2026 IIHF Ice Hockey World Championship

Fans spent 186.7 million Swiss francs, Switzerland recorded 146 million in economic value added

Ticketcorner and the Organising Committee commissioned an assessment of the home World Championship: HWZ examined the spending of ticket purchasers, while EBP investigated the event's macroeconomic impact in Switzerland.

Wallisellen, November 2, 2026 – Total recorded attendance across the 64 matches in Zurich and Fribourg reached 467,000. Fans spent 186.7 million francs around the matches, covering everything from tickets and travel to overnight accommodation. These findings come from a study by the University of Applied Sciences in Business Administration Zurich (HWZ). For the World Championship as a whole, EBP calculates that gross value added in Switzerland amounted to 146 million francs.

The two figures are based on different definitions and methodological approaches. HWZ reports the extrapolated total spending of ticket purchasers. In EBP's analysis, visitor spending is one component of the overall economic calculation of gross value added, which reflects the additional economic value generated in Switzerland by the World Championship..

«Our expectations have been exceeded, first in the arenas and now in the figures too. If our country bids to host another major event, we now have a strong argument on the table,» say Marc-Anthony Anner, Chairman of the Board, and Christian Hofstetter, General Secretary of the 2026 IIHF Ice Hockey World Championship Organising Committee.

Almost two-thirds of the economic value added was generated in the host cantons
EBP has been conducting value-added analyses of major events for over 20 years. By comparison, the World Championship ranks among the sporting events that have generated the highest gross value added of any ever held in Switzerland.
The key figures:

- 353 million francs: turnover generated in Switzerland
- 146 million francs: direct and indirect gross value added
- 12.3 million francs: tax revenue for the federal government, cantons and municipalities
- Work volume equivalent to around 1,100 full-time positions

Of the value added, 66.2 million francs were generated in the canton of Zurich, where the Organising Committee is based, and 26.6 million in the canton of Fribourg. In EBP's comparison, only the 2008 European Football Championship recorded a significantly higher figure. The last home World Championship, hosted in Kloten and Bern in 2009, generated 76 million francs, while the Ski World Championship 2017 generated 142 million. The value added calculation includes spending by visitors, the Organising Committee, the teams and the sponsors, as well as the indirect effects generated by suppliers along the supply chain.

«The 2026 Ice Hockey World Championship had an impact far beyond the arenas. It wasn't just the hotel, restaurant and retail sectors that benefited from it either, but also their suppliers and service providers across a wide range of other industries,» says Josephine Clausen, project manager at EBP.

International visitors spent around 80 per cent more per ticket
As part of the joint study by Ticketcorner and HWZ, the Center for Research & Methods at HWZ surveyed 2,218 ticketholders. Extrapolated to include all paid admissions, total spending amounted to 186.7 million francs. Swiss visitors spent an average of 403 francs per ticket, while international guests spent 730 francs.

Overnight accommodation accounted for most of the spending (52.7 million francs). Other major areas of spending included food and drink (36.2 million), travel (31.5 million), and merchandise (20.5 million). Four in five respondents were from Switzerland, so their number of overnight stays was correspondingly low, with an average of 0.2 nights. International visitors stayed an average of 3.5 nights. Those who stayed overnight most often chose a hotel.

«After major concerts and the ESC, we are now measuring for the third time how much people spend around a major event. The results of the Ice Hockey World Championship impressively underline the economic importance of events for Switzerland. Politicians must also recognise the economic significance of major events when deciding the conditions under which they can take place,» says Oliver Niedermann, CEO of Ticketcorner.

High satisfaction and calls for an encore
97 per cent of respondents were very or quite satisfied with the matches, 93 per cent with the organisation. 95 per cent would attend such an event again. For all three questions, the scores are higher than for the Eurovision Song Contest 2025 in Basel, which HWZ investigated using the same method. Visitors spread the excitement further. 71 per cent of international visitors recommended Zurich or Fribourg to friends and family after their trip. Even digitally, the enthusiasm extended beyond the arenas.

«Over a third of ticketholders shared content on social media during their stay, potentially reaching 23.9 million followers. And there is still further potential in sports: At two major entertainment events – one being the ESC – more than half of the attendees posted each time,» says Prof. Dr Claude Meier, Head of the Center for Research & Methods at HWZ.

How the studies were conducted
EBP study: commissioned by the Organising Committee, EBP Schweiz AG calculated the gross value added generated by the World Championship. On match days, EBP surveyed 1,284 visitors on site, 520 of whom additionally completed an online questionnaire in the three weeks following the event. Additional surveys of the teams and sponsors were also conducted. A wide range of direct data was obtained from the Organizing Committee, e.g. budget, ticket sales, stadium attendance, security and media personnel.

HWZ study: commissioned by Ticketcorner, the HWZ Center for Research & Methods surveyed 2,218 ticketholders online from 1 July to 17 August 2026 – 1,778 from Switzerland and 440 from abroad. The answers were weighted according to language and origin and extrapolated to the 403,834 paid entries.



Caption: "Time to Shine" at the 2026 IIHF Ice Hockey World Championship. The event was a complete success, both athletically and economically..

Über Ticketcorner
Ticketcorner offers individual ticketing solutions for events in the areas of entertainment, culture, and sports – including a comprehensive range of services for mountain railways. Tickets can be purchased via the website, the app, the customer service centre, and ticket outlets throughout Switzerland. Ticketcorner operates its own media platforms such as the online magazine «event.», digital channels and social media with curated content. Ticketcorner AG is a wholly owned subsidiary of Ticketcorner Holding AG, which is in turn owned in equal parts by CTS EVENTIM AG & Co. KGaA and Ringier AG. CTS EVENTIM AG & Co. KGaA, which is listed on the MDAX, is active in the ticketing sector in 25 countries. Ringier is a multinational Swiss media company with brands across print, TV, radio, and digital channels.

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HWZ University of Applied Sciences in Business Administration Zurich
With approximately 3,000 students and 800 faculty members with professional experience, the HWZ is Switzerland's largest university offering exclusively part-time degree programs in the field of business. It offers a wide range of degree programs at the bachelor's and master's levels, over 150 diploma and certificate programs, more than 100 seminars, opportunities for doctoral studies, and customized corporate training. The HWZ is institutionally accredited by the Swiss Accreditation Council.

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