



INDUSTRY-SPECIFIC BRIEFING KC SMALL BUSINESSES

Surviving the World Cup Surge

Overview

Kansas City and its regional partners will welcome hundreds of thousands of domestic and international visitors during the 2026 FIFA World Cup™. For entertainment venues and attractions, this represents a once-in-a-generation opportunity to capture visitor attention. Success will depend on: delivering high-quality, high-capacity experiences, managing crowd flow and peak demand periods, creating compelling programming tied to the event and coordinating with the broader tourism/hospitality ecosystem.

Industry -Specific

Entertainment & Attractions

OPPORTUNITY

From cultural institutions to historic sites to live entertainment venues and large-scale activations, these experience anchors will define the city's global reputation — often determining how long visitors stay, how much they spend and what they remember most about our cities.

Global Visibility for KC Area

The World Cup will bring:

- International fans
- Corporate sponsors
- Media organizations
- Team staff and families

Johnson County Advantage

Johnson County and surrounding areas will absorb significant visitor spillover:

- Visitors will look for things to do beyond match times
- Suburban attractions can capture:
 - Families seeking accessible options
 - Daytime and off-peak visitors
 - Visitors avoiding downtown congestion

Key opportunity is to position Kansas City as a multi-day destination, not just a match location—offering a full slate of entertainment and attractions.

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KC GAME PLAN PLAYBOOK](#)



THE REALITY

- Demand Will Be High — But Time-Sensitive
 - Activity will spike:
 - Before matches
 - After matches
 - On non-match days
 - Attractions must handle surges followed by lulls
- Competition for Attention Is Intense
 - Visitors have limited time and many choices
 - Competition includes:
 - Other attractions
 - Restaurants and nightlife
 - In-room and digital entertainment
- Visitor Expectations Are Elevated
 - Travelers increasingly seek:
 - Unique, immersive experiences
 - High-quality production and programming
 - Authentic local culture

Implication: Attractions must deliver memorable, differentiated experiences — not just availability.

WIN THE CUSTOMER

Visitors will choose attractions that are:

- Easy to Access
 - Clear location and directions
 - Proximity to transportation and hotels
 - Seamless ticketing and entry
- Well-Organized
 - Efficient crowd management
 - Short wait times
 - Clear communication and signage
- Compelling
 - Unique experiences
 - Strong programming and events
 - High entertainment value

BUILD THE EXPERIENCE

Visitors remember what they experienced — not just where they went.

- Create World Cup-Aligned Programming
 - Fan festivals and watch events
 - Cultural celebrations tied to participating countries
 - Special exhibits or themed programming
- Activate Spaces Creatively
 - Outdoor venues, plazas, and pop-ups
 - Interactive installations and experiences
 - Temporary attractions or activations
- Appeal to Diverse Audiences
 - Family-friendly options
 - Nighttime entertainment
 - Cultural and educational experiences

MAXIMIZE THE REVENUE

- Use Tiered Pricing & Packages
 - General admission vs. premium experiences
 - VIP access or exclusive events
 - Bundled tickets with other attractions
- Increase Per-Visitor Spend
 - Food and beverage sales
 - Merchandise and souvenirs
 - Add-on experiences
- Extend Operating Hours
 - Capture demand before and after matches
 - Offer nighttime programming

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BE WORLD-READY

- International visitors will expect:
 - Clear signage and wayfinding
 - Efficient entry and ticketing systems
 - Safe, well-managed environments
- Small details matter:
 - Multilingual materials or visual guides
 - Contactless payment options
 - Staff trained for high-volume, diverse audiences

FIVE THINGS ENTERTAINMENT & ATTRACTION OPERATORS MUST DO WELL

- Manage Crowd Flow Efficiently
 - Handle high-volume surges without degrading experience
- Deliver High-Quality Programming
 - Create compelling reasons for visitors to attend
- Differentiate the Experience
 - Offer something unique to Kansas City
- Maximize Revenue Per Visitor
 - Leverage pricing, add-ons, and merchandise
- Coordinate Across the Ecosystem
 - Partner with tourism, transportation, and hospitality providers

STILL HAVE QUESTIONS?
CONTACT ECJC TODAY!



The World Cup is more than an influx of visitors — it is a global stage for Kansas City's entertainment and cultural identity.

- For attractions and entertainment providers, this is an opportunity to:
 - Extend visitor stays and increase spending
 - Showcase the city's culture and creativity
 - Build long-term tourism demand
- The organizations that succeed will focus on:
 - Operational excellence and crowd management
 - Creative, high-impact programming
 - Seamless visitor experiences
 - Delivering moments that visitors will remember—and share