



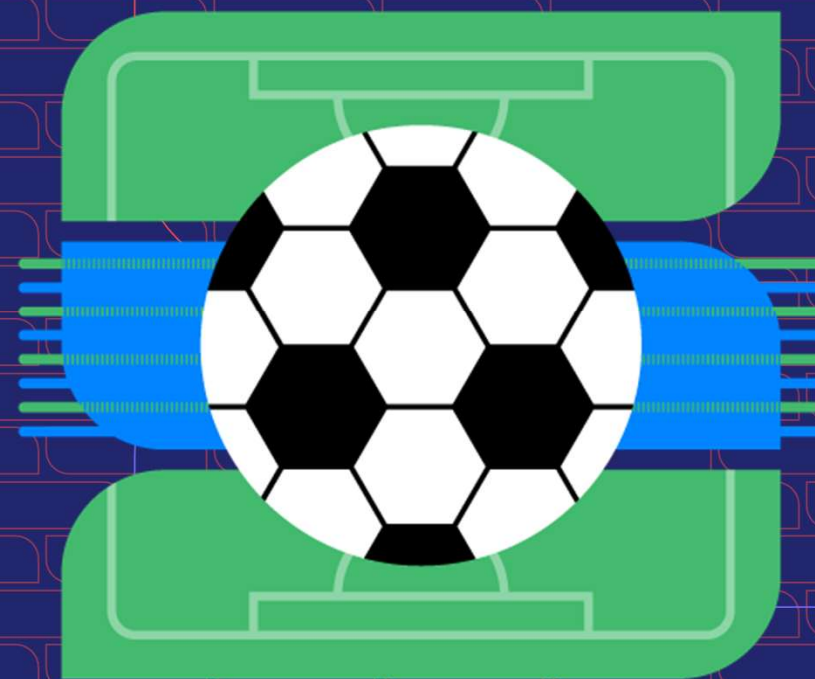
Getting Ready

76 Days Out

3.25.2026

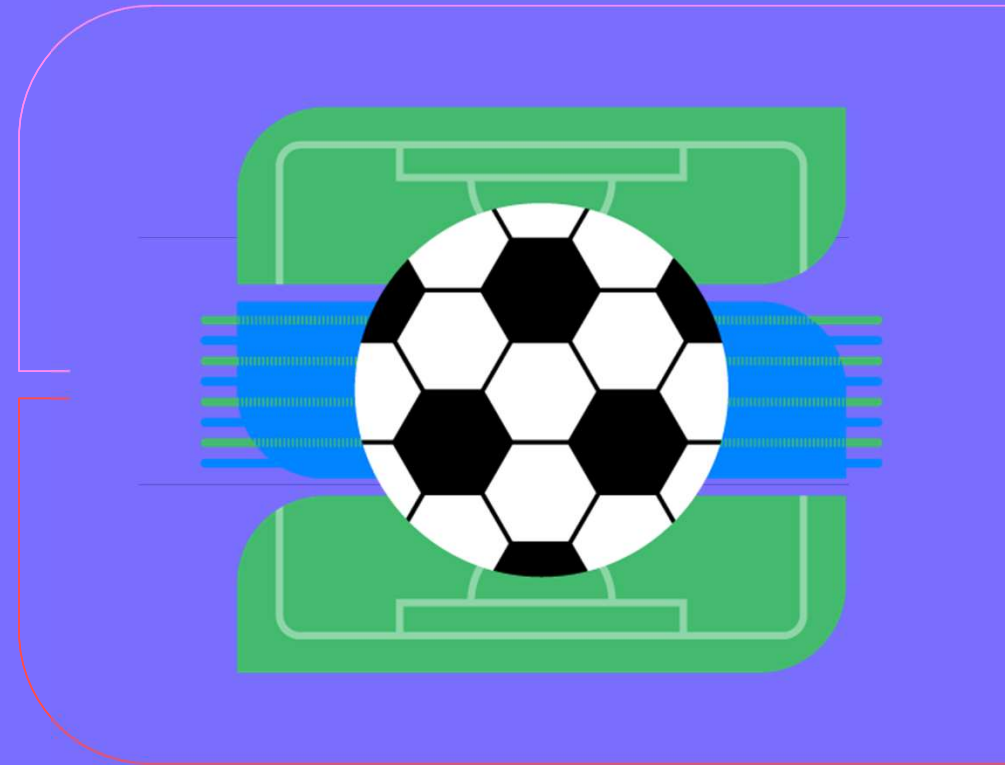
Mark Everton

Explore Seattle Southside



Agenda

- Overview
- Tickets
- Viewing/Watch Parties
- Branding
- Hotel impacts
- Base Camps



Overview

FIFA World Cup 26

International tournament among nations

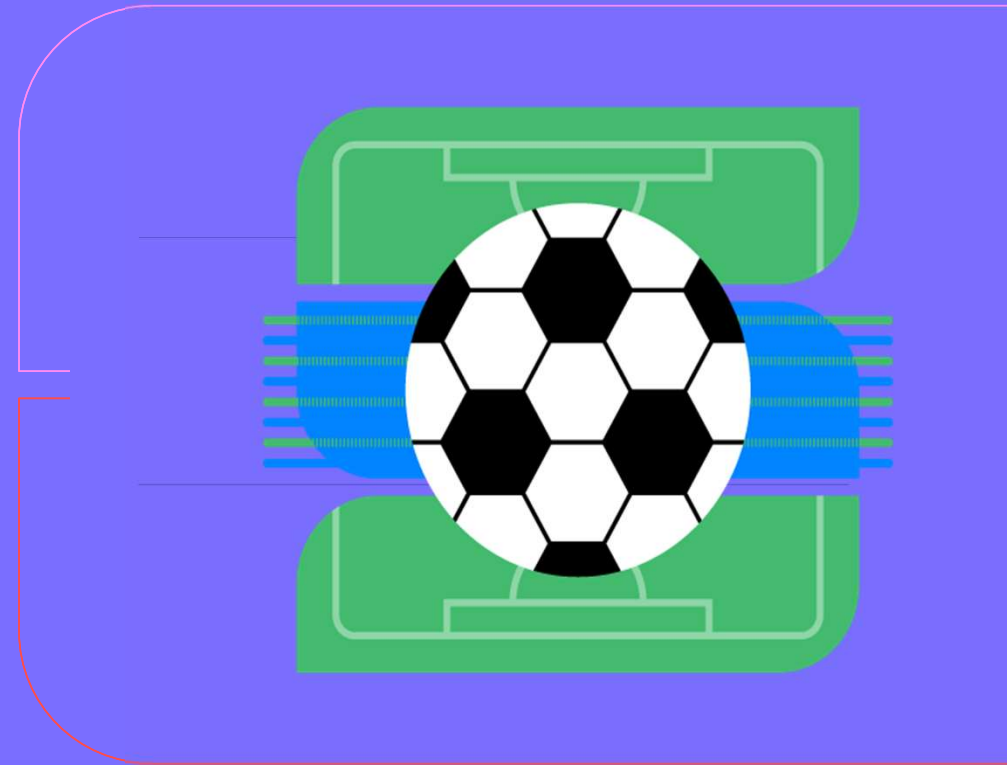
June 11 – July 19, 2026 (Seattle June 15 – July 6)

Size and Scale

48 teams

18 host cities

104 matches across the continent (6 in Seattle)



Overview

Group stage starts June 11

Seattle 1st match: 6/15 Belgium v Egypt - noon

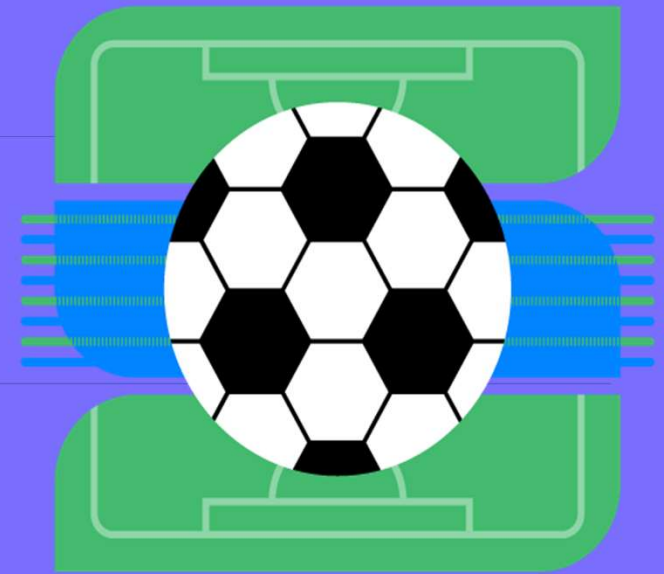
6/19 USA v Australia – noon

6/24 Qatar v TBD – noon

6/26 Egypt v Iran (likely not Iran – cancelled or another team chosen – possibly Iraq)

Round of 32: 7/1 Seattle R32 match – Likely Belgium v ??

Round of 16: 7/6 Seattle R16 match ??? v ???



Tickets

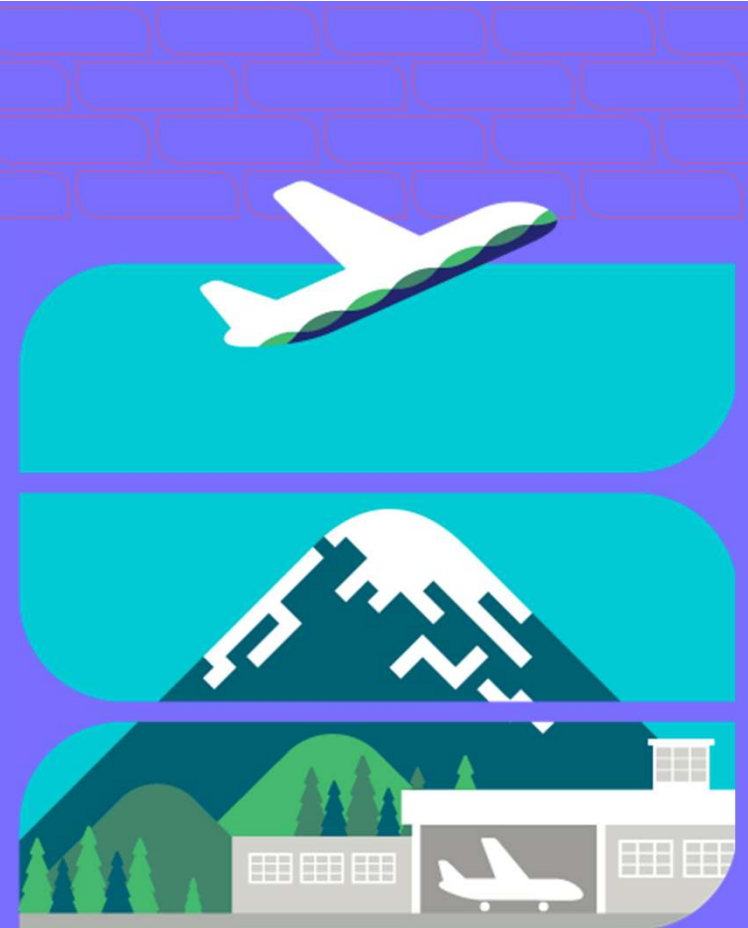
Initial tickets sold via a 'lottery'.

- FIFA indicated there are 7mil seats available and expect to sell 5mil or 71% of the seats. 500 mil entrants in lottery to buy tickets.
- Additional unexpected sale in late Feb – Seats for all matches at Lumen were available.
- Final sale planned in April

Cheapest ticket for Belgium v Egypt: \$406/\$490/\$535/\$535
(Stub Hub 2.10/2.19/3.4/3.16)

Cheapest ticket for USA v Australia: \$1,112/\$1,667/\$1,434/\$1,428
(Stub Hub 2.10/2.19/3.4/3.16)

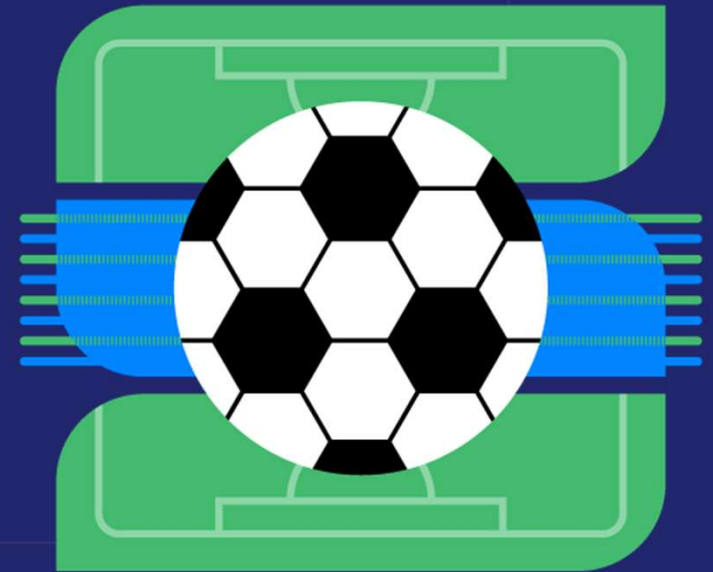
Cheapest ticket for Egypt v Iran: \$352/\$341/\$337/\$318
(Stub Hub 2.10/2.19/3.4/3.16)



Viewing Party Playbook

By the Seattle Sports Commission in partnership with SeattleFWC26

- Broadcast on *Fox & Telemundo*, streaming on *FS1* and in Spanish on *Peacock*
- Three types of viewing events defined by FIFA:
 1. Commercial Public Viewing
 2. Non-Commercial Public Viewing
 3. Special Non-Commercial Public Viewing





Licensee Categories Defined

1. Commercial Public Viewing

Public viewing events that charge a direct or indirect fee and or sponsorship or commercial rights are used to generate revenue. ***License required.***

2. Non-Commercial Public Viewing

Public viewing events that are in commercial establishments (restaurants, hotels, pubs, clubs and bars) but have no additional commercial activities. ***License/registration recommended (w/o license/registration viewing may be limited to local matches).***

3. Special Non-Commercial Public Viewing

Any non-commercial public viewing event that has the capacity that exceeds 1,000 spectators. ***License required.***

Watch Parties

- Large Seattle Fan Festival had been planned for Seattle Center (50k ppl/day) – **Cancelled**
- Instead, Seattle is hosting 4 smaller “Fan Celebration” activations on Seattle game days and other match days with limited capacity.
- Visitors and residents will be less inclined to go downtown and will look for activations locally.

Tukwila:

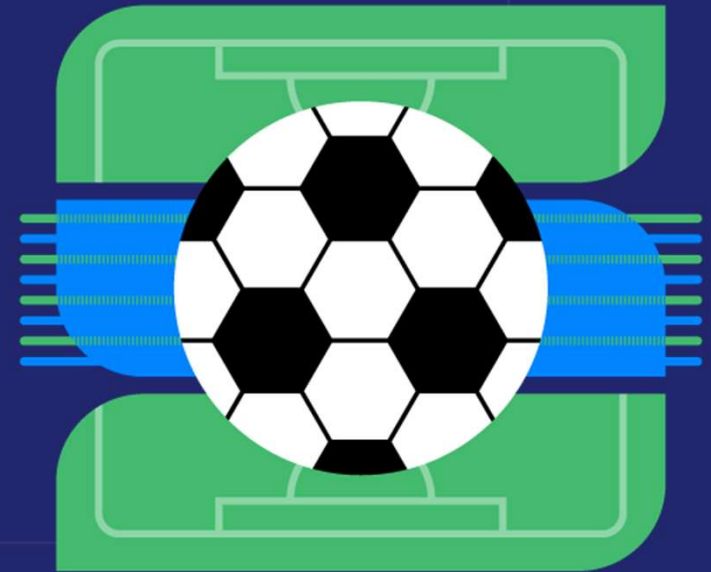
2nd floor of the vacant Sears building at Southcenter
Outdoor watch party along Baker Blvd

SeaTac:

3 fan activation zones planned along International Blvd.

Des Moines:

US match watch party & resident soccer pitch activities



Branding

Three levels of Branding:

1. “FIFA” “World Cup” & use of FIFA 26 logos and images of the trophy – Only FIFA and FIFA’s corporate sponsors are allowed to use (Coke, VISA, Adidas, etc).
2. Local Organizing Committee – “ Seattle FWC26” branding reserved for the Seattle LOC and Host City Supporters (Puyallup Tribe of Indians)
3. Visit Seattle created a local free playbook: “SEA26” & “Let’s Play SEA 26”. Tukwila has created their own “Tukwila26” brand. Local communities are encouraged to use “SEA26”



Hotel Impact

Economic forecasts were predicting 2026 hotel occupancy to be like 2025, albeit with higher average rates.

Airbnb study indicates that there will be 25,000 people in the Seattle area in STR's during the matches.
(25,000ppl/21 days/3ppl = 600 rental units or about 12% of active Airbnb listings in Seattle).

Looking at 'SeaTac' 7-night rates at hilton.com & marriott.com:

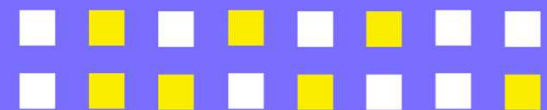
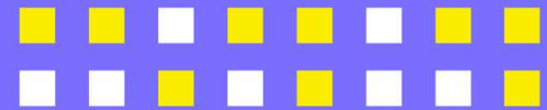
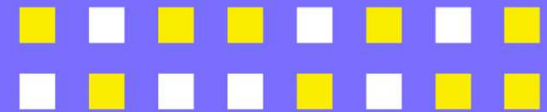
June 12-19: \$299 to \$543 per night

July 10-17: \$129 to \$305 " "

Current 'FIFA' rates are approx. double the rate for normal summer rates

Hotels are reporting that FIFA is cancelling some contracts in the Seattle Southside area.

HOTEL



Hotel Impact

CoStar Occupancy & Rate Forecast Q1 2026 For June & July 2026:

(% change is '26 compared to '25)

<u>OCCUPANCY</u>	<u>June'26</u>	<u>% change</u>	<u>July'26</u>	<u>% change</u>	<u>Rev Increase</u>
Seattle Airport	84.7%	2.2%	87.3%	1.5%	\$17.1 mil +23%
Seattle CBD	83.7%	0.8%	88.0%	0.0%	\$19.8 mil + 8%
Seattle North/Everett	81.3%	3.4%	83.5%	3.2%	

<u>AVG RATE</u>	<u>June'26</u>	<u>% change</u>	<u>July'26</u>	<u>% change</u>
Seattle Airport	\$180.97	8.1%	\$245.11	7.4%
Seattle CBD	\$285.84	7.2%	\$311.22	7.2%
Seattle North/Everett	\$148.08	7.9%	\$154.88	7.1%

Historically, FIFA travel decisions are made within 100 days. Many decisions are made <30 from matches. War in Persian Gulf, US travel restrictions, and lengthy US visa delays may have an effect. SEA is reporting few requests from airlines for flight increases.

Base Camps



64 different locations for the countries to select from

WA has the Sounders facility in Renton and Gonzaga in Spokane as possible Base Camps. Neither has been officially chosen.

The expectation is that Belgium will select Renton. Egypt is also a possibility for Renton. Australia is in Oakland CA, New Zealand in San Diego, Qatar is in Santa Barbara CA.

Neither Belgium or Egypt is expected to draw international fans to the area. There is a large Egyptian diaspora in WA is quite small

Hotel accommodations for the team at Renton will be the Hyatt Regency at Lake WA.

IS YOUR BUSINESS GLOBAL GAMES READY?

Business Permits: Have you obtained any additional permits required for temporary expansions, outdoor operations, special events, or increased customer capacity? Each city has different requirements.

Public Safety: Have you created a plan for ensuring staff, customers, and community safety is top priority. The toolkit has a comprehensive list of:

- Food Safety
- Public Viewing & Safety
- City Guidelines



RESOURCES FOR BUSINESSES - SSCC

Seattle Southside Chamber of Commerce: Your Championship Hub for World Cup Prep!

www.seattlesouthsidechamber.com/global-soccer-game-ready



Access the business toolkit and complete the checklist



Register for global soccer games webinar and briefings



Find links for additional resources

RESOURCES FOR BUSINESSES - SSCC

Join the Seattle Southside Chamber and Explore Seattle Southside as we align with key city and business leaders to coordinate readiness plans and help your business seize this opportunity. Want to learn about available resources?

Register now!

UPCOMING WEBINARS

April 14th, 2026
2:30PM – 3:30PM



May 12th, 2026
2:30PM – 3:30PM



TUKWILA26

A promotional poster for a 'GLOBAL SOCCER GAME WEBINAR'. The title is in large blue letters at the top. Below it is the tagline 'Engage. Enrich. Enhance.' and the logos for the Seattle Southside Chamber of Commerce and Explore Seattle Southside. At the bottom is a blue silhouette of a city skyline with the website 'www.SeattleSouthsideChamber.com' overlaid.

**GLOBAL SOCCER
GAME WEBINAR**

Engage. Enrich. Enhance.

  **Explore
Seattle
Southside**

www.SeattleSouthsideChamber.com



Thank You

