

June 2026

2025 NFL BERLIN GAME IMPACT STUDY



SPORTS METROPOLIS

BERLIN



Event Overview

The National Football League (NFL) hosted its first-ever regular season game in Berlin on Sunday 9th November 2025 at the Olympiastadion, further expanding its International Series footprint in Germany following previous games in Munich and Frankfurt. The game formed part of the NFL's long-term commitment to the German market, with the city hosting a week of fan-facing activities and events designed to engage local residents and visiting spectators in the build-up to gameday.

The Atlanta Falcons faced the Indianapolis Colts in front of **72,203 spectators**, with strong global interest driving **over 6 million viewers across TV and digital platforms**, ranking among the top five NFL Network International Games on record.

Demand for the game was exceptionally strong, with tickets selling out rapidly following release and 126,000 fans signing up for tickets through official sales channels. **51,000 tickets were sold on the first day of release.** The game attracted spectators from across Germany and internationally, reinforcing Berlin's position as a leading host city for major global sporting events.

The atmosphere across the city in the weeks leading up to the event was also remarkable. Across various fan zones and fan parks, such as at Brandenburg Gate, NFL fans enjoyed sporting and musical entertainment with a stage, music, official NFL merchandise store, a variety of food and drink on offer, and photo displays.



Executive Summary

Executive summary

2025 NFL Berlin Game

This study measures the impact of the 2025 NFL Berlin Game across four categories:



Economic impact



Destination impact



Ecological impact



Social impact

Together, these impacts highlight the significance of the 2025 NFL Berlin Game as a milestone in the NFL's global growth and its contribution to the city's economy, environment and community.

Executive Summary

2025 NFL Berlin Game

Economic impact



€74.3m

total economic impact

Direct

€34.1m

Indirect

€17.7m

Induced

€25.9m

Leakage

-€3.3m



€373

average spend per spectator per day



€6.8m

of sales tax revenues generated



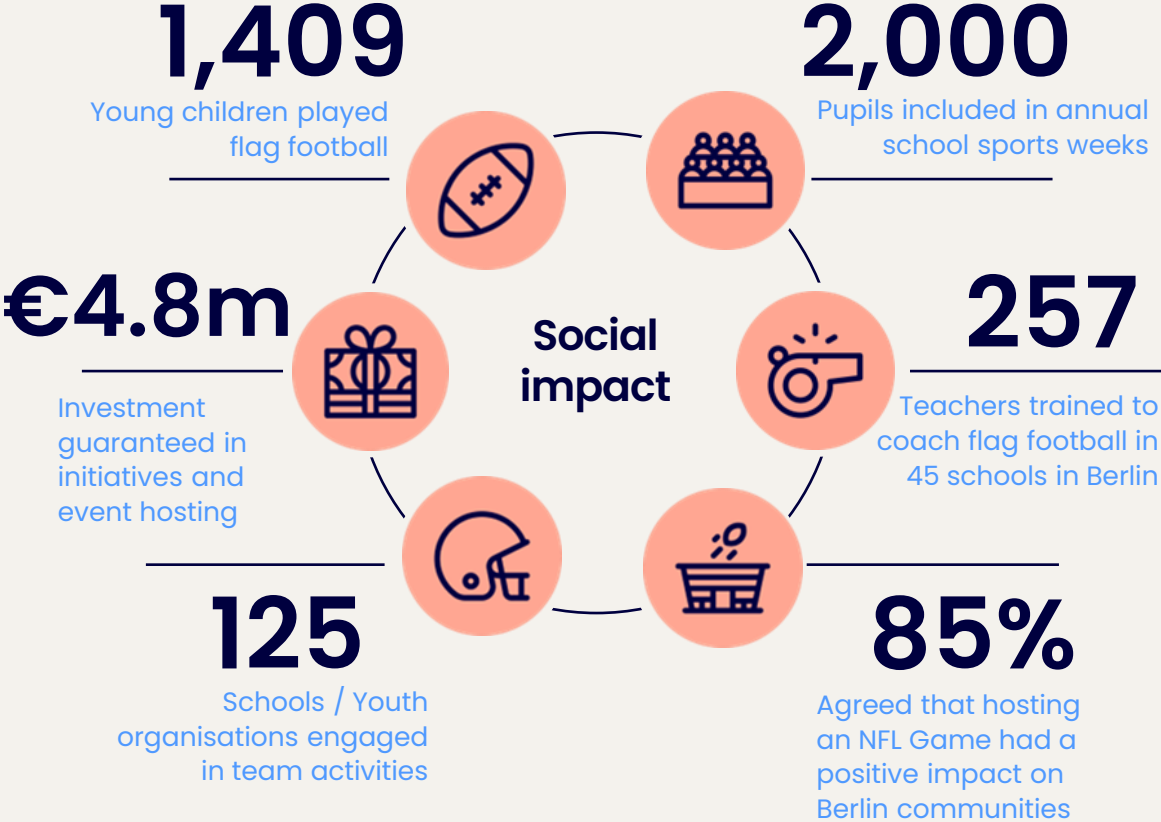
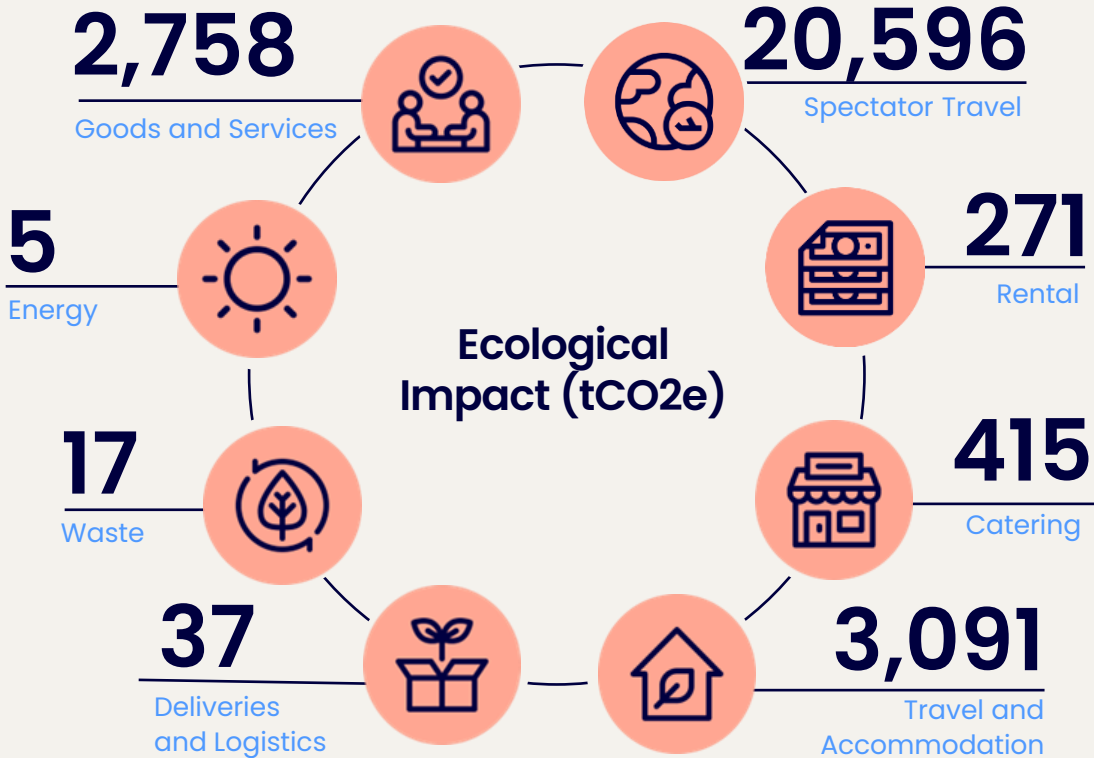
409

jobs supported by the event's impact



Executive Summary

2025 NFL Berlin Game



Social Impact Insights

Community Engagement

With the objective of delivering more than just great entertainment to Berlin's local residents, the NFL and local partners organised a series of community activities. The host city has committed to support NFL international football development programmes as well as to design a city-wide accompanying programme called **FUTURE LEAGUE x American and Flag Football**.

FUTURE LEAGUE x American and Flag Football



>€3.3m

Investment into local football playing initiatives guaranteed



>50

Flag Football camps and clinics during the NFL Game series (2025-29)



>100

Flag Football sessions at schools over next 5 years



>€2m

Host city support for FUTURE LEAGUE x American and Flag Football



>20k

Participating young people during NFL game series 2025-2029

Social Impact Evaluation

Infrastructure development and team activities

Inclusive Playground

The NFL, in collaboration with the Indianapolis Colts, funded the construction of a new playground at the Christian-Morgenstern Primary School in Spandau, Berlin. The playground will benefit over 500 children, providing a place for physical activity and enjoyment for the local community.

Patriots All Abilities Camp

Alongside activations at the Uber Arena and an organised watch party, the New England Patriots staged an All-Abilities Camp that welcomed 85 young participants from 7 organisations to introduce children to the sport. 35 staff and coaches helped the event to run smoothly.

Special Olympics Flag Football Tournament

On November 8th 2025, the NFL and Special Olympics Berlin hosted an inclusive flag football tournament at the Sportforum Berlin, in which 50 participants from Football clubs (SO Berlin, Dresden Monarchs, United NRW) participated in the community-driven event, supported by 20 trained staff and coaches.

"The athletes participated in the NFL FLAG Unified Games with great enthusiasm and commitment... and demonstrated strong teamwork, fair play, and respect throughout the event."



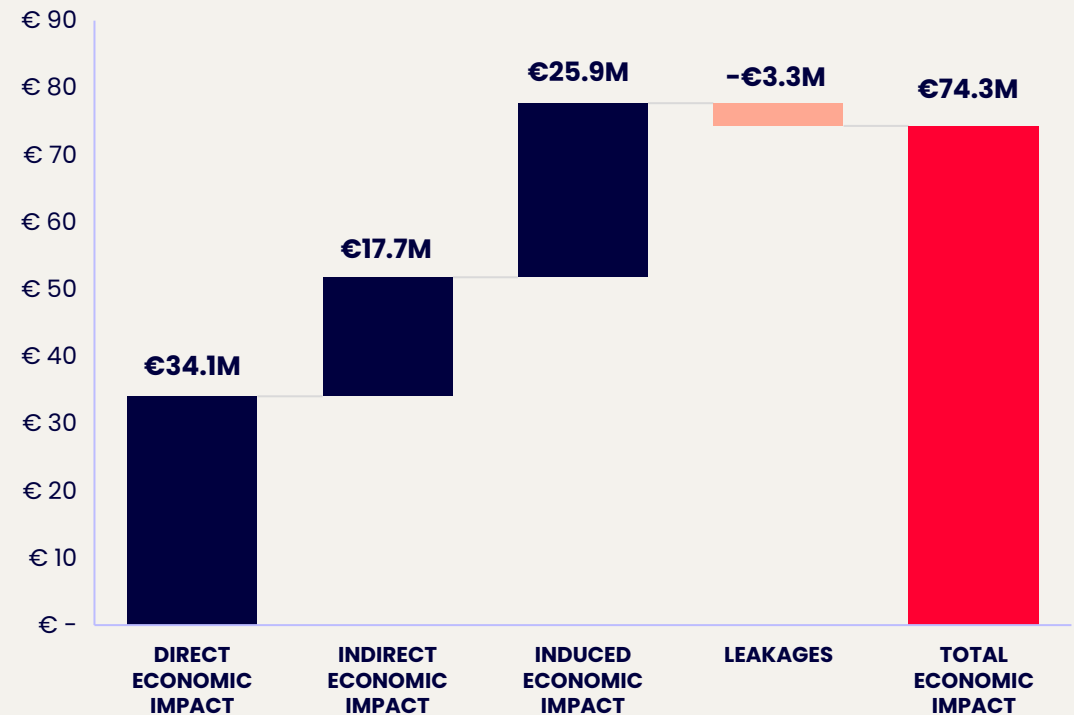
Economic Impact Insights

Summary

By adding the direct, indirect and induced economic impact of the 2025 NFL Berlin Game to the city of Berlin, it is estimated that total economic impact of the event to the host economy was €74.3M (after accounting for leakages).

Headline Total Economic Impact

Direct economic impact	€34,072,709
Indirect economic impact	€17,717,809
Induced economic impact	€25,895,259
Leakages	-€3,339,741
Net economic impact	€74,346,036



Comparable events

Total economic impact

When viewed alongside similar sized major sports events, the NFL Berlin game compares very favourably – generating greater returns for the host economy than the NFL Mexico Game 2019, the MLB London Series 2019, and other notable events.



*Currency adjustment to Euros for comparability

Comparable total economic impacts* (M€)

Spectators

Profiling and experience

Profiling

The vast majority (82.1%) of spectators at the NFL Berlin Game came from outside the city – 68.5% came from elsewhere in Germany and 13.6% were internationals. Of the spectators from outside Berlin, 94.7% said that the main reason for visiting the city was to attend the NFL Game. Apart from German citizens, the highest represented nationalities were from: Austria (9%), Hungary (9%), and the USA (28%).

Event experience

Spectators who attended the 2025 NFL Berlin Game rated their overall experience very highly- 65% scored their event experience a 7 or more (out of 10) and, of those, the majority answered 9 or 10 (61%).

Equally, the vast majority would be very likely to recommend attending an NFL game to friends and family (81%), which means that upon returning home, spectators were likely to communicate their positive experience to others. The Net Promoter Score* (NPS) for the NFL Game was 60 which is considered great**.

68.5% from Germany

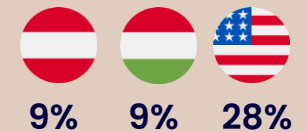
61% under 44 years old

4.7% said the event was the main reason for travelling

NFL visiting spend

NFL fans spent on average €373 per day in Berlin including accommodation (€159 per night), meals and drinks in restaurants (€122 per day), transport and travel (€41 per day) and other entertainment or retail (€50 per day).

NFL visitor
€373
per day



Most frequent nationalities of visiting spectators

* Widely used market research metric that based on a survey question asking respondents to rate the likelihood that they would recommend the event to a friend or colleague. The NPS score is a result of subtracting the percentage of detractors (i.e. those who scored 0-6) by the percentage of promoters (i.e. those who scored 9-10).

** The NPS score is a number from -100 to +100. An NPS of 0-30 is considered good, 30-70 is considered great, and 70-100 is considered excellent.

Ecological Impact Insights

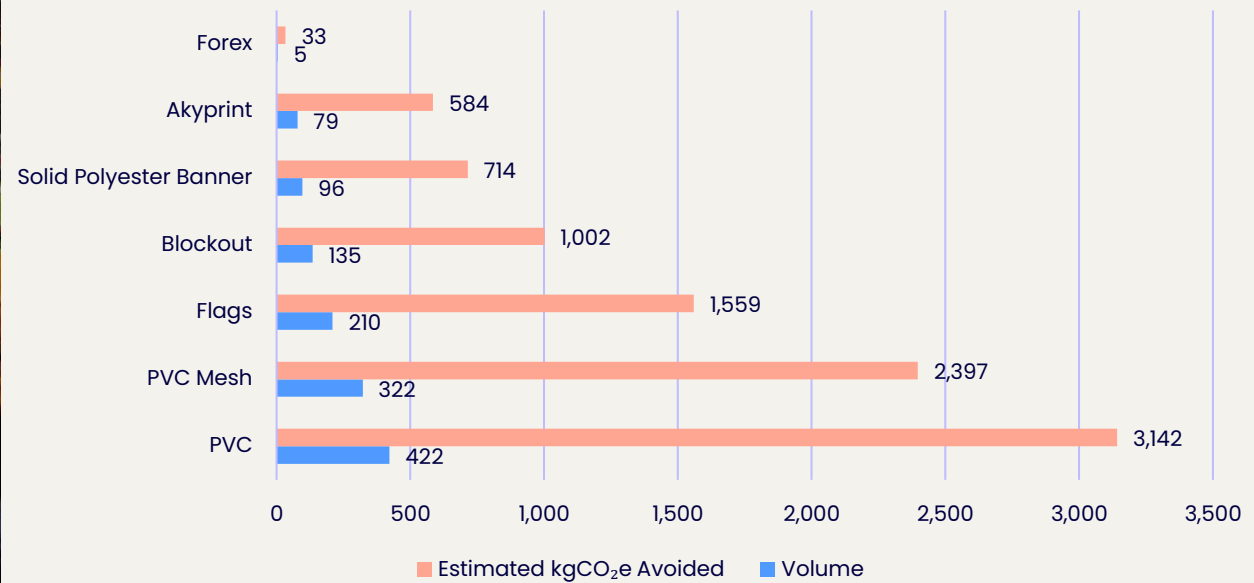
Waste and Reuse

Reuse

Total diverted: 1,267.4 kg, avoiding 9,432 kgCO₂e in emissions

Reuse data was calculated and provided by Trash Galore who managed the redistribution of materials from the Game to 8 initiatives within Berlin, thereby aligning with circular economy principles by keeping materials and assets in use for longer whilst benefiting local community groups by viewing waste as a resource.

Reuse: Waste Diverted and Emissions Avoided



Game Reuse Initiatives

- 1 Juxirkus**
Transforms Akryprint panels into colourful stage sets for children and young people.
- 2 PASE0030**
Sews new bags from old banners – together with the neighbourhood.
- 3 THIKWA Workshop**
Makes expressive art with attitude out of mesh.
- 4 Food Forest Network**
Uses mesh as compost roofs – for regenerative agriculture.
- 5 Children's Club Würfel Berlin-Buch**
Will receive weatherproof play surfaces thanks to donated PVC tarpaulins.
- 6 LWB - Lichtenberger Werkstätten gemeinnützige GmbH**
Make stylish bags with a social impact.
- 7 Silesian27**
Builds a house-within-a-house for the winter from blackout fabrics.
- 8 Gute Sache e.V.**
Protects creative outdoor spaces with old banners – and opens up space for togetherness.

Future Actions

Reduce Emissions for Future Games

Based on the emissions profile of the 2025 NFL Berlin Game, the following steps offer significant opportunities to both reduce and improve the accuracy of the carbon footprint of future NFL international games, listed in order of greatest impact:

- 1. Partner with rail operators in country to offer spectators low cost or even free low carbon travel options:** Bundled game-day travel passes or discounted intercity tickets from major cities would encourage spectators to choose rail over car, which was the single most common mode of transport to Berlin despite being significantly more carbon-intensive.
- 2. Specify sustainable aviation fuel for team charter flights:** Engage with airlines providing charter services on utilising SAF for NFL-contracted flights, to reduce the per mile emissions on long-haul charter flights.
- 3. Improve data quality and engagement with service and good providers:** A large portion of the goods and services emissions were calculated using summarised spend-based emission factors. Improving data quality via early engagement with suppliers will provide greater granularity on emissions performance, with likely reductions realised.
- 4. Enhance plant-based options across the game day menu:** Ensuring that plant-based meals are available for mass consumption, and align with broader set of taste preferences for the host locations.
- 5. Continue to source verified renewable energy for stadium operations:** The approach taken at the Olympic Stadium should be carried forward as standard practice, with preference given to venues that can demonstrate direct renewable supply alongside certificate-based procurement.
- 6. Implement the Circular Economy's R-Strategies Framework:** as detailed in Trash Galore's Reuse report, prioritising Refuse, Rethink, Reduce, Reuse, Repair, Refurbish, Remanufacture, Repurpose and Recycle would increase resource efficiency, cut per-event material emissions and reduce reliance on virgin materials for each new game and location.

2025 NFL Berlin Game Impact Study

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Redaction und Design:

TSC

Imagery:

NFL

Media and market research data:

Futures

The *2025 NFL Berlin Game* demonstrates how international major events can create measurable value for a city – economically, socially, and in shaping Berlin’s global profile.

With the *FUTURE LEAGUE x American and Flag football* as an accompanying programme, this impact is deliberately translated into sustainable structures and anchored in the city for the long term.

Our ambition remains clear: major events must go beyond the moment and deliver tangible benefits for Berlin and its citizens.

Looking ahead, this means taking concrete steps – enabling more climate-friendly travel, strengthening the integration of local structures and programmes, and embedding legacy initiatives more systematically within the Host City.

