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To: "Direct to Mayor and Council - DL"

Date: 6/29/2026 11:06:12 AM

Subject: FWC26 Event Update: FIFA Fan Festival™ Vancouver Weekly Recap June 21-28

Dear Mayor and Council,

Below is a recap of FIFA Fan Festival™ Vancouver for the week of June 21 to 28.

All information in this email is public.

Thanks,

Karen

FIFA Fan Festival™ Vancouver Highlights from June 21 – June 28

- Matches took centre stage at the FIFA Fan Festival™ Vancouver this week, highlighted by two Amphitheatre sell-outs for Canada's matches. The momentum started on Wednesday and built into a landmark weekend with the Festival nearing full capacity on Saturday and reaching capacity on Sunday, which marks the first time a capacity crowd has been achieved at a single moment. The Festival crowd often turns over several times in a single day, for instance on June 27 over 36,000 people came through the grounds, but there hadn't yet been 25,000 people (capacity) on site at a single moment.
- Cheering on the Canadian Men's National Team at the FIFA Fan Festival™ Vancouver is a special, collective moment – if you haven't had an opportunity to watch a Canada match, join us on Saturday, July 4 at 10 am – it promises to be an event to be remembered. An Amphitheatre sell-out and capacity crowd is expected. Fans can reserve a seat at the Amphitheatre - tickets are [available here](#).
- As of June 28, 334,581 people have attended FIFA Fan Festival™ Vancouver. Attendance numbers are now published regularly and are [available here](#). While marquee matches spike attendance, there is steady turnout independent of the match or concert schedule - which tells us that we've built a celebration destination.
- Throughout the week, a variety of several special guests and performers entertained fans: buskers shared their talent, visitors tested their skills with the Musqueam Next Generation Youth Soccer Program led by Musqueam youth and former Vancouver Whitecaps player Russel Teibert, and on Saturday Christine

- Sinclair did another meet-and-greet.

Media Coverage

- The FIFA World Cup™ is the most shared and consumed global event on the planet. Over the past few weeks, across Vancouver's FWC26 social channels content has had over 30-million impressions and on Instagram alone over one-million engagements.
- The Media Broadcast Operations Centre (MBOC), located in the agrodome, supports existing media with story pitching and coverage opportunities. To-date there have been over 700 traditional media accredited and over 100 content creators for the Festival alone. These media work from the MBOC when covering the Festival.

Issues and Key Messages

- For the smoothest entry, please note that bags are the most common cause of delays, check [Know Before You Go](#) guidelines in advance to ensure your items (small approved bag, empty refillable water bottle and no umbrellas) meet requirements, or take advantage of free storage at Callister Park or near Hastings Community Centre before getting in line.

Media Highlights

Reporter, Outlet	Article Title and Link
CP (via Fraser Valley Today) (June 23)	So far, so, so good: Organizers, police and others hail Vancouver's World Cup
Global News (June 24)	Huge Crowd at FIFAL Fan Festival
Daily Hive (June 25)	A quarter million people have now attended Vancouver's free FIFA World Cup Fan Festival
Mike Howell (June 25)	Vancouver's FIFA fan festival food sellers benefit from crowds, good weather
CTV (June 28)	Huge Crowds at FIFA Fan Festival
Content Creator	Headline and Link
Virgin Radio (June 25)	What people are saying about Fan Festival
Harjot Singh (June 27)	Vibes Were Crazy
FWC Vancouver (June 27)	Christine Sinclair at Fan Festival
FWC Vancouver (June 28)	Vancouver Erupts
Kenneth Chan, Daily Hive (June 28)	From the Mosh Pit of Fan Festival

Photos

Captures from the past week at FIFA Fan Festival™ Vancouver are [here](#). Please feel free to use these photos as needed.

Look Ahead

The full FIFA Fan Festival™ Vancouver schedule is available [here](#). Select highlights for the week ahead below.

- Monday, June 29 - Wednesday, July 2: FIFA Fan Festival™ Vancouver is closed.
- Thursday, July 2 (Vancouver Match Day Switzerland vs Algeria, 8:00 pm): (open noon - midnight) We're anticipating a busy day, with both matches that are taking place in Canada being broadcast. Portugal vs. Croatia will air at 4 pm, followed by Switzerland vs. Algeria at 8 pm. Headlining performances are Simple Plan at the Amphitheatre and Paul Oakenfold on the Park stage.
- Friday, July 3: (open 11 am – 11 pm) 2022 FIFA World Cup champions Argentina meet Cabo Verde at 3 pm, followed by the Columbia vs. Ghana at 6:30 pm. Headline concerts are Ziggy Marley at the Amphitheatre and MICO on the Park stage.
- Saturday, July 4: (open 8 am – 8 pm) The Round of 16 officially begins. All eyes will be on the Canada match played in Houston at 10 am; we anticipate a capacity crowd in the morning and a sellout at the Amphitheatre. At 2 pm, another round of 16 match will be aired (teams yet to be determined). The evening headline concert is Walk Off the Earth on the Amphitheatre stage.
- Sunday, July 5: (open 11 am – 10 pm) Two Round of 16 matches will be broadcast at 1 and 5 pm (teams yet to be determined). The headline concert is Thievery Corporation at the Amphitheatre.