



Stakeholder Briefing: FIFA World Cup 2026™



Overview

Toronto is one of 16 host cities for the FIFA World Cup 2026™, the world's largest sporting event. This will be the first Men's World Cup played on Canadian soil, drawing global media attention and hundreds of thousands of visitors to Ontario.

While Toronto is the host, the scale of the event creates opportunities for Niagara's tourism sector to capture spillover visitation, overnight stays, and extended trip itineraries. It is estimated that FIFA World Cup 2026™ will deliver an estimate [\\$3.8 billion in economic output](#) for Canada. Other near market northeastern US cities hosting matches include Boston, New York (East Rutherford, NJ) and Philadelphia.



Timeline of Key Milestones

June 2025

Niagara Falls Tourism, in partnership with Niagara Parks
[Countdown Clock](#) unveiled at Table Rock Center, Niagara Falls

Fall 2025

[Tickets go on sale](#) via lottery

December 2025

Team Draw

January 2026

Destination Toronto & FIFA Toronto Secretariat – Industry Briefing

June 12, 2026

Opening Match in Toronto

June 11 – July 19, 2026

FIFA Fan Festival™

June 12 – July 2, 2026

[Toronto-hosted matches](#)



Resources

- **FIFA World Cup 2026™**
[Frequently Asked Questions](#)
- **Destination Toronto's**
[Community Activation Toolkit](#)
- **FIFA Intellectual Property**
[IP Guidelines](#)



Implications and Recommendations for Niagara

Global Attention on Toronto

- Toronto anticipating 300k international visitors
- Spillover - With limited accommodations in Toronto, (Air BnB identified 30k per night room deficit in Toronto). Niagara stands to capture overnight stays and extended trip visits, particularly from international travelers.
- Cultural Programming/ Community Events (arts, food, wine, music) can benefit from aligning with the World Cup spirit.

Anticipate Increased Visitation

- UK and Germany high potential source markets.
- Prepare hospitality, attractions, and wine/culinary sectors to tailor offerings for global visitors.



Implications and Recommendations for Niagara

Partnerships

- Consider partnerships with Toronto-based activations to extend visibility.
- Identify potential cultural and tourism partnerships timed with tournament.
- Leverage the World Cup narrative in marketing to encourage multi-day itineraries including Niagara.

Marketing Campaigns

- Market the shoulder periods before and after to mitigate those deterred by the spectacle.
- Highlight Niagara as a must-visit add-on for international visitors in 2026.



Implications and Recommendations for Niagara

Keep An Eye On

- Monitor updates from Destination Toronto's [Terminal 2 industry newsletter](#).
- Monitor transportation updates from Metrolinx, GTAA, Billy Bishop, John C Munro Airport, CBSA

Reminder

- Only official licensees may use FIFA logos, wordmarks, mascots, or other protected marks. Businesses cannot display these on merchandise, signage, ads, or promotions without legal permission.



