



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 hair care services, this presents a high-value, appointment-driven opportunity tied to event and nightlife preparation; grooming for extended stays and business travel and premium, personalized services. Success will depend on maximizing appointment capacity and retention; driving higher-value services and add-ons; delivering consistent, high-quality experiences; leveraging both service and retail revenue streams

Industry -Specific

Personal Services: Hair Care Services

OPPORTUNITY

There will be high demand from visitors seeking premium & personalized services — color, root touchups and highlights.. Position as premium, reliable, and experience-driven service providers.

Global Visibility for KC Area

The World Cup will bring:

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

Johnson County Advantage

During the World Cup, visitors will seek:

- Event-ready styling and grooming
- Last-minute appointments
- High-quality, professional results

Johnson County Opportunity

- Capture:
 - Hotel guests and suburban visitors
 - Business travelers and families
 - Visitors seeking convenience outside downtown

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KC GAME PLAN PLAYBOOK](#)



THE REALITY

- Retention Drives Revenue Stability
 - Repeat customers are critical to:
 - Filling appointment schedules
 - Maintaining consistent revenue
- Labor Pressures Exist
 - Employment declined ~3% year-over-year
 - Wages rising (~\$25/hour average)
- Highly Fragmented Market
 - Top 50 firms account for only 13.6% of revenue
- Pricing Sensitivity + Cost Increases
 - Service prices (e.g., haircuts) increasing (~5% YoY)
 - Consumers balancing cost vs. quality

WIN THE CUSTOMER

Visitors will choose salons that are:

- Easy to Book & Accessible
 - Online scheduling and mobile-friendly booking
 - Flexible hours (evenings/weekends)
- High Quality & Professional
 - Skilled stylists and consistent results
 - Strong reviews and reputation
- Experience-Focused
 - Clean, modern, and welcoming environment
 - Personalized consultations
 - Haircuts, styling, and grooming
 - Coloring, highlights, and specialty treatments

BUILD THE EXPERIENCE

The industry is shifting toward premium, personalized, and experience-driven services.

- Offer High-Value Services
 - Coloring, highlights, and specialty treatments
 - Personalized consultations and recommendations
- Create World Cup-Relevant Offerings
 - Event-ready styling packages
 - Quick-turn services for travelers
 - Group bookings for events and celebrations
- Enhance the Salon Environment
 - Upscale or branded experience
 - Comfortable, well-designed spaces
 - Strong customer service

MAXIMIZE THE REVENUE

- Increase Appointment Utilization
 - Fill schedules with:
 - Repeat bookings
 - Extended hours
 - Reduce idle capacity
- Upsell Higher-Margin Services
 - Promote:
 - Color and specialty treatments
 - Balance time vs. revenue per service
- Expand Revenue Streams
 - Retail hair care products (~5% of revenue mix)
 - Add-on services (skin, nail, grooming)

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BE WORLD-READY

- International visitors will expect:
 - Clear pricing and service menus
 - Easy booking and payment options
 - High hygiene and service standards
- Operational details matter:
 - Efficient appointment flow
 - Professional communication
 - Consistent service quality

FIVE THINGS HAIR CARE PROVIDERS MUST DO WELL

- Maximize Customer Retention
 - Repeat clients drive utilization and revenue
- Increase Service Value
 - Focus on premium and specialized treatments
- Optimize Scheduling & Capacity
 - Reduce idle time and maximize throughput
- Deliver a Strong Customer Experience
 - Consistency and quality drive loyalty
- Leverage Retail & Add-On Sales
 - Increase revenue without adding capacity

STILL HAVE QUESTIONS?
CONTACT ECJC TODAY!

The World Cup presents a high-value, service-driven opportunity for hair care providers.

For Johnson County operators, this is a chance to:

- Capture premium service demand from visitors
 - Increase revenue through high-value treatments
 - Build long-term client relationships
- The businesses that succeed will focus on:
 - Appointment efficiency and retention
 - Premium, personalized services
 - Strong customer experience and branding
 - Maximizing both service and retail revenue

