



# SEA Airport FWC26 Update

Highline Forum – March 25, 2026

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# FIFA World Cup 2026 – SEA Airport Mission

Provide a safe, efficient and enjoyable travel experience at SEA for fans, FIFA Clients, and teams during the FIFA World Cup tournament in 2026.



# FWC26 Coordinating Relationship

## FIFA

- Leads coordination of logistics of media, VIPs, teams, and match officials

## LOCAL ORGANIZING COMMITTEE (LOC) – SEA FWC26

- Non-profit coordinating regional logistics amongst agencies, including activations state-wide
- Point of contact between regional partners and FIFA

## REGIONAL AGENCIES & PROVIDERS (SEA AIRPORT, SOUND TRANSIT, ETC.)

- Provide mobility and safety/security services to move fans and visitors to and from their destinations
- Coordinate regional plans to feed into LOC deliverables given to FIFA

# FWC26 Seattle Matches

## GROUP STAGE

**6/15** 12 pm PST  **Belgium** vs.  **Egypt**

**6/19** 12 pm PST  **USA** vs.  **Australia**

**6/24** 12 pm PST  **Qatar** vs.  **UEFA Path A Winner\***

**6/26** 8 pm PST  **Egypt** vs.  **Iran**

## ROUND OF 32

**7/1** 1 pm PST  **TBD** vs.  **TBD**

## ROUND OF 16

**7/6** 5 pm PST  **TBD** vs.  **TBD**

\*UEFA Path A includes: Italy, Northern Ireland, Wales, & Bosnia and Herzegovina

 Cruise Day  Holiday

# Teams Snapshot

## **Australia (AFC)**

- The Socceroos are making their 6th consecutive World Cup appearance
- Last time in World Cup: 2022
- Known for massive outdoor viewing parties across Australia that go very late

## **Belgium (UEFA)**

- The Red Devils finished 3rd at 2018 World Cup with their "Golden Generation"
- Last time in World Cup: 2022
- Consistently ranked among top teams globally

## **Egypt (CAF)**

- African football giants – Record 7-time Africa Cup of Nations champions
- Last time in World Cup: 2018
- First African nation to play in a World Cup (1934), known for ultra culture support
- Diaspora population in WA: 4,333

## **Iran (AFC)**

- Regular World Cup participants – this will be their 7th appearance overall
- Last time in World Cup: 2022
- Asian football power with passionate fanbase
- US Travel ban in effect will likely prevent fans from attending
- Diaspora population in WA: 10,404

## **Qatar (AFC)**

- 2022 World Cup hosts – first Middle Eastern nation to host the tournament
- Last time in World Cup: 2022
- 2019 Asian Cup champions, continuing to develop football infrastructure

## **USA (CONCACAF)**

- Finished 3rd in the 1930 World Cup
- Last time in World Cup: 2022
- 12th World Cup and their second on home soil since 1994

# West Coast Travel

- FWC26 match schedule facilitates travel for fans to follow teams
- Airport Coordination: regional airports (especially Boeing Field) will be needed to accommodate charters and private jets
- Sensitivities around security and customs processing
- Focus on language needs (signage, know before you go" info on website & FIFA App)

## FWC26 West Coast Matches Group Stage

**6/12**

**Los Angeles**  
Match #1

**6/13**

**Vancouver**  
Match #1  
**San Francisco**  
Match #1

**6/15**

**Seattle**  
Match #1  
**Los Angeles**  
Match #2

**6/16**

**San Francisco**  
Match #2

**6/18**

**Vancouver**  
Match #2  
**Los Angeles**  
Match #3

**6/19**

**Seattle**  
Match #2  
**San Francisco**  
Match #3

**6/21**

**Vancouver**  
Match #3  
**Los Angeles**  
Match #4

**6/22**

**San Francisco**  
Match #4

**6/24**

**Vancouver**  
Match #4  
**Seattle**  
Match #3

**6/25**

**San Francisco**  
Match #5  
**Los Angeles**  
Match #5

**6/26**

**Vancouver**  
Match #5  
**Seattle**  
Match #4

# FWC26 Flight Volumes

## International Carriers

- 1 international carrier (Volaris) has confirmed an additional flight during FWC26 from SEA->GDL (Mexico) from 6/1-7/31
- Qatar has potential to add additional charters

## Domestic Carriers

- United: additional flights between SEA – SFO for the entire summer
- American: upgauging flights from SEA – LAX
- Delta: no expected additional flights
- Alaska: no expected additional flights

# Safety/Security

- Safety is the Airport's Top Priority.
- Port Police is partnering closely with all law enforcement entities and federal agencies
- FIFA Security is sharing intelligence with Local Organizing Committees and Airports
- Port is leading airport-focused exercises and participating in regional/state exercises



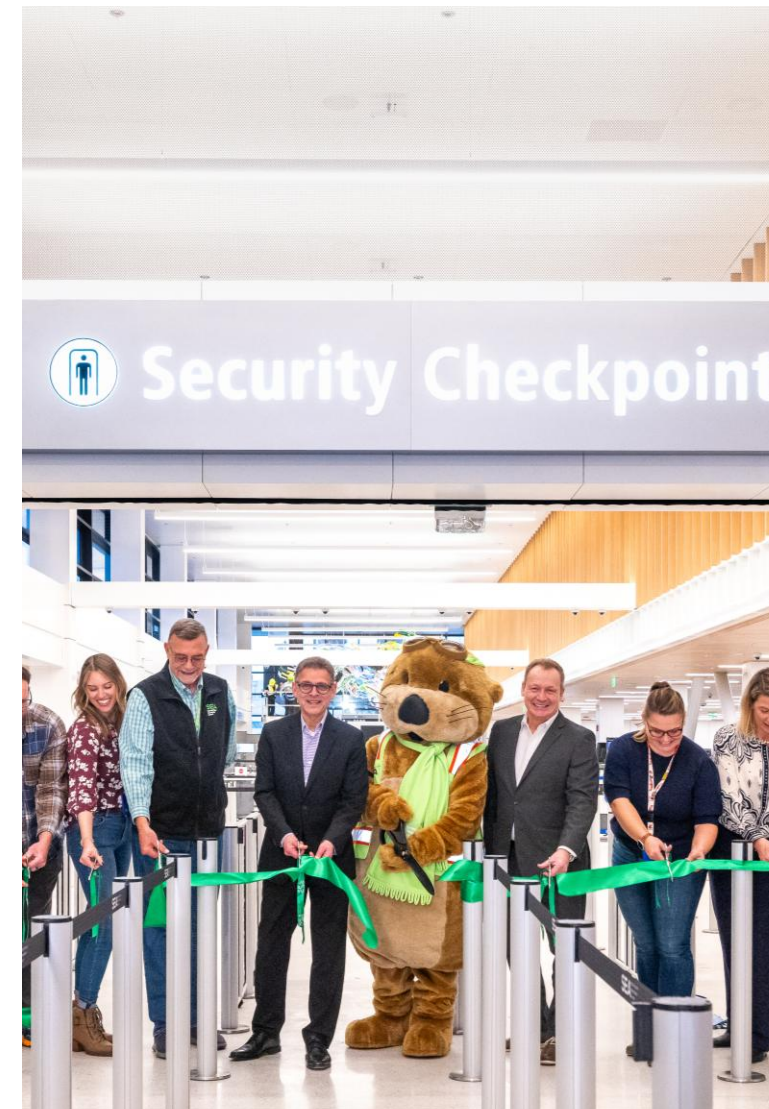
# Getting the Airport Ready for the World: Upgrade SEA



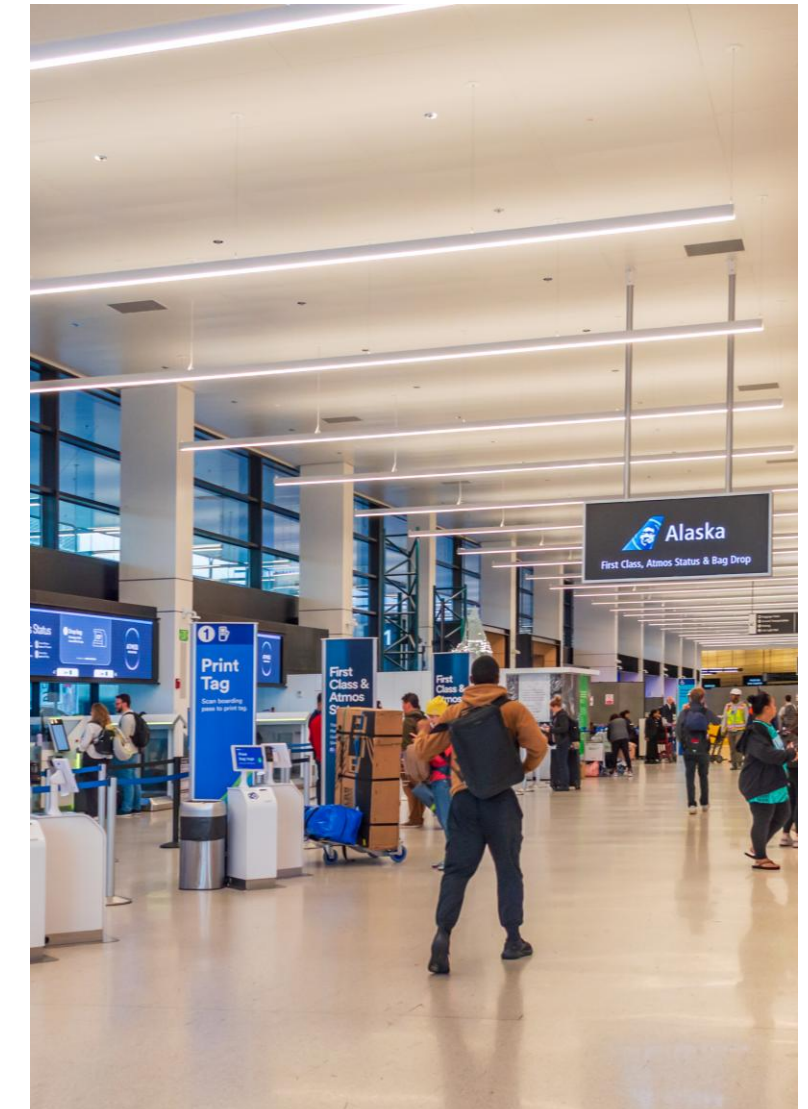
**Checkpoint 1 Relocation**  
Opened Q2 2025



**C Concourse Expansion**  
Opens 2026



**Checkpoint 6 Dedication**  
Reopened 2025



**SEA Gateway Project**  
Opening 2025-2026

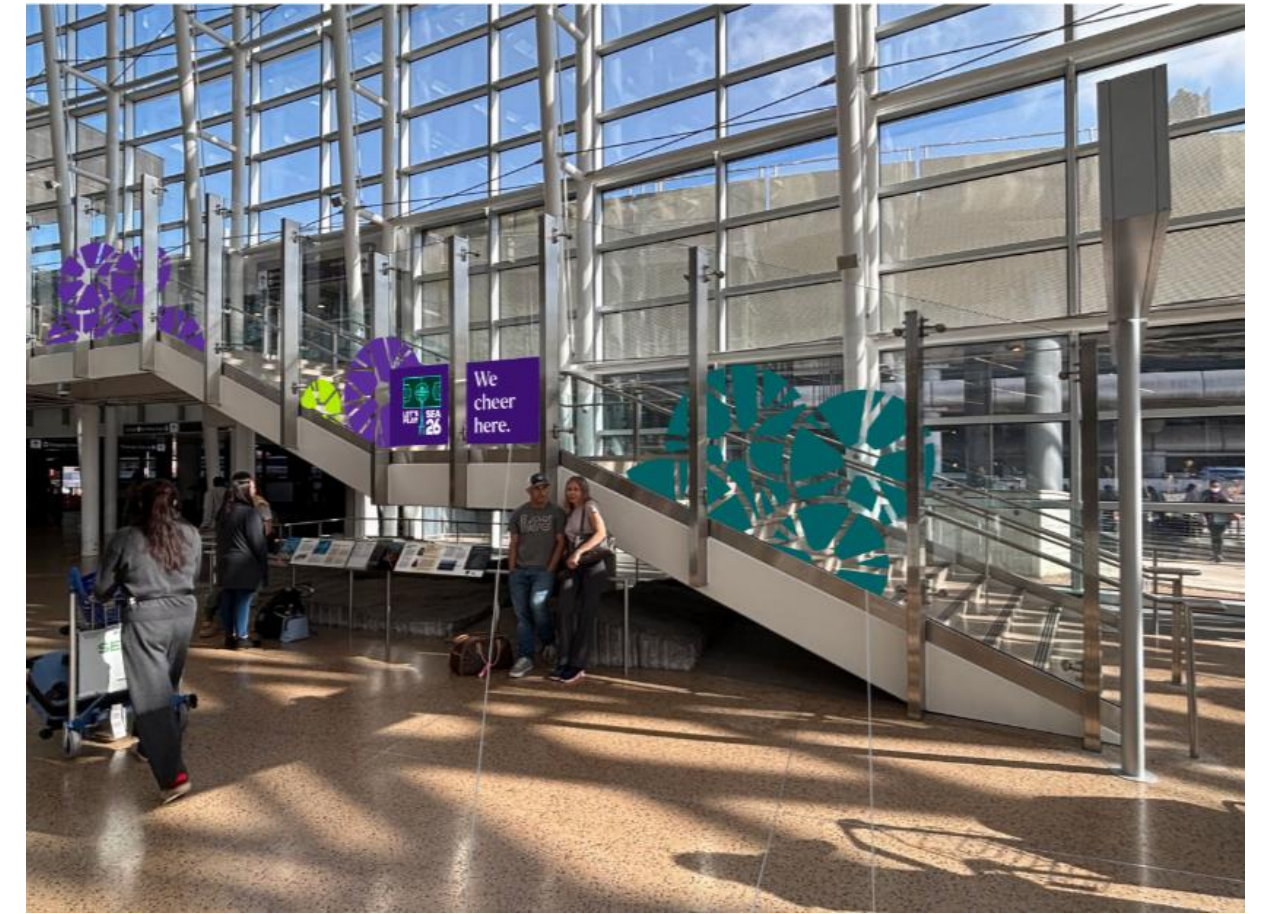
# Roadway Improvements Project

**Status:** In Progress

**Projected Finish Completion:** Q2 2026



# Welcome & Wayfinding Signage



# Public Art with Sounders and Reign FC

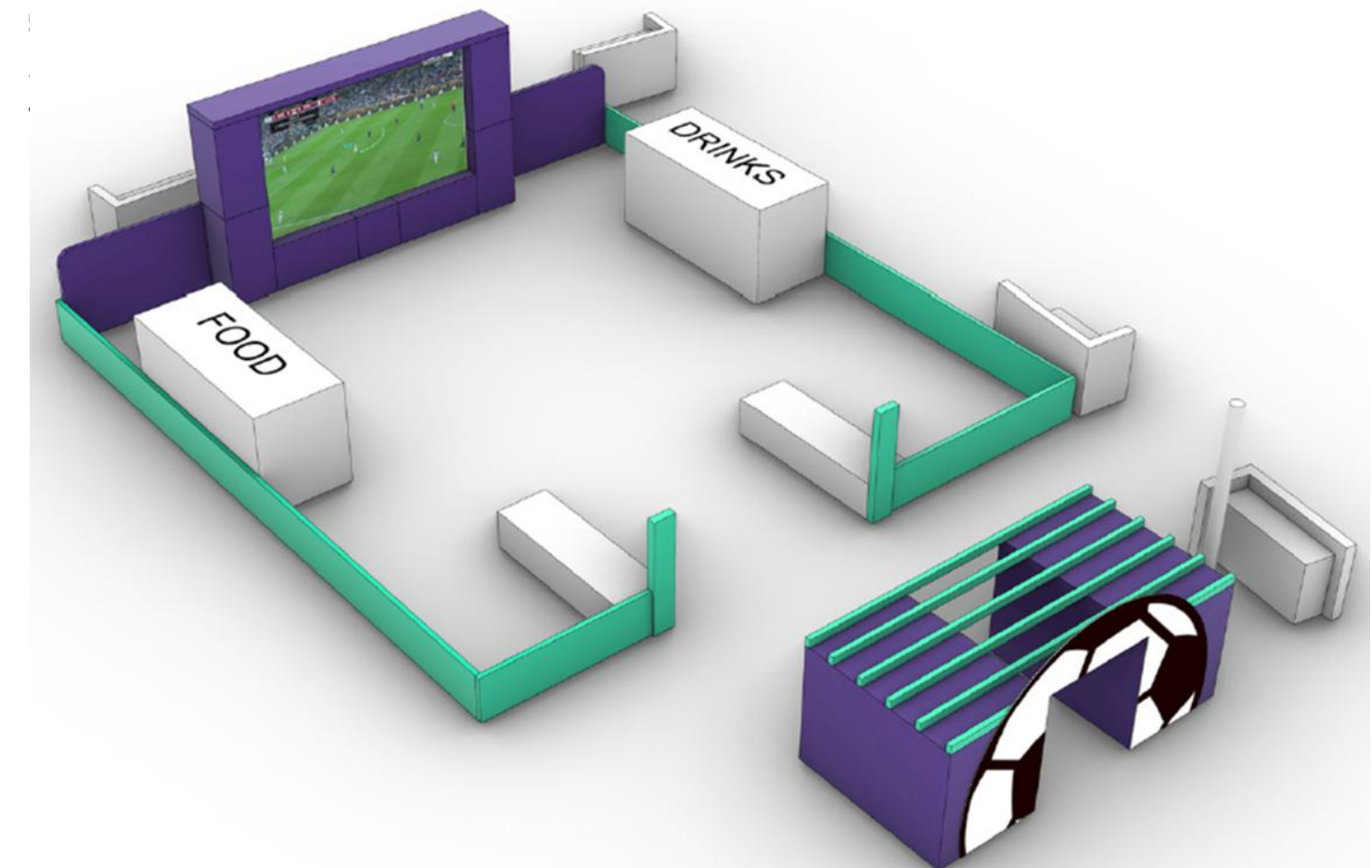
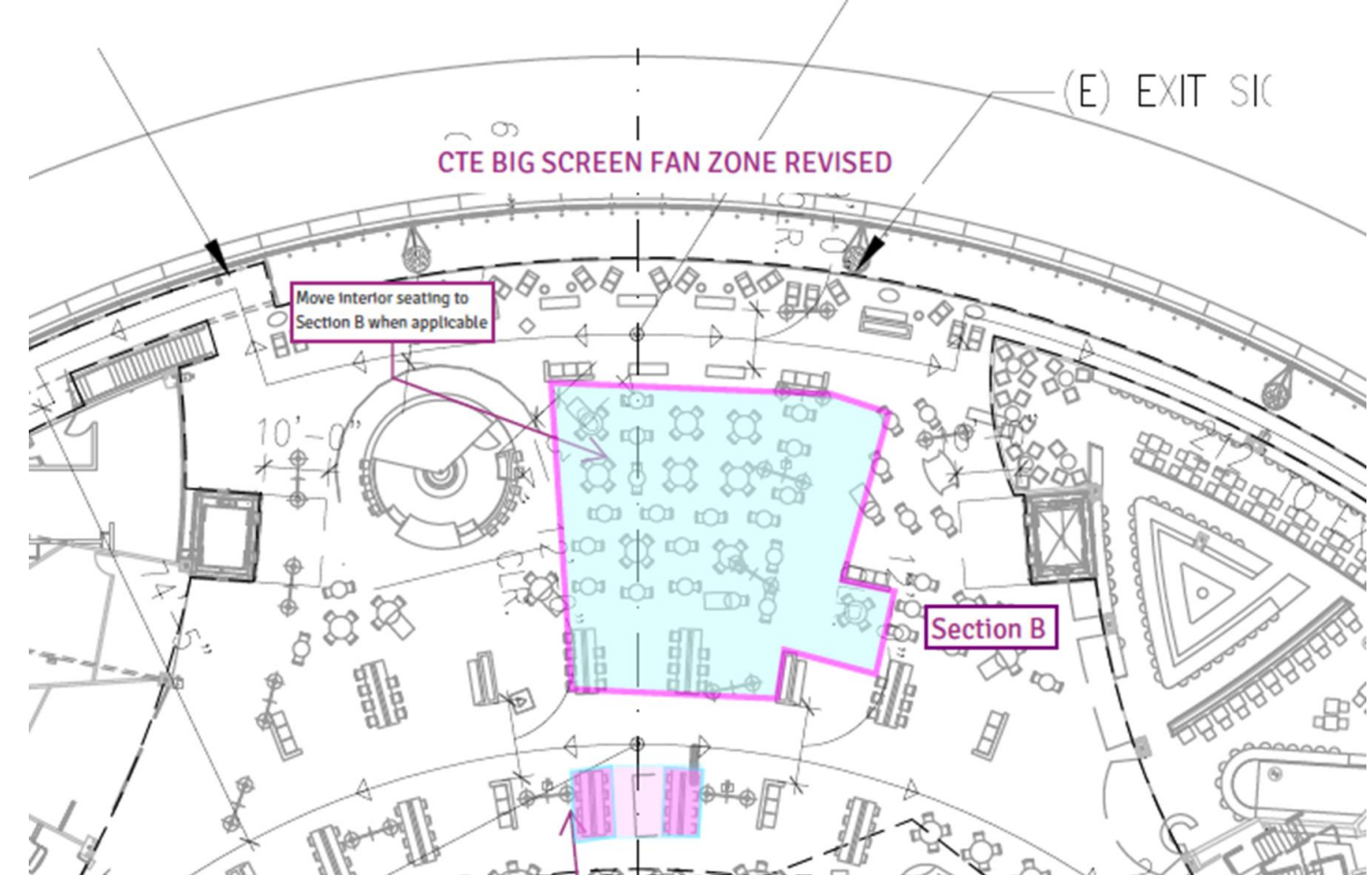


# Fan Zones & Activations



# Spectator "Big Screen" Fan Zone

- Location: Central Terminal
- Dates: June 11–July 19, 2026
- Sponsors: ReachTV, Coca-Cola, ADR Tenants, TBD.
- Activities to include:
  - Large screen playing the games.
  - Coke Experiential Zone with games.
  - Food tastings provided by ADR tenants.
  - Brand Ambassadors for Coke providing merchandise and beverages.



# SEA Ambassadors

- Opportunity for Port employees, airport workforce, and general public to help customers at SEA from **June 11 – July 8, 2026**
- Shifts available daily from 7 am – 7 pm (Min. commitment of 3 shifts – 3 hours long); required trainings (1 hour Port Staff, 2 hours non-Port staff)
- Applications available on Port of Seattle website (<https://www.portseattle.org/SEAambassadors>)
- Uniform t-shirt, lanyard, nametag, and job aids will be provided

Contact: Chelsea Rodriguez ([SEAAmbassadors@portseattle.org](mailto:SEAAmbassadors@portseattle.org))



Scan here to  
apply and  
learn more!

# State of Seattle Transportation

## Additional Congestion Causes

- International travel between Seattle and Vancouver
- Blue Jays vs. Mariners games July 3-5
- Match Day traffic closures in a perimeter around stadium and rideshare restricted areas

## Effects:

- Visitors to stay further from I-5, I-90, other parts of Puget Sound
- Heavier public transit usage (Sounder, Link Light Rail, bus service, ferries, etc.) – large focus of SEA efforts with transit agencies
- Draft image (Right) Red lines are match day closures for regular traffic with exceptions



# 2026 Cruise Season

- Cruise season is April – October
- Expecting 2+ million cruise passengers
- 330 cruise calls over the 2026 season
- 53% of passengers stay overnight



# Thank You. Questions?

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# FIFA World Cup 2026 – Economic Impact

- Expecting up to 750,000 visitors (LOC estimate)
- \$929 million in economic benefit (Visit Seattle)
- Expected stay of 9 days for international travelers in US
- 9 fan zones across WA and 4 fan celebration locations in Seattle
  - Seattle Center, Waterfront Park, Pacific Place, and Victory Hall in Sodo (all along Seattle's Unity Loop)
  - Distributed model spreads economic benefits across more Seattle neighborhoods

