

# World Cup Update

Q1 Leadership Chat

March 19, 2026



# TOURNAMENT OVERVIEW

## FIFA World Cup 26<sup>tm</sup>

- International tournament among nations
- June 11 – July 19, 2026 (Seattle June 15 – July 6)
- **Size and Scale**
  - 48 teams, players representing participating countries
  - 18 host cities
  - 104 matches across the continent
  - World's largest spectator event
  - More global fans and viewers than the Super Bowl or Olympics
- **Event Structure**
  - FIFA responsible for all activities inside Seattle Stadium (“Lumen”)
  - FIFA sanctioned Local Organizing Committee (LOC) responsible for LOC activations, events, and activities outside the stadium.





# MATCH DATES AT SEATTLE STADIUM

## MATCHES AT SEATTLE STADIUM (LUMEN FIELD)

- **6/15/26 – 12:00 PM PST**  
BELGIUM vs EGYPT
  - Belgium ranked 9<sup>th</sup>
  - Egypt ranked 31<sup>st</sup> (Mo Salah star)
- **6/19/26 – 12:00 PM PST**  
USA vs AUSTRALIA
  - USA ranked 15<sup>th</sup>
- **6/24/26 – 12:00 PM PST**  
QATAR vs ITA/IR/WAL/BIH (decision 3/31)
  - Qatar ranked 56<sup>th</sup>
- **6/26/26 – 8:00 PM PST**  
EQYPT vs IRAN (possible change)
  - Iran ranked 20<sup>th</sup> (travel ban & competition uncertain)
- **7/01/26**  
ROUND OF 32 TBD
- **7/06/26**  
ROUND OF 16 TBD

# Visitors to Our Area

The initial estimate of the number of visitors to the Seattle area ranged up to 750,000 (over 3 weeks) has been clarified – there is expected to be 750,000 people in the Puget Sound Region with an interest in FIFA. Important distinction – there will not be 750,000 unique new visitors in addition to the summer/cruise visitors. Forecasts are estimating similar hotel occupancy as 2025.

Some of the Seattle matches include countries that may be impacted. Fans from Egypt may face a travel ban. Iran (6/26 match) may not participate in the World Cup. FIFA could make Group G a 3-team group or replace Iran with either Iraq, UAE, Bolivia or Surinam.

Seattle's large Seattle Center Fan Festival is being replaced with smaller venues in 4 downtown locations. Greater emphasis is being made for activations throughout the region.

# WORLD CUP PLANNING

## Key Focus Areas

- Destination Development
- Events
- Marketing
- Economic Development



# Destination Development



# DESTINATION DEVELOPMENT

- Banners in Southcenter District and parts of TIB.
- Additional hanging baskets.
- Art in select areas.
- Clean up and sprucing the city up.



# Events



# REGIONAL EVENTS, SOUTHCENTER

## Regional Events

- Viewing set up inside (viewing lounge)
  - UW Men's and Women's Soccer
  - Seawolves
  - Fish Stick
  - Maeve (Seattle Chocolate)
- Tukwila United Block Party
- Kick It fest (mini-pitches at the mall), during key matches and days.

# COMMUNITY EVENTS- (20-MINUTE DRIVE FROM THE CITY)

In anticipation of the 2026 FIFA World Cup and building on Tukwila's identity as a hub of international culture and soccer passion, the **Tukwila United** initiative is a bold and community-forward program designed to celebrate soccer, culture, and community.

## Planned activities include:

- Youth soccer clinics and equipment giveaways
- A local "Tuk Cup" youth soccer tournament
- FIFAE-sports tournaments for youth, teens, and adults
- 6 fun fest days at Westfield Mall parking lot
- 1 City-hosted kickoff event and 7 watch parties

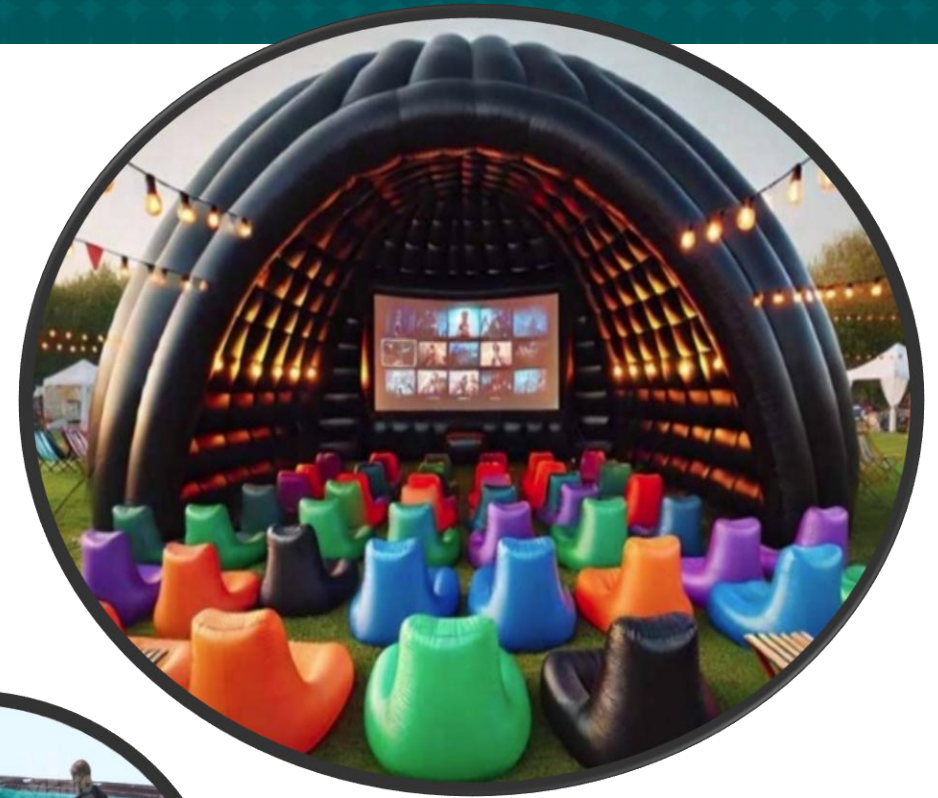
Together, these events foster meaningful engagement for Tukwila residents, ensuring every child and family have a chance to connect with the World Cup experience.



# COMMUNITY EVENT ACTIVITIES TO INCLUDE



- Soccer Skills and Drills
- Inflatable Foosball
- Inflatable Soccer Billiards
- Soccer Skills Obstacle Course
- DIY Team Flags
- Scarf Decorating Stations
- Soccer Equipment Giveaways



# Marketing



# MARKETING



**TUKWILA26**  
**THE WORLD PLAYS**  
**IN TUKWILA**

The world isn't just passing through Tukwila, it's already here.

**COME DISCOVER**

[TUKWILA26.COM](http://TUKWILA26.COM)

Seawolves Rugby

QR code



# MARKETING



# MARKETING



## THE WORLD UNITES IN TUKWILA

Watch together. Cheer together. Come celebrate the world's largest soccer tournament at events throughout Tukwila.

### FREE FEATURED EVENTS:

#### **Tukwila United Viewing Lounge**

*Westfield Southcenter Mall  
Opens June 11 and runs all  
tournament long.*

#### **Tukwila United Block Party**

*Baker Blvd, Southcenter District  
June 13 | Noon-9 PM*



Visit our website for the full lineup of events happening throughout the tournament.

[Tukwila26.com](https://Tukwila26.com)

# Economic Development

- **Decorations**
- **Offer special promotions and products**
- **Amplify special events**
- **Host special events and experiences**
- **Host soccer watch parties**

