FIFA

KANSAS CITY

KC2026 IMPACT REPORT

NOVEMBER 2026



WE ARE KANSAS CITY™

A LETTER FROM PAM KRAMER, CEO OF KC2026



When Kansas City was named a host city for the FIFA World Cup 2026™, it was the result of years of work by many people. But it also marked the beginning of an even larger undertaking — one that would require the commitment, creativity and collaboration of an entire region to deliver on the world's biggest sporting stage.

During the tournament, I kept a journal to capture the moments that reminded me why our work mattered so much. Not every day was perfect. On June 16, 2026, I summed it up in three words: **"Peaks and valleys."**

But as the tournament progressed, something remarkable unfolded. On June 26, I wrote, "There is a shift that has happened. People are now focused on holding on to the moment, being part of the moment, not missing the moment. There is pride and joy and grace and gratitude. There is a collective exhale that comes with being able to believe in ourselves."

That belief was earned — and demonstrates what is possible when this region works together. Public agencies and private companies, elected officials and civic leaders, community organizations, thousands of volunteers and individuals across Kansas and Missouri all pulled in the same direction to show the world who we are.

This report reflects on what we accomplished together: how we **delivered** on our commitments, **engaged** communities across the region, **welcomed** visitors from around the world and **elevated** Kansas City's global profile.

It also looks candidly at what we learned, where expectations differed from reality and how those insights can help us prepare for future opportunities.

The World Cup™ gave Kansas City a remarkable moment on the world stage. What matters now is how we build on it. We have new relationships, greater visibility, valuable experience and a stronger foundation for what comes next.

And together, we're poised to make the most of it.

Pam Kramer

1 DELIVERED

A GLOBAL STAGE. A REGIONAL ACHIEVEMENT.

Kansas City delivered on its promise as a FIFA World Cup 2026™ Host City, welcoming an estimated **680,000 visitors** who generated **$570 million** in direct visitor spending, according to Visit KC. Six matches, including a quarterfinal, brought the world's biggest soccer tournament to the Heartland — and gave our region a global stage to showcase its passion for sports, hospitality and community spirit.

Public and private partners invested approximately **$136.55 million** in KC2026 efforts to fulfill our host city commitments, bring the World Cup experience to life across the region, engage communities and businesses, and build capabilities that will benefit Kansas City for years to come.

The State of Missouri, the State of Kansas, the City of Kansas City, Missouri, and Johnson County, Kansas, laid the foundation with their early financial commitments, active engagement and steadfast leadership, as did our professional sports teams: Sporting Kansas City, Kansas City Chiefs, Kansas City Royals and Kansas City Current.

Delivering the World Cup stage required years of planning and coordination at the Truman Sports Complex. The Jackson County Sports Complex Authority and Kansas City Chiefs worked closely with FIFA to prepare the stadium and coordinate complex operations, while the Kansas City Royals adjusted their regular-season schedule to accommodate World Cup matches. Together, their efforts helped make **six** historic World Cup matches possible and contributed to an unforgettable experience for fans.

Behind the scenes, years of planning and extraordinary collaboration across Kansas and Missouri made it all possible. Together, regional partners transformed the National WWI Museum and Memorial into a world-class FIFA Fan Festival™, created a temporary transportation network that doubled public transportation capacity, and developed a coordinated safety and security plan to protect teams, visitors and communities throughout the tournament.

> **"WE NEVER AGAIN HAVE TO PROVE KANSAS CITY IS BIG ENOUGH TO HOST A GLOBAL EVENT."**
>
> - CLIFF ILLIG, HONORARY CO-CHAIR, KC2026 BOARD OF DIRECTORS

$570M
DIRECT SPEND[1]

SIX
WORLD CUP MATCHES
INCLUDING A QUARTERFINAL

~$136.55M
PUBLIC & PRIVATE INVESTMENT
TO FUND KC2026 HOST CITY EFFORTS

680K
ESTIMATED VISITORS[1]



[1]Source: Visit KC, press release, October 29, 2026.

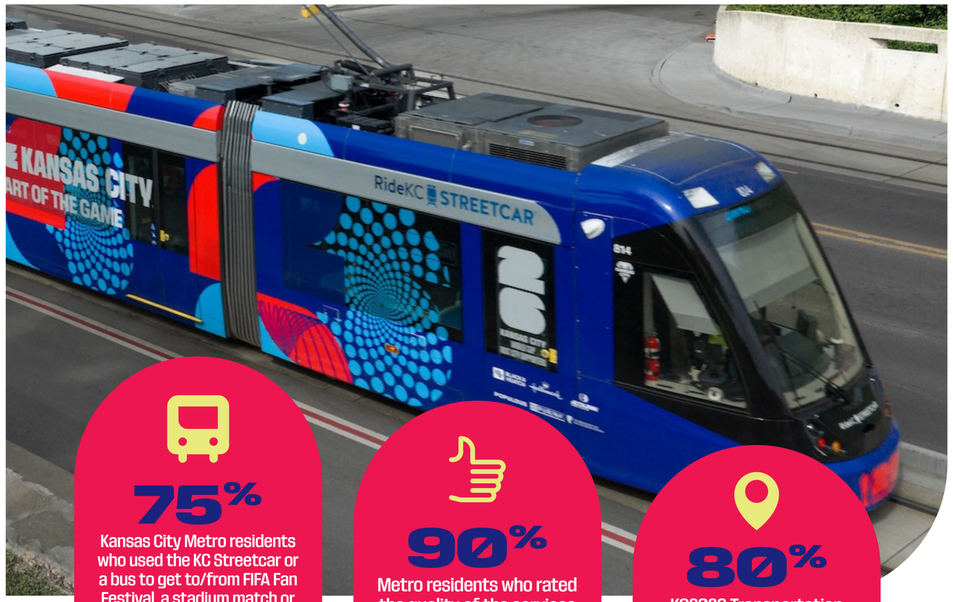
1 DELIVERED

ONE REGION. UNITED IN ACTION.

TRANSPORTATION & MOBILITY

One of Kansas City's greatest host city challenges was moving tens of thousands of fans to and from stadium matches without an existing public transportation system designed to accommodate that demand. KC2026 responded by creating ConnectKC26, a temporary transportation service that doubled regional public transit capacity during the tournament by integrating new bus service with existing transit networks to connect fans with matches, the airport and destinations throughout the region.

The expanded network delivered **more than 333,000** passenger journeys, with strong ridership and positive passenger satisfaction.[2] The World Cup also introduced residents to new ways of getting around the region, with **9%** of surveyed residents trying public transportation for the first time.[3] Beyond meeting the demands of the tournament, Kansas City established a scalable regional transportation framework to support large numbers of visitors and residents at future major events.



75%
Kansas City Metro residents who used the KC Streetcar or a bus to get to/from FIFA Fan Festival, a stadium match or a watch party.[3]

90%
Metro residents who rated the quality of the services as excellent or good.[3]

80%
KC2026 Transportation workforce that was local.[4]



DOUBLED
PUBLIC TRANSPORTATION CAPACITY

333K+
PASSENGER JOURNEYS[2]

9%
SURVEYED RESIDENTS TRYING PUBLIC TRANSIT FOR THE FIRST TIME[3]







[2]Source: Source: KC2026 ConnectKC26 WRSTBND ticket data.
[3]Source: ETC Institute 2026 Post Tournament Transportation Survey.
[4]Source: KC2026.

1 DELIVERED

ONE REGION. UNITED IN ACTION.

SAFETY, SECURITY & REGIONAL COORDINATION

Moving people across the region was only one part of the challenge. Protecting teams, visitors and communities required an equally ambitious level of coordination across multiple jurisdictions, venues and activities.

At the heart of this effort was the **Joint Operations Center (JOC)**, which brought transportation, public safety, emergency management, healthcare, weather, communications and other operational partners together under one roof throughout the tournament. Operating **up to 19 hours a day**, the JOC enabled partners to monitor activity at key locations, including Kansas City Stadium parking lots, FIFA Fan Festival™, national team base camps and KC•House. JOC partners also tracked transportation networks, team and traffic movements, and changing weather conditions, sharing information and coordinating responses to emerging issues in real time.

More than **240 regional stakeholders** helped plan tournament operations, with **more than 80 public safety agencies** supporting their delivery. Together, partners coordinated **8,000 miles of police escorts,** supported historic investments in drone mitigation and helped deliver a tournament with **zero Level 4 critical incidents** recorded in the regional safety and security summary.[4]

The JOC demonstrated what Kansas City can accomplish when an entire region works together, establishing a tested model for coordinating major events and strengthening regional preparedness for the future.



240+
REGIONAL PLANNING STAKEHOLDERS

80+
PUBLIC SAFETY AGENCIES

0
LEVEL 4 CRITICAL INCIDENTS[4]

$19.24M
FEDERAL GRANT AWARDS FOR DRONE MITIGATION CAPABILITIES, EQUIPMENT AND TRAINING IN LOCAL JURISDICTIONS

[4]Source: KC2026.
[5]Source: Pete's Garden World Cup After Action Report.
[6]Source: KC Can Compost post-tournament report.



HUMAN RIGHTS & SUSTAINABILITY

As part of FIFA's host city requirements, KC2026 worked with regional partners and community stakeholders to develop and implement a **Human Rights Action Plan** that addressed accessibility and inclusion, human trafficking prevention, worker protections and mechanisms for reporting and resolving concerns. Informed by input from **118 community members and subject matter experts,** the plan guided practical actions across tournament planning and operations. KC26 Assist provided an accessible digital channel for fans, visitors and residents to report nonemergency safety concerns, receiving **more than 200 reports** that were routed to appropriate response teams.

Sustainability partnerships also delivered measurable community benefits. Pete's Garden recovered nearly **25,000 pounds** of surplus prepared food from World Cup activities, creating **more than 20,000 meals** for Kansas City families.[5] At FIFA Fan Festival, KC Can Compost diverted **six tons of compostable material** from the waste stream, demonstrating how major events can support local organizations and advance responsible resource management.[6]

118
COMMUNITY MEMBERS & SUBJECT-MATTER EXPERTS ENGAGED

200+
KC26 ASSIST REPORTS RECEIVED

20,613
MEALS CREATED THROUGH FOOD RECOVERY[5]

6 TONS
COMPOSTABLE MATERIAL DIVERTED[6]

1 DELIVERED

A WORLD-CLASS CELEBRATION. UNMISTAKABLY KANSAS CITY.

For **19 days**, the grounds of the National WWI Museum and Memorial became the heart of Kansas City's World Cup celebration. Free and open to all, FIFA Fan Festival Kansas City welcomed **more than 400,000 visitors**, bringing fans from around the world together to share their passion for soccer, music, food and culture.[7]

Behind the excitement was a major event production, years in the making. KC2026 and its partners brought together world-class entertainment, live match broadcasts, local performers and food vendors, sponsor experiences and the infrastructure and operations needed to welcome tens of thousands of fans each day.

Nationally recognized headliners shared the stage with **more than 40 local bands and DJs**, while fans enjoyed live broadcasts of **more than 35 FIFA World Cup matches.** From the energy of the crowds to the iconic backdrop of the Memorial, the festival showcased the creativity, hospitality and community spirit that make Kansas City special.

More than a place to watch matches, FIFA Fan Festival became a gathering place for the world — and a powerful demonstration of Kansas City's ability to produce an international celebration on a remarkable scale.

400K+
FAN FESTIVAL VISITS[7]

19
DAYS OF OPERATION

40+
LOCAL BANDS & DJS

150
NATIONS REPRESENTED[7]

FIFA FAN FESTIVAL™ KANSAS CITY WAS A HIGHLIGHT OF THE TOURNAMENT.



[7]Source: KC2026 FIFA Fan Festival™ registration and entry data (WRSTBND platform), June 11 to July 11, 2026. Attendance reflects passes scanned at entry; origin reflects the home ZIP code or country provided at registration.

2 ENGAGED

A REGION THAT MADE THE WORLD CUP ITS OWN.

Kansas City's identity as the **Soccer Capital of America®** was built over decades through investment in the sport, world-class facilities and a passionate soccer community. That foundation helped attract **four national team base camps,** including three top-ranked teams, bringing some of the world's best and most visible players to train and prepare in our region. The teams were hosted at world-class facilities by Sporting Kansas City, Kansas City Current and The University of Kansas.

But it was our people who made the World Cup distinctly Kansas City. Volunteers, fans, businesses and communities across both states embraced the tournament. Whether cheering at matches, gathering for watch parties or tuning in from home, Kansas Citians demonstrated their passion for the game, making Kansas City the **No. 1 U.S. television viewing market** for the World Cup.[9]

$700M
SOCCER INFRASTRUCTURE INVESTMENT OVER 17 YEARS
LED BY SPORTING KC [8]

4 NATIONAL TEAM BASE CAMPS


ARGENTINA


ENGLAND


THE NETHERLANDS


ALGERIA

[8]Source: Fortune, news story, July 2026.
[9]Source: FOX Sports using Nielsen television ratings.

REINFORCING KANSAS CITY'S
PASSION FOR SOCCER

NO.1 TELEVISION VIEWING MARKET
(IN THE US) [9]



2 ENGAGED

COMMUNITY PRIDE IN ACTION.

Across Kansas and Missouri, **more than 50 communities** made the World Cup their own, organizing watch parties, festivals and celebrations that brought neighbors together and extended the excitement beyond the stadium. Base camp communities embraced their adopted national teams, celebrating the customs and traditions of visiting countries and creating opportunities for residents to connect with the world's game.

Thousands of volunteers, ranging in age from 18 to over 70, answered the call with extraordinary dedication. Soccer fans or not, they served through challenging weather and long days, taking on whatever was needed with enthusiasm and pride and bringing Kansas City's trademark hospitality to life.

Together, these efforts demonstrated the remarkable power of a region united by a **shared purpose.**



3.4K
VOLUNTEERS[4]
SELECTED FROM MORE THAN 16K APPLICANTS



80K
VOLUNTEER HOURS[4]
ACROSS APPROXIMATELY 15K SHIFTS

91%
OF SCHEDULED VOLUNTEER SHIFTS WERE FULFILLED[4]



[4]Source: KC2026.
[10]Source: KC2026 Community Events & Activation Network participants providing self-reported event information to KC2026.
[11]Source: KC2026 Post Tournament Community Events & Activation Survey.

2 ENGAGED

ALL IN FOR KANSAS CITY.

Kansas City's business community played a vital role in bringing the World Cup to life. Approximately **200 local businesses** and organizations were engaged through sponsorships, partnerships and the provision of products and services essential to delivering the tournament. Large and small, these businesses brought more than financial resources, products and services. They brought **ingenuity, relationships and a shared determination** to show the world a Kansas City that is capable, innovative and welcoming.

Through **KC Game Plan,** KC2026 and regional partners created the first mega-event playbook to help small businesses prepare for visitors with practical training, tools and resources. Tourism partners also joined forces to create the region's first digital visitor platform, connecting fans with **more than 14,000 local businesses and attractions** across Kansas and Missouri.

Together, these efforts reflected a business community invested not just in hosting the World Cup, but in **Kansas City's future.**

OFFICIAL HOST CITY SUPPORTERS

The University of Kansas Health System · Hallmark · JE Dunn Construction · Black & Veatch · Purina · Populous

PROFESSIONAL SPORTS TEAMS

Kansas City Chiefs · KC · Sporting Kansas City · Kansas City Royals



200
LOCAL BUSINESSES ENGAGED

KC GAME PLAN
42
TRAINING SESSIONS
2,645
REGISTRATIONS[12]

14K
BUSINESSES & ATTRACTIONS LISTED IN HOST CITY APP

HOST CITY CHAMPIONS

COACHES LEVEL

Burns & McDonnell, Evergy, Google, Sysco, BOK Financial, Helzberg, Ewing Marion Kauffman Foundation, McCownGordon Construction, Metropolitan Community College/CommunityAmerica Credit Union, Tompkins Industries, Alaris Capital.

KEEPERS LEVEL

Airshare, CBRE & Monarch Build, Convergence KC, Crain Capital, Deloitte, Enterprise Mobility, Greater KC Chamber of Commerce, HNTB, Husch Blackwell, KC Area Development Council, Lathrop GPM, Lockton, Netsmart, Polsinelli, Trozzolo, Two Circles, UMB Bank, Union Broadcasting/Sports Radio 810, Walz Tetrick Advertising.

[12]Source: KC2026, KC Game Plan Data.

3 WELCOMED

HOSPITALITY IS OUR LOVE LANGUAGE.

Kansas City's hospitality was on display from the moment visitors arrived. Coordinated signage, colorful murals and FIFA World Cup displays transformed the airport, streetcar corridor and communities across the region into a celebration of the world's game. The excitement extended far beyond the stadium, creating a **festive atmosphere** that welcomed visitors and brought the tournament to life throughout Kansas City.

But our most memorable welcomes were personal. From Lawrence's embrace of Algeria and Riverside's celebration of the Netherlands to Prairie Village neighborhoods dotted with signs welcoming England, communities made visiting teams and their supporters feel at home. Argentina's banderazo and the extraordinary Oranje Fanwalk, along with countless spontaneous encounters, created memories and friendships that transcended borders.

36K
PARTICIPANTS AT THE KANSAS CITY ORANJE FANWALK[13]

88%
SATISFACTION AMONG SURVEYED FIFA FAN FESTIVAL™ VISITORS[14]

"... SO FRIENDLY, SO WELCOMING ... WE CAME AS GUESTS AND LEFT AS FRIENDS. LOTS OF OPPORTUNITIES TO COME."

- H.E. DR. PETRA SCHNEEBAUER, AUSTRIAN AMBASSADOR TO THE UNITED STATES











[13]Source: EB Systems Beacon Data.
[14]Source: KC2026 Kansas City Brand Impact Research, August 2026.

3 WELCOMED



AN INVITATION THAT OPENED DOORS.

Kansas City extended its hospitality **beyond the stadium** through free celebrations, helpful visitor information and experiences that encouraged visitors to explore the region and connect with its people.

At **KC-House,** that invitation became more personal. International guests, ambassadors and business leaders were introduced to Kansas City through meaningful conversations with the people shaping our region's future. These encounters showcased Kansas City's strengths in healthcare, bioscience, agriculture, sports architecture and infrastructure, while experiences featuring local artists, chefs and performers revealed a creative and vibrant side of our region that many guests hadn't expected.

KC·House demonstrated that hospitality can do more than make visitors feel welcome. It can change perceptions, build relationships and open doors for future collaboration.



[14]Source: KC2026 Kansas City Brand Impact Research, August 2026.

4 ELEVATED

ALL EYES ON US.

For five weeks, Kansas City captured the attention of audiences around the world. Proactive international media outreach, including a special KC·House event for more than 70 journalists, helped bring our story to **global audiences.** Meanwhile, journalists covering national teams based in our region spent extended time here, creating opportunities for deeper storytelling.

From **The New York Times** and **The Guardian** to **Reuters** and **international sports media**, coverage showcased our soccer culture, hospitality and ability to host on the world's biggest stage. Unforgettable moments on the pitch added to the global spotlight, amplifying Kansas City's story at a scale traditional destination marketing could rarely achieve.

> **THE BEST HOST CITY OF ALL.**
>
> - DON GARBER, MLS COMMISSIONER

96%
POSITIVE OR NEUTRAL MEDIA COVERAGE

155M
SOCIAL MEDIA IMPRESSIONS

~$2.4 BILLION

ESTIMATED ADVERTISING VALUE EQUIVALENCY OF U.S. AND GLOBAL ONLINE EDITORIAL COVERAGE [15]



[15]Source: Meltwater, Advertising Value Equivalency (AVE) analysis of U.S. and international online editorial media coverage published May 1-July 24, 2026. AVE represents the estimated cost of purchasing equivalent advertising space and does not reflect actual advertising expenditure or revenue.

4 ELEVATED

KANSAS CITY. SEEN IN A NEW LIGHT.

Just as important as the attention Kansas City received was the impression we made. Visitors discovered a welcoming, vibrant region with the facilities, talent and ambition to compete on a global stage. **The KC Heart Gateway™** at FIFA Fan Festival™ became a signature landmark, celebrating our regional identity in images shared around the world.

Post-tournament research found increased awareness of Kansas City, stronger perceptions of our region and a willingness among visitors to return for future events.

These gains represent an opportunity extending **well beyond the World Cup.** Greater visibility and a stronger reputation can attract future visitors, business investment, talent and international partnerships, creating value for our region for **years to come.**

94%

of surveyed who visited Kansas City for FIFA World Cup would return
for another major sporting event [14]



+15

Percentage point increase in awareness of Kansas City
compared with the research benchmark

83%

of surveyed respondents said the tournament elevated Kansas City's national or global reputation [14]

81%-88%

of surveyed who have attended previous FIFA World Cup events, rate Kansas City experience as better
(81% International visitors
88% Other U.S. market visitors) [14]

[14]Source: KC2026 Kansas City Brand Impact Research, August 2026.

LESSONS LEARNED

EXPERIENCE THAT WILL SHAPE WHAT'S NEXT.

Hosting the FIFA World Cup 2026 gave Kansas City more than the experience of delivering a global event. It deepened our understanding of our regional strengths, the conditions that create economic opportunity and the partnerships and preparation required for future success. These **seven lessons** provide a foundation for continued learning and more informed decisions.

REGIONAL COLLABORATION IS ESSENTIAL

Kansas City's strength as a destination for sports, business and investment comes from the collective assets and efforts of our cities, counties, states and civic partners. Our sports venues, entertainment districts, hospitality infrastructure and visitor experiences extend across state lines. Successful hosting requires a unified effort — not only in planning and delivery, but also in securing funding, sharing responsibilities and creating opportunities throughout the region. The World Cup demonstrated what we can accomplish by working together, providing a model for pursuing transformative economic development, attracting investment and advancing major infrastructure initiatives.

OUR REGION HAS THE CAPACITY TO DO MORE

The World Cup demonstrated that Kansas City has the infrastructure, hospitality resources and operational capacity to host major events while continuing to welcome business travelers, leisure visitors and other sporting events. Future organizers of major events can plan with greater confidence and communicate that our region remains open for business, encouraging residents and visitors to participate rather than avoid the area in anticipation of crowds or inconvenience.

EXPERIENCE CREATES BETTER PLANNING PRECEDENTS

Hosting an event of this magnitude brought opportunities and complexities that were difficult to anticipate. The novelty created uncertainty surrounding visitor behavior, spending and demand, which presented challenges for organizers, communities and businesses. We now have firsthand experience and valuable data to strengthen forecasting, improve our understanding of when and where visitors generate demand, and support earlier, more informed decision-making.

EARLY PUBLIC-PRIVATE PARTNERSHIPS ARE CRITICAL

Major events can generate significant economic and reputational benefits, but realizing that potential requires early alignment among public agencies, private investors and event organizers. Securing funding commitments, defining responsibilities and understanding commercial rights and restrictions early in the process are essential to creating a sustainable hosting model and maximizing opportunities for regional participation.

ECONOMIC OPPORTUNITY IS NOT EVENLY DISTRIBUTED

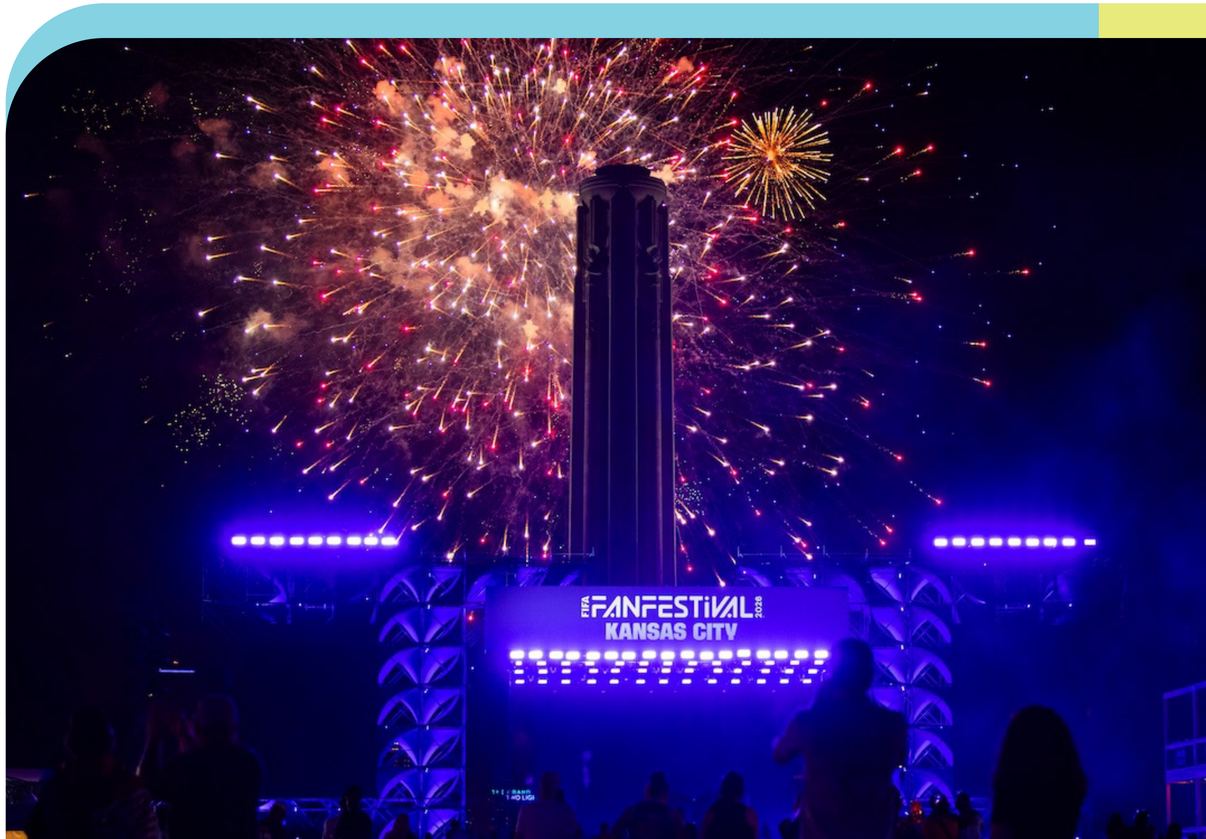
Major events can generate substantial regional economic activity, but the benefits are not experienced equally by every business, industry or community. The World Cup reinforced that increased visibility and access to opportunity do not automatically translate into increased revenue. Businesses are ultimately responsible for identifying and pursuing opportunities, taking advantage of available resources and preparing to capitalize on event-related demand. Improved demand forecasting, timely market intelligence and a better understanding of visitor behavior can help businesses make informed decisions.

LOCAL CONDITIONS SHOULD SHAPE LOCAL STRATEGIES

Successful community activation and business participation require approaches tailored to local conditions. Proximity to event venues, visitor patterns, transportation access and community assets all influence opportunities. Future efforts should continue to build on this understanding, helping communities and businesses identify and pursue opportunities that align with their unique strengths and circumstances.

LASTING IMPACT REQUIRES LONG-TERM COMMITMENT

The World Cup brought together regional partners, strengthened international relationships and demonstrated Kansas City's ability to deliver on a global stage. Turning these achievements into lasting value will require dedicated leadership, continued collaboration and focused investment. By building on the relationships, capabilities and global visibility established through the tournament, Kansas City has an opportunity to strengthen its position as a global center for sports, business and culture.



5 POISED

THE MOMENT WAS JUST THE BEGINNING.

The FIFA World Cup 2026 was an extraordinary moment for Kansas City, but its lasting value will be determined by **what we do next.**

Hosting strengthened relationships across Kansas and Missouri, expanded our international connections and demonstrated and built confidence in what we can accomplish through regional collaboration. Those relationships are already creating opportunities for business investment, innovation and future major events.

Through KC·House and other international engagements, Kansas City connected with prospective investors, global site selection consultants and business leaders. Conversations initiated during the tournament are advancing **new partnerships and economic development prospects.**

These early opportunities demonstrate what is possible when global visibility is paired with intentional relationship-building. The challenge now is to turn that momentum into sustained growth for our region.



The Yield Lab Institute launched its **Global Cattle Innovation Platform** at KC·House in June 2026, connecting leaders in agriculture, research and investment. The Kansas City-based initiative subsequently secured foundational funding from the Bezos Earth Fund to advance innovation in global beef and dairy production.

23
INTERNATIONAL TRADE MISSIONS & ENGAGEMENTS

39
GLOBAL SITE SELECTION CONSULTANTS & INFLUENCERS ENGAGED

4
NEW CORPORATE EXPANSION PROJECTS IN KCADC'S PIPELINE







5 POISED

FROM EXPERIENCE TO ACTION.

Hosting the World Cup gave Kansas City more than memories. It created **practical experience, planning resources** and **stronger working relationships** that can help our region pursue opportunities with greater confidence.

That learning continues. Communities, businesses and organizations are evaluating their experiences as additional research and economic data provide a fuller picture of what worked, where expectations fell short and what can be improved.

PLANNING RESOURCES & CAPABILITIES FOR WHAT'S NEXT

Hosting the World Cup produced valuable planning frameworks, tools and resources that can strengthen Kansas City's readiness for future major events and advance its position as a destination for sports, business and investment.

PLANNING RESOURCE	FUTURE VALUE
LOCAL AREA TRANSPORTATION MOBILITY PLAN	Coordinated regional mobility planning, expanded public transit access and use, and major event transportation.
SAFETY & SECURITY PLAN	Multijurisdictional preparedness, coordination and emergency response.
HUMAN RIGHTS ACTION PLAN	Collaborative framework for accessibility, inclusion, human rights protections and access to remedy at future major events.
VOLUNTEER PLAYBOOK	Volunteer recruitment, training, deployment and management.
COMMUNITY ENGAGEMENT PLAYBOOK	Regional collaboration, community activation, coordinated signage and branding, and local participation.
KC GAME PLAN	Small business readiness, training and engagement.
KC-HOUSE PLAYBOOK	Business hospitality, executive engagement and relationship-building through major events.
AIRPORT SIGNAGE & DRESSING PLAN	Coordinated visitor welcome, branding and wayfinding at airport gateways.
CONSULAR SERVICES CENTER PLAYBOOK	Coordinated consular assistance and international visitor support for future major events.
FAN ENGAGEMENT CENTER TEMPLATES	Consistent visitor assistance, information services and issue resolution.
COMMUNICATIONS PLAYBOOK	Integrated communications, media relations, publicity and stakeholder engagement.



BUILDING A LASTING LEGACY

The KC2026 Board of Directors has established a Legacy Subcommittee to develop recommendations for turning the World Cup's achievements into lasting benefits for the region. Its work is focused on three interconnected priorities: attracting major events, growing Kansas City's sports economy and advancing youth sports excellence.

Together, these priorities reflect a long-term ambition to strengthen Kansas City's position as a globally recognized sports capital, where sports contribute to our regional identity, economic vitality and quality of life for generations to come.

The subcommittee is evaluating how best to advance these priorities, with recommendations to follow as its work progresses. The goal is not simply to preserve what we accomplished, but to focus our collective leadership, investment and collaboration on opportunities that create lasting value for our businesses, communities and people.



THE KC HEART GATEWAY™ LIVES ON

A SYMBOL OF KANSAS CITY'S HOSPITALITY.

The KC Heart Gateway™ became one of the **defining symbols** of Kansas City's hospitality and culture, welcoming fans from around the world and celebrating the spirit of our region.

Although the original structure was dismantled following FIFA Fan Festival, its story doesn't have to end there.

Building on interest from communities and organizations across the region, KC2026 is developing a licensing structure that would allow partners to recreate the KC Heart Gateway using design specifications prepared by Populous.

From new installations to smaller replicas, the Heart could continue to serve as a symbol of Kansas City's hospitality, regional pride and the connections highlighted as a FIFA World Cup 2026 host city.

THE NEXT CHAPTER FOR THE KC HEART GATEWAY™

KC2026 is developing a licensing process for partner organizations and municipalities interested in constructing a Heart installation or producing replicas using the approved design.

Details on design specifications, licensing requirements and availability will be shared as the program is finalized.



WE SHOWED THE WORLD
WHAT'S POSSIBLE.

NOW IMAGINE WHAT'S NEXT.

FIFA 26 KANSAS CITY

To every community, partner, volunteer and fan who made this extraordinary moment possible—**thank you.** Together, we've built a foundation for what comes next.

APPENDIX: KANSAS CITY WORLD CUP 2026 ACHIEVEMENTS & IMPACTS

I. TOURNAMENT AT A GLANCE

The FIFA World Cup 2026™ was the largest tournament in the competition's history and the first hosted across three nations. For Kansas City, it was a historic opportunity to welcome hundreds of thousands of visitors and some of the world's most celebrated national teams, demonstrating our region's capacity to host an event of unprecedented scale while making the world's game feel at home in the Heart of America.

MEASURE	RESULT
FIFA WORLD CUP 2026 TOURNAMENT PERIOD	39 days - June 11 through July 19, 2026
ESTIMATED VISITORS	680,000[1]
ESTIMATED DIRECT VISITOR SPENDING	$570 million (105% vs. projection)[1]
VISITOR ORIGIN	83% domestic / 17% international
STADIUM ATTENDANCE	413,169[2]
FIFA FAN FESTIVAL ATTENDANCE	400,000+[3]
GEOGRAPHIC DISTRIBUTION OF FIFA FAN FESTIVAL ATTENDANCE	65% Kansas and Missouri; 23% Other U.S. States; 12% International[3]
FOUR NATIONAL TEAM BASE CAMPS	**Algeria** - Rock Chalk Park, Lawrence, KS Arrived June 7, departed July 1 **Argentina** - Sporting KC Performance Center, Kansas City, KS Arrived May 31, departed July 13 **England** - Swope Soccer Village, Kansas City, MO Arrived June 13, departed July 17 **Netherlands** - KC Current Training Center, Riverside, MO Arrived June 9, departed June 30

MATCH SCHEDULE	
GROUP STAGE	Argentina vs Algeria | June 16, 2026 Ecuador vs Curaçao | June 20, 2026 Tunisia vs the Netherlands | June 25, 2026 Algeria vs Austria | June 27, 2026
ROUND OF 32	Colombia vs Ghana | July 3, 2026
QUARTERFINAL	Argentina vs Switzerland | July 11, 2026

II. HOST CITY DELIVERY & OPERATION

Kansas City successfully delivered its FIFA World Cup 2026 host city commitments through unprecedented coordination and investment among public agencies, private partners and organizations across Kansas and Missouri. The region demonstrated its capacity to host a global event of this scale while building operational capabilities, partnerships and experience that will benefit future major events.

REGIONAL COLLABORATION IS ESSENTIAL

Hosting the FIFA World Cup 2026 required significant investment and collaboration among federal, state and local governments and private sector partners.

FUNDING SOURCE	REPORTED AMOUNT
FEDERAL SAFETY & SECURITY FUNDING	$13.7 million ($59.5 million to the region)
STATE OF MISSOURI	$43.75 million
PRIVATE SECTOR PARTNERS	$31 million
STATE OF KANSAS	$27.6 million
CITY OF KANSAS CITY, MISSOURI	$14.8 million
JOHNSON COUNTY, KANSAS	$1.5 million
OTHER REVENUE	$4.2 million
TOTAL REPORTED FUNDING: $136.55 MILLION	

Notes: Federal Safety & Security Funding: Approximately $59.5 million from the FIFA World Cup Grant Program (FWCGP) funding was allocated to the Kansas City region to reimburse eligible public safety and security expenses. Funding supported additional law enforcement and emergency response personnel, security equipment, planning and preparedness, and infrastructure protection of tournament venues, team facilities and transportation hubs. Administered through the Missouri Department of Public Safety for both Kansas and Missouri, the funds were distributed through KC2026. $13.7 million of the grant covers direct expenses paid by KC2026; the remainder of the grant funding was allocated to grant sub-recipients and mutual aid agencies.

Other revenue: Includes in-kind contributions and operating revenue.

REGIONAL PLANNING & COORDINATION

240+ regional stakeholders across Kansas and Missouri participated in operational working groups creating 15+ plans spanning transportation, security, emergency response, public health, and venue operations.[4]

Joint Operations Center: KC2026, local jurisdictions and regional partners established a Joint Operations Center (JOC), bringing transportation, public safety, emergency management, healthcare, weather and communications teams together under one roof. Operating up to 19 hours daily throughout the tournament, the JOC enabled real-time information sharing, coordinated decision-making and rapid response across jurisdictions throughout the tournament.

Consular Services Center: KC2026 partnered with the City of Overland Park and diplomatic stakeholders to establish Kansas City's first temporary Consular Services Center at the Overland Park Convention Center. Created to address a gap in the region's existing consular infrastructure, the center operated for 35 days, supported representatives from 10 participating embassies and consulates, and facilitated 380 citizen appointments and walk-ins for passport assistance, travel documentation and other consular services.[4]

PUBLIC SAFETY & SECURITY

Regional Safety and Security Planning: More than 240 stakeholders participated in operational planning across multiple jurisdictions, venues and agencies, coordinating security, emergency preparedness, crowd management, transportation and incident response.[4]

Comprehensive Situational Awareness: Public safety partners monitored activity at tournament venues, team movements, fan gatherings and marches, and changing weather conditions through the JOC. Integrated teams shared information, anticipated emerging risks and coordinated responses with public safety personnel across the region.

KC26 Assist - Digital Safety Reporting: KC2026 introduced a digital platform enabling fans, visitors and residents to report non-emergency safety concerns at tournament locations. The platform received over 200 reports, which were routed to appropriate response teams to support timely assistance and incident resolution.

Multi-Agency Public Safety Coordination: More than 80 public safety agencies and emergency management partners supported tournament operations across Kansas and Missouri, coordinating law enforcement, emergency response, protective services and mutual aid resources.

Protective Escort Operations: Law enforcement agencies across multiple jurisdictions coordinated approximately 8,000 miles of police escorts to support the safe movement of participating teams and dignitaries throughout the tournament.

Drone Mitigation Investments: Local jurisdictions received $19.24 million in federal grant awards supporting investments in drone detection and mitigation capabilities, strengthening regional public safety resources for the tournament and future major events.

Weather and Health Risk Management: Public safety, emergency management and health teams coordinated monitoring and response to extreme heat, severe thunderstorms and other weather-related risks throughout tournament operations.

Safety and Security Outcomes: The regional safety and security summary reported zero Level 4 critical incidents and no major security breaches at FIFA Fan Festival, KC•House or the Stadium Last Mile.[4]

Lasting Public Safety Capabilities: The tournament strengthened regional coordination, emergency preparedness and operational capabilities through investments in technology, equipment and training and tested multi-agency command and response procedures.

TRANSPORTATION & AVIATION

Regional Transportation Planning: The Local Area Traffic Management Plan (LATMP) established a coordinated regional approach to traffic and transportation management. ConnectKC26 doubled public transportation capacity during the tournament, integrating new services with existing transit networks to connect fans with stadium matches, the airport and destinations throughout the region.

Transportation Operations Coordination: The Transportation Operations Center (TROC), operating within the Joint Operations Center (JOC), monitored ConnectKC26 services, stadium traffic and transportation hubs, enabling transit operators, traffic management teams and public safety partners to share information, address emerging issues and coordinate transportation operations throughout the tournament.

ConnectKC26 Ridership: The expanded transportation network delivered more than 333,000 passenger journeys, demonstrating the region's ability to accommodate significant visitor demand through a coordinated network of temporary and existing transit services.[5]

Stadium Transportation Operations: Despite transportation challenges during the opening match on June 16, 98% of fans were in their seats for kickoff of Argentina vs. Algeria. KC2026 and its transportation partners made operational adjustments that improved traffic flow and transit performance for subsequent matches.[2]

KC Streetcar Ridership: The KC Streetcar recorded 838,826 passenger trips between June 11 and July 11, 2026, including a single-day record of 55,973 trips on July 11.[6]

Public Transportation Experience: ETC Institute's post-tournament survey found that 75% of Kansas City metro residents who attended a World Cup match, FIFA Fan Festival or watch party used the KC Streetcar or a bus to travel to or from events. Among surveyed transit riders, 90% rated their experience good or excellent.[7]

Johnson County Transit Services: Johnson County Transit provided thousands of rides through two temporary bus services: Johnson County United Link and Johnson County Airport Drop and Ride. Among approximately 1,025 Airport Drop and Ride survey respondents, 96% rated their experience excellent and 98% were very likely to recommend the service.[8]

Long-Term Transit Opportunity: ETC Institute's post-tournament survey found that 9% of residents used Kansas City-area transit for the first time during the World Cup, 85% supported expanding regional public transportation, and 66% supported increased transit funding over the next five to 10 years.[7]

Kansas City International Airport Passenger Traffic: Kansas City International Airport served 2.28 million arriving and departing passengers during June and July 2026, with traffic increasing 2.2% in June and 4.9% in July compared with the same months in 2025. June was the airport's third-busiest June on record, while July ranked as its third-busiest month of all time.[9]

Airport Operational Readiness: Kansas City International Airport set an all-time outbound passenger screening record on July 12, the day after Kansas City's final World Cup match, screening 24,266 passengers while maintaining average security wait times of 2.5 minutes and a maximum of five minutes. Earlier checkpoint openings, additional staffing and operation of all 16 security screening lanes during peak periods helped accommodate record demand.[9]

FIFA FAN FESTIVAL

Signature Fan Experience: KC2026 and its partners transformed the grounds of the National WWI Museum and Memorial into a temporary entertainment destination, bringing together live World Cup matches, music, food, cultural activities and fan experiences over 19 days.

Accessible World Cup Celebration: Free admission to FIFA Fan Festival was an intentional investment to make the World Cup experience accessible to residents and visitors, including those without stadium match tickets.

Local Entertainment & Programming: FIFA Fan Festival showcased more than 40 local bands and DJs, screened more than 35 World Cup matches and featured more than 15 local food vendors, creating opportunities to celebrate Kansas City's culture alongside the world's game.

Attendance & International Reach: FIFA Fan Festival recorded more than 400,000 visits over 19 days, welcoming attendees from more than 150 countries. The festival's highest-attendance day drew 52,323 visitors.[3]

Fan Festival Satisfaction: Post-tournament research found that 88% of surveyed attendees and 95% of surveyed local residents were satisfied or very satisfied with their FIFA Fan Festival experience.[10]

HUMAN RIGHTS ACTION PLAN

Stakeholder Engagement and Research: KC2026 consulted 118 community members and subject -matter experts, engaged more than 60 Entrepreneur Support Organizations and reviewed more than 30 scholarly resources to identify regional human rights and sustainability risks and priorities.[4]

Human Rights Action Plan: Developed in alignment with FIFA's Human Rights Framework and informed by regional stakeholders, the plan established actions to promote inclusion and accessibility, safeguard vulnerable populations, prevent human trafficking, protect workers' rights and provide mechanisms for reporting and addressing concerns.

Host City Implementation: The plan informed responsible sourcing and contracting standards, anti-trafficking awareness and training, accessibility accommodations, safety protocols and inclusive small business readiness initiatives. KC26 Assist also supported the plan's access-to-remedy objectives by providing a digital channel for fans, visitors and residents to report non-emergency safety concerns for review and response (see Public Safety & Security).

SUSTAINABILITY & COMMUNITY IMPACT

Food Recovery and Community Support: Pete's Garden partnered with KC2026 and FIFA to recover 24,768 pounds of surplus prepared food from World Cup venues and activities, repurposing it into 20,613 ready-to-heat meals delivered to Kansas City families. The initiative reduced food waste, addressed local food insecurity and attracted national and international attention, including interest from other World Cup Host Cities in replicating the model.[11]

Composting and Waste Diversion: KC Can Compost partnered with KC2026 to divert six tons (92 cubic yards) of compostable material from the waste stream at FIFA Fan Festival. The organization deployed 135 compost receptacles throughout the festival grounds and provided volunteers to support compost collection and waste diversion.[12]

III. REGIONAL ENGAGEMENT & PARTICIPATION

Kansas City's World Cup success extended far beyond the stadium, reflecting the contributions of communities, businesses, volunteers and organizations throughout the bi-state region. Building on decades of investment in soccer, the tournament inspired widespread participation, strengthened regional partnerships and demonstrated the power of working together toward a shared goal.

SOCCER INFRASTRUCTURE & TEAM BASE CAMPS

Regional Soccer Infrastructure: Kansas City's selection as a FIFA World Cup Host City built upon approximately $700 million in regional soccer infrastructure investments made over 17 years.[13]

National Team Base Camps: Four national teams established their World Cup base camps in the Kansas City region: Algeria in Lawrence, Kansas; Argentina in Kansas City, Kansas; England in Kansas City, Missouri; and the Netherlands in Riverside, Missouri.

Community Welcomes: Host communities in Lawrence, Prairie Village and Riverside organized locally inspired welcomes for visiting national teams, celebrating their cultures and creating opportunities for community engagement and international connections.

Algeria Youth Soccer Clinic: During a June 11 open training session in Lawrence, several Algerian national team players voluntarily participated in a youth soccer clinic with approximately 60 children, creating an opportunity for local fans to engage directly with international players.

Netherlands World Coaches Program: The Royal Netherlands Football Association (KNVB), Kansas City Current and Nike brought the World Coaches program to Kansas City, training 25 girls' and women's soccer coaches. The program concluded with a youth clinic for approximately 45 children from underserved communities, including a surprise visit from four Netherlands national team players.[14]

VOLUNTEERS

Volunteer Recruitment: Approximately 3,400 volunteers were selected from more than 16,000 applicants to support Kansas City's World Cup activities.[4]

Regional Representation: Volunteers represented communities throughout the region, with 42% from Missouri and 40% from Kansas.[4]

Multilingual Capabilities: More than 60% of volunteers were bilingual, strengthening the region's ability to welcome and assist international visitors.[4]

Volunteer Contributions and Dedication: Volunteers contributed approximately 80,000 hours across 15,000 shifts during the tournament, fulfilling 91% of scheduled shifts.[4]

Broad Participation: Volunteers ranged in age from 18 to over 70, with half age 51 or older. The volunteer workforce was 54% female and 46% male.[4]

HOST CITY SUPPORTERS & CHAMPIONS

Official Host City Supporters: Industry-leading global and regional brands representing key sectors of Kansas City's economy provided significant financial support and helped deliver an exceptional experience across the region. As authorized partners, they could use official Host City marks to promote their participation: Black & Veatch, Hallmark, JE Dunn, Populous, Purina, and The University of Kansas Health System.

Professional Sports Teams: Kansas City's professional sports teams played an important role in establishing the region's reputation as a premier sports destination and strengthening its successful World Cup bid. Their contributions extended beyond KC2026 financial support to include investments in sports infrastructure, operational expertise, planning and hosting activities that supported successful delivery of the tournament: Kansas City Chiefs, Kansas City Royals, KC Current and Sporting Kansas City.

Host City Champions: Thirty Host City Champions provided additional financial support, demonstrating broad civic commitment to Kansas City's World Cup hosting efforts without the promotional rights available to Official Host City Supporters.

Coaches Level: Burns & McDonnell, Evergy, Google, Sysco, BOK Financial, Helzberg, Ewing Marion Kauffman Foundation, McCown Gordon Construction, Metropolitan Community College/ & Community America Credit Union, Tompkins Industries, and Alaris Capital.

Keepers Level: Airshare, CBRE & Monarch Build, Convergence KC, Crain Capital, Deloitte, Enterprise Mobility, Greater KC Chamber of Commerce, HNTB, Husch Blackwell, KC Area Development Council, Lathrop GPM, Lockton, Netsmart, Polsinelli, Trozzolo, Two Circles, UMB Bank, Union Broadcasting/Sports Radio 810, and Walz Tetrick Advertising.

COMMUNITY ENGAGEMENT, ACTIVATION & CELEBRATIONS

Community Activation Network: KC2026 established the Community Events & Activation Network to help communities across Kansas and Missouri participate in the World Cup, organize locally inspired celebrations and contribute to a unified regional experience.

Regional Participation: More than 53 communities participated in the network, sharing information, resources and ideas to support local World Cup activities.[4]

Regional Signage and Celebration: KC2026 offered communities the opportunity to purchase and display non-commercial host city signage, creating a coordinated visual identity across the region. Forty-eight communities displayed more than 2,100 street pole banners, feather banners and yard signs in public spaces.[4]

Community Event Attendance: Community celebrations and activations generated an estimated 370,000 attendees across approximately 227 event days.[15]

Community Benefits: Community leaders identified civic pride, resident engagement, positive visitor experiences and increased community visibility among the greatest benefits of participating in the World Cup.[16]

Regional Connection: In a post-tournament survey, 90% of responding community leaders agreed that their World Cup activities made their communities feel connected to a global event.[16]

Community Satisfaction and Future Participation: In the same survey, 84% of responding community leaders were satisfied or very satisfied with their World Cup events, and 76% indicated they were likely or very likely to invest similar time and resources in future major regional events.[16]

International Sister City Relationships: Connections cultivated through the World Cup created opportunities for lasting international partnerships. The Unified Government of Wyandotte County/Kansas City, Kansas, established a sister city relationship with Concepción, Argentina, while a sister city relationship between Lawrence, Kansas, and Biskra, Algeria, has been proposed. Both relationships reflect opportunities to extend World Cup connections into future cultural, educational and economic exchanges.

LOCAL & SMALL BUSINESS ENGAGEMENT

Local Business Participation: KC2026 engaged approximately 200 local businesses through its Host City Supporters and Champions programs and the procurement of products and services for tournament operations, KC·House and FIFA Fan Festival. This included 160 local businesses and artists that contributed directly to tournament delivery and event production.

KC Game Plan: KC2026 established KC Game Plan to help small businesses and entrepreneurs prepare for World Cup opportunities, improve access to information and resources, and develop capabilities for future major events.

Regional Business Collaboration: More than 85 regional organizations collaborated on KC Game Plan, contributing expertise, training resources and outreach through established business-support networks across Kansas and Missouri.[4]

Business Readiness Resources: KC Game Plan provided a bilingual Small Business Readiness Playbook, International Visitor Profiles, readiness assessments and a centralized digital hub connecting businesses to training, procurement opportunities and practical preparation resources.

Small Business Training: Forty-two free training sessions generated more than 2,645 registrations, covering digital marketing, cybersecurity, lender readiness, artificial intelligence, restaurant preparation and international visitor hospitality.[17]

Business Interest and Procurement: More than 3,100 Business Interest Forms were submitted across 40 business categories, creating a centralized database of businesses interested in tournament-related opportunities and supporting targeted procurement outreach.[4]

Digital Business Visibility: KC2026's Host City web app featured more than 14,000 free listings of businesses, attractions and visitor services throughout the bi-state region, generating more than 70,000 individual business listing views during June and July.[4]

Post-Tournament Business Research: Research evaluated small-business experiences, the usefulness of KC Game Plan resources and opportunities to strengthen business readiness for future major events. Findings and lessons learned will be shared in December 2026.

IV. VISITOR EXPERIENCE & ECONOMIC ACTIVITY

The FIFA World Cup brought visitors from across the country and around the world to Kansas City, creating opportunities to showcase the region's hospitality, culture and attractions. Their presence generated significant activity across the region's hotels, restaurants, businesses and entertainment destinations, although the benefits varied by location and industry. Visitor feedback and emerging economic indicators provide valuable insights into Kansas City's performance as a host destination and opportunities to strengthen the impact of future major events.

VISITOR EXPERIENCE & HOSPITALITY

Regional Welcome and Placemaking: KC2026 and regional partners invested in coordinated signage, public art and visual displays throughout the visitor journey, from Kansas City International Airport to the stadium, FIFA Fan Festival, entertainment districts and communities across the metro, creating a welcoming environment that reflected the excitement of the World Cup.

Visitor Transportation Connections: KC2026 and its transportation partners coordinated an integrated transportation network connecting the airport, stadium, FIFA Fan Festival and key regional destinations, helping visitors navigate the region and access tournament activities.

Host City Web App: KC2026 developed a dedicated web app providing FIFA Fan Festival and ConnectKC26 ticketing, real-time event information and a searchable directory of more than 14,000 local businesses, attractions and visitor services.[4]

Fan Engagement Center: KC2026 established a dedicated, staffed customer service team to assist FIFA Fan Festival attendees and ConnectKC26 transit pass purchasers with ticketing questions, technical issues and other support needs. The center handled 5,400 customer service inquiries during the tournament.[4]

International Fan Celebrations: Communities throughout the region embraced the traditions and cultures of visiting national teams and supporters. Celebrations included the Oranje Fanwalk, which drew an estimated 36,000 participants, national team supporter events at FIFA Fan Festival and banderazos held across the region.[18]

KC•House Participation: KC•House welcomed 2,293 unique guests representing 34 states and 19 countries across 12 days of programming, creating opportunities for connections among regional, national and international leaders.
KC•House Visitor Perceptions: In post-tournament research, 95% of surveyed KC•House guests reported a more positive impression of Kansas City following their experience.[10]

Future Event Interest: Brand impact research found that 94% of surveyed World Cup match attendees and visitors who traveled to Kansas City for the tournament would attend another major sporting event in the region.[10]

Comparative Visitor Experience: Among surveyed attendees who had experienced previous FIFA World Cups, 75%-88% across geographic audience groups rated their Kansas City experience better than previous World Cup experiences.[10]

LODGING & HOSPITALITY PERFORMANCE

Host City Hotel Performance: According to Visit KC, Kansas City ranked first among the 11 U.S. World Cup host cities for hotel average daily rate (ADR) growth during match periods.[1]

Regional Hotel Revenue: From June 14 to July 11, metro-area hotels generated more than $119 million in room revenue, with average daily rates increasing 40.6% and revenue per available room (RevPAR) increasing 30.8% compared with the same period in 2025.[1]

Downtown Hotel Records: Downtown Kansas City hotels established all-time single-night records for average daily rate, revenue per available room and room revenue on July 11, the night of the Argentina-Switzerland quarterfinal.[1]

Kansas City, Kansas Hotel Performance: Visit Kansas City Kansas reported that five of the destination's 10 highest hotel revenue days on record occurred during the FIFA World Cup.[19]

Short-Term Rental Performance: The region's short-term rental market generated $15.6 million in room revenue during June and July, a 76.7% year-over-year increase. Booked room nights increased 16.5%, while active listings grew by more than 50%, expanding lodging capacity throughout the metro.[1]

REGIONAL ECONOMIC ACTIVITY

Regional Visitor Spending: Visit KC estimated that the FIFA World Cup brought 680,000 unique visitors and generated approximately $570 million in direct spending across the nine-county Kansas City region.[1]

Consumer Spending Growth: According to Bank of America research cited by Visit KC, Kansas City led U.S. World Cup host cities in year-over-year consumer spending growth, recording a 7%-8% increase in local in-person spending during the tournament.[20]

Regional Economic Opportunities: KC2026 worked with regional partners to expand economic opportunities beyond the stadium through community celebrations, small-business readiness initiatives and visitor information resources.

Variation in Economic Activity: Emerging research and local economic indicators showed that World Cup-related opportunities were not evenly distributed across communities, industries or businesses. Visitor travel patterns, event programming, lodging locations, resident behavior and business characteristics influenced where activity occurred, providing insights for future major-event planning.

LOCAL ECONOMIC INDICATORS

Jurisdictions across the Kansas City region are independently assessing and reporting economic activity during the World Cup. The following indicators reflect findings available as of November 2026 and are not intended to represent a comprehensive assessment of the tournament's regional economic impact. Year-over-year changes may reflect factors beyond World Cup activity.

Johnson County Retail Sales: Retail sales in Johnson County, Kansas, increased more than 14% in June 2026 and 5.5% in July 2026 compared with the same months in 2025.

Northeast Kansas Visitor Spending: According to the Kansas Department of Tourism, out-of-state visitors generated approximately $323 million in spending in Northeast Kansas during the tournament period, a 16.4% increase over the comparable period in 2025.

Olathe Transient Guest Tax: Olathe, Kansas, reported a 2.6% year-over-year increase in transient guest tax revenue for June and July 2026 combined.

V. GLOBAL VISIBILITY & FUTURE OPPORTUNITIES

Hosting the FIFA World Cup placed Kansas City on a global stage, introducing the region to new audiences and strengthening its reputation as a destination for major events, tourism and business. KC2026 and its partners leveraged that visibility to showcase regional strengths, build international relationships and pursue opportunities for future investment and event hosting. Together, these achievements provide a foundation for extending the tournament's benefits well beyond 2026.

GLOBAL MEDIA EXPOSURE & VISIBILITY

Global Media Exposure: FIFA World Cup 2026 generated an estimated $2.4 billion in media exposure value for Kansas City during the tournament.[21]

Global Media Coverage: Kansas City received extensive coverage from prominent international news, sports and business media, including The New York Times, The Guardian, Reuters, BBC, The Athletic, Olé, Fortune, Sports Business Journal and FC Business. Coverage extended beyond match results to highlight the region's soccer culture, hospitality, community celebrations and capacity to host major global events.

National Team Media Visibility: **Hosting four national team base camps extended Kansas City's international media presence** beyond its six match days. Coverage followed teams throughout their tournament preparations and highlighted their relationships with communities across the region.

Online Search Interest: Google searches for "Kansas City World Cup Games" increased 2,500%, while searches for "Kansas City World Cup" increased 1,300% during the tournament.[22]

Social Media Reach: KC2026's social media audiences reached approximately 108,000 Instagram followers, 8,200 TikTok followers and 12,000 LinkedIn followers.[4]

Media Sentiment: Approximately 89.3% of monitored media coverage was classified as positive or neutral during the tournament.[21]

BRAND AWARENESS & REPUTATION

KC2026 Kansas City Brand Impact Research Report: KC2026 commissioned Two Circles to measure how hosting FIFA World Cup 2026 influenced awareness, perceptions and reputation of Kansas City among local, national and international audiences. The research included five survey waves conducted from January through August 2026, with more than 28,000 survey responses, tracking changes before, during and after the tournament and assessing Kansas City's positioning as a destination for tourism, business, talent and future major events.

Host City Brand Awareness: Post-tournament brand impact research found that Kansas City ranked first among the 11 U.S. host cities in awareness, with recognition of Kansas City as a World Cup Host City increasing 15 percentage points, from 37% in January to 52% in August 2026.[10]

Destination Perceptions: Post-tournament research identified stronger associations with Kansas City as a hidden gem, a proud Midwestern city and a destination for sports and culture. The shift was particularly pronounced among international respondents, who became less likely to characterize Kansas City as a typical mid-sized U.S. city.[10]

Regional Reputation: Among surveyed respondents whose nearest major city was Kansas City or who lived in Kansas City, 83% agreed that hosting the FIFA World Cup improved the region's national or global reputation, compared with 60% before the tournament.[10]

Destination Promotion: Among the same surveyed audience, 89% agreed that the tournament helped promote what Kansas City has to offer, compared with 71% before the tournament.[10]

INTERNATIONAL ENGAGEMENT & BUSINESS ATTRACTION

KC·House Business Engagement: KC·House convened corporate executives, site selection consultants, diplomatic representatives and regional leaders, showcasing Kansas City's strengths in sports architecture, healthcare and biosciences, animal health and agriculture, and next-generation infrastructure, including artificial intelligence.

Business Attraction Pipeline: KC·House and regional economic development partners engaged 39 global site selection consultants and influencers, resulting in four new corporate expansion projects being added to the Kansas City Area Development Council's business attraction pipeline.

International Trade Engagement: Regional partners, including KCADC, Visit KC, the Kansas Department of Commerce, KC2026 and local communities, participated in or planned approximately 23 international trade missions and business engagements, spanning 11 countries and territories between 2026 and 2027.

Global Cattle Innovation Platform: The Yield Lab Institute launched its Global Cattle Innovation Platform at KC·House in June 2026, convening local, national and international leaders in agriculture, research, industry and investment. The Kansas City-based initiative subsequently secured foundational funding from the Bezos Earth Fund to accelerate innovation across global beef and dairy production systems.

Future Event Recruitment: Regional partners are pursuing opportunities to host major sporting events, including the NCAA Men's Final Four (2032-2036), FIFA Women's World Cup 2031™ and Men's Rugby World Cup 2031.

PLANNING RESOURCES & CAPABILITIES FOR FUTURE USE

PLANNING RESOURCE	FUTURE VALUE
LOCAL AREA TRANSPORTATION MOBILITY PLAN	Coordinated regional mobility planning, expanded public transit access and use, and major event transportation.
SAFETY & SECURITY PLAN	Multijurisdictional preparedness, coordination and emergency response.
HUMAN RIGHTS ACTION PLAN	Collaborative framework for accessibility, inclusion, human rights protections and access to remedy at future major events.
VOLUNTEER PLAYBOOK	Volunteer recruitment, training, deployment and management.
COMMUNITY ENGAGEMENT PLAYBOOK	Regional collaboration, community activation, coordinated signage and branding, and local participation.
KC GAME PLAN	Small business readiness, training and engagement.
KC-HOUSE PLAYBOOK	Business hospitality, executive engagement and relationship-building through major events.
AIRPORT SIGNAGE & DRESSING PLAN	Coordinated visitor welcome, branding and wayfinding at airport gateways.
CONSULAR SERVICES CENTER PLAYBOOK	Coordinated consular assistance and international visitor support for future major events.
FAN ENGAGEMENT CENTER TEMPLATES	Consistent visitor assistance, information services and issue resolution.
COMMUNICATIONS PLAYBOOK	Integrated communications, media relations, publicity and stakeholder engagement.

KC Heart Gateway™ Legacy & Licensing: Following the debut of the KC Heart Gateway at FIFA Fan Festival™, KC2026 is developing a licensing program that would allow municipalities and partner organizations to recreate the KC Heart Gateway™ or produce smaller replicas using design specifications prepared by Populous. The initiative responds to regional interest in preserving this symbol of Kansas City's hospitality and community pride, creating opportunities for the Heart to remain a visible part of the region's World Cup legacy.

Legacy Planning: The KC2026 Board of Directors established a Legacy Subcommittee to develop recommendations for building on the World Cup's achievements. Its work focuses on three interconnected priorities: attracting major events, growing Kansas City's sports economy and advancing youth sports excellence, with the long-term ambition of strengthening Kansas City's position as a globally recognized sports capital.

VI. KANSAS CITY'S COMPARATIVE PERFORMANCE

Kansas City's performance during FIFA World Cup 2026 stood out in several areas when compared with other U.S. Host Cities. The following distinctions highlight the region's achievements in tournament operations, visitor spending, hospitality and fan engagement, reinforcing Kansas City's capabilities and competitive position as a destination for future major events.

ConnectKC26 Transportation System: Kansas City was the only U.S. Host City to double its public transportation capacity through a temporary, integrated tournament transportation system. ConnectKC26 combined new services with existing transit networks to connect fans with stadium matches, the airport and destinations throughout the region, demonstrating Kansas City's ability to expand transportation capacity to meet the demands of a major global event.

National Team Base Camps: Kansas City was the only Host City region to accommodate base camps for three top-10-ranked national teams: Argentina, England and the Netherlands.

International Fan Celebrations: Kansas City hosted the largest Netherlands Oranje Fanwalk in the United States during FIFA World Cup 2026™, drawing an estimated 36,000 participants.[18]

Pet-Friendly Host City: Kansas City was the only FIFA World Cup 2026 Host City to partner with Purina, whose goal was to make Kansas City the tournament's most pet-friendly destination. Through its partnership with KC2026, Purina supported 600 pet adoptions over the course of the tournament through KC Pet Project and welcomed 3,387 dogs across three Dog Days at FIFA Fan Festival™, demonstrating how a distinctive host city activation could deliver meaningful local community benefits.

Consumer Spending: Kansas City ranked first among U.S. Host Cities for growth in credit and debit card spending during the tournament.[20]

Hotel Performance: Kansas City ranked first among the 11 U.S. Host Cities for ADR growth during match periods.[1]

Short-Term Rentals: On match nights, Kansas City's average booked rate of $321.86 ranked second among host city markets.[1]

Television Viewership: Kansas City ranked as the No. 1 U.S. television viewing market for FIFA World Cup 2026™.[23]

Operational Leadership: FIFA frequently referred other Host City committees to KC2026 for guidance on transportation, public safety and fan experience operations.

VII. SOURCES & NOTES

[1]Source: Visit KC, press release, October 29, 2026.

[2]Source: FIFA.

[3]Source: KC2026 FIFA Fan Festival™ WRSTBND ticket data, June 11 to July 11, 2026. Attendance reflects passes scanned at entry; origin reflects the home ZIP code or country provided at registration.

[4]Source: KC2026.

[5]Source: KC2026 ConnectKC26 WRSTBND ticket data.

[6]Source: KC Streetcar, press release, July 2026.

[7]Source: ETC Institute 2026 Post Tournament Transportation Survey.

[8]Source: Johnson County "10 Things That Happened in Johnson County" related to FIFA World Cup 26 in Kansas City.

[9]Kansas City International Airport (MCI) June & July 2026 Passenger Traffic Reports.

[10]Source: KC2026 Kansas City Brand Impact Research, August 2026.

[11]Source: Pete's Garden World Cup After Action Report.

[12]Source: KC Can Compost post-tournament report.

[13]Source: Fortune, news story, July 2026.

[14]Source: Netherlands and You, web article, July 2026.

[15]Source: KC2026 Community Events & Activation Network participants providing self-reported event information to KC2026.

[16]Source: KC2026 Post Tournament Community Events & Activation Survey.

[17]Source: KC2026 KC Game Plan program data.

[18]Source: EB Systems Beacon Data.

[19]Source: Visit KCK, press release, July 17, 2026.

[20]Source: Bank of America Institute Report, "On the Ball: World Cup 2026 Final Score."

[21]Source: Meltwater, Advertising Value Equivalency (AVE) analysis of U.S. and international online editorial media coverage published May 1-July 24, 2026. AVE represents the estimated cost of purchasing equivalent advertising space and does not reflect actual advertising expenditure or revenue.

[22]Source: Google Trends.

[23]Source: FOX Sports using Nielsen television ratings.