

KANSAS CITY'S MOMENT IS HERE

THE HEART OF THE GAME IS READY FOR THE FIFA WORLD CUP 26™

**A GLOBAL STAGE
CENTERED IN KC**

7+
POWERHOUSE
TEAMS

4+
CONTINENTS
REPRESENTED

6
FIFA WORLD CUP 26™
MATCHES



Argentina



Netherlands



Ecuador



Austria



Tunisia



Algeria



Curaçao

MOMENTUM IS BUILDING

**#3 MOST
SEARCHED**

Host City on Expedia



650K+

projected visitors

FUELING
THE REGION



\$653M*

direct economic impact

**2025 PREPARED
WITH PURPOSE**

Building the partnerships, systems and capacity to propel KC to new heights in the nation and the world.

**FIFA FAN FESTIVAL™:
FAN EXPERIENCE FIRST**

**18 DAYS,
FREE TO ALL**

Unveiled the heartbeat of tournament culture in KC



**CONNECTKC26: MOVING
PEOPLE SEAMLESSLY**

215 motor coaches secured

22 direct routes planned

33 days of regional service



**KC GAME PLAN:
SMALL BUSINESS READY**

11K+ visitor-facing businesses targeted

2.4K+ business interest forms submitted

295+ readiness assessments completed

SAFETY COORDINATED

50+ agencies aligned

18 integrated workstreams

ONE REGION UNITED

531+ civic, community and corporate organizations engaged



VOLUNTEERS MOBILIZED

16K applicants

5K+ engaged and training



ONE REGION, UNITED TO WELCOME THE WORLD.

#WEAREKANSASCITY

26
KANSAS CITY
WORLD CUP HOST CITY SUPPORTER

KANSASCITYFWC26.COM



POPULOUS



*Visit KC estimates \$653M in direct economic impact during the duration of the event in the KC region based on its projection of 650,000 unique visits.