



FIFA World Cup 2026: OVERVIEW

COUNTDOWN – 23 days



FIFA WORLD CUP LOCAL MATCHES

TM



GROUP STAGE

BELGIUM  V  EGYPT

JUNE 15 • 12:00 PM PT

USA  V  AUSTRALIA

JUNE 19 • 12:00 PM PT

Bosnia and Herzegovina  V  QATAR

JUNE 24 • 12:00 PM PT

EGYPT  V  IR IRAN

JUNE 26 • 8:00 PM PT

ROUND OF 32

1G  V  3AEHIJ

JULY 1 • 1:00 PM PT

ROUND OF 16

W81  V  W82

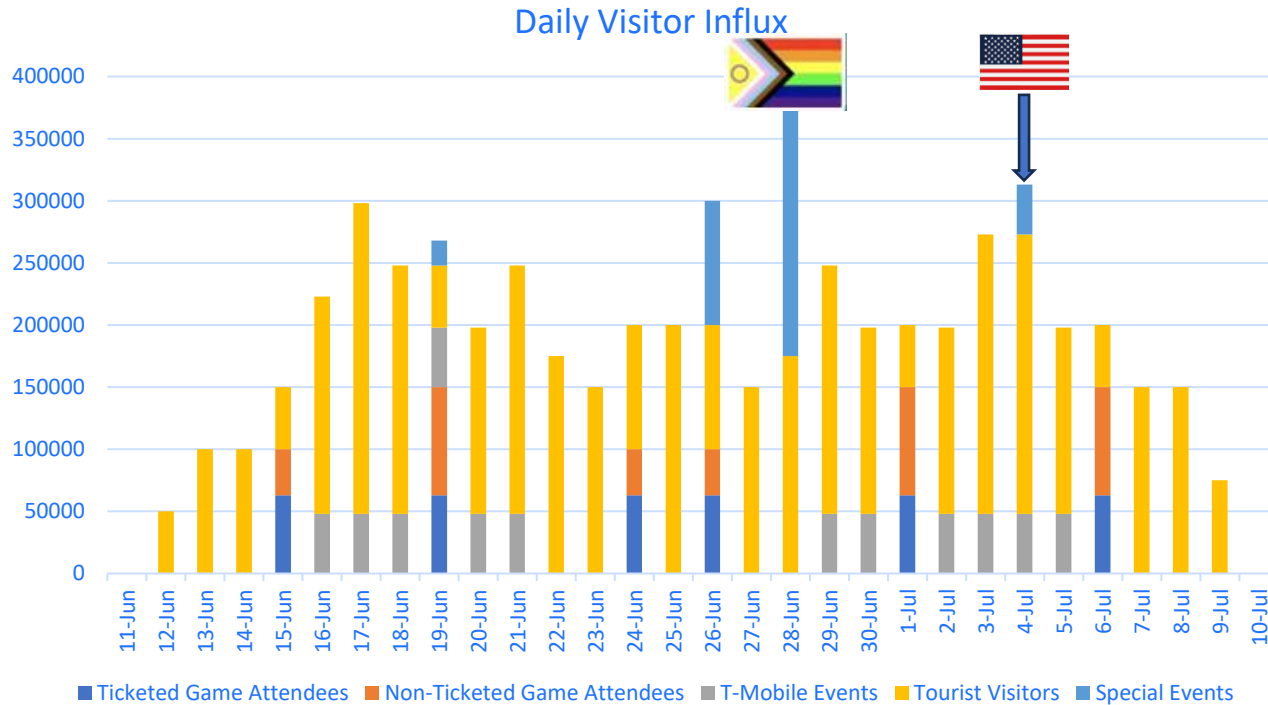
JULY 6 • 5:00 PM PT

Full
match
schedule



City of Seattle

FIFA World Cup 2026: Match Day Overview & Crowd Projections



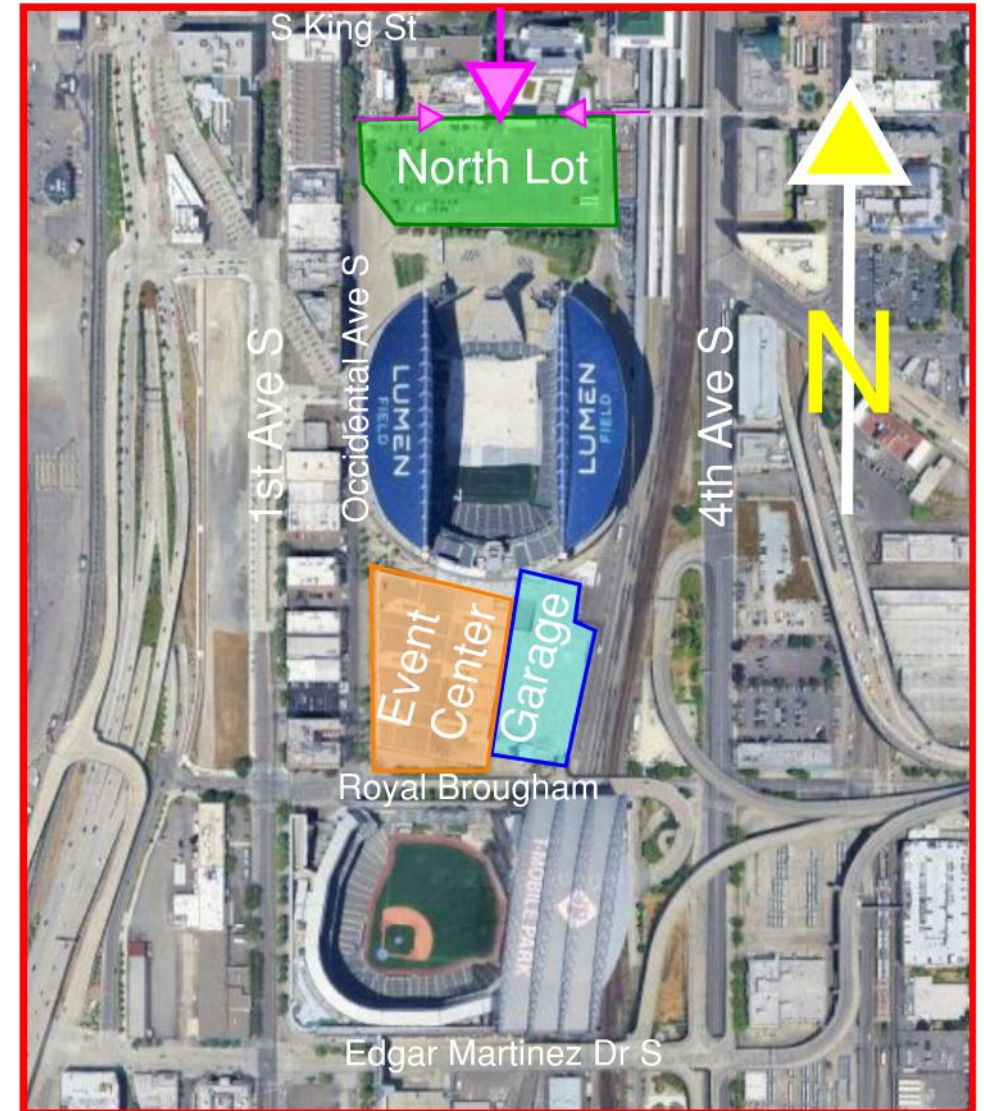
- Seattle expects to host ~750K visitors during FIFA World Cup 2026
- Based on historical FIFA data, we developed daily attendance projections
- Match day crowd estimates: 100K+ people in and around Lumen Field

Match day volumes will significantly exceed typical Lumen Field events, requiring enhanced coordination across safety, mobility, and operations.

Key Planning Assumptions Driving Match Day Operations

- **What's Different from Typical Stadium Events**

- All weekday matches (4 midday)
- Earlier gate opening (**3 hours prior**)
- 80% Non-SOV Travel, 20% private auto
- Fewer public parking options
- Single stadium entry point (**North gates only**)
- No queuing space (North Lot used for fan activation)
- Heavy activation in Pioneer Square
- 2 Marches to the Match
- Expanded street closures



Anticipated Match Day Impacts

- **Zone 1: Stadium Vicinity**
 - Full street closures + restricted access
 - High pedestrian volumes (stadium + transit)
 - Limited space for additional large-scale programming
- **Zone 2: Downtown & SODO**
 - Increased congestion + transit demand
 - Fan activations (watch parties, vending, rallies)
- **Zone 3: Citywide**
 - Regional travel (Vancouver–Seattle)
 - **NOTE: BLUE JAYS GAME at T-Mobile Park – JULY 3-5**
 - Visitors distributed across Puget Sound
 - System-wide transit demand



Mobility Strategy – Citywide

- **Focus: Systemwide coordination**
- Maintain key arterials to support transit and freight (construction pause)
- Coordinated operations for quick response (TOC, SRT, crews)

Coordinated, citywide operations to support regional travel demand



Anticipated Impacts – Stadium Area

- **Street closures**

- Match days ONLY - for activations and pedestrian access
- 4-5 hours pre-match
- 2-3 hours post-match, except June 19
 - **June 19: Dual event FIFA match + Mariners vs Red Sox game**

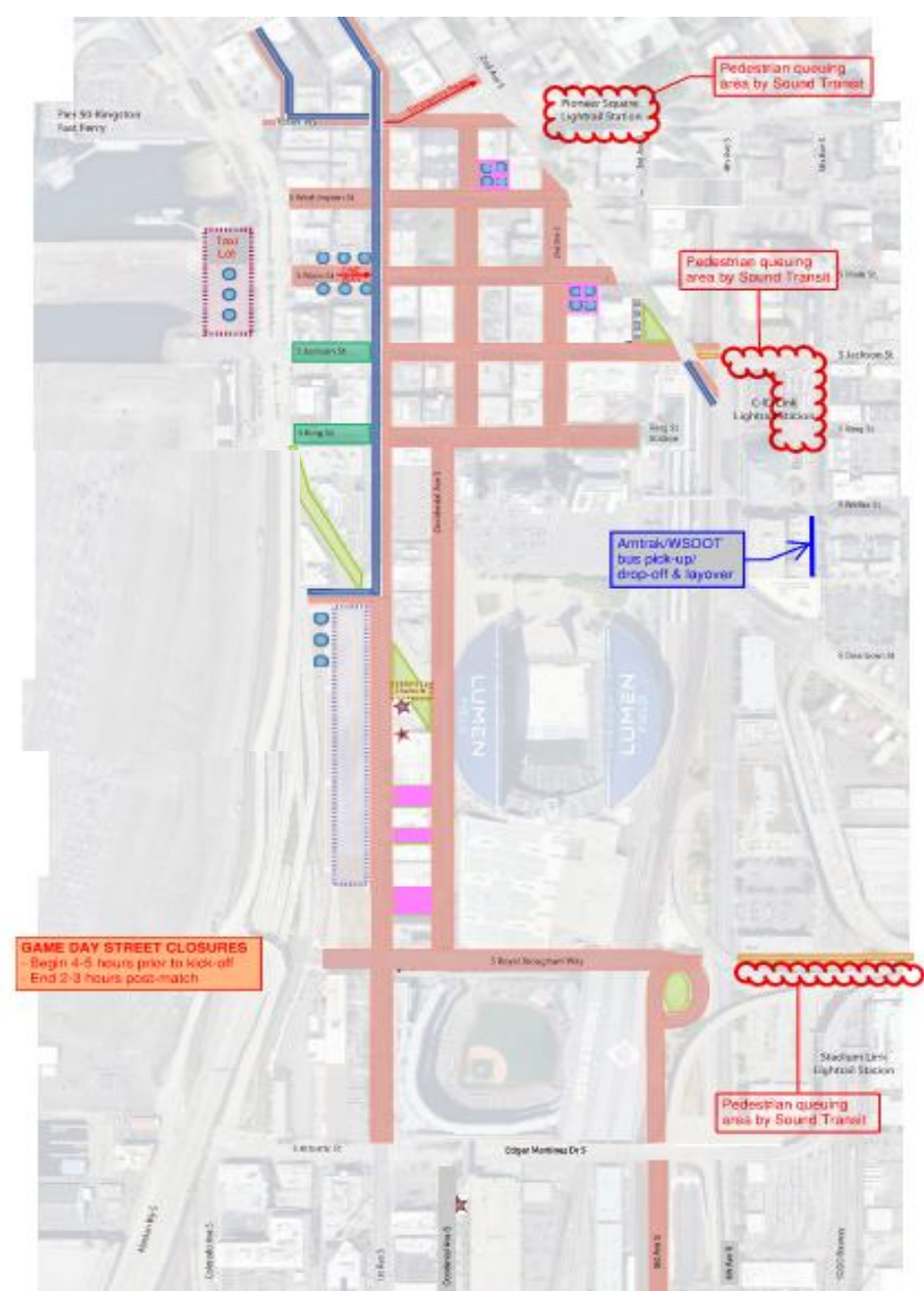
- **Expect large numbers of pedestrians**

- Around the stadium, transit stops, Waterfront, etc.
- Ticketed fans, non-ticketed fans and visitors
- Marches to the match

- **Traffic diversions to avoid congestion**

- Localized detours around stadium street closures
- Alternate routes to bypass the SODO/downtown area

Stadium area operates as a pedestrian-first environment during match windows



Key Messages Across All City Departments

Seattle Is Excited to Welcome the World

We're excited to welcome the World Cup and its fans to our world-class city. From our beautiful parks and iconic waterfront to our incredible local businesses, Seattle has so much to offer.

Expect Changes on Match Days

"We're providing more access than ever to pedestrians so if you live, work, or operate a business near Lumen/Seattle Stadium, expect changes to traffic and roadways on match days."

We Know This Is Challenging

"We understand these impacts are challenging, especially for residents and businesses in the area, and we're working to provide clear guidance and minimize disruption wherever possible. We also believe this increased foot traffic will provide new opportunities for local businesses."

Safety Comes First

"We're making big changes to ensure safe pedestrian access and allow emergency vehicles to move quickly if needed."

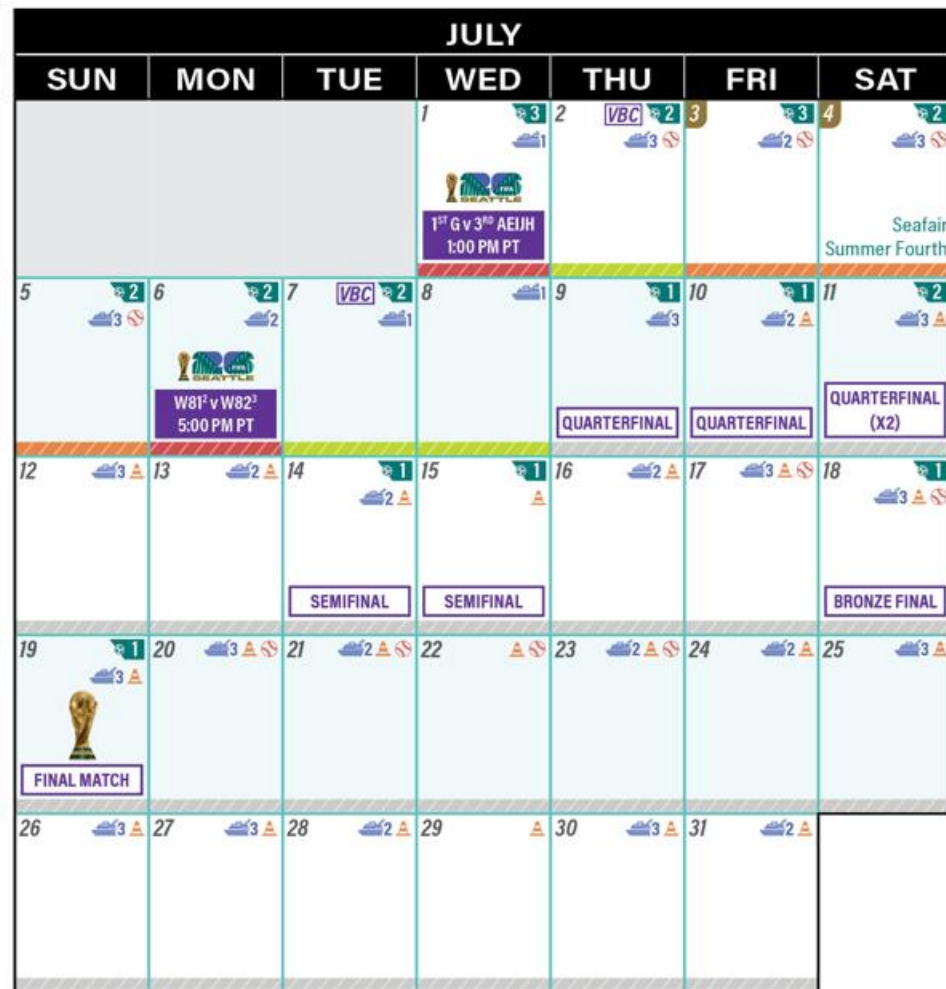
Stay Informed

"Check Seattle.gov and City channels for real-time updates, maps, and access information."

Thank you!
Questions?



ANTICIPATED TRAVEL INTENSITY



- Seattle Fan Celebration Active
- Number of Matches Per Day
- Match in Vancouver
- Seattle Mariners Home Game
- Revive I-5 Work

Number of Cruise Ship Sailings

AAA Local Events

Expected Intensity Level*

- Baseline
- High
- Moderate
- Highest

Match Notes

¹ Winner of UEFA Path A: ITA / NIR / WAL / BIH

² Match 81: 1st Group D v 3rd Groups B/E/F/I/J

³ Match 82: 1st Group G v 3rd Groups A/E/H/I/J



City of Seattle



Meridian Archer Barrier Gates

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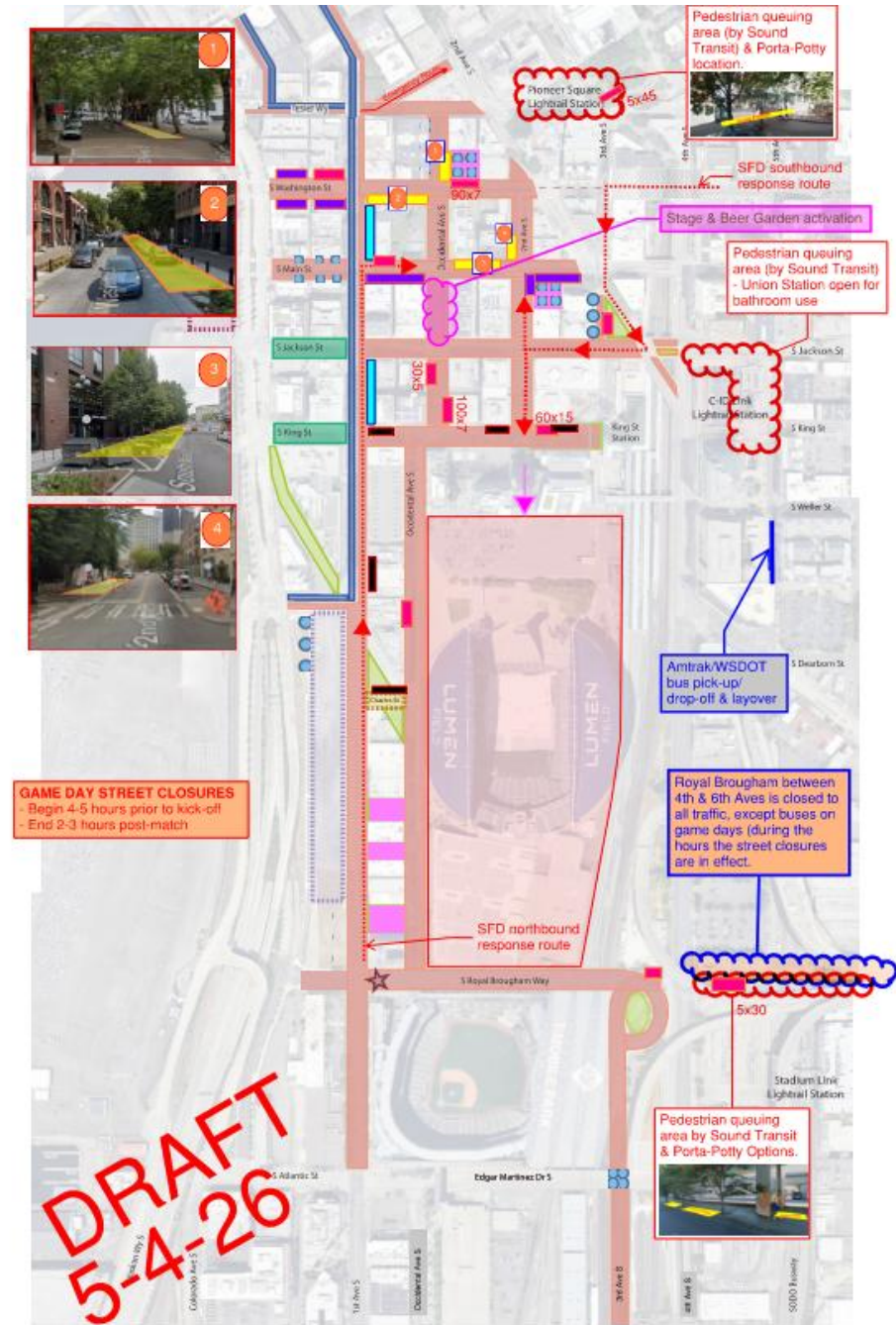
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**DRAFT
5-4-26**