



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 day spas and tanning salons, this presents a high-frequency, service-driven opportunity. Success will depend on maximizing appointment capacity and utilization, delivering consistent, high-quality service experiences, leveraging digital booking and customer engagement tools, and balancing premium offerings with value-driven services.

Industry -Specific

Personal Services: Day Spas & Tanning Salons

OPPORTUNITY

Vistors will be seeking quick grooming and aesthetic services, relaxation and recovery between events, and group bookings and shared experiences.

Global Visibility for KC Area

The World Cup will bring:

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

Johnson County Advantage

During major events, visitors seek:

- Personal grooming and appearance-focused services
- Wellness, recovery, and relaxation needs
- Impulse and short-notice bookings tied to events and nightlife

Johnson County Opportunity

- Capture:
 - Hotel-based visitors
 - Families & extended stays
 - Visitors avoiding downtown congestion

Key opportunity: Position services as accessible, high-quality wellness and beauty experiences — not luxury-only offerings.

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KC GAME PLAN PLAYBOOK](#)



THE REALITY

- Capacity Limits Revenue
 - Revenue is constrained by:
 - Treatment rooms
 - Tanning beds
 - Maximizing utilization is critical
- Labor Is the Largest Cost Driver
 - Staffing includes:
 - Full-time, part-time, and contractors
 - Compensation:
 - Hourly (\$14–\$20) + commissions + tips
- Consumers Are Value-Focused
 - Demand is shifting toward:
 - Routine, affordable services
 - “Wellness maintenance” vs. luxury indulgence
- Digital Expectations Are High
 - 55% of Gen Z influenced by social media
 - 67% abandon businesses with poor booking systems

WIN THE CUSTOMER

Visitors will choose providers that are:

- Easy to Book
 - Seamless online scheduling
 - Mobile-friendly platforms
 - Real-time availability
- Convenient & Accessible
 - Located near:
 - Hotels
 - Entertainment districts
 - Transportation hubs
- Reliable & High Quality
 - Consistent service delivery
 - Strong reputation and reviews

BUILD THE EXPERIENCE

The industry is evolving toward wellness + personalization + experience.

- Offer Personalized Wellness Services
 - Customized treatments using:
 - Skin analysis
 - Biometric or AI-driven insights
 - Integrated wellness offerings
- Create World Cup-Relevant Services
 - Quick-turn services for travelers
 - Group bookings (friends, teams, events)
 - Pre-event grooming packages
- Enhance the Environment
 - Relaxing, high-quality atmosphere
 - Clean, hygienic, and well-maintained spaces
 - Strong customer service and hospitality

MAXIMIZE THE REVENUE

- Increase Capacity Utilization
 - Use scheduling software and reminders
 - Offer promotions during off-peak times
 - Reduce no-shows
- Optimize Service Mix
 - Promote higher-margin services
 - Train staff to upsell treatments and add-ons
- Expand Revenue Streams
 - Retail products (skincare, cosmetics, supplements)
 - Memberships and packages
 - Bundled service offerings

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BE WORLD-READY

- International visitors will expect:
 - Clear service menus and pricing
 - Efficient booking and payment systems
 - High cleanliness and safety standards
- Operational details matter:
 - Sanitized equipment after each use
 - Efficient service flow and turnaround
 - Clear communication and friendly staff

FIVE THINGS SPA & TANNING OPERATORS MUST DO WELL

- Maximize Capacity Utilization
 - Fill treatment rooms and beds consistently
- Deliver Consistent Service Quality
 - Drive repeat visits and referrals
- Leverage Digital Tools
 - Meet expectations for booking and communication
- Optimize Service Mix
 - Balance volume with higher-margin services
- Align with Wellness Trends
 - Offer personalized, value-driven experiences

STILL HAVE QUESTIONS?
CONTACT ECJC TODAY!

The World Cup presents a high-frequency, short-duration demand surge for day spas and tanning salons.

- For Johnson County operators, this is an opportunity to:
 - Capture increased demand for personal care and wellness
 - Maximize revenue through efficient operations
 - Build long-term client relationships
- The businesses that succeed will focus on:
 - Operational efficiency and scheduling
 - Digital-first customer experience
 - High-quality, consistent service delivery
 - Aligning with wellness and personalization trends

