



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 local businesses, this moment presents extraordinary opportunity — and real risk if unprepared. Success will depend on understanding the global fan, scaling smartly, and delivering unforgettable experiences while protecting cash flow and operations.

Industry -Specific

Hotels & Lodging

Hotels and Short-Term Rentals

OPPORTUNITY

Kansas City area lodging businesses have the chance to introduce visitors to the Midwest for the first time.

Global Visibility for KC Area

The World Cup will bring:

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

Johnson County Advantage

Hotels in:

- Overland Park
- Leawood
- Olathe

may become preferred accommodations for:

- Corporate partners
- Families
- Visitors seeking quieter areas outside the urban core.

Many guests will arrive through Kansas City International Airport and travel across both Missouri and Kansas during their stay.

[DOWNLOAD THE
KC GAME PLAN PLAYBOOK](#)



THE REALITY

Travel Demand is Strong — But Not Unlimited. Economic factors affecting travel include:

- Inflation and higher travel costs
- Softening international arrivals to the U.S.
- Consumers seeking value and flexibility

Guests Will Be Price Sensitive. While some VIP travelers will pay premium rates, many fans will:

- Compare prices across cities
- Look for bundled experiences
- Expect transparency in pricing

Hotels that provide clear value and exceptional service will win the most repeat business.

WIN THE CUSTOMER

Visitors will choose lodging that is:

- Easy to Book
 - Ensure:
 - Online booking works flawlessly
 - Mobile reservations are simple
 - Pricing is transparent
- Convenient
 - Provide:
 - Clear directions to the stadium
 - Shuttle options or transportation partnerships
 - Simple check-in/check-out processes
- Helpful
 - Your front desk becomes the visitor's guide to Kansas City.
 - Train staff to answer questions about:
 - Transportation
 - Dining
 - Attractions
 - Match schedules

BUILD THE EXPERIENCE

Travelers remember experiences, not just rooms. Create a World Cup atmosphere within your property.

- Ideas include:
 - Soccer-themed welcome amenities
 - Watch parties for matches
 - International breakfast options
 - Partnerships with local restaurants or tour companies
- Highlight local culture such as:
 - Kansas City BBQ
 - Jazz heritage
 - Midwest hospitality

Guests should feel they are experiencing Kansas City — not just staying in a hotel

MAXIMIZE THE REVENUE

Use Strategic Pricing. Avoid extreme price spikes that damage reputation.

- Instead:
 - Use tiered pricing (standard, premium, package)
 - Offer multi-night discounts
 - Bundle transportation or tours
 - Add Revenue Opportunities
- Consider:
 - Stadium shuttle packages
 - VIP hospitality packages
 - Late check-out upgrades
 - Food & beverage packages during match days

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BE WORLD-READY

International visitors may have different expectations. Prepare your team to:

- Communicate clearly with non-native English speakers
- Understand international payment methods
- Provide simple printed directions and information

Small details — signage, translated materials, friendly guidance — make a big difference.

FIVE THINGS HOTEL OWNERS MUST DO WELL

- Deliver Consistent Service
 - Clean rooms, friendly staff, efficient check-in.
- Manage Pricing Strategically
 - Maximize revenue without damaging brand reputation.
- Partner With Local Businesses
 - Transportation, tours, and restaurants increase guest satisfaction.
- Prepare Staff for High Demand
 - Staffing shortages are one of the biggest risks during large events.
- Capture Future Business
 - Collect emails, encourage reviews, and promote return visits.

STILL HAVE QUESTIONS?
CONTACT ECJC TODAY!



The World Cup is more than a few busy nights.

It is an opportunity to:

- Showcase Kansas City hospitality
- Build international reputation
- Create repeat visitors

The hotels that succeed will focus on service, partnerships, and smart pricing.