

Vancouver 2026 FIFA World Cup: Economic Impact Assessment



Executive Summary

In 2023 BC Stats and Pacific Analytics (PA) updated their economic impact assessment for the 2026 FIFA World Cup and related long-tail impacts from 2026-2031 for the tourism sector. This summary reflects an update to the assessment conducted with PA and Destination BC (DBC) in 2022. The event itself is not expected to directly generate GDP or significant revenue for the province as the majority of direct revenues will go to FIFA. However, the related tourism activities, and long tail impacts are expected to produce benefit for both the province and the Tourism sector. These expected impacts are highlighted below.

- Over 900,000 additional out of province [REDACTED] visitors are expected between 2026-2031
- Visitor spending in B.C. will increase over \$1 billion cumulatively from 2026-2031, which means an over \$1 billion increase in revenue to the tourism sector.
- Provincial GDP will increase by over \$900 million.
- Domestic output in the Tourism sector will increase by \$1.3 billion.
- Labour income will increase by \$849 million.

Three tables that follow show the estimated impacts of the event period, total tourism spending and long tail impacts¹.

Event Impacts

For the event period in 2026, PA used their Input Output (IO) Model to estimate the economic impact of the matches. Assumptions for the IO model runs were based

¹ No analysis has been conducted on pre-event impacts of hosting the World Cup such as friendly matches or other events.

on data from the Ministry of Tourism, Arts, Culture and Sport, Ministry of Finance and Sport Tourism Canada (STC). At this stage prior to the games there are many limitations to the assumptions, especially when it comes to identifying the origin of international visitors. In addition, there are inherent limitations to estimates produced through IO modeling see limitations section at the end of this document. This in turn influences the estimated spend by international visitors.

Event period assumptions are outlined below:

- Five matches will be held in Vancouver
- All five matches will be sold out
- A total of 269,000 visitors will result from the World Cup
 - Of these visitors 45% will be international, from outside of US and Canada.
 - 43% of visitors will be from the local region or same day visitors.
 - 5% Other regions in BC.
 - 5% from other parts of Canada.
 - 2% of visitors will be from the USA.

- Visitors will stay an average of 2.7 nights.
- Spending during the event is assumed as follows:
 - Operational spending will be \$328.07 million of which \$79.23 million is for labour incomes (wages and benefits).
 - Capital spending will be \$101.08 million.
 - [REDACTED] spending will be \$16.16 million.
 - Visitor spending will be \$139 million².

Post Event Impacts

For the post-event period from 2026-2031, Destination BC determined 2026 baselines of [REDACTED] tourism spending using STC's assumption of [REDACTED] visitors in 2026, and applying conservative annual growth rates (i.e., visitation and inflation) over the five-year period. Through this analysis, Destination B.C. found an incremental direct benefit of **over 900,000**

² Note this is lower than the STC assumption based on internal spending profile data of visitors, and more conservative estimates of local visitors spending.

incremental out of province [REDACTED] visitors and over \$1 billion in incremental visitor spending from 2026-2031.

The incremental visitation and visitor spending from 2026-2031 can be attributed to:

- Global media coverage and post-games marketing that will convert the many millions of impressions generated by hosting FIFA 2026 into visitation.
 - The host Destination Management Organizations have developed significant global expertise hosting journalists, broadcasters, and influencers as a result of the 2010 Winter Olympics Games and other international events in B.C., thereby having greater influence over the content shared through these channels, and
- Repeat travel from those who attended the World Cup events in Vancouver (on average, 80% of first-time visits to B.C. result in a subsequent visit).

To measure the indirect and induced impacts of tourism from 2026-2031, PA used their Input Output (IO) Model using data and assumptions from similar projects.

Potential “Long Tail” Tourism Benefit to British Columbia

Hosting five games of the FIFA 2026 World Cup should generate at least \$50 million of global media value for Vancouver and British Columbia. British Columbia will also benefit from coverage of Canada during FIFA 2026. During the 2010 Games British Columbia’s 2010 Tourism Consortium worked closely with official international 2010 Games broadcasters (NBC, etc.) to ensure that media coverage of the Games highlighted Vancouver, Whistler, and British Columbia as tourism destinations. A similar effort would be required to optimize the tourism value of hosting FIFA 2026.

If British Columbia is able to influence media coverage of Vancouver during FIFA 2026 effectively, then Destination BC estimates, conservatively, that over the five-year period following FIFA 2026 (July 2026 – 2031):

- [REDACTED] visitor volume to BC from international markets will be 1% higher per year than otherwise.
- [REDACTED] visitor volume from other provinces of Canada will be 0.5% higher per year than otherwise.
- This will result in approximately 930,000 more visitors to BC and additional visitor expenditures of about \$1.2 B during 2026-2031 than otherwise.

Table 1: Event Period Economic Impact Assessment

ALL DOLLARS IN MILLIONS	GREATER VANCOUVER				REST OF BRITISH COLUMBIA				TOTAL IMPACTS, BC
	DIRECT	INDIRECT	INDUCED	REGIONAL TOTAL	DIRECT***	INDIRECT	INDUCED	REST OF BC TOTAL	
Consumer Spending*	\$283.8	\$362.8	\$177.4	\$824.0	\$2.3	\$96.6	\$36.3	\$135.2	\$959.2
Domestic Output**	\$233.8	\$320.7	\$131.0	\$685.4	\$2.3	\$85.1	\$26.8	\$114.1	\$799.5
GDP at Basic Prices	-\$117.1	\$165.9	\$86.6	\$135.3	\$1.3	\$47.4	\$17.2	\$65.9	\$201.3
Material Inputs	\$350.9	\$154.8	\$44.4	\$550.1	\$1.0	\$37.7	\$9.6	\$48.2	\$598.3
Labour Income	\$157.7	\$120.4	\$44.3	\$322.4	\$1.2	\$35.7	\$13.1	\$50.0	\$372.4
<i>Wages and Salaries</i>	\$126.5	\$84.8	\$28.0	\$239.3	\$0.7	\$25.8	\$6.3	\$32.9	\$272.1
<i>Mixed Income</i>	\$13.2	\$21.0	\$13.0	\$47.2	\$0.4	\$6.5	\$6.0	\$12.9	\$60.1
<i>Employers' Social Contribution.</i>	\$18.0	\$14.6	\$3.4	\$36.0	\$0.1	\$3.4	\$0.8	\$4.2	\$40.2
Employment (jobs)	2680.42	1590.31	654.90	4925.63	16.24	469.59	143.15	628.97	5554.61
Employment (FTEs)	1970.16	1298.14	502.28	3770.59	14.50	379.04	109.91	503.45	4274.04
Total Taxes	\$51.8	\$36.9	\$26.9	\$115.5	\$0.3	\$10.5	\$4.7	\$15.5	\$131.0
Total Fed. Taxes	\$28.8	\$16.7	\$12.6	\$58.2	\$0.2	\$5.7	\$2.0	\$7.9	\$66.1
<i>Total Indirect Taxes</i>	\$11.4	\$1.0	\$4.6	\$17.0	\$0.0	\$0.4	\$1.0	\$1.4	\$18.3
<i>Personal Income Taxes</i>	\$16.1	\$13.2	\$3.8	\$33.1	\$0.2	\$4.1	\$0.7	\$4.9	\$38.0
<i>Corp. Income Taxes</i>	\$1.4	\$2.6	\$4.1	\$8.1	\$0.0	\$1.2	\$0.4	\$1.6	\$9.8
Total Prov. Taxes	\$19.4	\$18.8	\$10.5	\$48.6	\$0.1	\$4.3	\$1.9	\$6.3	\$55.0
<i>Total Indirect Taxes</i>	\$12.1	\$4.4	\$6.6	\$23.1	\$0.0	\$1.2	\$1.3	\$2.6	\$25.7
Royalties/Prov. Resource Taxes	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<i>Personal Income Taxes</i>	\$6.3	\$5.1	\$1.5	\$12.9	\$0.1	\$1.5	\$0.3	\$1.9	\$14.8
<i>Corp. Income Taxes</i>	\$1.0	\$9.3	\$2.4	\$12.7	\$0.0	\$1.5	\$0.3	\$1.8	\$14.5
Total Muni/RD Taxes	\$3.6	\$1.4	\$3.8	\$8.7	\$0.0	\$0.4	\$0.8	\$1.2	\$10.0

Table 2: Total Tourism Spending Impact for Event Plus Long Tail Impacts

ALL DOLLARS IN MILLIONS	REGION: GREATER VANCOUVER				REST OF BRITISH COLUMBIA				TOTAL IMPACTS, BC
	DIRECT	INDIRECT	INDUCED	REGIONAL TOTAL	DIRECT***	INDIRECT	INDUCED	REST OF BC TOTAL	
Consumer Spending*	\$1,146.2	\$373.1	\$262.5	\$1,781.9	\$2.6	\$78.5	\$49.0	\$130.1	\$1,912.0
Domestic Output**	\$932.6	\$300.3	\$189.0	\$1,421.9	\$2.0	\$63.4	\$35.3	\$100.8	\$1,522.7
GDP at Basic Prices	\$452.7	\$162.0	\$125.3	\$740.0	\$1.2	\$32.9	\$22.8	\$56.9	\$796.8
Material Inputs	\$479.8	\$138.4	\$63.7	\$682.0	\$0.9	\$30.5	\$12.5	\$43.9	\$725.9
Labour Income	\$324.6	\$113.4	\$63.5	\$501.5	\$0.9	\$21.9	\$17.3	\$40.1	\$541.5
<i>Wages and Salaries</i>	\$263.8	\$84.1	\$40.6	\$388.6	\$0.6	\$16.3	\$8.4	\$25.4	\$413.9
<i>Mixed Income</i>	\$28.7	\$18.2	\$17.8	\$64.7	\$0.2	\$3.6	\$7.8	\$11.6	\$76.3
<i>Employers' Social Contribution.</i>	\$32.1	\$11.0	\$5.1	\$48.2	\$0.1	\$2.0	\$1.1	\$3.1	\$51.3
Employment (jobs)	6145.3	1643.7	1052.2	8841.2	14.1	346.7	210.6	571.4	9412.6
Employment (FTEs)	4495.3	1298.3	798.1	6591.8	11.5	273.6	160.6	445.8	7037.6
Total Taxes	\$181.9	\$33.2	\$36.1	\$251.1	\$0.3	\$7.0	\$6.0	\$13.3	\$264.4
<i>Total Fed. Taxes</i>	\$93.6	\$16.2	\$15.9	\$125.8	\$0.1	\$3.3	\$2.5	\$6.0	\$131.8
<i>Total Indirect Taxes</i>	\$52.7	\$1.3	\$5.2	\$59.2	\$0.0	\$0.3	\$1.0	\$1.3	\$60.4
<i>Personal Income Taxes</i>	\$34.0	\$11.8	\$5.9	\$51.7	\$0.1	\$2.3	\$1.0	\$3.5	\$55.2
<i>Corp. Income Taxes</i>	\$7.0	\$3.1	\$4.9	\$14.9	\$0.0	\$0.7	\$0.5	\$1.2	\$16.2
Total Prov. Taxes	\$75.3	\$13.2	\$14.7	\$103.2	\$0.1	\$2.9	\$2.4	\$5.4	\$108.7
<i>Total Indirect Taxes</i>	\$57.3	\$6.4	\$8.9	\$72.5	\$0.0	\$1.5	\$1.7	\$3.2	\$75.7
Royalties/Prov. Resource Taxes	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<i>Personal Income Taxes</i>	\$13.3	\$4.6	\$2.2	\$20.1	\$0.0	\$0.9	\$0.4	\$1.3	\$21.5
<i>Corp. Income Taxes</i>	\$4.8	\$2.3	\$3.6	\$10.6	\$0.0	\$0.5	\$0.4	\$0.9	\$11.5
Total Muni/RD Taxes	\$12.9	\$3.8	\$5.4	\$22.1	\$0.0	\$0.8	\$1.0	\$1.9	\$24.0

Note: this is unchanged from the 2022 analysis

Table 3: Event Impacts Compared to Long Tail impacts

ALL DOLLARS IN MILLIONS	EVENT IMPACTS				LONG TAIL IMPACTS			
	DIRECT	INDIRECT	INDUCED	TOTAL IMPACTS, BC	DIRECT	INDIRECT	INDUCED	TOTAL IMPACTS, BC
Consumer Spending*	\$286.2	\$459.3	\$213.7	\$959.2	\$1,009.1	\$396.5	\$274.5	\$1,680.0
Domestic Output**	\$236.0	\$405.7	\$157.8	\$799.5	\$820.4	\$319.4	\$197.6	\$1,337.4
GDP at Basic Prices	-\$115.8	\$213.3	\$103.8	\$201.3	\$399.4	\$171.2	\$130.4	\$701.0
Material Inputs	\$351.8	\$192.4	\$54.0	\$598.3	\$421.0	\$148.2	\$67.2	\$636.5
Labour Income	\$158.8	\$156.1	\$57.4	\$372.4	\$287.0	\$118.8	\$71.1	\$476.9
<i>Wages and Salaries</i>	\$127.3	\$110.6	\$34.3	\$272.1	\$233.1	\$88.2	\$43.2	\$364.5
<i>Mixed Income</i>	\$13.6	\$27.5	\$19.0	\$60.1	\$25.6	\$19.2	\$22.5	\$67.3
<i>Employers' Social Contribution.</i>	\$18.0	\$18.0	\$4.2	\$40.2	\$28.2	\$11.5	\$5.4	\$45.1
Employment (jobs)	2696.7	2059.9	798.1	5554.6	5,439.7	1,749.5	1,110.9	8,300.0
Employment (FTEs)	1984.7	1677.2	612.2	4274.0	3,982.5	1,381.7	843.4	6,207.6
Total Taxes	\$52.2	\$47.3	\$31.6	\$131.0	\$160.3	\$35.4	\$37.0	\$232.7
<i>Total Fed. Taxes</i>	\$29.0	\$22.4	\$14.6	\$66.1	\$82.4	\$17.2	\$16.2	\$115.9
<i>Total Indirect Taxes</i>	\$11.4	\$1.4	\$5.6	\$18.3	\$46.2	\$1.4	\$5.4	\$53.1
<i>Personal Income Taxes</i>	\$16.2	\$17.2	\$4.5	\$38.0	\$30.1	\$12.5	\$6.1	\$48.6
<i>Corp. Income Taxes</i>	\$1.4	\$3.8	\$4.6	\$9.8	\$6.2	\$3.3	\$4.7	\$14.2
Total Prov. Taxes	\$19.5	\$23.1	\$12.4	\$55.0	\$66.4	\$14.1	\$15.1	\$95.6
<i>Total Indirect Taxes</i>	\$12.1	\$5.6	\$7.9	\$25.7	\$50.4	\$6.9	\$9.3	\$66.6
Royalties/Prov. Resource Taxes	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
<i>Personal Income Taxes</i>	\$6.4	\$6.6	\$1.8	\$14.8	\$11.8	\$4.8	\$2.3	\$18.9
<i>Corp. Income Taxes</i>	\$1.0	\$10.8	\$2.7	\$14.5	\$4.2	\$2.4	\$3.5	\$10.1
Total Muni/RD Taxes	\$3.6	\$1.8	\$4.5	\$10.0	\$11.4	\$4.1	\$5.7	\$21.1

*Consumer Spending includes Forward Consumer Taxes (e.g., accommodation taxes on hotel visits are included in spending).

**Domestic Output is equal to Spending minus Imports minus Consumer Taxes.

***Rest of British Columbia Direct: The producer cost of goods (i.e., the cost excluding wholesale, retail and transportation margins, taxes, etc.) is measured at the factory gate.

****Municipal Sales Taxes include Accommodation MRDT taxes, municipal parking taxes and MST on Electricity.

Economic Impact Assessment Limitations

Pacific Analytics conducted an Economic Impact Assessment which confirms the magnitude of the findings of the STC report. There are a few small differences between the STC report and the PA report, but these are attributable to slightly different input data and assumptions. STC assumptions were based on direct conversation with FIFA and Soccer Canada. Without access to this source data, the PA assessment was grounded on the best available information based on detailed tourist spending characteristics by market (prepared by PA for DBC earlier) as well as data from previous similar projects and data.

Implicit in the STC analysis is that each visitor will have an estimated average stay of 2.7 days in B.C. with no overlap in other travel within the province. Since it is likely that some visitors will choose to visit other regions, either during pre or post game periods or between games, the STC analysis is a lower bound estimate for visitor stay duration. Accordingly, BC Stats and Pacific Analytics believe the overall impacts, given all other assumptions are met, will end up being higher and result in greater benefit to the province as a result.

It is important to note that we could not validate either way the major assumption that a total of 269,000 visitors (45% of whom would be from outside of Canada/US) would attend the games. Without knowing exactly what teams will be playing in Vancouver (say, Senegal vs Ecuador compared to, say, Germany vs Netherlands), it is hard to estimate visitor markets. We do understand, though, that STC worked closely with FIFA using data from previous World Cup competitions in order to derive the 269,000 estimate. Based on this number of visitors, we have used the conservative number of 153,000 [REDACTED] visitors.

The Input-Output modeling of employment estimates has limitations. It does not provide a comprehensive view of 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.

The Province and the city of Vancouver have adjusted the MRDT rate for Vancouver 5.5% from 3% in 2026. As a result, the impacts of visitor spending conducted in 2022 which included a 3% MRDT rate will underestimate tax revenues to the province. This policy change can be incorporated in future iterations of the modeling for this project.

BC Stats

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