

— CARBON ARC MARKET INTELLIGENCE

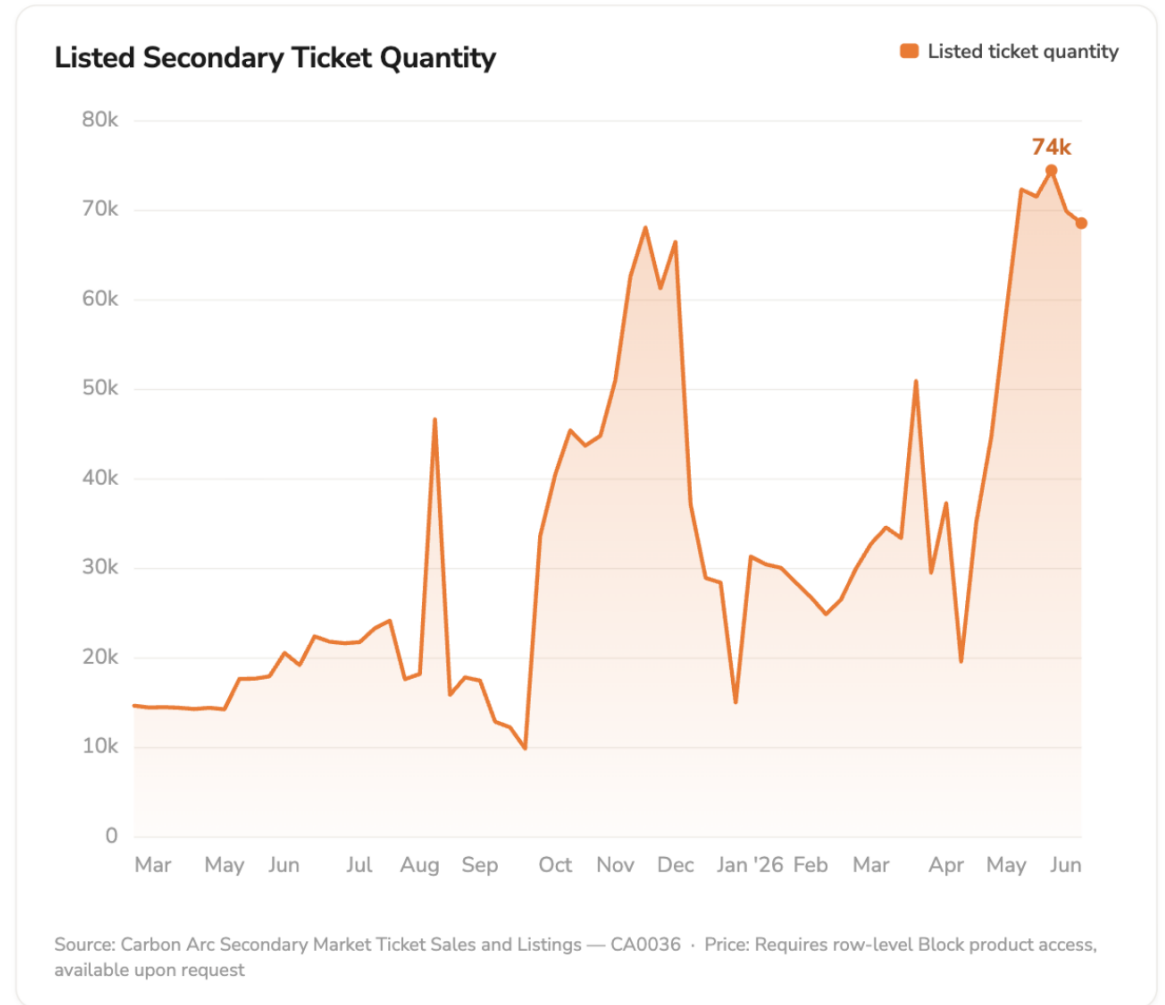
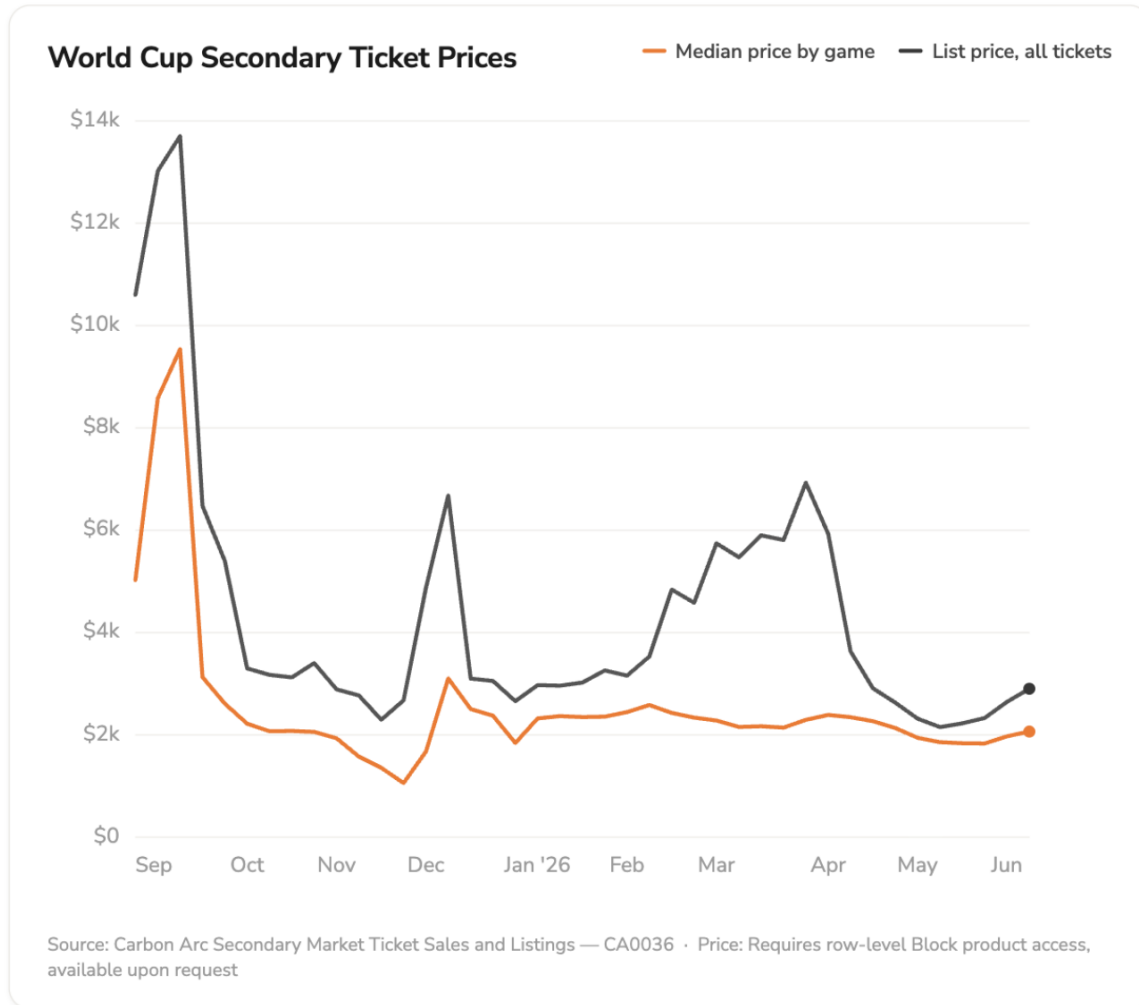
# The infrastructure for the **AI** economy

# World Cup Prices Remain High but Demand and Tourism Activity Appear **Muted**

- 1** Average secondary ticket price has increased 50% in the last month but average median price by game is stable, indicating surges in demand are limited to a smaller selection of high-profile games.
- 2** Secondary ticket listings jumped to 70,000 in May and have remained elevated, suggesting unsold primary-market inventory is restricting sales momentum and may drive prices down for many games in the coming days.
- 3** Average median secondary ticket price by game is highest in **Toronto and Los Angeles**; host-supporting crowds are driving up prices for other group stage games in the same market.
- 4** Tournament favorites like **Germany, Spain, and France** have lower secondary ticket prices, indicating a divergence between on-field reputation and ticket demand.
- 5** Restaurant and convenience spend has not been buoyed by pre-tournament friendlies and festivities, suggesting limited tourism impact from the World Cup thus far.
- 6** Foreign web engagement with **Canadian public transit agencies** has been elevated since April, but activity with U.S. agencies remained in line with prior-year levels until the most recent week, a sign that Canada is reaping greater tourism benefits than the U.S.

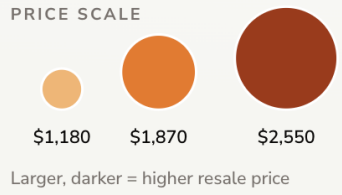
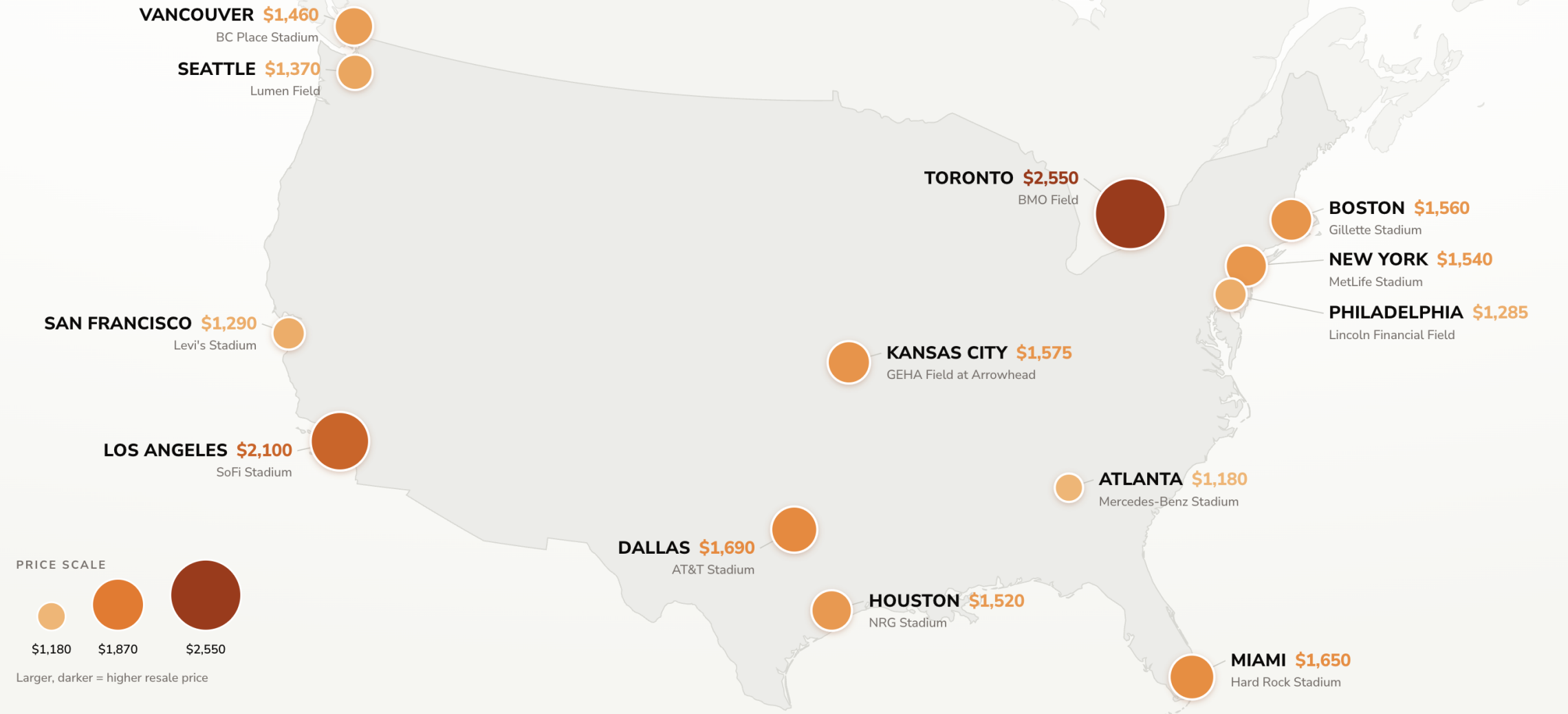
# Secondary Ticket Prices Tick Upwards, but Listed Quantity Remains High

Average secondary ticket price has increased nearly 50% in the last month, but average median price by game is ~flat, indicating demand is concentrated in a small percentage of games. Prices for many games may need to drop, as listed quantity remains high and FIFA continues to sell tickets on the primary market.



# Average Median Secondary Ticket Price Across Group-Stage Games

Resale market · 11 U.S. and 2 Canadian host cities



Source: Carbon Arc Secondary Market Ticket Sales and Listings — CA0036  
Price: Requires row-level Block product access, available upon request

# Whose Fans Pay the Most: Resale Ticket Prices by Team

Average median secondary ticket price for 2026 World Cup group-stage matches — the 35 most-expensive teams in the U.S. and Canada, peaking with *Les Rouges* at \$3,013.

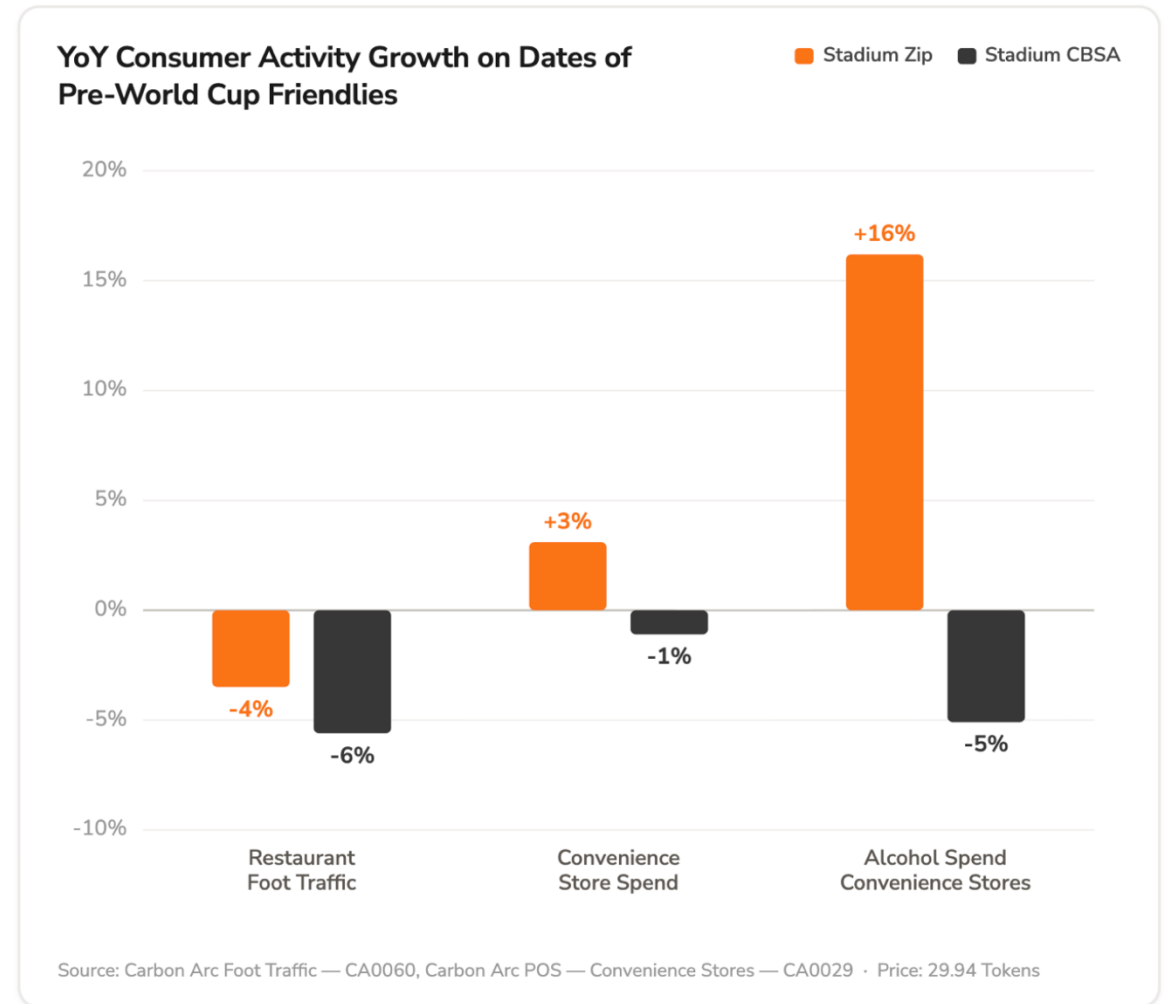
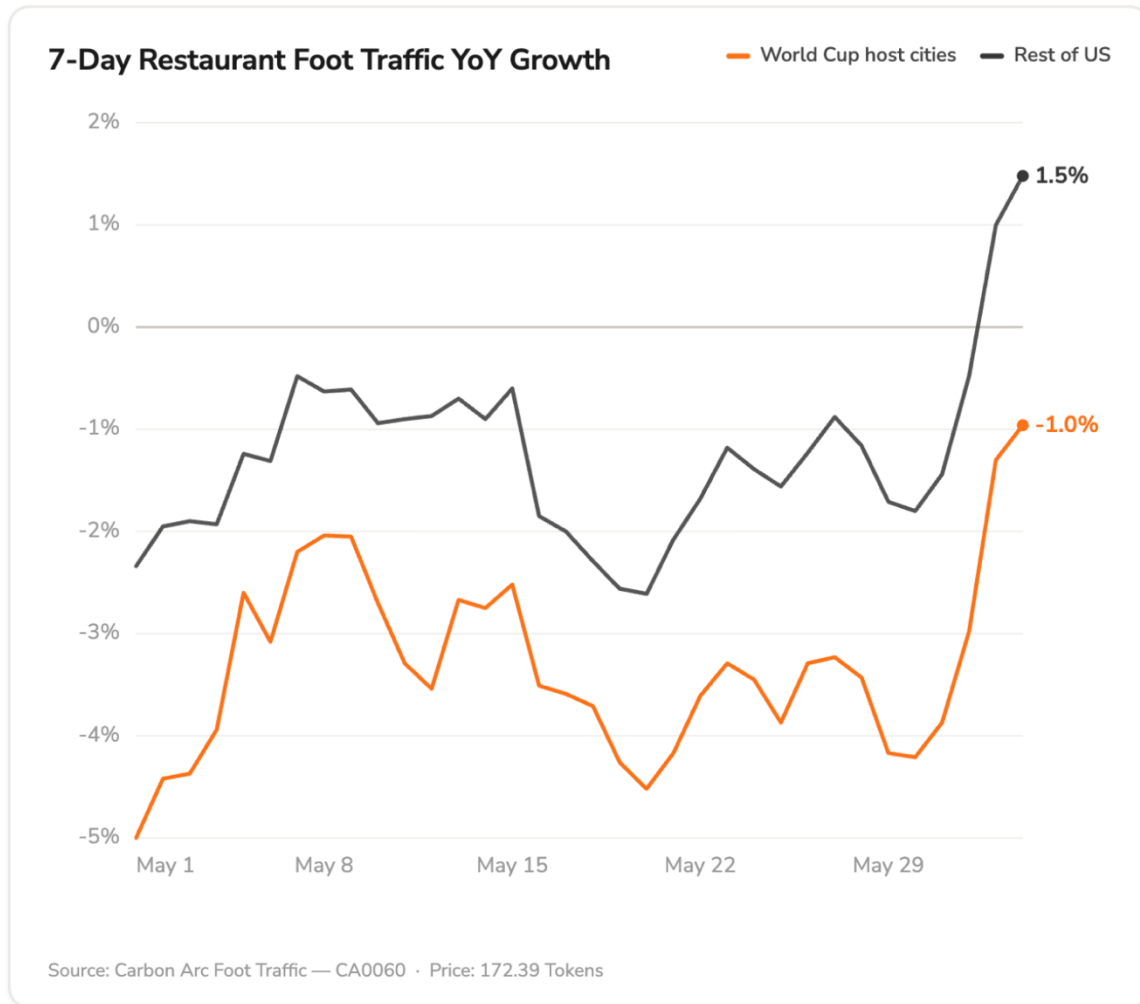
**2.7x SPREAD** Among these 35 teams, Canada's fans pay 2.7x what Egypt's do — \$3,013 vs \$1,110 per match.



Source: Carbon Arc Secondary Market Ticket Sales and Listings — CA0036  
Price: Requires row-level Block product access, available upon request

# Consumer Activity Shows Minimal Lift Ahead of U.S. Opening Weekend

Pre-World Cup friendlies failed to generate growth in restaurant and convenience activity in host-city areas. The increase in alcohol spend is attributable to Cleveland's Pride festival coinciding with the Brazil vs. Egypt friendly the same day, which drove 60% YoY sales growth in the downtown zip code.



# Tourism Impact is Stronger for Canadian Host Cities

European activity with U.S. hotel brands is at or below 2025 levels and foreign web traffic with U.S. transit agencies only surpassed early-2026 baseline levels in the most recent week, while engagement with TTC (Toronto) and TransLink (Vancouver) has remained elevated since late April.

