

2026 World Cup

Post-Tournament debrief

Board of Directors

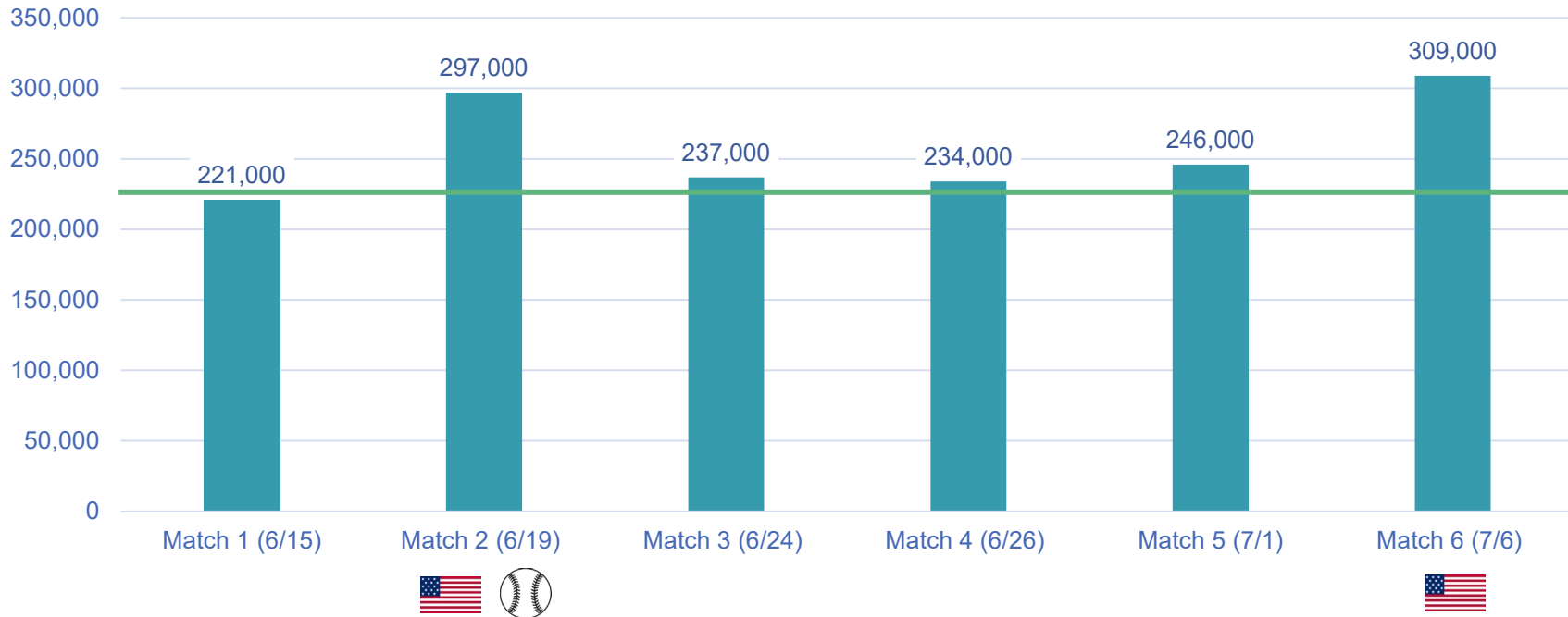
8/27/2026



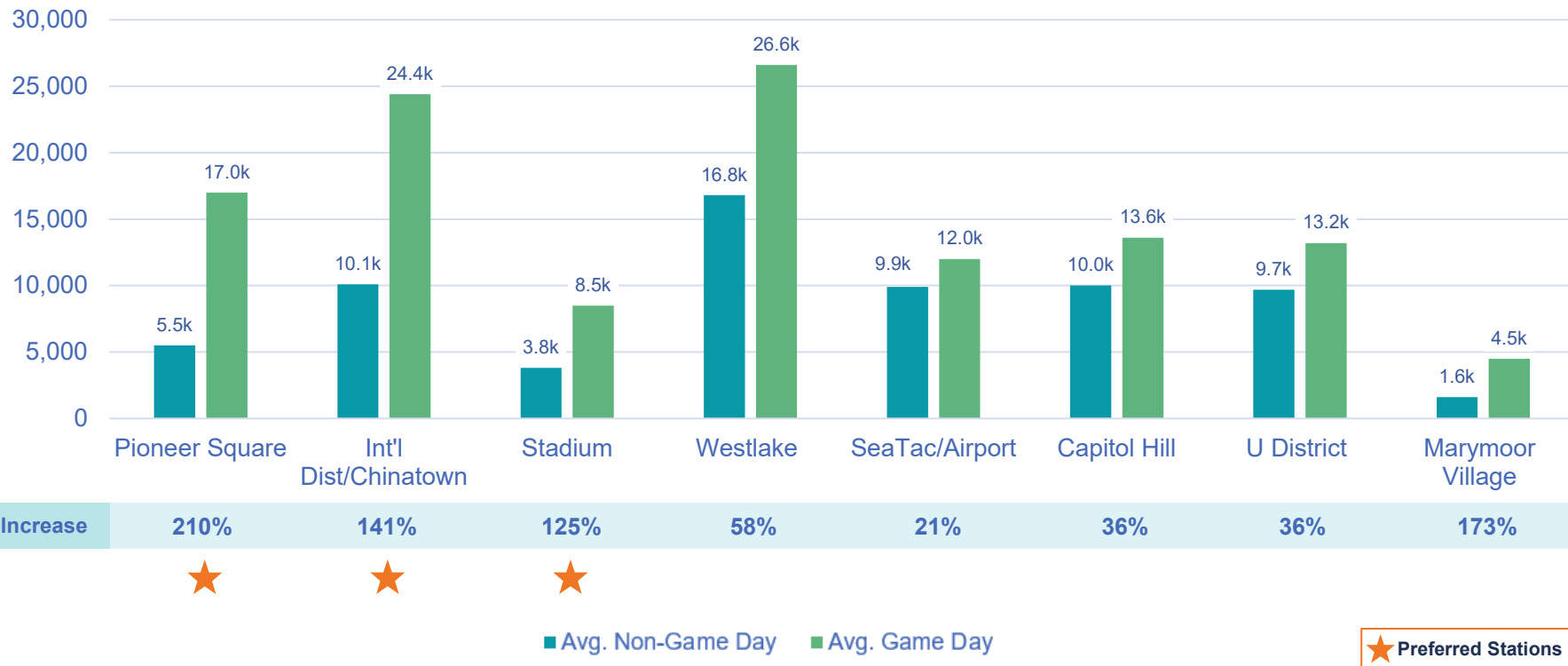
World Cup by the Numbers

Link Ridership by Match

Total Ridership during the tournament: 7.1M
(exceeded typical ridership by 1+ million)



Link Ridership by Station



Staff Deployment

Ambassadors

- **3600** staff ambassador shifts scheduled
- **3400** staff ambassador shifts fulfilled

Average shift length was 3.5 hours

Security Personnel

- **3800** security shifts throughout the tournament
- **2500** regularly scheduled shifts
- **1300** additional staff deployed

Operators

- **200** train operators were deployed each match day to deliver Link Light Rail for peak game day service

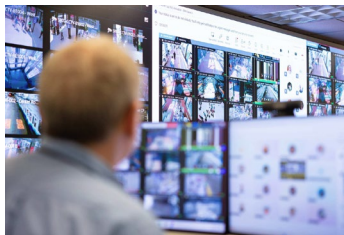


World Cup Outcomes



Projects and Initiatives

- Station Accessibility
- Boarding Safety
- Emergency Management
- Information Technology
- Station Activations
- Passenger Information
- Wayfinding and Signage
- Open Payment



World Cup Outcomes

Legacy Improvements

-  Preferred Station Routing
-  Accessibility Enhancements (mobility routes and priority boarding zones)
-  Wayfinding and Signage Enhancements
-  Open Payment
-  Emergency Operations Center



Outcomes

- **Improved passenger reliability, experience, and accessibility** across the transit system.
- **Proven capability to maintain high-quality service** during sustained periods of record ridership.
- **Strengthened emergency management capabilities** to improve preparedness and response.
- **Accelerated response and issue resolution** through refined systems and coordination with internal and external partners.
- Transportation is now a **clear and proven asset** for any future major event in the Puget Sound Region

Regional Outcomes

- *Action Network's Fan Experience Index* ranked Seattle the **#1 US World Cup host city**
- *The Athletic* ranked Seattle the **#1 stadium experience**
- *Sports Illustrated* ranked Seattle **#2 among all 16 host cities**
- Seattle's four official fan celebrations welcomed over **750,000 fans and visitors**
- Seattle-Tacoma International Airport (SEA) experienced **three of its busiest travel days to date**
- Pioneer Square reported its **highest single-day foot traffic** on June 19

Thank you.



 *soundtransit.org*

