

WORLD CUP 2026 BUSINESS PLAYBOOK

What '9 Super Bowls in 5 Weeks'
Means for Your Revenue.

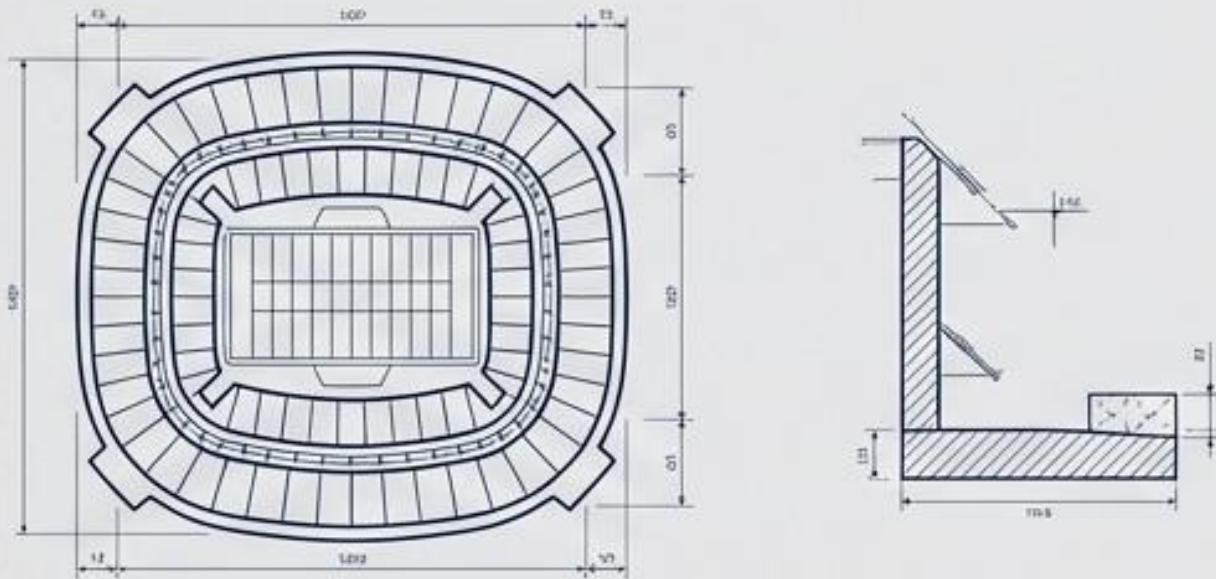
Strategic Insights by SeenLabs



CONTEXT: THE SCALE OF THE SEASON

THE ANCHOR

Super Bowl LIX (New Orleans 2025)



- **1** Game
- **1** City
- **1** Weekend
- **\$1.25B** Total Impact

THE REALITY

World Cup 2026



- **104** Matches
- **16** Host Cities (11 US)
- **39** Days
- **\$40.9B** North American Impact

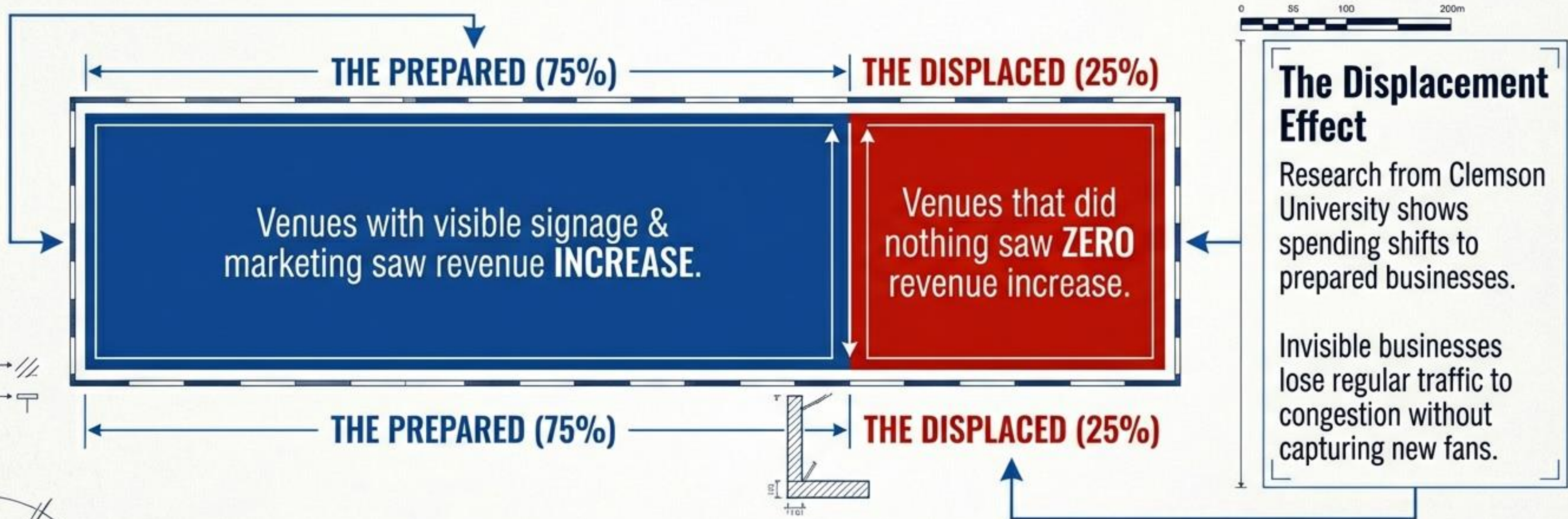
\$280M projected Food & Beverage spending per US host cluster.

Source: Travel Daily News / Data Appeal

This isn't a weekend event. It is a 5-week economic season.

THE THREAT: TRAFFIC ≠ PROFIT

The 'Displacement Effect' in action.



Fans don't guess. They navigate by visual cues.

THE FRICTION: THE LANGUAGE BARRIER

10 MILLION INTERNATIONAL VISITORS



40% of consumers won't buy if they can't read the language (CSA Research).

+26% average spend increase with multilingual menus (Cornell Hospitality).

Spanish is dominant in 8 of 11 US host cities. Static menus fail here. Dynamic digital signage succeeds.

PLAYBOOK A: BARS & RESTAURANTS

The 3-Screen Revenue Strategy.

GOAL: 3x Revenue
per match night.
(Cite: Pig Beach BBQ Benchmark).

THE WINDOW

High-brightness
display stops traffic.



THE WALL

The match broadcast
(the draw).

THE TABLE

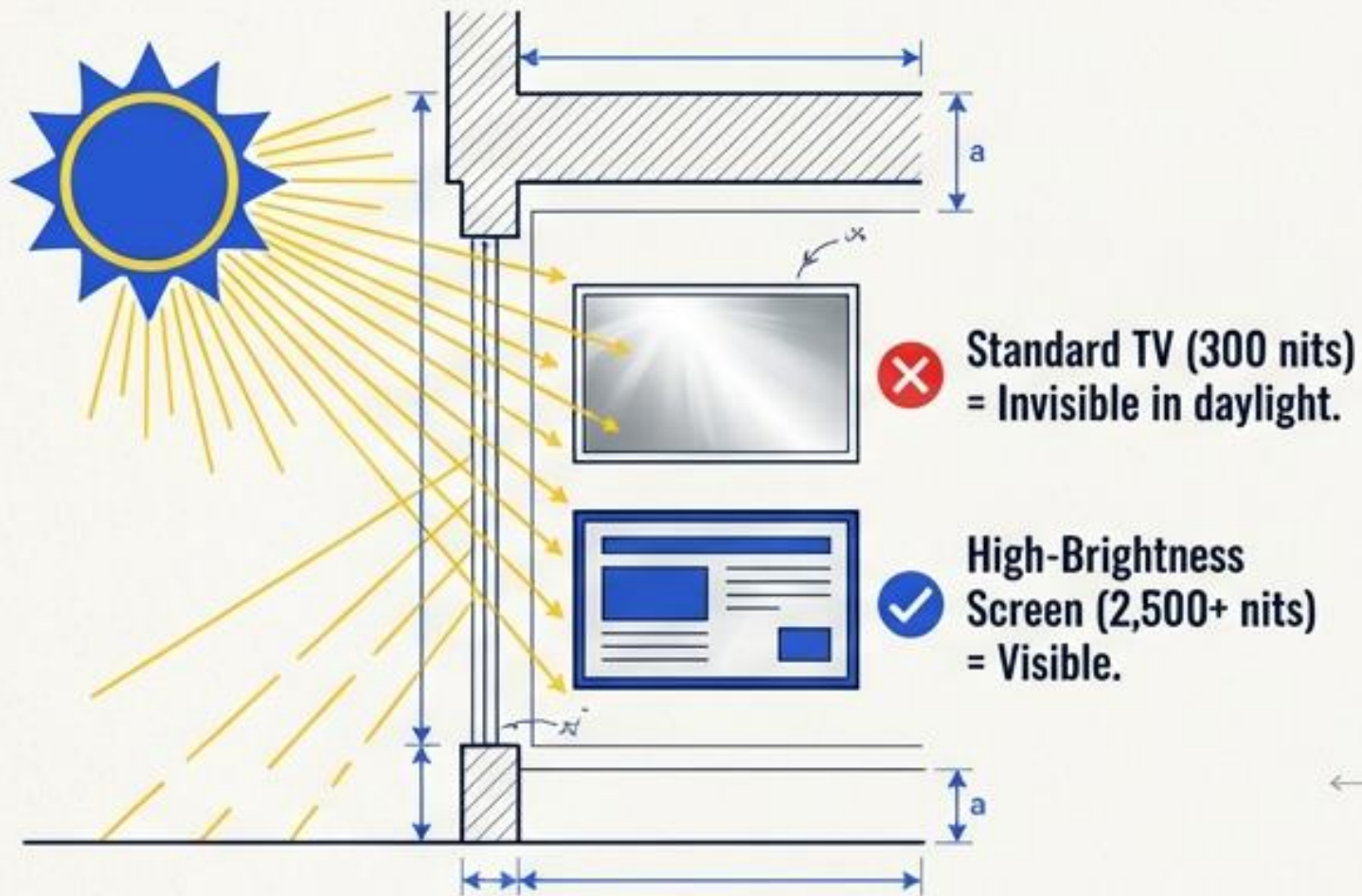
Digital Table Tents
(the conversion).

- **UPSELL:** Digital Table Tents for ordering.
- **DYNAMIC PRICING:** Real-time specials triggered when a goal is scored.
- **LANGUAGE:** Instant switching (e.g., Spanish menu for Mexico matches).

PLAYBOOK B: RETAIL & HOTELS

Winning the Sidewalk and the Lobby.

RETAIL (The Sun Problem)



10 Million fans walk past.
If they can't see it, they don't stop.

HOTELS (The Service Problem)

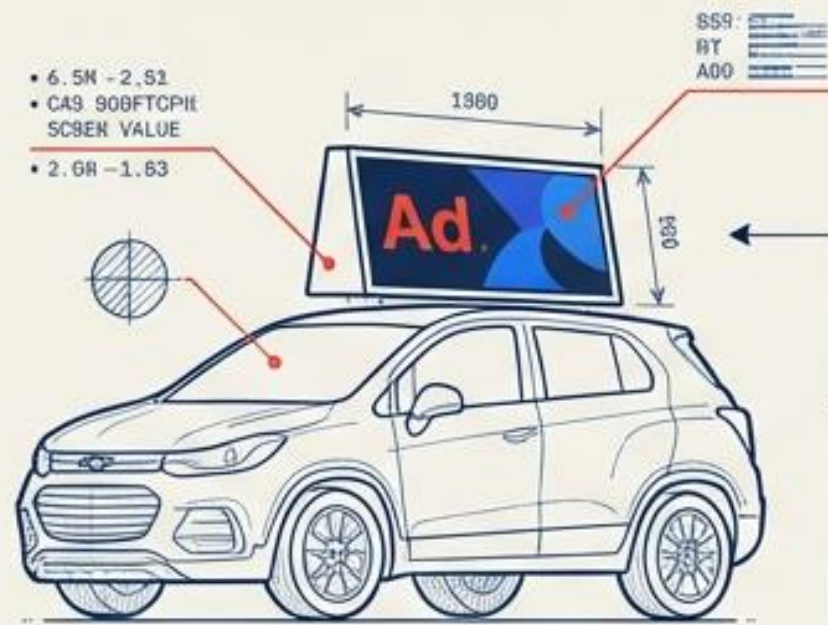
Projected
RevPAR Increase:
+12.7%



Prevent revenue leakage. Use lobby signage for wayfinding and keeping F&B spend on-property.

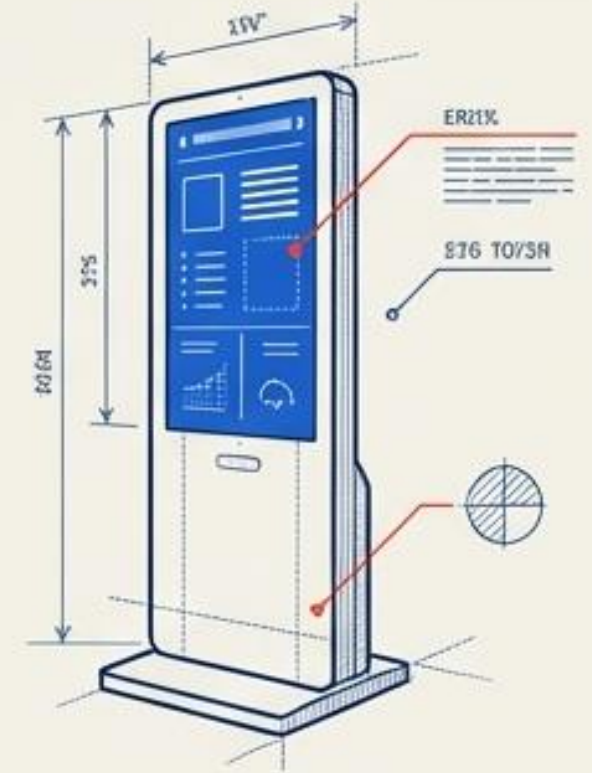
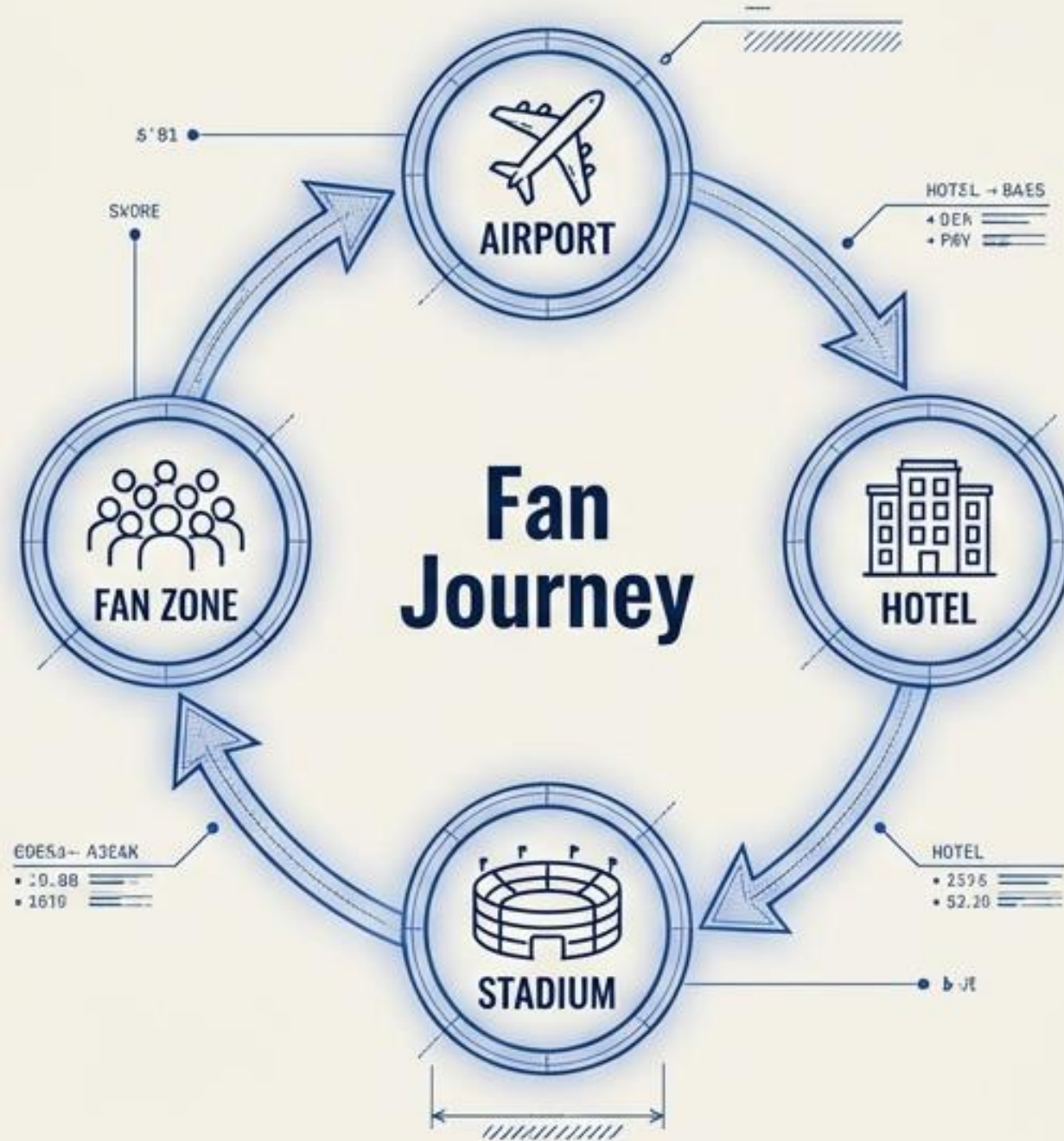
PLAYBOOK C: MOBILITY & EVENTS

Capturing the Pop-Up Economy.



FLEETS (Mobility)

6.5M fans in transit. Car rooftop LEDs offer the highest inventory value for fleet operators.

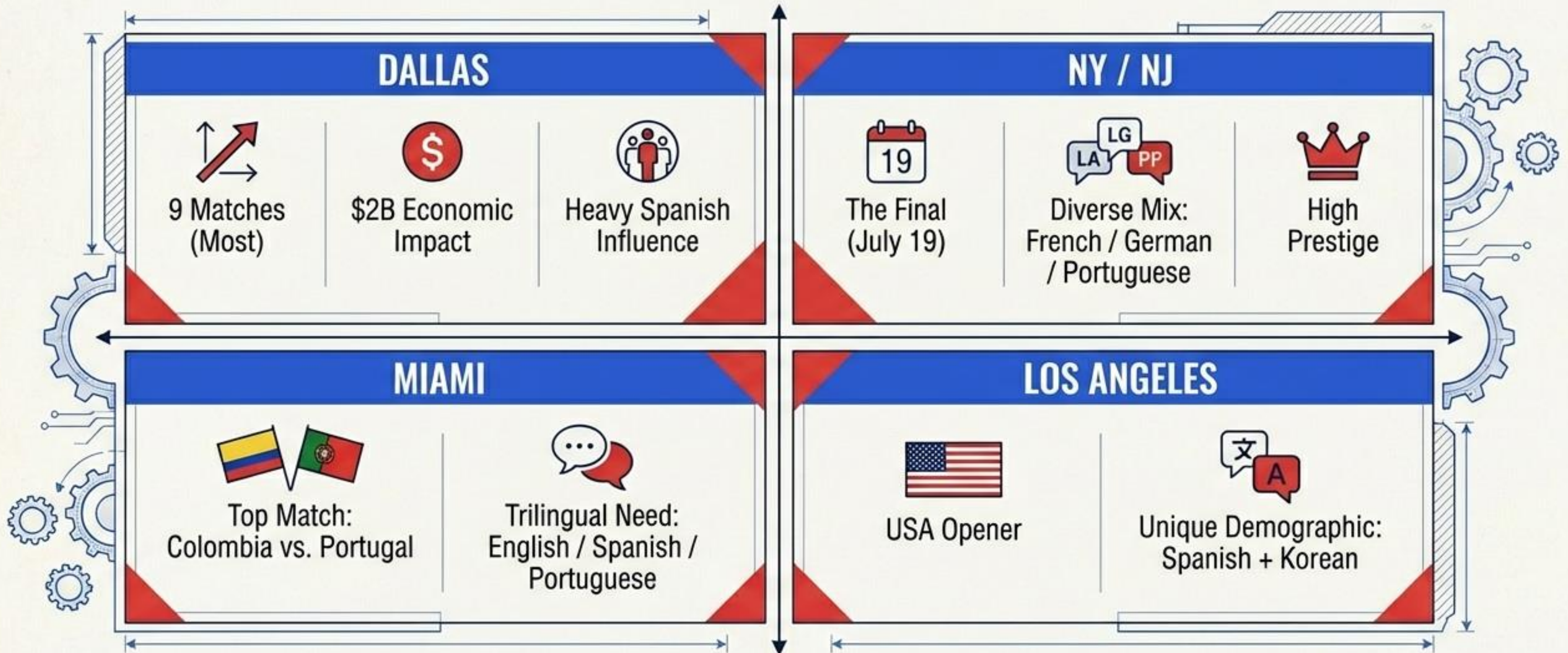


EVENTS (The Pop-Up)

The \$5M Pop-Up Economy (NJ Data). Portable Digital Signage sets up in 20 mins.

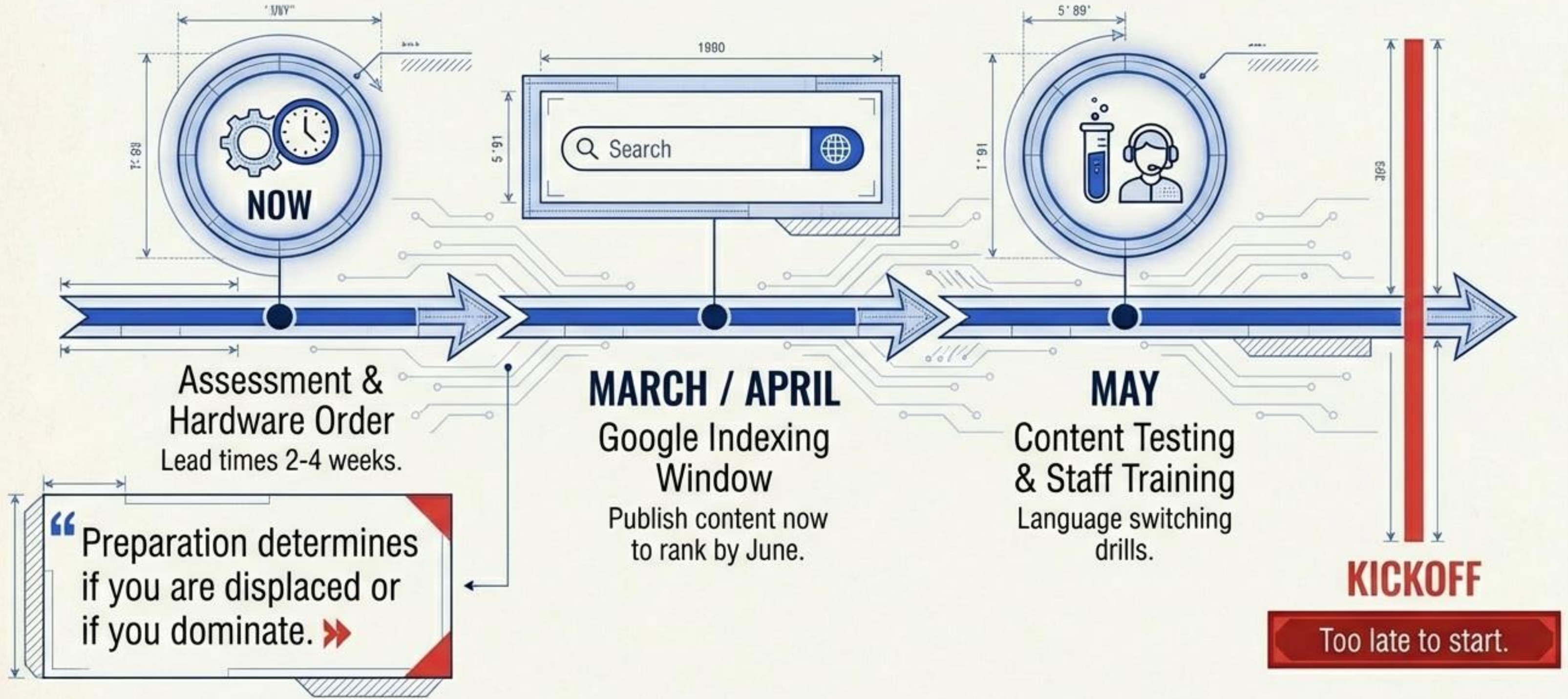
THE MATH:
Buy vs. Rent: Ownership breaks even after 3-5 events.

GEO-TARGETING: THE STRATEGY IS LOCAL



Takeaway: Match your content to your city's specific fan influx.

THE TIMELINE: THE COST OF WAITING



JOIN THE 75%

Don't just host the world. Sell to them.

The displacement effect is real. The traffic is coming.
The revenue will go to the businesses that are visible.
Secure your World Cup Signage Plan today.

GET THE PLAN:

