



The FIFA World Cup™ in Boston by the Numbers

CITY of **BOSTON**

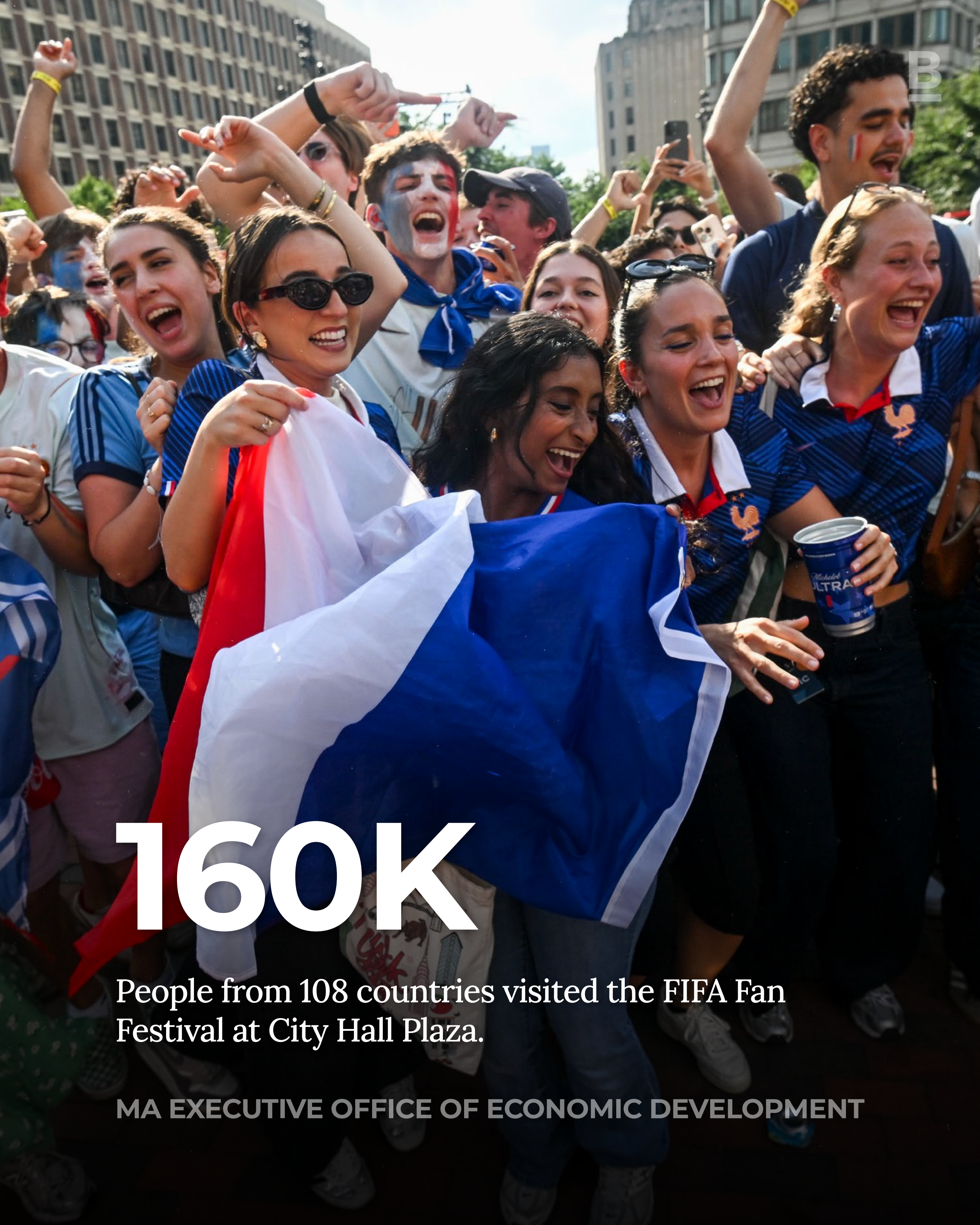


Economic Opportunity
and Inclusion

200+

Businesses across 25 zip codes were approved for extended hours by the Boston Licensing Board.

CITY OF BOSTON



160K

People from 108 countries visited the FIFA Fan Festival at City Hall Plaza.

MA EXECUTIVE OFFICE OF ECONOMIC DEVELOPMENT

A photograph of three men in the foreground, wearing dark blue Scotland football jerseys with the national crest. The man on the left has blue face paint on his cheek and is clapping. The man in the middle wears sunglasses and has his right arm raised. The man on the right wears a black cap and has his mouth open in a shout, holding a white can. In the background, other fans and green foliage are visible under bright sunlight.

28%

Increase in consumer spending* during the opening two weeks of the World Cup.

**Versus baseline periods*

SQUARE

108.9K+

Round-trip tickets sold for all World Cup games from June 13 and July 9 between South Station and Foxboro Station.

MBTA



B

429K

MBTA riders on June 13 — more than 100,000
above a typical Saturday.

MBTA



100%

Of eligible businesses on Temple Place participated in the Temple Place Social District, and 89% of eligible businesses on Union and Marshall streets participated in the Union-Marshall Social District.

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