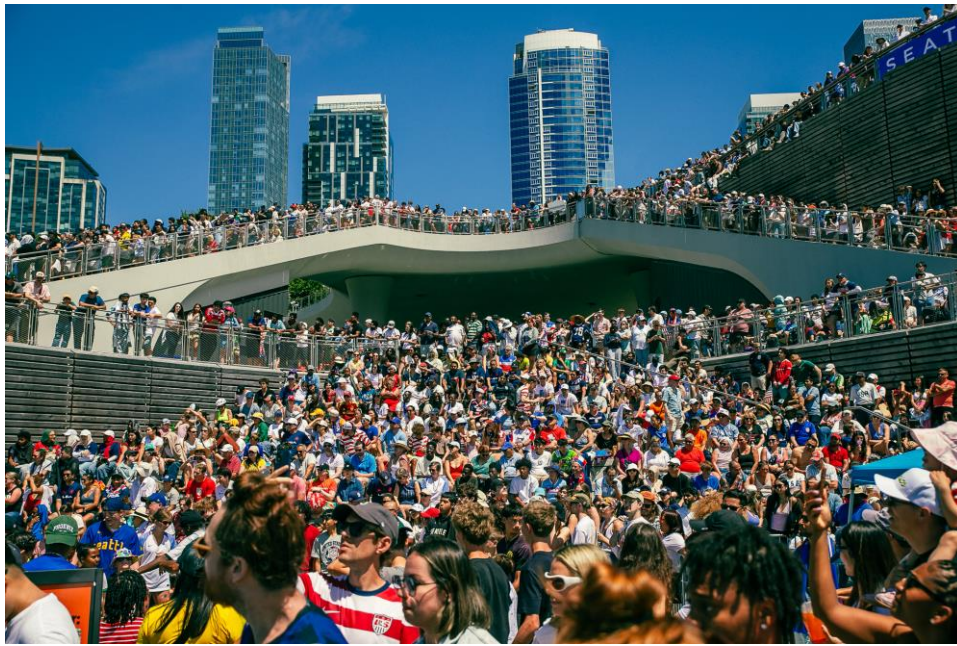


WATERFRONT PARK DRAWS OVER 450,000 VISITS IN THE FIRST ELEVEN DAYS OF FIFA WORLD CUP 2026™



Crowd prepares to watch team USA win over Australia at Salish Steps at Overlook Walk. Photo Credit: Ansley Crabtree

RECORD JUNETEENTH CELEBRATION DRAWS NEARLY 85,000 VISITORS, MARKING WATERFRONT PARK'S HIGHEST SINGLE-DAY ATTENDANCE SINCE ITS 2025 GRAND OPENING

Seattle, WA—Eleven days into FIFA World Cup 2026™, Waterfront Park has emerged as one of Seattle's defining fan destinations. From the tournament's opening day on June 11 through June 21, the Park recorded **451,172 total visits from 400,892 unique visitors**, underscoring both the global draw of the World Cup and Seattle's central waterfront growing into a civic gathering place.

Driven by the *Seattle Soccer Celebration* public watch parties at Pier 62, two Seattle home match days, a Juneteenth community celebration, and Men in Blazers Match Day Live ahead of the USA vs. Australia kickoff, Waterfront Park recorded its highest attendance to date, including 84,767 visits on June 19—the highest single-day total since Waterfront Park opened. The *Seattle Soccer Celebration* is presented in partnership by Friends with Seattle Sounders FC, Seattle Reign FC and RAVE Foundation.

“From the beginning, Waterfront Park was envisioned as Seattle's front porch—a place where people could come together in everyday life and for the moments that define a city, says **Hewan**

Teshome, Friends of Waterfront Park Board of Directors Co-Chair. “Seeing 84,000 people gather here on Juneteenth, as Seattle welcomed the world, was a powerful reminder of why public spaces matter. We built Waterfront Park for moments like this—and the city showed up.”

BY THE NUMBERS

Waterfront Park recorded the following visits on [World Cup celebration days](#), as measured by Placer.ai*, a location analytics platform reflecting total visits or unique visitors to Waterfront Park who remained in the Park for at least 5 minutes:

- **June 13—47,157 visits** | Pier 62 Watch Party (Belgium v Egypt, Brazil v Morocco, Haiti v Scotland, Australia v Turkey)
- **June 18—50,647 visits** | Pier 62 Watch Party (USA vs Australia, Scotland vs Morocco, Brazil vs Haiti, Paraguay vs Türkiye)
- **June 19—84,767 visits** | Seattle Home Match Day + Juneteenth + Men in Blazers Match Day Live (USA vs Australia)—the highest single-day attendance in Waterfront Park history

Friends of Waterfront Park partnered with Seattle Sounders FC, Seattle Reign FC and RAVE Foundation to bring free [Seattle Soccer Celebration](#) watch parties to Pier 62 throughout the tournament's opening weeks. The activations drew some of the park's largest crowds outside of home match days, reinforcing Waterfront Park's role as a destination for fans and community alike.

“Seattle has always been a soccer city, and the FIFA World Cup gave us a chance to show that to the world on the sport's biggest stage,” says **Taylor Graham, Chief Integration Officer, Sounders FC**. “Bringing the *Seattle Soccer Celebration* live viewings to Waterfront Park meant fans could experience the matches together, on the waterfront, in the heart of the city. The energy on those days – 47,000 people on June 13, 50,000 on June 18, and so on – tells you everything about what the sport means to this community.”

“I am so proud of our city and how we've shown up for our time in the global spotlight. Seattle has absolutely stood out as a top World Cup host city, and it's been so heartening to see guests and media from around the world experience what makes Seattle such an incredible place,” notes **Tammy Canavan, President & CEO of Visit Seattle**. “In turn, they're praising our welcoming spirit, first-class stadium, spectacular waterfront, walkable downtown, and beautiful scenery in the news and on social media, driving visitation for years to come.”

A RECORD DAY FOR WATERFRONT PARK: JUNETEENTH

On June 19, Waterfront Park welcomed 84,767 visits—the highest single-day attendance in the Park's history. The day coincided with two significant moments: Juneteenth, the national holiday commemorating the emancipation of enslaved people, and Seattle's second FIFA World Cup 2026™ home match between the United States and Australia.

Throughout the day, SeattleFWC26 Local Organizing Committee and the Park hosted Juneteenth programming and community celebrations, and broadcasted *Men in Blazers Match Day Live* with Marshawn Lynch, DeAndre Yedlin, and Drew Carey ahead of the March to Match which gathered at Pier 58. Together, these experiences transformed Waterfront Park into a vibrant gathering place for tens of thousands of residents and visitors before Seattle took the world stage. This is the beauty and importance of public spaces.

“The June 19 celebration at Waterfront Park showed what's possible when partners cooperate for a bigger purpose. A Juneteenth community celebration, Men in Blazers Match Day Live, and 84,000 people—and four horses courtesy of Buffalo Soldiers of Seattle—gathered on the waterfront, convening thousands across our community to welcome the world,” says **Leo Flor, Chief Legacy**

Officer, SeattleFWC26 Local Organizing Committee. “That’s the lasting value of the world’s game coming to Seattle: using global sport to build something greater together and reminding Seattleites that we live in one of the world’s most extraordinary cities.”

WHAT’S AHEAD

The FIFA World Cup 2026™ continues through July 19 and at Waterfront Park, there will be more programming planned through July 6 in partnership with the Seattle Sounders FC, Seattle Reign and Rave Foundation, which are free and open to the public. All fan celebration sites are accessible via public transportation along the Unity Loop, including Sound Transit Link Light Rail, King County Metro, the Seattle Monorail, ferries, water taxis, and walking.

Friends of Waterfront Park’s full 2026 Programming Season continues after the tournament, running through September with signature events including [Indigiqueer Festival](#) (June 27), [Pier Party](#) (July 17), [Waterfront Block Party](#) (August 29), [Salmon Homecoming](#) (September 19), and the weekly [Spotlight at Waterfront Park](#) performance series (Thursdays, July 23–September 24). For the full calendar, visit waterfrontparkseattle.org.

**Placer.ai is a location analytics platform used by Friends and reflects total visits or unique visitors to Waterfront Park who remained in the park for at least 5 minutes. Approximately 10% of this data is an estimation informed by Census data and broader visitation trends (incl. estimated data from minors). Data from international visitors is not included. Visitation for the Waterfront Park footprint includes the promenade from just north of Pier 62 through Railroad Way South, Overlook Walk, Pier 58 and 62, Habitat Beach, WA St., and Boat Landing. It does not include streets (Alaskan Way), underground highways, the Belltown expansion, nor East to West street improvements.*

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ABOUT WATERFRONT PARK

Waterfront Park is a transformative civic space in Seattle, representing nearly two decades of community vision and innovation. Situated along the city’s iconic shoreline, the 20-acre park reimagines the area once occupied by the Alaskan Way Viaduct, creating green spaces and cultural hubs that reconnect people with the water, mountains, and each other. Waterfront Park stretches from Belltown to Pioneer Square, serving as a dynamic cultural anchor for downtown Seattle.

Waterfront Park is an asset owned by the City of Seattle and stewarded through a unique public-private partnership. Friends of Waterfront Park is a non-profit that resources and manages the Park experience, programming, and community partnerships; Seattle Center operates and maintains the Park’s physical spaces and leads public safety efforts. Together, this partnership ensures that Waterfront Park remains vibrant, well cared for, and welcoming to all. Visit waterfrontparkseattle.org.

ABOUT FRIENDS OF WATERFRONT PARK

Friends of Waterfront Park is the nonprofit entrusted to bring Seattle’s 20-acre Waterfront Park to life—now and for generations to come. Founded in 2012, Friends manages the Park experience year-round: stewarding public spaces; curating hundreds of free programs and cultural activations; advancing a welcoming, safe environment; and building deep community partnerships that reflect Seattle’s diversity and creativity.

Guided by a Cultural Master Plan—developed with input from more than 140 artists, organizers, and community leaders—Friends ensures programming that fosters connection, celebrates heritage, and expands belonging along the shoreline. In September 2025, Friends produced the Grand Opening Celebration, welcoming more than 50,000 visitors to experience the waterfront’s

new era as a vibrant civic space. For press inquiries, contact Shiva Shafii:
shiva@waterfrontparkseattle.org.