver during FWC26 (long-tail impacts) through to 2031 for the tourism sector.

This analysis reflects seven matches that Vancouver will be hosting and associated advertising. The economic impact analysis in this report was conducted with the latest data inputs from Destination BC (DBC) and current FIFA data on ticket sales, as well as research on past FIFA World Cup events.

While the event is expected to produce positive economic impacts, these need to be viewed alongside the spending that is expected. The results are estimates, not guarantees, but provide an evidence-based view of potential impacts based on available data. This assessment shows that related tourism activities, and long-tail impacts over the five years following the matches are expected to generate increased revenue for both the province and the B.C. tourism sector. This report includes two scenarios for estimating long-tail impacts. These expected impacts are highlighted below.

Key Takeaways

From pre-event preparation through the event and the long-tail period (2026-2031), the following cumulative impacts are expected:

- Approximately 1 million additional out-of-province overnight visitors compared to the baseline[1].
- Visitor spending in B.C. is expected to increase by over $1 billion, which means more than a $1 billion increase in revenue to the tourism sector.
- Provincial GDP is expected to increase by over $1 billion.
- Labour income is expected to increase by around $900 million.
- Revenue from provincial taxes is expected to increase by approximately $200 million.

[1] Baseline refers to projected levels of visitation and revenue in a scenario without hosting FWC26 and serves as the reference point for estimating incremental increases.

Event Estimated Impacts

For the event period in 2026, including preparation for the event that started prior to 2026, BC Stats used their Input Output (IO) Model to estimate the economic impact of the FWC26 matches from the event itself. The assessment found the following impacts are expected:

- 196,000 additional out-of-province overnight visitors compared to the baseline[2].
- Government, visitor, consumer and business spending in B.C. is expected to increase by approximately $1.26 billion.
- Provincial GDP is expected to increase by approximately $795 million.
- Domestic output is expected to increase by approximately $1.23 billion.
- Labour income is expected to increase by approximately $529 million.
- The event preparation and event itself are expected to generate or sustain approximately 7,000 jobs.
- Revenue from provincial taxes is expected to increase by approximately $83 million.

Two out-of-province post-event visitor scenarios were provided by DBC for modelling the long-tail impacts for 2027-2031, including assumptions to estimate the net increase in visitors and revenue.

LONG-TAIL SCENARIO A – BASELINE GROWTH

Strong growth in visitation to B.C., supported by favourable conditions in key markets and effective delivery of the Tourism Sector Action Plan.

During the long-tail period (2027-2031), the following cumulative impacts are expected:

- 795,000 additional out-of-province overnight visitors compared to the baseline.
- Visitor spending in B.C. is expected to increase by approximately $1.44 billion (adjusted for inflation), which means an increase in revenue to the tourism sector.
- Provincial GDP is expected to increase by approximately $648 million.
- Domestic output in the tourism sector is expected to increase by approximately $1.26 billion.
- Labour income is expected to increase by approximately $377 million.
- The tourism increase is expected to generate or sustain approximately 5,700 jobs.
- Revenue from provincial taxes is expected to increase by approximately $120 million.

[2] Though there are expected to be 326,500 total attendees at FIFA games, the overnight visitors from outside the province are only a portion of the total as further described in the event impacts.

LONG-TAIL SCENARIO B – MODERATE GROWTH

Moderate growth in overnight visitation to B.C., reflecting softer global economic conditions.

During the long-tail period (2027-2031), the following cumulative impacts are expected:

- 732,000 additional out-of-province overnight visitors compared to the baseline.
- Visitor spending in B.C. is expected to increase by approximately $1.32 billion (adjusted for inflation), which means an increase in revenue to the tourism sector.
- Provincial GDP is expected to increase by approximately $594 million.
- Domestic output in the tourism sector is expected to increase by approximately $1.16 billion.
- Labour income is expected to increase by approximately $346 million.
- The tourism increase is expected to generate or sustain approximately 5,200 jobs.
- Revenue from provincial taxes is expected to increase approximately $110 million.

Introduction

This report represents the final pre-event update to the BC Stats Economic Impact Assessment for the **Fédération Internationale de Football Association** (FIFA) World Cup 26™ Tournament. The report lays out the expected event impacts, and the two separate long-tail scenario impacts in detail, including a set of input data and associated assumptions.

The purpose of this report is to estimate the economic impacts of preparing for and hosting FWC26 matches in Vancouver, with a focus on long-term tourism impacts. The five-year post-event period captures cumulative impacts and measures incremental activity above the projected baseline for visitation and revenue. The Government of B.C. initiated this assessment to determine how hosting a global tournament of this scale may translate into lasting increased economic activity in British Columbia. These results are estimates, not guarantees, but they provide an evidence-based assessment of the potential impacts of hosting World Cup matches in Vancouver.

For this report, multiple updates have been made from the previous analysis, the model has been refined to reflect more current economic conditions, the data sources have been updated, and assumptions regarding visitor behaviour and spending have been revised. Key updates include incorporating 2025 assumptions for wages, taxes, and savings rates; updated cost estimates from TACS; post-pandemic tourism spending patterns; and revised projections for post-event visitation from the long-tail scenarios provided by DBC.

In addition, the model draws on current data from FIFA and research from past World Cup events to estimate stadium capacity utilization, attendee composition (including VIPs and general spectators), and visitor origin. Based on this research, assumptions regarding attendee origin have been revised, resulting in a lower share of international visitors and a higher proportion of visitors from the United States and other parts of Canada.

The model year has also been updated to 2022, reflecting the first complete set of post-pandemic Statistics Canada Supply and Use Tables suitable for tourism impact modeling. The provincial tax revenue impacts are now estimated using the 2026 tax structure, which excludes the consumer carbon tax. As most modeled expenditures are consumer-based, this change results in lower projected provincial tax revenues compared to earlier estimates.

The remainder of the report details the components of the analysis providing more context and analysis of the event period impacts, and the two long-tail scenarios.

Event Period Impacts

The event period impacts capture the capital investment, the operational spending during the event, and the tourist spending during the event itself. These are directly linked to investment by the City of Vancouver, B.C. Pavilion Corporation (PavCo), and the Province. The scope of the spending analysed includes infrastructure projects that started as early as 2023.

For the event period in 2026, including preparation for the event that started prior to 2026, BC Stats used their Input Output (IO) Model to estimate the economic impact of the FWC26 matches. Assumptions for the IO model runs were based on data from the TACS, DBC and FIFA.

The model estimates are based on the following event period assumptions:

- Seven matches will be held in Vancouver.
- Attendance at Vancouver matches will be in line with previous World Cups and premier sporting events in B.C.
- A total of 326,500 spectators will attend FWC26 matches in Vancouver. The proportion of spectators by origin is as follows:
    - 20% will be international, from outside of U.S. and Canada.
    - 15% will be from the U.S.
    - 35% will be from the local region or same day visitors.
    - 25% from other parts of Canada.
    - 5% from other regions in B.C.
- Average trip spend in B.C. of FIFA related visitors of $860 for domestic (out-of-province) and $1,750 for international visitors.
- Spending estimates for Vancouver matches:
    - Operational spending will be $374 million.
    - Labour costs (wages and benefits) will be $117 million.
    - Capital spending will be $135 million.
- Visitor spending will be $270 million (out-of-province and international visitors).

The following table shows the estimated impacts of the event period in British Columbia.

Table 1: Event Period Economic Impacts

(millions of dollars)

Type of impact	Direct	Indirect	Induced	Total
Spending*	895.6	-	360.5	1,256.1
Domestic output	716.0	196.0	322.6	1,234.5
Provincial GDP (basic price)	480.2	105.0	209.6	794.8
Labour income	384.1	63.0	82.2	529.3
Provincial tax revenue	47.8	8.2	27.1	83.1
Number of jobs**	5,027	820	1,247	7,094 (jobs)

*Spending includes government, consumer and business spending in the direct, and consumer spending in the induced.
**Jobs include full-time and part-time work.

As a result of hosting the FWC26, we expect the event period consumer and business spending to be more than a billion dollars. This will drive domestic output; it will increase provincial GDP ($795 million) and result in increased jobs (over 7,000) and labour income (almost $530 million).

A key takeaway is that the spending by the Province, PavCo and the City of Vancouver ($625 million) is expected to produce $794.8 million in GDP for the province. That is a return on investment of $1.27 in GDP per dollar spent.

There are inherent limitations to estimates produced through IO modeling as described in the limitations section at the end of this document.

Long-Tail Impacts – Scenario A (Baseline Growth)

For the post-event period from 2027 to 2031, BC Stats used their Input Output (IO) Model to estimate the economic long-tail impact. The assumptions for Scenario A, provided by DBC, are outlined below:

- Considers overnight visitors from domestic (out-of-province) and international markets.
- Only spending that occurs in B.C. is included.
- The FWC26 matches held in Vancouver are assumed to increase post-event B.C. visitation by a further for 1% for domestic (out-of-province) visitors and 1.5% for international visitors for 2027 to 2031.
- Average trip-spend of $860 for domestic (out-of-province) visitors and $1,750 for international visitors.
- Under this scenario, the Tourism Sector Action Plan is expected to support underlying visitation growth from 2% in 2027 to 5% by 2031.

The following table shows the estimated impacts of Scenario A for the post-event period 2027 to 2031 in British Columbia.

TABLE 2: LONG-TAIL ECONOMIC IMPACTS 2027-2031 – SCENARIO A (BASELINE GROWTH)

(millions of dollars)

Type of impact	Direct	Indirect	Induced	Total
Visitor spending	1,214.2	-	228.7	1,442.8
Domestic output	787.0	319.3	159.0	1,265.3
Provincial GDP (basic price)	372.0	168.0	107.6	647.6
Labour income	242.8	97.5	37.0	377.3
Provincial tax revenue	92.4	13.0	14.3	119.7
Number of jobs*	3,895	1,219	575	5,689 (jobs)

*Jobs include full-time and part-time work

Under Scenario A, post-event visitor spending is expected to exceed $1 billion as a result of hosting the FWC26. This spending will drive domestic output, increase provincial GDP (by nearly $650 million) and support over 5,600 jobs and nearly $378 million in labour income.

A key takeaway is the projected increase of 795,000 out-of-province overnight visitors cumulatively in the five years following the event. Over this period, these visitors are expected to generate over $1 billion in cumulative spending, representing over $1 billion in additional revenue for the tourism sector.

There are inherent limitations to estimates produced through IO modeling as described in the limitations section at the end of this document. DBC provided two scenarios to reflect uncertainty in forecasting impacts over several years, particularly given potential economic fluctuations, which illustrates the range between a moderate outcome (Scenario B) and a higher-impact scenario (Scenario A), dependent on increased coordination and funding by government.

Long-Tail Impacts – Scenario B (Moderate Growth)

For the post-event period from 2027 to 2031, BC Stats used their Input Output (IO) Model to estimate the economic long-tail impact. The assumptions for Scenario B (more moderate scenario), provided by DBC, are outlined below:

- Considers overnight visitors from domestic (out-of-province) and international markets.
- Only spending that occurs in B.C. is included.
- Average trip-spend of $860 for domestic (out-of-province) visitors and $1,750 for international visitors.
- Under this scenario, underlying visitation is expected to grow by 1% each year from 2027 to 2031. Over that period, hosting FWC26 is expected to add a further 1% annual increase in visitation for domestic (out-of-province) visitors and 1.5% for international visitors.

The following table shows the estimated impacts of the alternate scenario for the post-event period 2027 to 2031 in British Columbia.

TABLE 3: LONG-TAIL ECONOMIC IMPACTS 2027-2031 – SCENARIO B (MODERATE GROWTH)

(millions of dollars)

Type of impact	Direct	Indirect	Induced	Total
Visitor spending	1,113.2	-	209.6	1,322.8
Domestic output	721.5	292.7	145.7	1,160.0
Provincial GDP (basic price)	341.0	154.0	98.6	593.6
Labour income	222.6	89.4	33.9	345.8
Provincial tax revenue	84.6	11.9	13.1	109.6
Number of jobs*	3,573	1,119	528	5,220 (jobs)

*Jobs include full-time and part-time work

Under Scenario B, post-event visitor spending is expected to exceed $1 billion as a result of hosting the FWC26. This spending will drive domestic output, increase provincial GDP

(by nearly $600 million) and support over 5,200 jobs and more than $340 million in labour income.

A key takeaway is the projected increase of 732,000 out-of-province overnight visitors cumulatively in the five years following the event. Over this period, these visitors are expected to generate more than $1 billion in cumulative spending, representing over $1 billion in additional revenue for the tourism sector.

There are inherent limitations to estimates produced through IO modeling as described in the limitations section at the end of this document. DBC provided two scenarios to reflect uncertainty in forecasting impacts over several years, particularly given potential economic fluctuations, which illustrates the range between a moderate outcome (Scenario B) and a higher impact scenario (Scenario A), dependent on increased coordination and funding by government.

Combined Impacts

The following two tables show the combined estimated impact of the event and the long-tail for the post-event period from 2027 to 2031 in British Columbia. Table 4 shows the impacts under long-tail Scenario A and Table 5 shows the impacts under Scenario B.

TABLE 4: EVENT PERIOD AND LONG-TAIL ECONOMIC IMPACTS – SCENARIO A (BASELINE GROWTH)

(millions of dollars)

Type of impact	Direct	Indirect	Induced	Total
Spending*	2,109.8	-	589.1	2,698.9
Domestic output	1,502.9	515.3	481.6	2,499.8
Provincial GDP (basic price)	852.2	272.9	317.2	1,442.3
Labour income	627.0	160.5	119.1	906.6
Provincial tax revenue	140.2	21.1	41.5	202.8
Number of jobs**	8,922	2,039	1,822	12,782 (jobs)

*Spending includes government, consumer and business spending in the direct, and consumer spending in the induced.
**Jobs include full-time and part-time work

TABLE 5: EVENT PERIOD AND LONG-TAIL ECONOMIC IMPACTS – SCENARIO B (MODERATE GROWTH)

(millions of dollars)

Type of impact	Direct	Indirect	Induced	Total
Spending*	2,008.8	-	570.0	2,578.8
Domestic output	1,437.5	488.7	468.3	2,394.5
Provincial GDP (basic price)	821.2	258.9	308.3	1,388.4
Labour income	606.7	152.4	116.0	875.1
Provincial tax revenue	132.4	20.0	40.3	192.7
Number of jobs**	8,600	1,939	1,775	12,313 (jobs)

*Spending includes government, consumer and business spending in the direct, and consumer spending in the induced.
**Jobs include full-time and part-time work

Hosting FWC26 is expected to significantly increase economic activity in British Columbia between the event and the five-year post event period. The government, consumer and business spending is expected to exceed $2.5 billion, increasing provincial GDP by $1.4 billion and provincial tax revenues by approximately $200 million.

A key takeaway in both scenarios is the expected increase of almost 1 million out-of-province overnight visitors cumulatively during and in the five years following the event. In this period, these visitors are expected to drive over $1 billion in visitor spending cumulatively, representing an over $1 billion increase in revenue to the tourism sector.

Limitations

Economic modelling is an imprecise science, and the precision of the figures in the tables should not be taken as an indication of their accuracy. These results are estimates, not guarantees, but they provide an evidence-based assessment of the potential impacts of hosting World Cup matches in Vancouver.

Input-output analysis is based on various assumptions about the economy and the inter-relationships between industries. These assumptions are listed below:

- Input-output models are linear. They assume that a given change in the demand for a commodity or for the outputs of a given industry will translate into a proportional change in production.
- Input-output models do not consider the amount of time required for changes to happen. Economic adjustments resulting from a change in demand are assumed to happen immediately.
- It is assumed that there are no capacity constraints and that an increase in the demand for labour will result in an increase in employment (rather than simply re-deploying workers).
- The input-output modeling of employment estimates has limitations, especially as it relates to the tourism sector. It does not provide a comprehensive view of the net increase in the labour market. Rather, it produces a gross impact of an individual shock to the economy. Many of the “jobs” identified in this analysis may be filled by added hours of current employees, part time workers, workers in the sector taking a second job or workers leaving a different job. Further, some of this may be moderated by technology replacement of workers. As a result, the event may not result in a large net increase of long-term employment in the province, but rather a short-term increase for the sector.

In addition, specific assumptions that impact this analysis are described below:

The 196,000 out-of-province overnight visitors expected to attend the seven FWC26 matches in Vancouver is a forecast. BC Stats worked closely with DBC and TACS to develop these estimates using FIFA ticket sales data, historical data for premier sport events in B.C. and historical data for FIFA matches in other countries. Similarly, the average trip spending of $860 for domestic (out-of-province) and $1,750 for international visitors is an assumption based on current data from DBC and Statistics Canada.

The analysis does not incorporate potential increases in accommodation prices during the FWC26 period, despite evidence that major events can place upward pressure on hotel rates, particularly on match days. Given uncertainty in how prices may change due to demand, booking patterns, and market conditions, a conservative approach was taken, meaning visitor spending may be understated if accommodation prices are higher during the event period.

This analysis does not explicitly account for potential tourist displacement effects, where some visitors may choose to travel elsewhere or visit at a different time because Vancouver is experiencing peak demand during FIFA.

The analysis focuses on domestic (out-of-province) and international overnight visitors only. Spending by local BC residents is not included, as it does not represent new economic activity to the provincial economy.

The analysis does not include additional visitors associated with the FIFA Fan Festival events. It is likely that additional people will travel to Vancouver to experience FIFA-related activities without attending matches.

This report does not provide a cost-benefit analysis of provincial spending and economic impacts. The spending associated with the tournament is expected to result in economic activity that has a positive GDP and domestic output effect in the province. This report also does not explicitly consider the opportunity cost of public funds. It does not assess how alternative uses of the same expenditures might generate different economic or social outcomes within the province.

DBC provided assumptions to estimate the net increase in visitors and revenue over the five-year post-event period (2027–2031). According to DBC, incremental visitation and visitor spending over this period can be attributed to sustained global media exposure and targeted post-Games marketing efforts, which are expected to convert the millions of international impressions generated by FWC26 into future travel to British Columbia.

The long-tail modelling also incorporates anticipated repeat visitation. DBC estimates that, on average, 80% of first-time visitors to B.C. return for a subsequent visit, suggesting that attendees of FWC26 matches in Vancouver are likely to return and contribute to ongoing tourism impacts beyond the event itself.

The 2026 long-tail analyses use an updated approach that incorporates previously unknown factors such as the number of matches and team draw outcomes. As a result, these findings are not directly comparable to the 2024 report.

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Mail: PO BOX 9410 STN PROV GOVT
VICTORIA BC V8W 9V1