

DALLAS WORLD CUP BUSINESS READINESS FIELD GUIDE



*Prepare Your Business.
Welcome the World. Win the Moment.*

VISITOR TRAFFIC • MATCH WEEK SPECIALS • QR MENUS • LIVE UPDATES • LOCAL ACTIVATION

WORLD CUP 2026
DALLAS / ARLINGTON

FIELD GUIDE VERSION 2

1. WHAT THIS IS

THIS IS YOUR BUSINESS READINESS SYSTEM FOR THE LARGEST EVENT IN DALLAS HISTORY.

The World Cup brings millions of visitors, media, fans, and local movement into Dallas and Arlington in June and July 2026. This guide gives visitor facing businesses a clear, practical plan to prepare, promote, and profit.



VISITOR TRAFFIC STRATEGY

Understand who is coming, when they are coming, where they are moving, and how they will make decisions.



QR AND DIGITAL SYSTEMS

Use QR menus, landing pages, live updates, and simple booking paths that reduce confusion and capture attention.



OFFER AND SPECIALS PLANNING

Create match week, arrival day, recovery day, and post match offers that convert.



VISIBILITY AND ACTIVATION

Get seen through sponsorship, WhatsApp, social visibility, guide placement, and local activation opportunities.

Traffic happens whether you are ready or not. Revenue happens only if you prepare.

2. WHY TRAFFIC DOES NOT AUTOMATICALLY BECOME REVENUE

MANY BUSINESSES GET BUSY DURING MAJOR EVENTS. FEW BUSINESSES GET PAID CORRECTLY.

Revenue is not about being open. It is about being prepared, positioned, and promoted so visitors choose your business clearly and quickly.

TRAFFIC WITHOUT PREPARATION

- No clear offer
- No signs or direction
- No staff plan
- No language support
- No QR or digital path
- No live communication
- No follow up

REVENUE WITH PREPARATION

- Clear offer
- Easy to find
- Staffed and ready
- Language aware
- QR and digital flow
- Live updates
- Repeat business

This guide helps you build the right systems so visitors choose your business, not your competitor.

3. THE DALLAS / ARLINGTON / FAIR PARK REALITY

THE WORLD CUP IS MORE THAN THE STADIUM. IT IS A CITY WIDE MOVEMENT EVENT WITH MULTIPLE HIGH TRAFFIC ZONES.

AT&T STADIUM / ARLINGTON

Dallas Stadium hosts 9 matches, including a semifinal. Major traffic builds before, during, and after each match.

FAIR PARK / DALLAS

FIFA Fan Festival Dallas runs June 11 through July 19. Large crowds gather for food, concerts, games, and culture.

DOWNTOWN / IBC / MEDIA DISTRICT

The International Broadcast Center and media operations create additional demand across hotels, restaurants, and transport corridors.

AIRPORTS, HOTELS, AND CORRIDORS

DFW Airport, Love Field, hotel zones, rideshare lanes, restaurants, nightlife, and retail all become part of the visitor flow.

Your business is part of the experience. Be ready.

4. TOP 10 THINGS BUSINESSES MISS DURING WORLD CUP TRAFFIC

PREPARATION REMOVES SURPRISES AND CREATES PROFIT.

- 1 They assume traffic automatically becomes revenue.
- 2 They do not create match specific specials.
- 3 They ignore language friction and visitor needs.
- 4 They do not secure commercial match viewing rights.
- 5 They ignore alcohol rules, policies, and local restrictions.
- 6 They do not plan for transport, parking, and timing.
- 7 They do not build a live communication channel.
- 8 They miss non match day revenue opportunities.
- 9 They fail to capture the customer after the first visit.
- 10 They underestimate venue rules, distribution limits, and compliance restrictions.

Preparation removes surprises and creates profit.

5. MATCH WEEK OPPORTUNITY MAP

PLAN OFFERS AROUND FAN GROUPS, MATCH TIMING, AND VISITOR BEHAVIOR.

DATE	DALLAS STADIUM MATCH	OPPORTUNITY
Jun 14	Netherlands vs. Japan	Dutch and Japanese pages, fan brunch, country themed offers.
Jun 17	England vs. Croatia	Pub style specials, watch party traffic, pre match meals.
Jun 22	Argentina vs. Austria	Spanish language flow, Argentina themed offers, recovery traffic.
Jun 25	Japan vs. Sweden	Japanese and Swedish QR pages, lunch and dinner traffic.
Jun 27	Jordan vs. Argentina	Arabic and Spanish fan messaging, nightlife and late match traffic.
Jun 30 / Jul 3 / Jul 6 / Jul 14	Knockout matches and semifinal	Flexible global audience demand, broad offer positioning.

ARRIVAL DAYS

Tourists settle in and explore.

MATCH DAYS

High energy, food, drinks, and transport.

RECOVERY DAYS

Wellness, rest, and light offers.

OFF DAYS

Conventions, tours, retail, and family activity.

Create offers for every window, not just the match day.

6. WORLD CUP SPECIALS STRATEGY

COUNTRY INSPIRED SPECIALS, VISITOR FAVORITES, AND TIMED OFFERS HELP YOU STAND OUT AND DRIVE MORE SALES.

RESTAURANTS AND BARS

Match specials, combo deals, pre game and post game food, country flavors, and group menus.

WELLNESS AND RECOVERY

Jet lag reset, hydration, cold plunge, sauna, red light therapy, IV therapy, and massage.

RETAIL AND MERCHANDISE

Team gear, local souvenirs, limited time World Cup products, and visitor essentials.

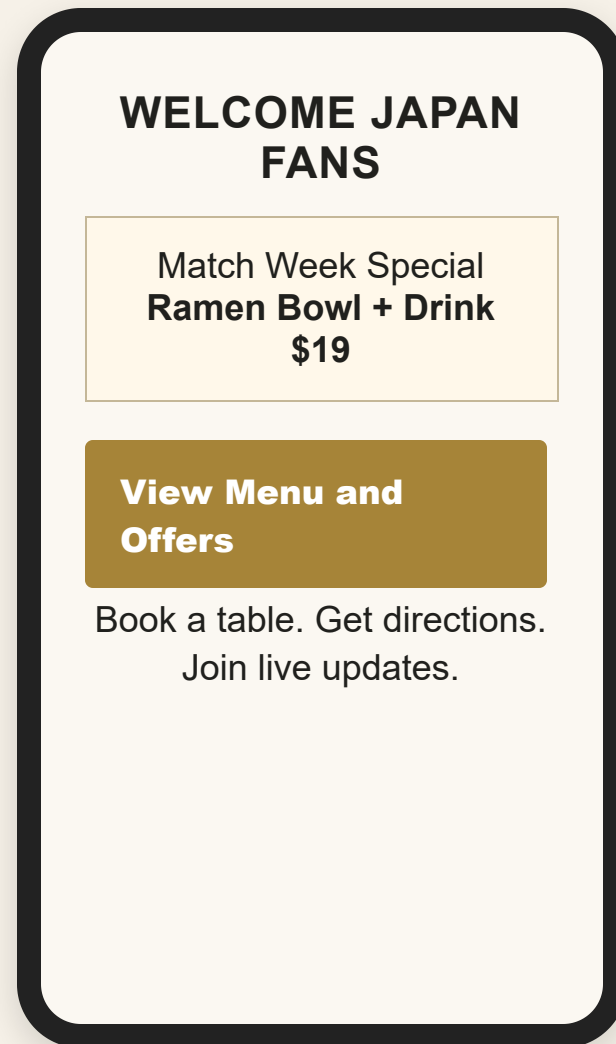
TRANSPORTATION AND SERVICES

Airport pickups, match day routes, shuttle packages, parking solutions, and concierge support.

The right special at the right time creates memorable visits.

7. QR LANDING PAGE SYSTEM

DO NOT TRANSLATE YOUR ENTIRE MENU. CREATE ONE FOCUSED OFFER PAGE FOR EACH MATCH WEEK AND FAN GROUP.



MATCH SPECIFIC OFFERS

Tailored to the fan group and game window.

LANGUAGE READY PAGES

Focus on the offer, not the full menu.

BOOKING AND DIRECTIONS

Make it easy to act now.

LIVE UPDATES CONNECTION

Link to WhatsApp for real time info.

REUSABLE FOR FUTURE EVENTS

Concerts, festivals, conventions, and sports weekends.

One QR. One page. More customers.

8. WHATSAPP LIVE UPDATES LAYER

REAL TIME COMMUNICATION BUILDS TRUST, DRIVES TRAFFIC, AND KEEPS VISITORS INFORMED.

WHATSAPP ACCESS

Follow the live updates channel for traffic, match times, weather, transport, and visitor alerts.

WHATSAPP VISIBILITY

Sponsors and partners may be mentioned or featured when relevant to visitor needs and current movement patterns.

WHATSAPP INTEGRATION

Premium partners can connect QR pages, offers, and booking links into the live WC26 ecosystem.

Stay connected. Stay seen. Stay chosen.

9. CATEGORY PLAYBOOKS

DIFFERENT BUSINESSES. DIFFERENT OPPORTUNITIES. HERE IS WHERE TO FOCUS.

RESTAURANTS & CAFÉS

Match specials, early sittings, post match rush, group menus.

HOTELS & HOSPITALITY

Fan packages, dining partnerships, early check in, late check out.

BARS & NIGHTLIFE

Happy hour timing, country nights, watch parties, transport partnership.

TRANSPORTATION

Airport transfer, match day routes, shuttle services.

WELLNESS & RECOVERY

Recovery bundles, hydration, IV therapy, sauna, and performance refresh.

AIRPORT & VISITOR SERVICES

Information, essentials, quick service, currency, SIM cards, and wayfinding.

Every category can win if they prepare.

10. CUSTOM RESEARCH + CAMPAIGN PLANNING

WE USE AI ACCELERATED MARKET INTELLIGENCE AND HUMAN REVIEWED PLANNING TO BUILD YOUR CUSTOM READINESS PLAN.

Advanced research tools help identify visitor patterns, match week opportunities, language needs, offer angles, and category specific campaign ideas. Final recommendations are reviewed, edited, and customized before delivery.

- Visitor behavior and movement analysis
- Match week opportunity identification
- Offer architecture and pricing guidance
- Language needs and communication plan
- Campaign angles and content planning
- Digital infrastructure and QR strategy
- Staffing, hours, and operational readiness
- WhatsApp and sponsor connection planning
- Implementation guidance and support
- Future event reuse strategy

Smart planning. Strong offers. More revenue.

11. READINESS + SPONSORSHIP PACKAGES

BUSINESS READINESS PACKAGES START AT \$750. HIGH TOUCH ADVISORY, VISIBILITY, AND ACTIVATION PACKAGES ARE LIMITED TO SELECTED BUSINESSES BECAUSE CUSTOM EXECUTION CAPACITY IS INTENTIONALLY CAPPED.

PACKAGE	STARTING AT	CAPACITY	INCLUDES
Business Readiness Lite	\$750	Limited	Guide, checklist, World Cup special idea sheet, WhatsApp access recommendation.
Custom Business Readiness Advisory	\$2,000	10 businesses	Custom plan, offer strategy, QR/menu direction, advisory call.
Visibility + Readiness Bundle	\$4,500	8 businesses	Custom plan plus Tier 1 sponsor visibility and WhatsApp visibility potential.
Featured Campaign Bundle	\$6,500	5 businesses	Tier 2 visibility, custom plan, campaign structure, QR and landing page concept.
Premium Business Activation	\$12,500– \$15,000	2–3 businesses	Tier 3 sponsor visibility, full custom readiness, landing pages, language targeting, and advisory.

Preparation gets your business ready. Sponsorship gets your business seen. Activation helps your business convert.

12. GRATITUDE

THANK YOU FOR CONSIDERING THIS BUSINESS READINESS ECOSYSTEM.

Thank you to every business owner, manager, sponsor, hospitality worker, wellness provider, transportation partner, creative partner, and visitor facing team member who is taking this moment seriously.

This project was built from real service experience, local care, and the belief that Dallas businesses deserve to be ready before the world arrives.

Whether you become a sponsor, readiness client, referral partner, or simply use this guide to prepare better, your time and attention are appreciated.

FOR BUSINESSES

Thank you for serving guests when the city gets busy.

FOR PARTNERS

Thank you for helping build useful local infrastructure.

FOR DALLAS

Thank you for creating the stage this project is built to support.

13. NEXT STEPS

THE WORLD CUP IS COMING. LET'S GET YOUR BUSINESS READY SO YOU CAN WELCOME THE WORLD AND WIN THE MOMENT.

REQUEST A READINESS REVIEW

Let's talk about your business and your goals.

[Request Review](#)

[Email Request](#)

REVIEW SPONSOR OPPORTUNITIES

See how sponsor visibility can increase your reach.

[Sponsor Guide](#)

[Visitor Guide](#)

JOIN WHATSAPP LIVE UPDATES

Stay informed with real time local movement updates.

[Join WhatsApp](#)

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