

Global Soccer Visitor Readiness Checklist

● KNOW YOUR VISITORS

- International fans, U.S. travelers, media, teams, corporate groups
 - Visitors travel in **groups** and are **mobile-first**
 - Fast decision-makers — they don't browse
 - Spend **more per day** than locals
 - Limited English ≠ lack of sophistication
 - Different tipping expectations
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● TIMING & TRAFFIC

- Match dates and peak days identified
 - Hours aligned with **pre- and post-match traffic**
 - Ready for heavy foot traffic near venues & entertainment districts
 - Aware international visitors stay ~**10 days**
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● CLARITY WINS (CUSTOMER EXPERIENCE)

- Fewer, simpler offers
 - Prices clearly visible
 - Fast, contactless payment options
 - Customers don't need to ask questions to buy
 - Adequate staff during peak hours
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● VISITOR-FRIENDLY SETUP

- Bathroom signs clearly marked (use images if possible)
 - Menus/products simplified
 - QR codes available (translated if possible)
 - Wi-Fi code posted (if offered)
 - Water available if feasible
 - "Welcome to Kansas City" signage visible (in visitor languages if possible)
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● DIGITAL READY

- Google Business Profile claimed & optimized
- Match-day hours updated
- Accurate photos and directions
- Menu/booking links working
- WhatsApp number available for messaging/translation
- Recent customer reviews visible

● SOCIAL MEDIA READY

- Instagram, TikTok, LinkedIn updated
- Posting before & during matches
- Clear call-to-visit messaging
- Using hashtags: #WorldCup2026 #KansasCity + team hashtags

● MARKETING COMPLIANCE

- NOT using FIFA, World Cup, or team logos
- Using only generic soccer imagery, flags, colors
- Reviewed KC Game Plan Playbook rules
<https://kansascityfwc26.com/kc2026-community-playbook/>

● PRODUCTS, STAFF & PAYMENTS

- Inventory planned for demand surge
- Staff trained on cultural awareness & hospitality
- International credit cards accepted
- Extended hours planned for match days
- Optional soccer-themed specials ready

● OPERATIONS & SAFETY

- Staffing schedule finalized
- Supply chain risks reviewed
- Parking & transportation guidance communicated
- Safety/security plans in place
- Permits/licenses confirmed

● PRICING & REVENUE

- Peak-day pricing planned and fair
- Bundles or daily specials available
- Reservations/pre-booking enabled (OpenTable, WhatsApp, etc.)
- No price gouging

● PARTNERSHIPS

- Connected with KC Game Plan / KC2026 <https://kansascityfwc26.com/kc-game-plan/>
 - Business Interest Form submitted <https://kansascityfwc26.com/business-opportunities/>
 - Referral relationships with hotels, tours, transportation, nearby businesses
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● POST-EVENT OPPORTUNITY

- Plan to invite visitors back
- Capture contact info when appropriate
- Encourage reviews & social sharing
- Strategy reusable for future major events

★ FINAL REMINDER

You are helping shape how the world remembers **Kansas City**.
Be welcoming. Be patient. Be proud. **Have fun.**
