



THE ROAD TO FIFA AND BEYOND.

HOW ATLANTA PREPARED.
HOW ATLANTA DELIVERED.
WHAT COMES NEXT.

atlandbeyond.com

01 ATLANTA BY THE NUMBERS

THE WORLD CAME TO ATLANTA.

544,516

FANS

Attended eight FIFA World Cup matches — six at capacity.

500K+

FAN FESTIVAL VISITORS

FIFA Fan Festival™ Atlanta — 27,000+ guests a day.

0

MAJOR DISRUPTIONS

The entire tournament ran without a major service disruption.

2,000+

VOLUNTEERS

10,000+ shifts and 55,000+ hours of service.

440K+

HOTEL ROOM NIGHTS

Booked regionally during the tournament (ARC).

200M+

SOCIAL IMPRESSIONS

Across Host Committee channels, June 1–July 15.

02 WHAT THE CITY DELIVERED

MADE FOR FIFA. BUILT FOR ATLANTA.

Across public safety, mobility, infrastructure and economic opportunity, the City delivered a safe, seamless tournament while making investments that keep serving Atlanta after the final whistle.



Ready for the World PUBLIC SAFETY & EMERGENCY PREP

APD, Atlanta Fire Rescue, Emergency Preparedness, E-911 and partners ran the Joint Operations Center — its Joint Medical & Mental Health Plan recognized by FIFA as a global best practice.

-18% crime 1,800+ sworn · 500+ civilian
1,165 patient encounters 122,004 E-911 · 5.74s
0 disruptions



Moving Atlanta TRANSPORTATION & TRANSIT

ATLDOT with MARTA, GDOT, GWCCA and partners coordinated transit, traffic and wayfinding through the City's first Integrated Command Center and Navigate Atlanta.

4.1M+ MARTA passengers 614K micromobility
300+ artist barriers



A Stronger City INFRASTRUCTURE & TECHNOLOGY

Expanded SMART City kiosks and free public Wi-Fi, AI water-leak detection, new airport capacity, citywide cleaning, public art and BeltLine trail — investments residents keep using.

143+ SMART kiosks 6.5M+ airport engaged
5,504 cleanup bags 1.9mi BeltLine



Creating Opportunity BUSINESS & WORKFORCE

Invest Atlanta and Showcase Atlanta prepared local businesses and connected talent with employers through a vendor directory and the Welcome to ATL Experience.

\$27M+ procurement 2,000+ permits 90+ businesses
1,000+ job seekers

03 WHAT ATLANTA KEEPS

THE FINAL WHISTLE WASN'T THE FINISH LINE.

01

STREETS, LIGHTS & PUBLIC REALM

25 mi streets · 14 mi sidewalks · 150 streetlights · ATLANTAFREE Wi-Fi.

02

NEW DOWNTOWN DISTRICTS

Centennial Yards, South Downtown & a permanent Integrated Command Center.

03

TRANSIT, AIRPORT & STADIUM

MARTA ridership, Concourse D & Plane Train, Mercedes-Benz Stadium sustainability.

04

STRONGER OPERATIONS & COMMUNITY

Tested JOC model, Nightlife Ambassadors, soccer & workforce pipelines.

WE WELCOMED THE WORLD. WE DELIVERED.
ATLANTA IS READY FOR WHAT'S NEXT.



SCAN TO EXPLORE
THE FULL STORY
atlantabeyond.com

