

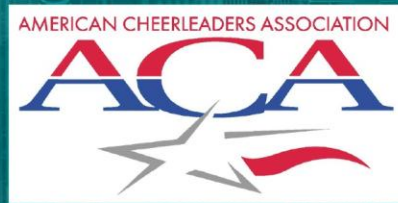
# 2026 TOURISM UPDATE

 VISIT  
FORT WORTH

SEPTEMBER 23, 2025



# A BLOCKBUSTER YEAR





# A BLOCKBUSTER YEAR

- Society for Maintenance and Reliability Professionals
- HR Southwest
- Association of School Business Officials International
- Texas Municipal League
- Texas Emergency Medical Services
- Texas Association for Health, Physical Education, Recreation and Dance
- Texas Counseling Association
- Texas Speech-Language-Hearing Association
- ASI
- Johnstone Supply
- Texas and Southwestern Cattle Raisers Association
- Texas Technology Student Association
- Texas Apartment Association
- Collegiate Strength and Conditioning Coaches Association
- Emerson
- International Association of Chiefs of Police
- Texas Division of Emergency Management
- Texas Association of School Boards
- Conference for the Advancement of Mathematics Teaching
- American MENSA Ltd
- Texas FFA Association
- Kenneth Copeland Ministries
- Mary Kay Inc.
- American Dental Hygienists' Association



# ***FIFA WORLD CUP™ UPDATE***

VISIT  
**FORT  
WORTH**



FORT WORTH  
**SPORTS  
COMMISSION**





# THE BIGGEST GLOBAL EVENT

JUNE 11  JULY 19  
2026

100,000+

Visitors Per Day

9 MATCHES

Host City Dallas

\$1.5+ Billion

DFW Regional Economic Impact



# FORT WORTH PLAN

1. Drive Visitors to Fort Worth
2. Engage Media  
(Domestic & International)
3. Engage Corporate Partners
4. Leave a Legacy



# KEY DATES

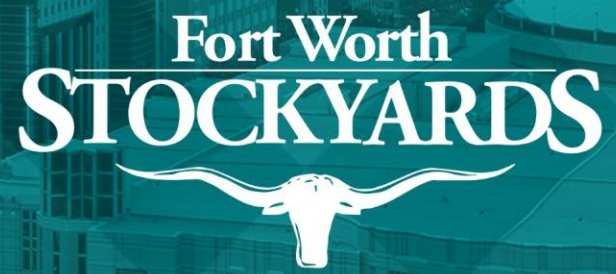
- August – Volunteer Opportunities
- September – Tickets on Sale
- December – Draw Party
- January-March – Base Camps Announced
- May – International Broadcast Center Opens



# TOURISM WORKGROUP



Downtown  
Fort Worth, Inc.





# SPECIAL OPPORTUNITIES

International Broadcasting Center

4,000+ members of international media for 3+ months

Potential Team Base Camp at TCU

Would attract fans and sponsors

Official FIFA Watch Party







# 2026 TOURISM UPDATE

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# A REGIONAL MOMENT. A CITY-WIDE EFFORT.

- Match 11 | Group Stage | Sunday, 14 June
- Match 22 | Group Stage | Wednesday, 17 June
- Match 43 | Group Stage | Monday, 22 June
- Match 57 | Group Stage | Thursday, 25 June
- Match 70 | Group Stage | Saturday, 27 June
- Match 78 | Round of 32 | Tuesday, 30 June
- Match 88 | Round of 32 | Friday, 3 July
- Match 93 | Round of 16 | Monday, 6 July
- Match 101 | Semi-final | Tuesday, 14 July



**Held in Three Countries**  
**48 Teams**  
**Billions of Viewers**  
**Global Stage**

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This isn't just another event — it's one of the largest in the world. Global media coverage, tourism, economic development, and infrastructure.



# TRAINING CAMP BEGINS!



Formation of Key City Workgroups  
Active Planning with Stakeholders



## Hospitality



## Communications & Engagement



## Beautification



## Safety and Security



## Infrastructure








# **CITY OF FORT WORTH UPCOMING PLANNING ACTIVITIES**

**Coordination with Internal/External Stakeholders**  
**Clean Zone Ordinance – Define Areas & Activity Footprint**  
**Volunteer & Engagement Opportunities**  
**Continuous Planning Efforts**



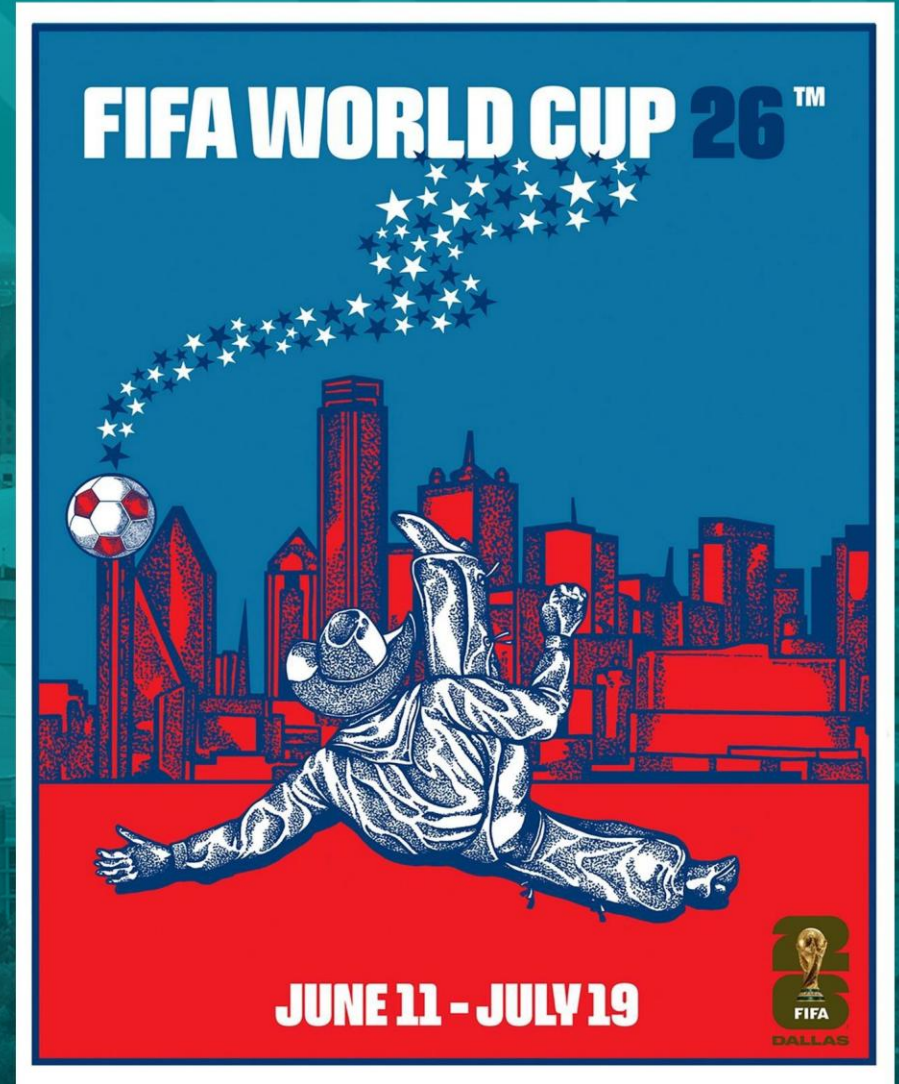


# OFFICIAL POSTER ARTIST



ARTS & CULTURE

**How Fort Worth artist Matt Cliff  
designed Dallas host city poster  
for FIFA World Cup**







# DRAW PARTY DECEMBER 5





DELIVER ON BRAND PROMISE

IT'S THE

TEXAS

YOU WANT



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