tomtom

2026

TomTom Traffic Index

Football world championship

Introduction: Football's biggest stage as a traffic test

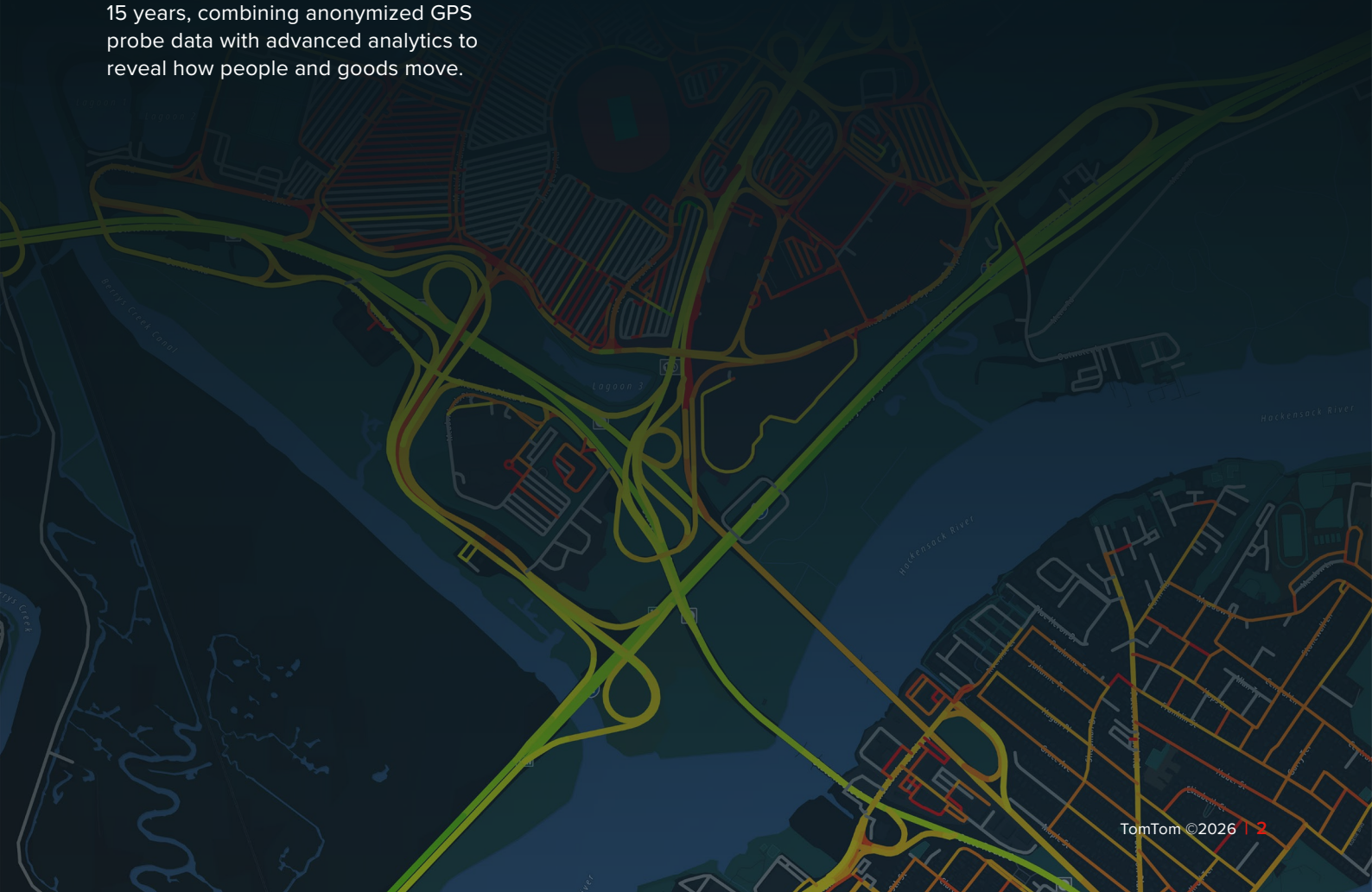
Cities are dynamic ecosystems of movement, interaction and infrastructure. As populations grow and urban systems evolve, mobility challenges continue to rise. Major sporting events add acute strain to these transport networks.

The football world championship illustrates this at scale, bringing together millions of fans across sixteen host cities in Canada, the U.S. and Mexico, turning everyday mobility patterns into complex traffic challenges. During events like this, normal traffic patterns break down. Instead of predictable commuting peaks, cities experience sudden surges, directional flows and localized bottlenecks around stadiums and fan zones.

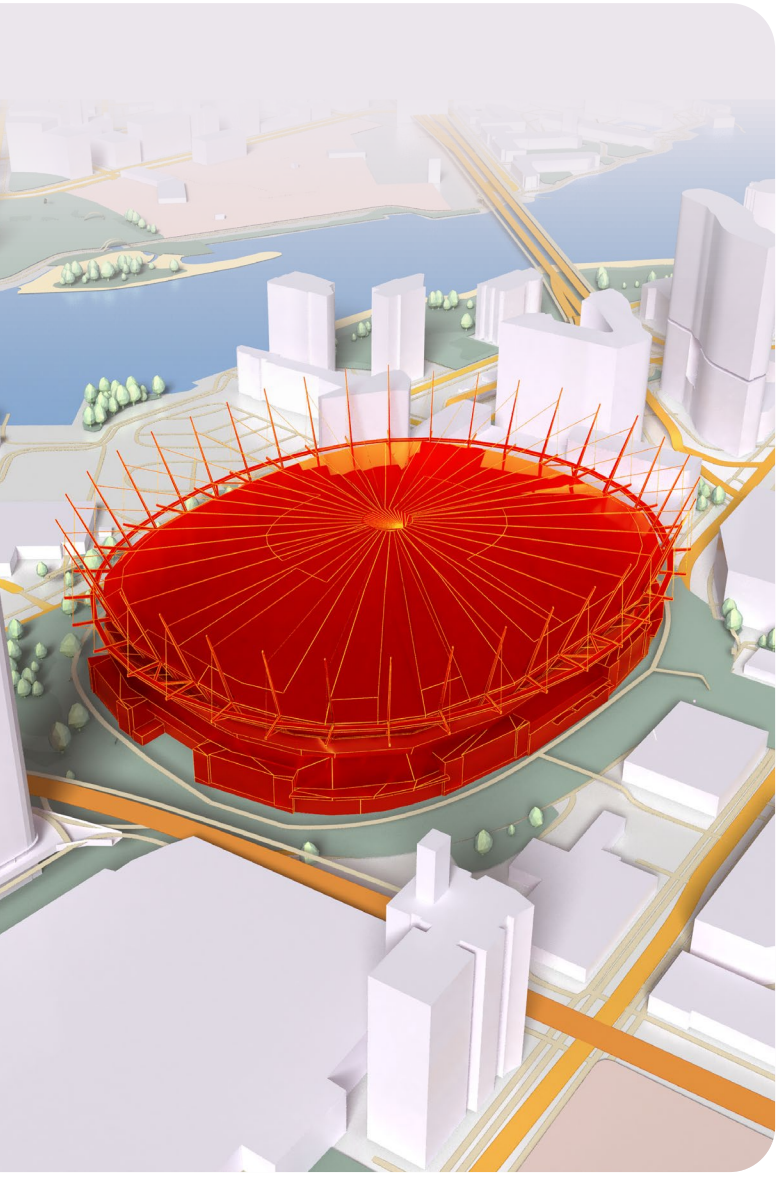
The TomTom Traffic Index has tracked congestion and travel behavior in cities around the world for more than 15 years, combining anonymized GPS probe data with advanced analytics to reveal how people and goods move.

For this special edition, TomTom zooms in on the football world championship, using the same trusted methodology to show how match days reshape congestion and what governments, defence organizations and insurtech innovators can do with that insight.

Explore traffic during the Football world championship



How traffic intelligence supports hosting major sporting events



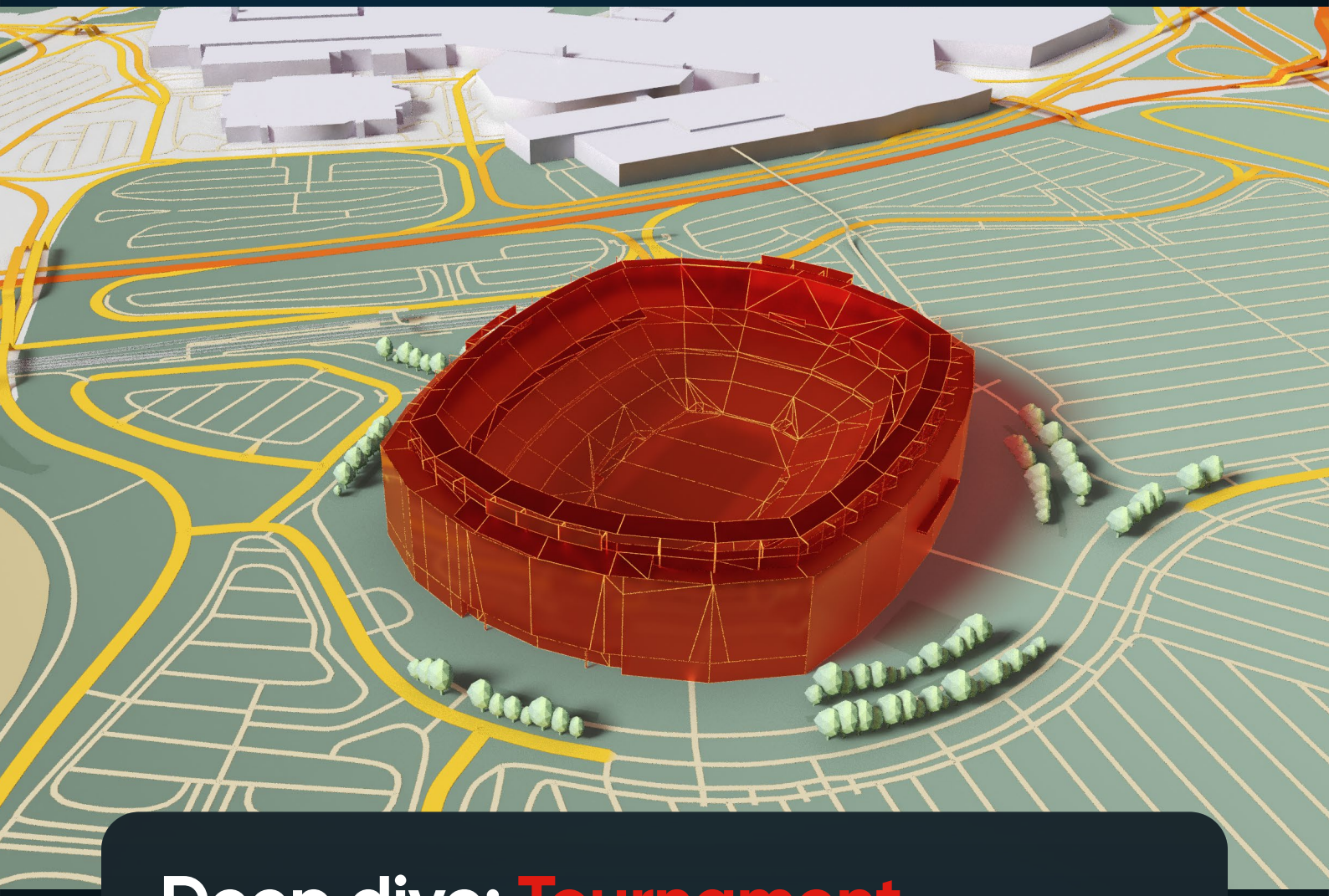
Traffic intelligence transforms how cities prepare for and manage large events.

It enables authorities to:

- Predict congestion hotspots before they occur
- Monitor live traffic flows across the network
- Adjust infrastructure and routing dynamically
- Prioritize emergency and operational routes

This shift is critical during major tournaments, where millions of trips are compressed into tight windows around match schedules.

For the Football World Championship, TomTom dedicates a tournament page in the Traffic Index to surface live congestion, average speeds and distance driven in 15 minutes around each of the sixteen venues, updating frequently as conditions change. Historical data provides context so authorities can understand whether match-day traffic sits within normal variation or pushes networks into uncharted territory.



Deep dive: Tournament congestion at MetLife Stadium

MetLife Stadium in New Jersey will host the football world championship final, making it one of the most critical venues for traffic planning. To understand how the road network around the stadium behaves, TomTom compared it to a major club final held at the same venue and time with typical Sunday conditions. The analysis reveals sharp differences in congestion levels, travel times and route choices that matter for every organization responsible for safety, mobility and risk.

Congestion management

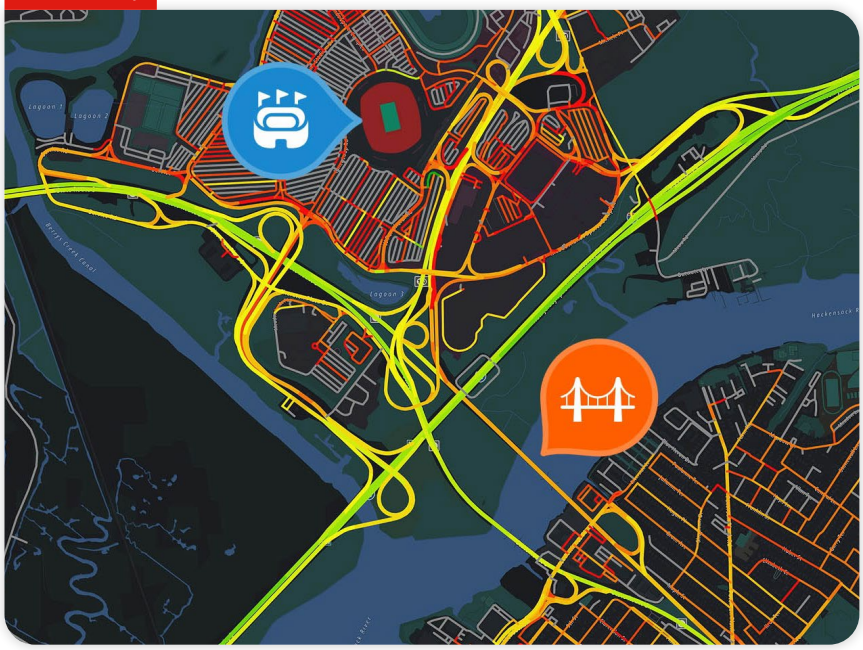
Are bridges bottlenecks?

Traffic and mobility intelligence provides authorities with critical insights. On a typical day, congestion sits at 9.1% at 2pm, and it would take drivers an average of 2 minutes and 36 seconds to drive 3 km. Around 2pm on match day last year, congestion soared to 195.6%, nearly tripling travel time to 7 minutes and 47 seconds.

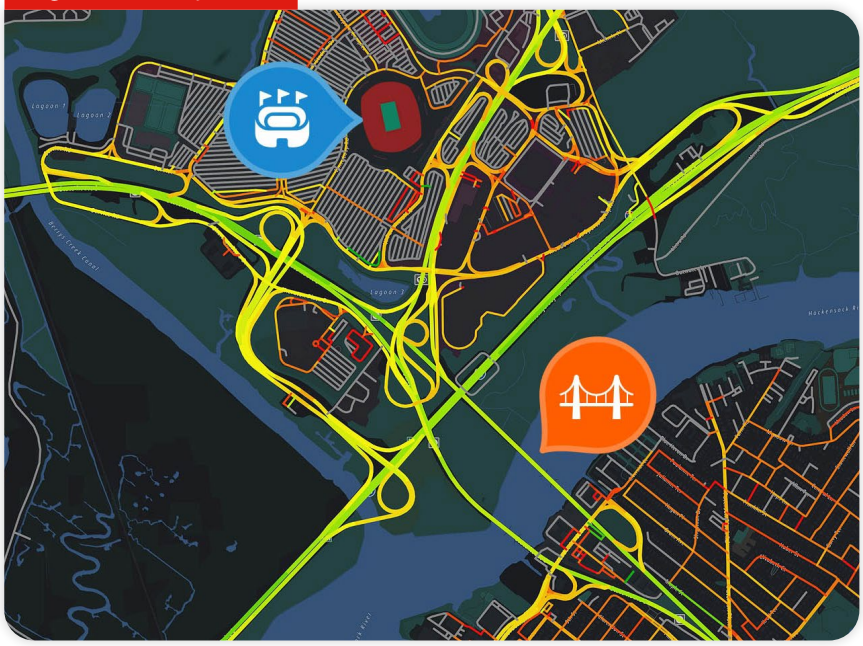
With New York City directly to the east, the NJ-3 bridge westbound over the Hackensack River represents a key bottleneck. Monitoring this traffic corridor will be crucial to ensure that critical safety services, such as emergency responders, can cross without significant delay.

Explore traffic during the Football world championship

Match day



Regular Sunday traffic



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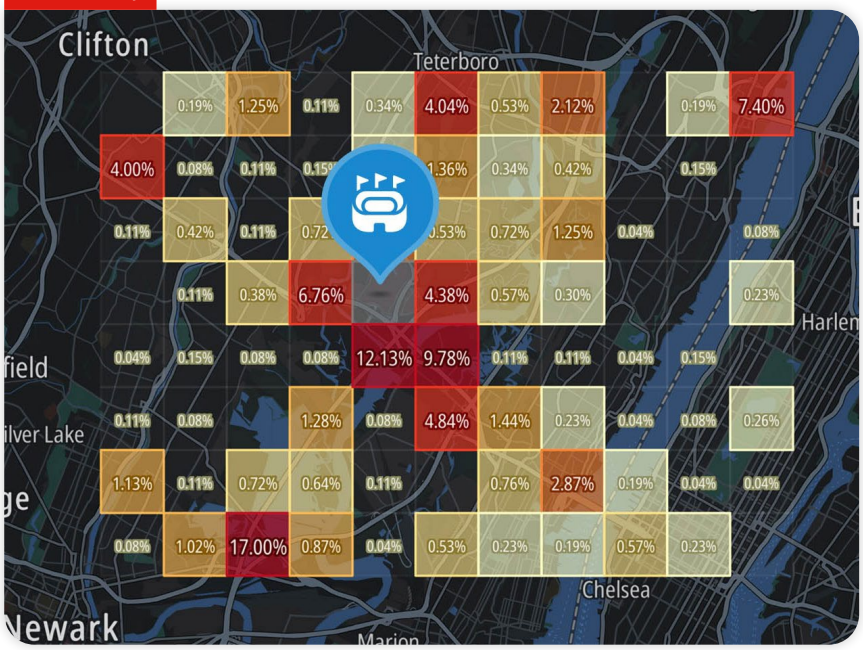

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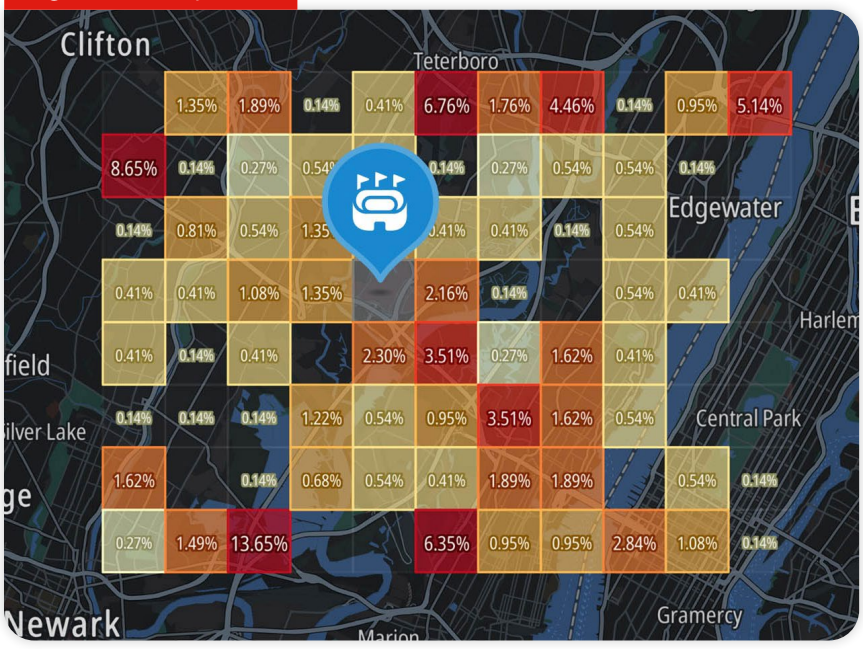


Network efficiency

Clear, macro-level movements

Origin Destination Analysis is a traffic intelligence tool that shows city authorities and event managers where people are coming from and going to. Each percentage shown reflects how much of the total traffic in the wider area passes through that zone, highlighting areas of higher or lower trip concentration.

On match day, trips around the stadium peaked at 12.13% — up from 3.51% on a regular Sunday. However, fewer drivers travel through zones towards Manhattan, suggesting that regular city-bound flows give way to stadium-focused traffic. And while busy during both periods, the south-west Kearny/Harrison corridor jumps up 3.35% on the final, indicating that it's one of the main access corridors to manage for big events.

Explore traffic during the Football world championship

Emergency services

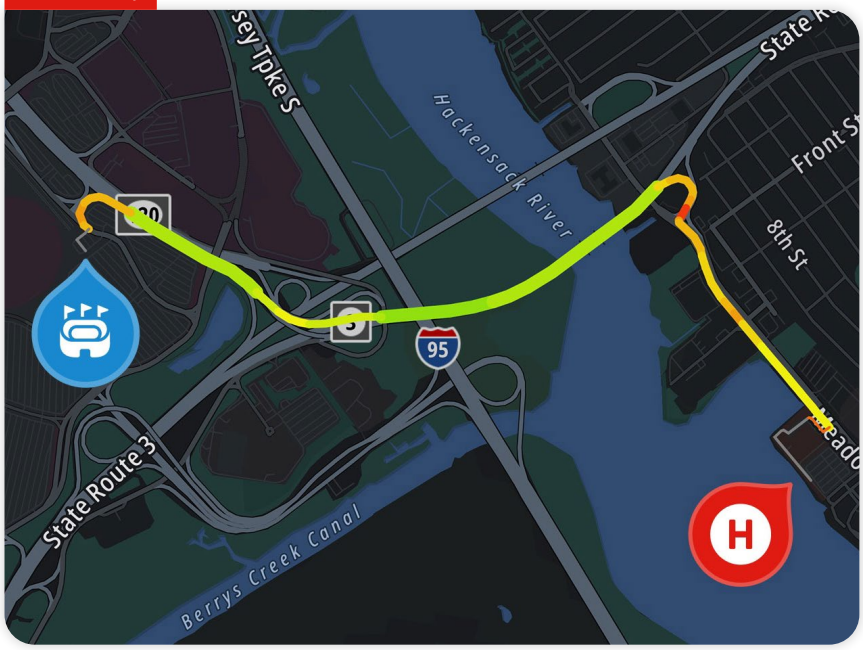
Special routes for special occasions

Imagine you're a traffic manager working on the tournament's championship match. The final whistle has blown, but during the celebrations someone has taken ill and needs a medical evacuation from the stadium. How long is it going to take to get them to a nearby hospital? The answer lies in traffic intelligence.

With parking lots nearly impassable and local roads congested after match time, it could take on average 3 minutes and 31 seconds longer than usual to reach a local hospital using the standard route.

Explore traffic during the Football world championship

Match day



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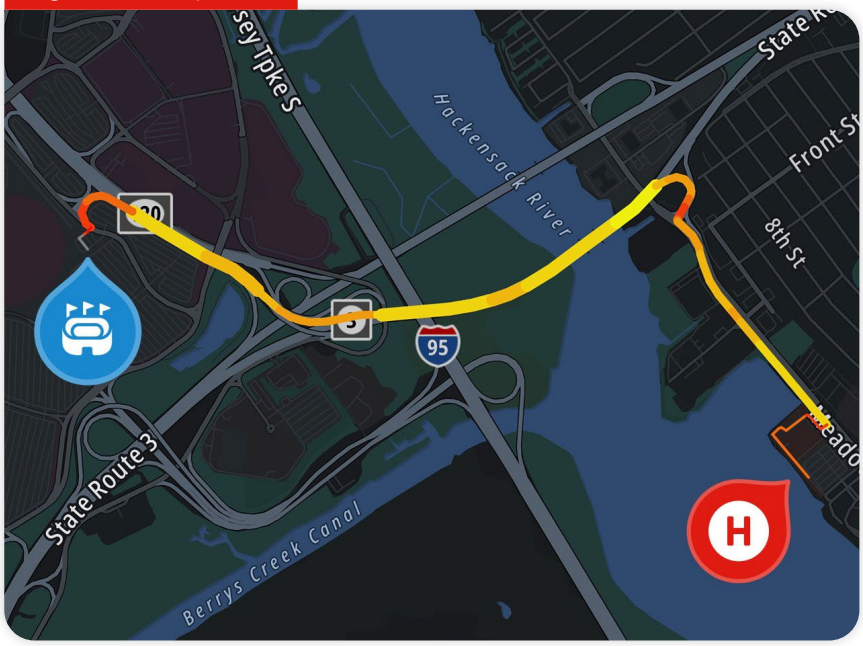


Segment lens

State and local government

For state and local governments, the football world championship is both a mobility challenge and a chance to showcase world-class operations. Thousands of additional trips layer onto everyday commuting, school runs and freight deliveries, putting pressure on road networks that already run close to capacity at peak times.

Traffic intelligence gives transportation departments, city halls and road authorities a shared source of truth. By comparing typical congestion patterns with live match-day conditions, they can spot emerging bottlenecks, adjust signal timing, deploy field crews and coordinate with transit operators to keep both residents and visitors moving.

After the football world championship, historical Traffic Index data, Origin Destination Analysis and Area Analytics help planners evaluate the impact of temporary measures like pop-up bus lanes, park-and-ride services or new cycling connections. These insights feed into long-term decisions about where to invest in capacity, safety and resilience.

Insurtech and event-driven risk

Insurtech companies and advanced insurers see events like the football world championship as both a risk and an opportunity. Unusual congestion, temporary road closures and unfamiliar driving environments can increase collision risk, but they also generate rich data that can sharpen pricing and claims decisions when combined with maps and traffic intelligence.

Traditionally, claims handlers rely on police reports, interviews and repair estimates to understand what happened in a crash, especially during major events when incidents cluster around stadiums and busy corridors. Contextual geospatial data adds another layer: by checking whether traffic actually slowed to a crawl on a given route at the reported time, whether a road was diverted for match-day operations or whether weather conditions matched the description, insurers can move from guesswork to evidence-based decisions.

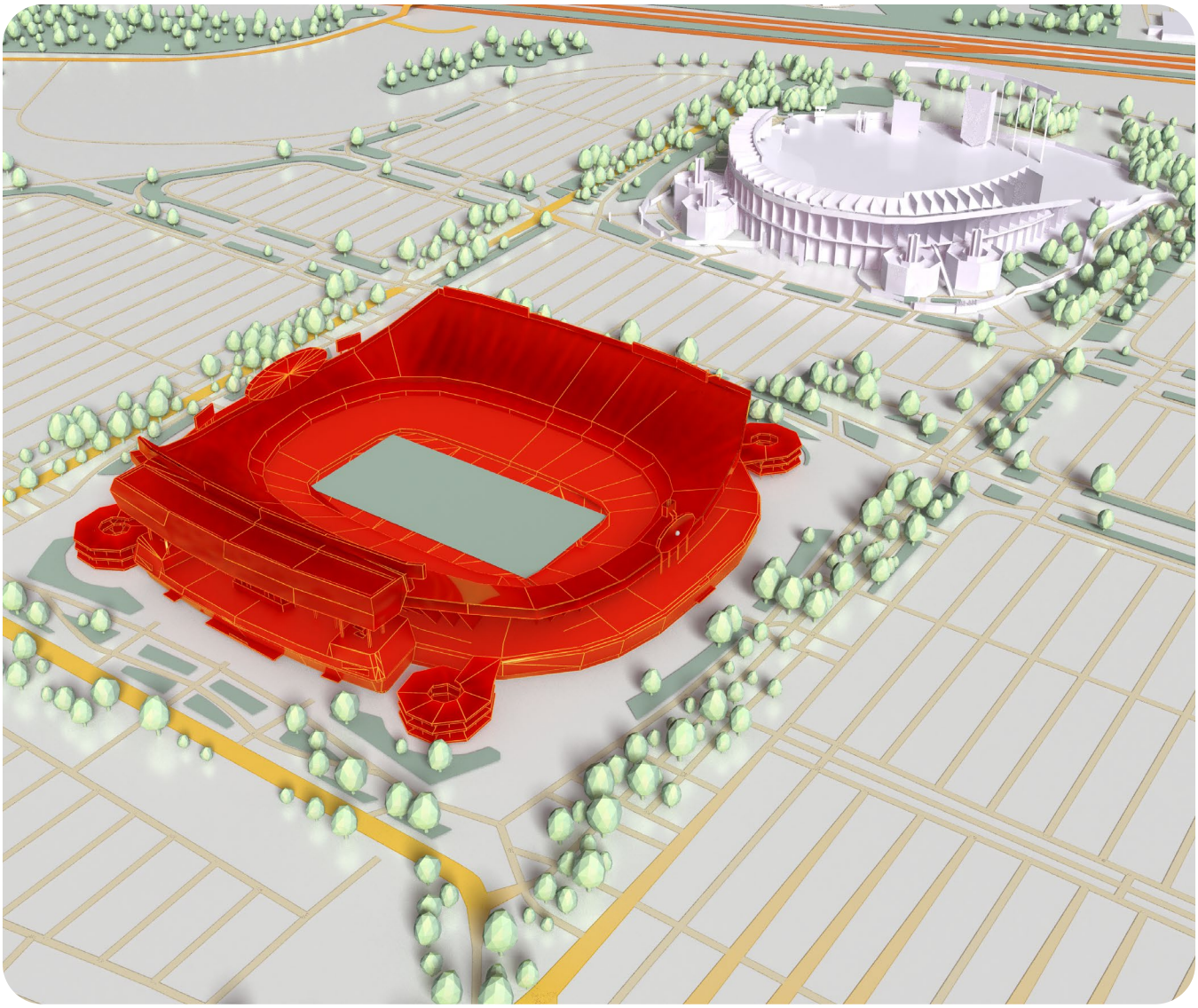
For usage-based insurance, combining telematics with TomTom's traffic context helps distinguish between risky behavior and defensive driving in dense match-day traffic. Hard braking and low speeds may reflect safe responses to congestion rather than aggressive driving, and event-specific traffic intelligence helps models make that distinction fairly.

Federal government and defence

At the national level, the football world championship intersects with broader missions around security, border management and critical infrastructure protection. Tournament traffic affects access to airports, ports of entry, military facilities and strategic logistics routes, making it essential for federal and defence agencies to understand road conditions across large regions, not just one city.

TomTom's defence and intelligence solutions use the same floating car data and analytics that power the Traffic Index to provide precise situational awareness. Operations centers can monitor key corridors, watch for unusual congestion near sensitive sites and plan alternative routes for convoys, VIP movements or emergency response when match-day traffic strains local networks.

Because TomTom's traffic and mobility intelligence covers multiple jurisdictions consistently, it helps national-level stakeholders coordinate with state and local partners using a common picture of what is happening on the ground.



Conclusion: Turn event movement into lasting insight

The Football World Championship is temporary, but the mobility lessons it offers can last for years.

The football world championship is temporary, but the mobility lessons it offers can last for years. By treating the event as a planned stress test, public agencies, defence organizations and insurtech innovators can identify vulnerabilities, validate resilience strategies and refine their operations for both routine days and future disruptions.

The football world championship 2026 section of the TomTom Traffic Index is the flagship entry point into this intelligence. From here, you can explore live congestion around every host stadium, compare match-day traffic to typical days, download historical data and build your own analyses with TomTom's traffic and mobility tools.

Visit the football world championship 2026 Traffic Index pages to see how tournament traffic unfolds in real time and to discover how TomTom's data can help you plan, protect and perform on football's biggest stage.

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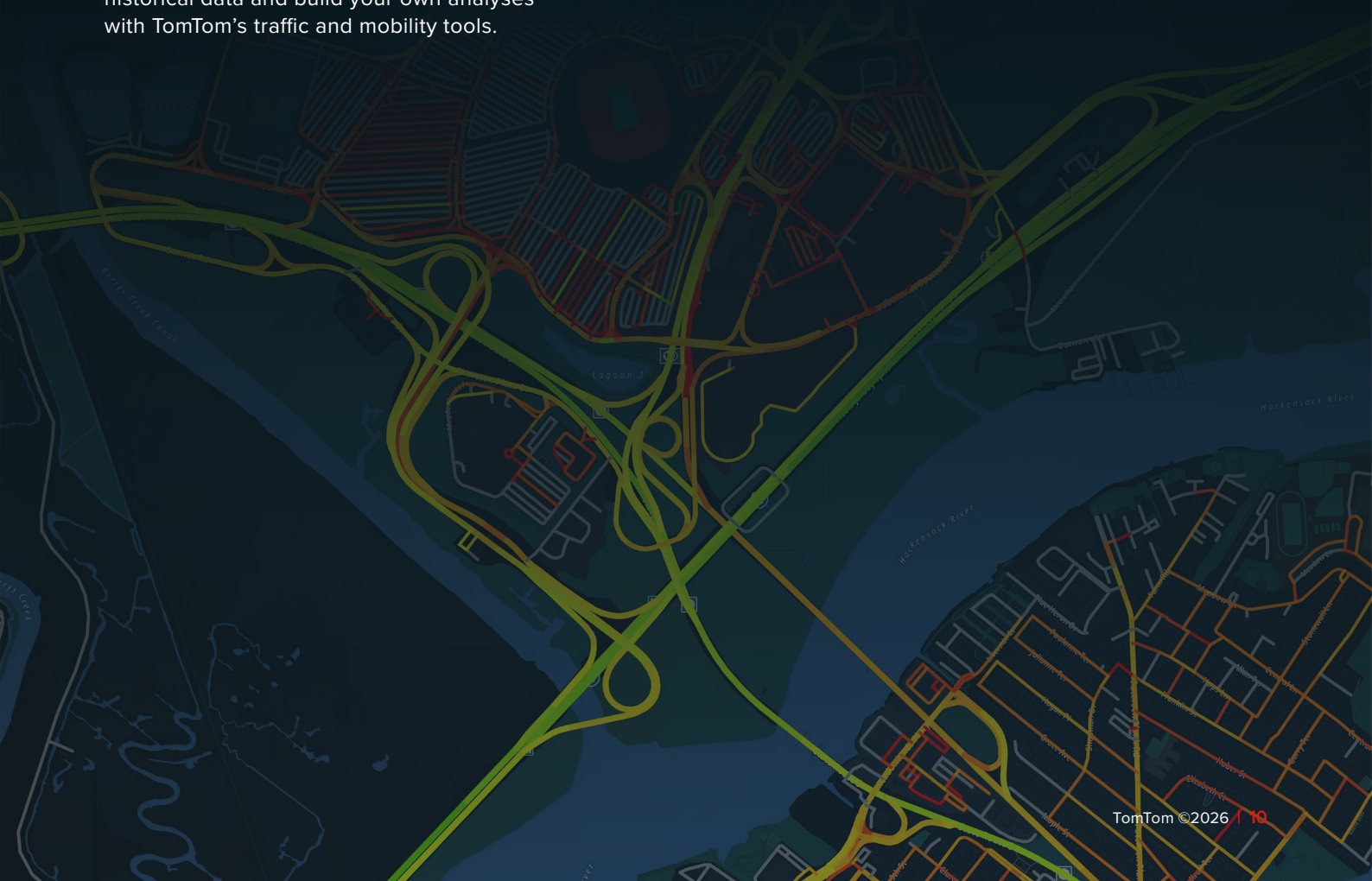

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