



# 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 nail salons, this presents a high-frequency, appointment-driven opportunity tied to event preparation, personal grooming, and social and nightlife activities. Success will depend on: maximizing appointment capacity; offering fast, high-quality, and trend-driven services; leveraging digital booking and visibility; and increasing average ticket size through premium services.

### Industry -Specific

#### **Personal Services: Nail Salons**

### OPPORTUNITY

*here will be high demand from visitors seeking frequent, quick services — ones that are repeatable, time-efficient, and highly social or event-driven.*

### 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:*

- Quick grooming before matches and events
- Group bookings (friends, bridal-style groups, fan groups)
- Trend-driven services tied to teams and culture

### Johnson County Opportunity

- Capture:
  - Hotel guests and suburban visitors
  - Families and casual tourists
  - Visitors avoiding downtown congestion

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KC GAME PLAN PLAYBOOK](#)



## THE REALITY

- Capacity Is Fixed and Time-Based
  - Revenue depends on:
    - Number of manicure stations and chairs
    - Appointment scheduling efficiency
- Highly Fragmented Industry
  - Top 50 companies account for <3% of revenue
  - Heavy competition from:
    - Independent operators
    - Booth renters
    - Small chains
- Consumer Spending Is Price-Sensitive
  - Demand influenced by:
    - Economic conditions
    - Preference for “affordable luxuries”
  - Customers may delay or reduce frequency of visits
- Labor and Scheduling Challenges
  - Labor is the largest cost
  - Balancing:
    - Idle time vs. wait times
    - Staff availability vs. demand variability

## WIN THE CUSTOMER

*Visitors will choose salons that are:*

- Fast & Convenient
  - Walk-in availability or quick booking
  - Efficient service turnaround
- Trend-Driven & High Quality
  - Modern techniques (gel, nail art, specialty designs)
  - Clean, professional environment
- Easy to Discover & Book
  - Strong online presence
  - Mobile-friendly booking systems
  - Social media visibility

## BUILD THE EXPERIENCE

*The industry is shifting toward premium, customized services.*

- Offer Trend-Driven Services
  - Dry manicures (rapidly growing trend)
  - Gel, acrylic, and advanced nail art
  - Custom, high-value designs
- Create World Cup-Themed Offerings
  - Team-inspired nail designs
  - Flag colors and cultural themes
  - Group packages for fans
- Enhance the In-Salon Experience
  - Clean, comfortable, and welcoming environment
  - Efficient flow and minimal wait times
  - Strong customer service

## MAXIMIZE THE REVENUE

- Increase Appointment Volume
  - Optimize scheduling to:
    - Reduce idle time
    - Maximize daily throughput
- Increase Average Ticket Size
  - Promote:
    - Specialty services (gel, acrylic, nail art)
  - Balance:
    - Higher-value services vs. time constraints
- Leverage Add-On Services
  - Nail art upgrades
  - Complementary services (waxing, skincare)
  - Retail products

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## BE WORLD-READY

- International visitors will expect:
  - Cleanliness and sanitation standards
  - Clear pricing and service menus
  - Efficient service delivery
- Operational details matter:
  - Proper sterilization of tools
  - Comfortable seating and environment
  - Friendly, professional staff

## FIVE THINGS NAIL SALONS MUST DO WELL

- Maximize Appointment Capacity
  - Fill every available time slot
- Increase Average Service Value
  - Upsell premium and specialty services
- Deliver Consistent Quality
  - Drive repeat visits and referrals
- Leverage Digital Booking & Marketing
  - Capture modern, mobile-first customers
- Operate Efficiently Under Peak Demand
  - Balance speed with service quality

STILL HAVE QUESTIONS?  
**CONTACT ECJC TODAY!**

The World Cup presents a high-frequency, high-turnover opportunity for nail salons.

- For Johnson County operators, this is a chance to:
  - Capture consistent, repeat service demand
  - Increase revenue through volume and premium services
  - Showcase quality and build long-term clientele
- The businesses that succeed will focus on:
  - Efficient scheduling and operations
  - Trend-driven, high-value services
  - Strong digital presence and accessibility
  - Delivering fast, high-quality customer experiences

