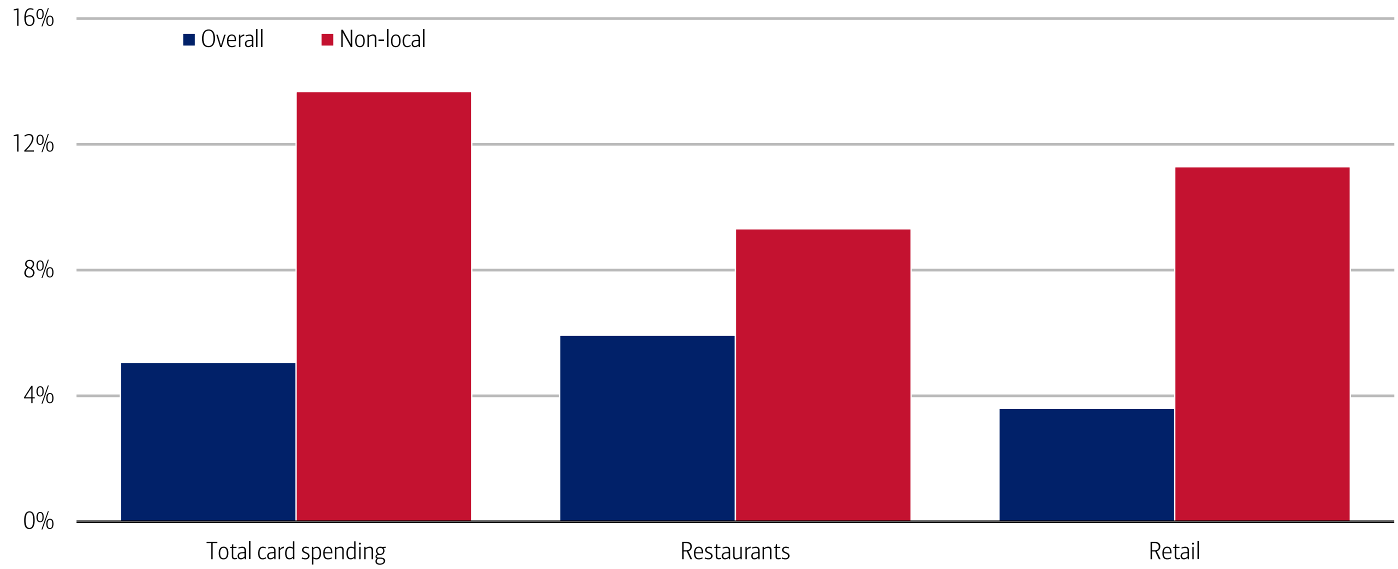
Daily Insights

A great final and a great outcome for host city economies

23 July 2026

Non-local consumers drove spending in FIFA World Cup 2026™ host cities across restaurants and retailers through most of June and July
Point-of-sale credit and debit card spending in US World Cup host cities across select categories (data from June 10 - July 20, 2026, % year-over-year (YoY))



Source: Bank of America internal data
Note: Non-local refers to customers spending outside their home CBSA (core based statistical area).

BANK OF AMERICA INSTITUTE

What a final! After 104 total matches, Spain was crowned champion of the FIFA World Cup 2026™. While some may be disappointed their team didn't take home the trophy, the tournament was ultimately a successful celebration of the Beautiful Game.

Looking across the entire tournament, we can now take a final measure of its impact on spending in host cities. Bank of America aggregated credit and debit card data shows in-person spending rose 5% YoY across the cities that hosted matches. Perhaps unsurprisingly, restaurants and bars saw some of the largest gains, with spending particularly supported by visitors traveling to attend the games. It's worth bearing in mind our data only includes domestic US visitors and when we factor in foreign fans coming to the cities the numbers are likely even higher.

While the tournament has come to an end, the story doesn't stop there. Explore more sports-related insights in this recent episode of Global Research Unlocked.

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.

Any household consumer deposit data based on Bank of America internal data is derived by anonymizing and aggregating data from Bank of America consumer deposit accounts in the US and analyzing that data at a highly aggregated level. Whenever median household savings and checking balances are quoted, the data is based on a fixed cohort of households that had a consumer deposit account (checking and/or savings account) for all months from January 2019 through the most current month of data shown.

Transactions and spending associated with the FIFA World Cup 2026™ are based on data aggregated point-of-sale credit and debit card spending in CBSA's (core based statistical areas) associated with tournament stadiums.

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

Contributors

Liz Everett Krisberg

Head of Bank of America Institute

David Michael Tinsley

Senior Economist, Bank of America Institute

Sources

Jon Kaplan

Senior Vice President, Analytics, Modeling and Insights

Disclosures