



FIFA WORLD CUP 26™
A GLOBAL MOMENT AT OUR DOORSTEP

DISCOVER
Surrey



A Global Moment at Our Doorstep

HOW SURREY BUSINESSES CAN BENEFIT FROM INCREASED VISITATION IN 2026

Practical ideas. Realistic effort. Big collective impact.

THE TAYLOR SWIFT EFFECT



- When Taylor Swift toured North America, the impact went far beyond concert tickets.
- Hotels filled. Restaurants sold out. Retail spiked. Ride share surged.
- Local businesses benefited simply by being welcoming, visible, and ready.

CRISTIANO RONALDO

- 1B+ followers globally
- Fans travel internationally for his matches



LIONEL MESSI

- 620M+ followers globally
- Drove a surge in tourism to Miami after joining Inter Miami CF

The World Cup will create a **similar wave of energy across our region — even in cities that are not official host cities.**

Destination Vancouver publicly estimated Taylor Swift's *Eras Tour* generated approximately **\$157 million in direct economic impact** for the region **over just a few days:**

\$157 million in direct economic impact

Over 160,000 out-of-town visitors

Hotels near or at capacity across multiple nights

Strong spillover into restaurants, retail, transportation, and attractions

THIS IS MORE THAN ATTENDANCE

Fans don't just come for matches. They come for experiences.

WHAT FANS ACTUALLY DO:

- ✈️ Travel long distances & across borders
- 📍 Stay multiple nights
- 🍴 Eat out before & after events
- 👀 Explore surrounding cities & attractions
- 💡 Seek immersive, shareable experiences
- 📷 Post constantly on social media
- 🛍️ Spend beyond the ticket

WHAT THIS MEANS FOR SURREY:

- Fans will move through Surrey by SkyTrain, highways, hotels, restaurants & shopping districts
- Some will come intentionally. Others incidentally
- All will be forming impressions and spending money
- Businesses that look ready, welcoming and culturally aware will capture more of that spend.

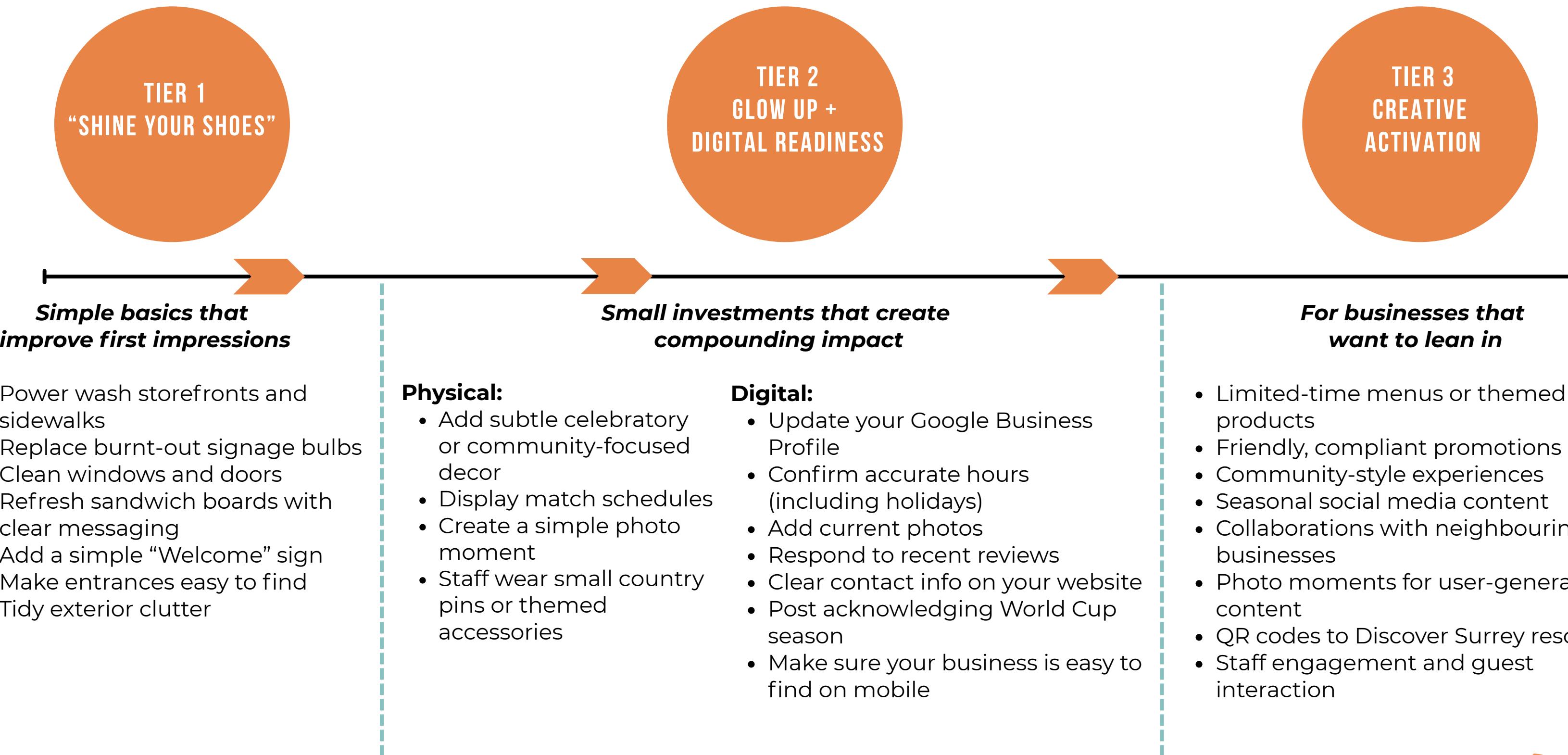
You do not need to host the match to host the moment.



Discover Surrey's role today is to show you **what you can do**, at whatever level feels realistic for your business.

- You do not need to be a tourism business to benefit from visitor traffic.
- You do not need a large budget to participate.
- Visitors form impressions quickly. Clean, welcoming, and easy-to-navigate businesses stand out.
- When businesses collectively show pride in place, the whole city benefits.

HOW BUSINESSES CAN SHOW UP FOR THE WORLD CUP MOMENT



Small actions by many businesses create a powerful, citywide impression.
You don't need a big budget – just intention, readiness and pride in place.

WHAT WORLD CUP READINESS CAN LOOK LIKE



Fictional Neighbourhood Café

- Cleaned windows + power-washed sidewalk
- Place hanging baskets and greenery by the entrance
- Added international flags along the awning
- Soccer & global touches in window and sandwich board
- Put a simple “Welcome Fans” sign on the sidewalk
- Staff wearing country pins
- Updated Google Business profile with new photos and summer hours

This business likely didn't host events or run promotions — it simply made visitors feel welcome.

CREATIVE, BUT STILL SIMPLE

Examples of light-touch ways businesses can lean in

photo props



decals



flags & colour



soccer themed installations



photo cutout



match day menus





One business doing something small is helpful.
Many businesses doing small things creates a powerful,
welcoming feeling across the city.

Visitors don't experience Surrey in silos.
They experience it as a **whole place**.

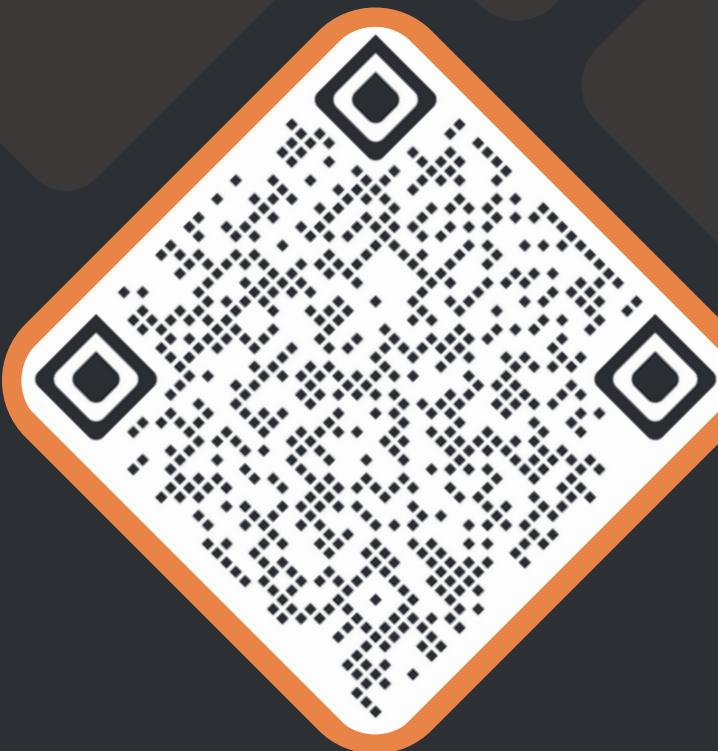
This is our opportunity to show pride, professionalism, and hospitality.

**WE CAN'T CONTROL WHO COMES.
BUT WE CAN CONTROL HOW WELCOME THEY FEEL WHEN THEY'RE HERE.**

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WORLD CUP PARTNER RESOURCES

Scan the QR code for ideas, guidance and simple tools to help you celebrate the World Cup in a way that fits your business.



SCAN ME