



SEA Airport FWC26 Update

Executive Leadership Team – March 20, 2026
Pearse Edwards, Executive Sponsor FWC26
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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



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

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.



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

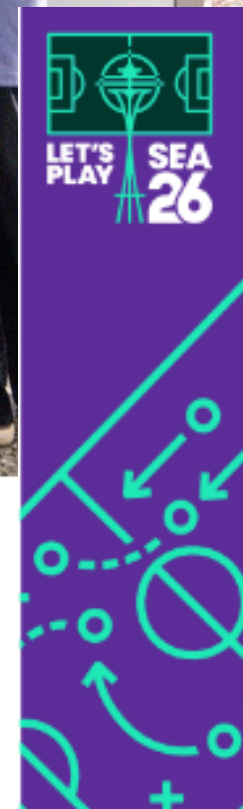
International Carriers

- 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

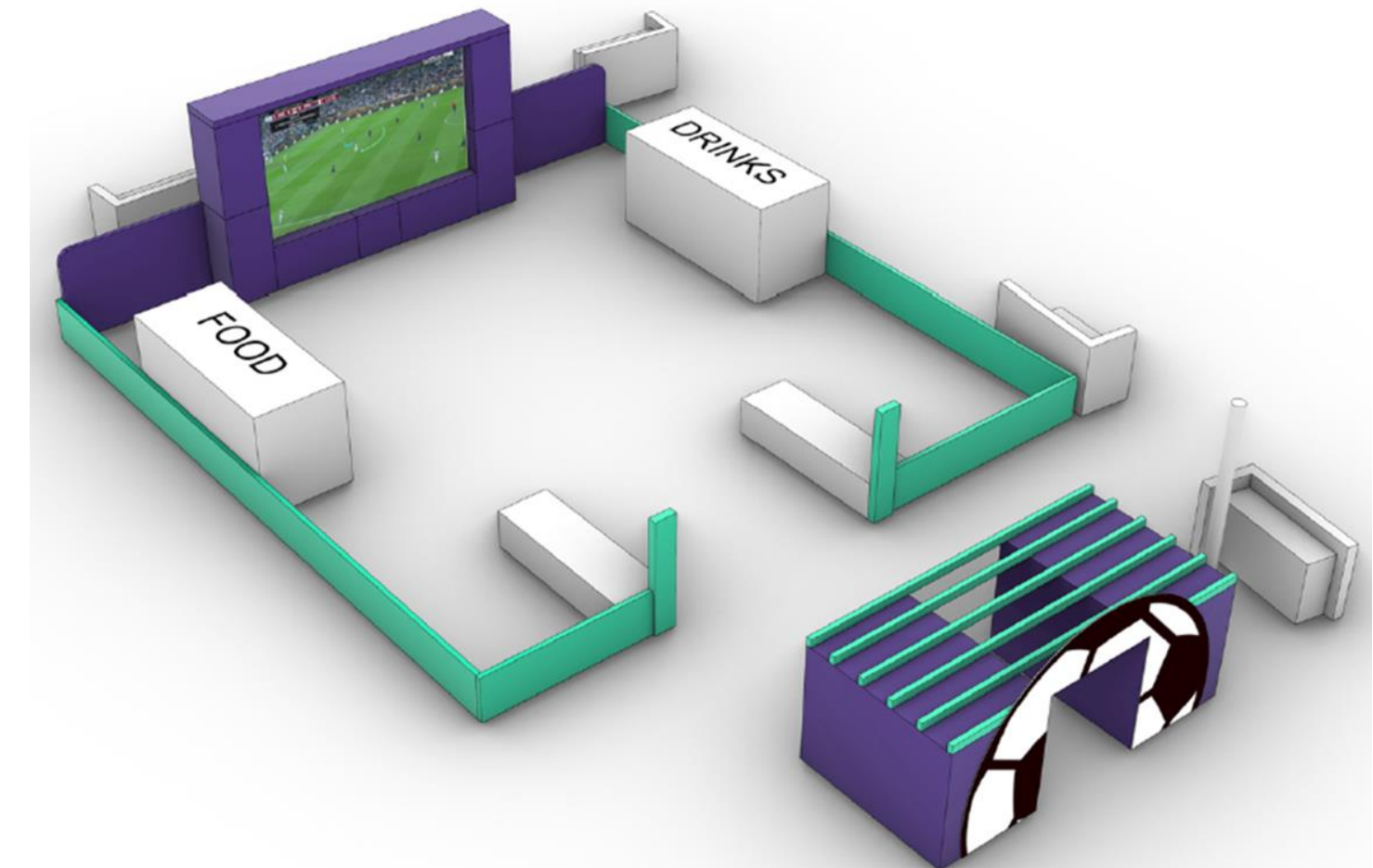
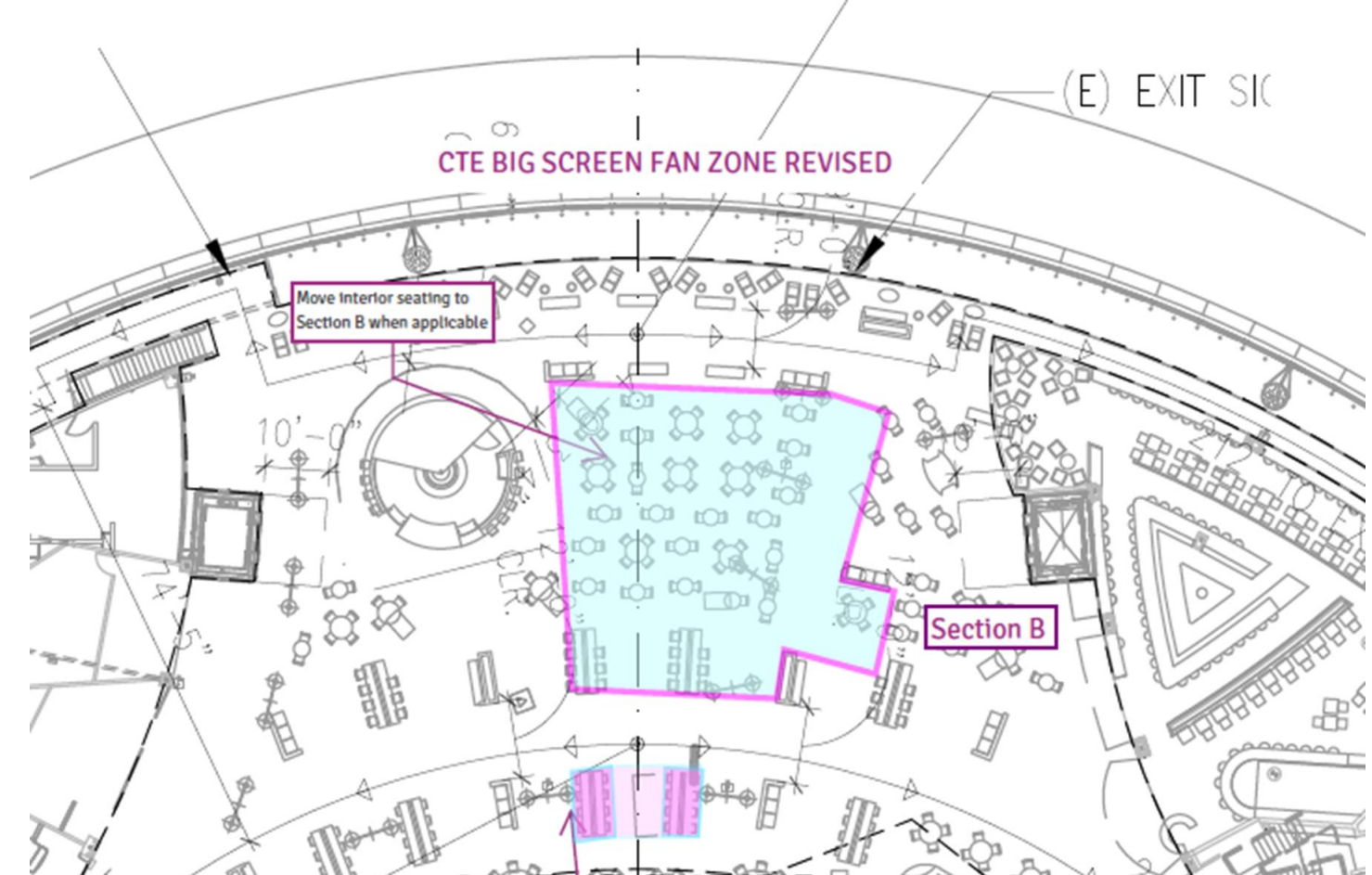
- United: additional flights between SEA – SFO for the entire summer
- American: upgauging flights from SEA – LAX
- Delta: no expected additional flights
- Alaska: no expected additional flights

Welcome & Wayfinding Signage



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.



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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