



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 transportation providers—especially sightseeing, shuttle, and tour-based services—this represents a critical infrastructure role in the visitor experience, with both high demand and operational complexity. Success will depend on: managing high-volume, time-sensitive passenger flows, delivering seamless, reliable mobility experiences, leveraging digital booking and scheduling tools, creating transportation as part of the overall visitor experience

Industry -Specific Transportation

OPPORTUNITY

Scenic and sightseeing transportation businesses operate at the intersection of mobility + tourism experience, giving a boost to local or small business operators.

Global Visibility for KC Area

The World Cup will bring:

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

Johnson County Advantage

Transportation demand will extend beyond downtown KC:

- Visitors staying in Johnson County will require reliable connections to stadiums, hotels, and attractions
- Suburban operators can capture:
 - Hotel-to-venue transport
 - Group and corporate travel
 - Tourism-based excursions

Key opportunity to position transportation not just as a service—but as a core part of the visitor experience (tours, storytelling, local insights).

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KC GAME PLAN PLAYBOOK](#)



THE REALITY

- Demand Will Be High — But Logistically Complex
 - Transportation must handle:
 - Pre- and post-match surges
 - Coordinated group movements
 - Traffic congestion and route variability
- Industry Is Fragmented
 - ~3,000 firms nationally, mostly small operators
 - Top 50 companies account for ~45% of revenue (fragmented market)
- Labor & Staffing Are Growing—but Critical
 - Employment increased 21.5% YoY
 - Skilled operators (drivers, guides) are essential
- Consumer Expectations Are Changing
 - Younger travelers (Gen Z & Millennials) now make up ~50% of travelers
 - They expect:
 - Digital booking
 - Real-time updates
 - Personalized experiences

WIN THE CUSTOMER

Visitors will choose transportation providers that are:

- Easy to Use
 - Online booking and mobile-friendly platforms
 - Clear schedules, routes, and pricing
 - Integration with maps & travel apps
- Reliable & Efficient
 - On-time performance
 - Clear pickup/drop-off coordination
 - Strong communication during delays or changes
- Experience-Driven
 - Guided narration and storytelling
 - Comfortable, unique vehicles
 - Local insights and recommendations

BUILD THE EXPERIENCE

Transportation is no longer just logistics — it is part of the experience.

- Create a World Cup Transportation Experience
 - Match-day shuttle services
 - Themed transportation (team branding, fan routes)
 - Group transportation packages
- Enhance the Journey
 - Guided tours with storytelling
 - “Hop-on/hop-off” flexible exploration routes
 - Multi-stop city experiences
- Partner Across the Ecosystem
 - Hotels, restaurants, breweries, attractions
 - Event organizers and tourism boards

MAXIMIZE THE REVENUE

- Drive Direct Bookings
 - Reduce reliance on third-party commissions
 - Invest in online booking platforms
- Use Dynamic Pricing
 - Adjust pricing based on:
 - Match schedules
 - Peak demand periods
 - Offer off-peak discounts to fill capacity
- Increase Capacity & Utilization
 - Expand fleet or optimize scheduling
 - Extend service hours
 - Offer group and charter services

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BE WORLD-READY

- International visitors will expect:
 - Clear communication and signage
 - Multilingual or visual instructions
 - Seamless payment options
- Small details matter:
 - Easy-to-understand routes and stops
 - Digital tickets and confirmations
 - Staff trained to assist international travelers

FIVE THINGS TRANSPORTATION OPERATORS MUST DO WELL

- Ensure Reliability at Scale
 - Deliver consistent service under peak demand
- Optimize Scheduling & Capacity
 - Maximize vehicle usage and minimize downtime
- Leverage Technology
 - Invest in booking, routing, and communication systems
- Create Experience Value
 - Turn transportation into part of the attraction
- Build Strategic Partnerships
 - Integrate with the broader tourism ecosystem

STILL HAVE QUESTIONS?
CONTACT ECJC TODAY!



The World Cup will put transportation providers at the center of the visitor experience.

- For Kansas City and Johnson County operators, this is an opportunity to:
 - Become essential infrastructure for event success
 - Capture high-volume, high-value demand
 - Elevate transportation into a branded experience
- The operators that succeed will focus on:
 - Reliability and operational excellence
 - Digital-first customer experience
 - Strategic partnerships across tourism
 - Turning movement into memorable experiences