

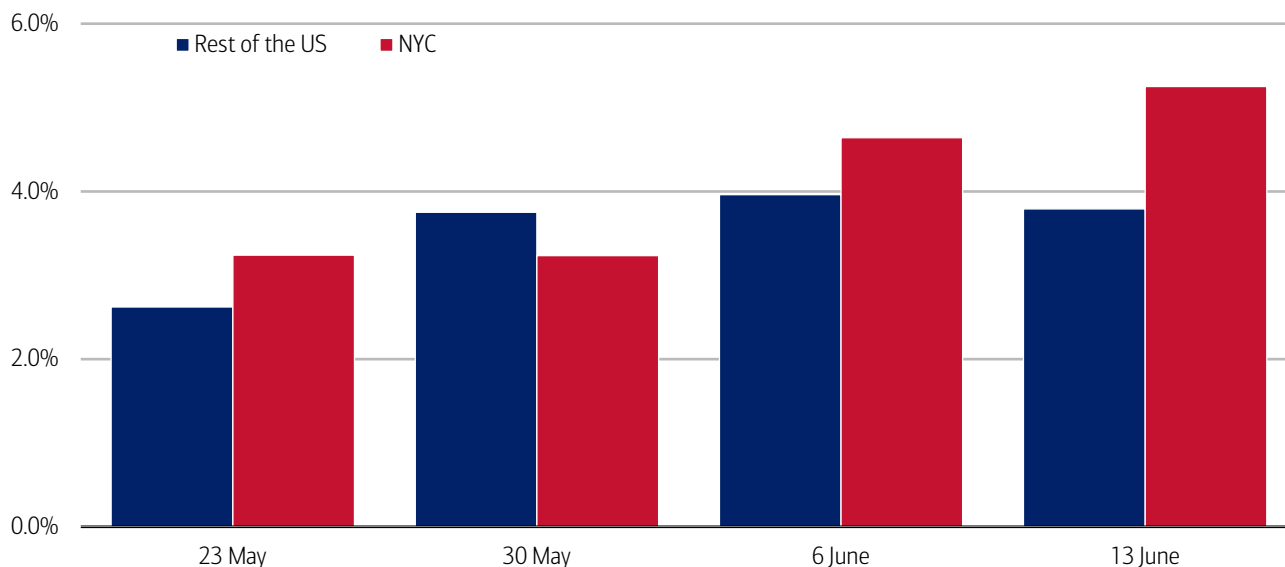
## Daily Insights

# Knicks win big – so do NYC bars and restaurants

18 June 2026

### The buzz around the Knicks appears to have lifted spending in New York City (NYC) compared to the rest of the US

Credit and debit card spending on food services and bars in NYC metropolitan statistical area (MSA) and rest of US (seven-day moving average to dates shown, year-over-year (YoY) %)



Source: Bank of America internal data

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This promises to be a sports-filled summer, with the FIFA World Cup 2026™ taking center field as group-stage games unfold across the country. For consumers, it is also creating more reasons to gather – whether at home, at bars or out with friends to watch the action.

A clear illustration of this dynamic came with the New York Knicks’ history-making championship win, ending a 53-year drought. The surge in fan excitement was reflected in Bank of America aggregated credit and debit card data, which showed a notable lift in restaurant and bar spending across the city as the series progressed. In the week ending June 13 (when the Knicks clinched the title), spending in New York City rose 5.3% YoY, outpacing the 3.8% increase seen across the rest of the country.

## Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

Any payments data represents aggregated spend from US Retail, Preferred, Small Business and Wealth Management clients with a deposit account or credit card. Aggregated spend include total credit card, debit card, ACH, wires, bill pay, business/peer-to-peer, cash, and checks.

Unless otherwise stated, data is not adjusted for seasonality, processing days or portfolio changes, and may be subject to periodic revisions.

Bank of America aggregated credit/debit card spending per household includes spending from active US households only. Only consumer card holders making a minimum of five transactions a month are included in the dataset. Spending from corporate cards are excluded. Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

Additional information about the methodology used to aggregate the data is available upon request.

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# Disclosures

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