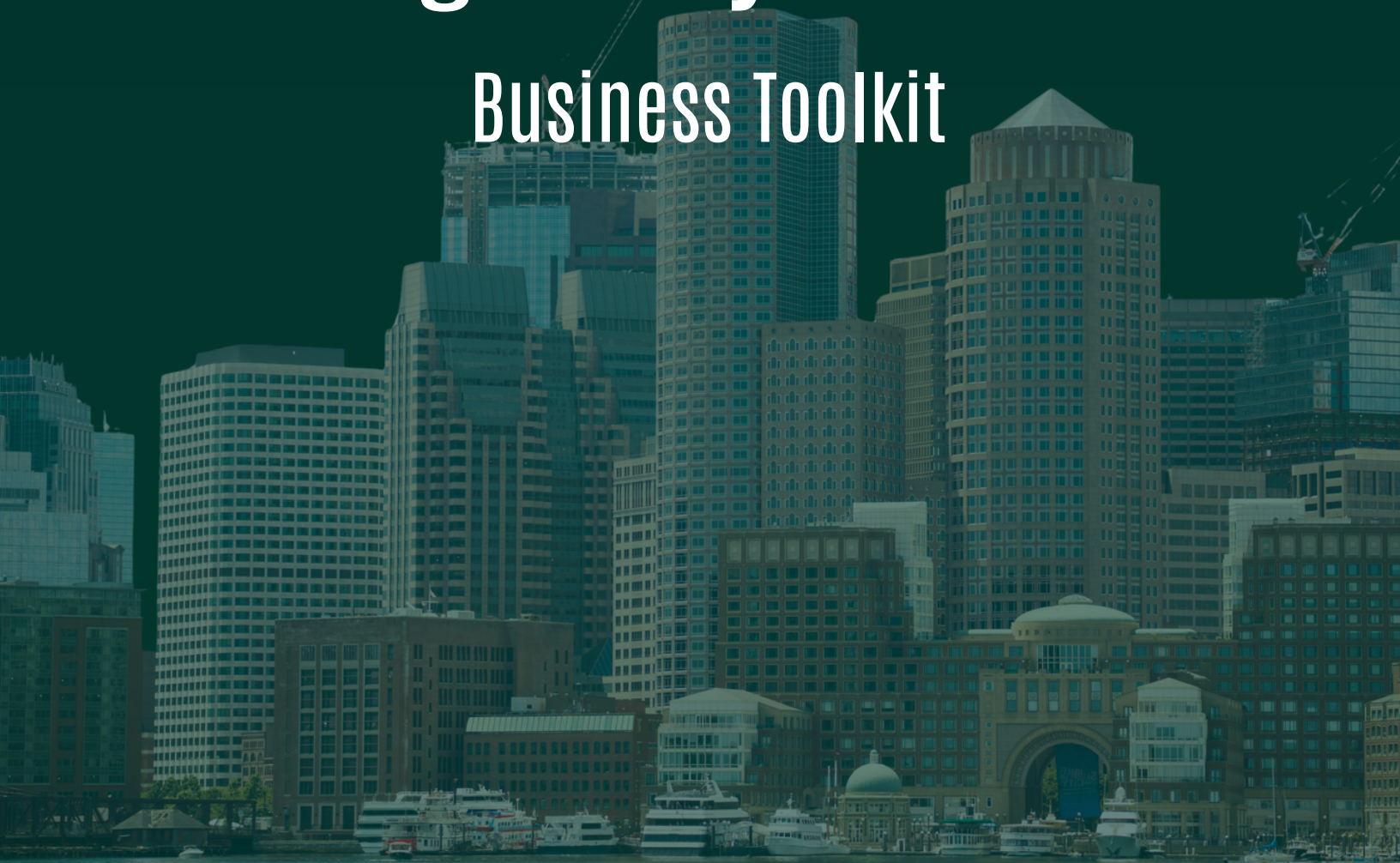




# Getting Ready for Kickoff

## Business Toolkit



# TABLE OF CONTENTS

- About the Event**..... 3
  - Overview..... 4
  - Economic Impact..... 4
  - Where and When..... 5
  - Schedule of Events..... 6
  - Scope and Scale..... 9
- Maximizing the Opportunity**..... 10
  - Staffing and Workforce Scaling..... 11
  - Employer Considerations..... 12
  - Marketing and Customer Management..... 13
  - Branding..... 14
  - Extended Hours and Demand Peaks..... 15
  - Fan Behavior and Customer Flow..... 16
  - Delivery and Servicing Logistics..... 17
  - Practical Actions to Leverage Increased Demand..... 18
- Understanding the Impact**..... 20
  - Travel and Attendance Profile..... 21
- Managing the Impact**..... 23
  - TDM for Employers..... 24
  - Freight and Logistics..... 27
  - Safety and Security..... 28
- Next steps**..... 29
  - Readiness Checklists..... 35



# ABOUT THE EVENT

# OVERVIEW

In June 2026, the FIFA World Cup™ 2026 comes to Boston—and with it, an unprecedented moment for the region. The events will bring global attention and increased visitors to Boston. This toolkit is designed to help employers understand what to expect during the tournament period, plan ahead for changes to transportation and daily operations, and identify practical steps to support employees, customers, and partners while keeping business moving smoothly.

# ECONOMIC IMPACT

Hosting multiple FIFA World Cup™ 2026 matches in the region is projected to deliver a significant economic boost, driven by visitors spending on hotels, dining, transportation, and local services. This influx of international fans will not only spur short-term gains for hospitality and retail sectors but also elevate the region’s global profile and tourism well beyond the tournament.



# WHERE AND WHEN

The Greater Boston region will come alive for the FIFA World Cup™ 2026 in June and July 2026, with matches, viewing parties, and celebrations taking place across key locations including downtown Boston and surrounding communities. These events will offer residents and visitors alike the chance to experience the tournament both inside and outside the stadium. All matches will take place at Boston Stadium in Foxborough, Massachusetts, with ticketed only events taking place there.

The Tournament itself kicks-off on in Mexico City on June 11th with the Final taking place in New York/New Jersey on July 19th.

The FIFA Fan Festival™ will be the central fan destination for local communities and fans from around the world to watch matches. The Boston FIFA Fan Festival™ will be hosted at City Hall Plaza. More details TBA.

# SCHEDULE OF EVENTS

Boston Stadium is hosting 7 matches over four weeks in June and July.


- Saturday, June 13: Haiti v. Scotland, 9:00 pm ET
- Tuesday, June 16: Playoff Winner v. Norway, 6:00 pm ET
- Friday, June 19: Scotland v. Morocco, 6:00 pm ET
- Tuesday, June 23: England v. Ghana, 4:00 pm ET
- Friday, June 26: Norway v. France, 3:00 pm ET
- Monday, June 29: Round of 32, 4:30 pm ET
- Thursday, July 9: Quarterfinal, 4:00 pm ET


## JUNE 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 Boston Pride Festival and Parade
7	8	9	10	11	12 📺	13 📺 ⚽️ 🏠 9:00 PM ET Haiti v. Scotland
14	15 📺	16 📺 ⚽️ 🏠 6:00 PM ET Playoff winner v. Norway	17	18 📺	19 Juneteenth 📺 ⚽️ 6:00 PM ET Scotland v. Morocco	20 📺
21	22 📺	23 📺 ⚽️ 4:00 PM ET England v. Ghana	24	25 📺	26 📺 ⚽️ 3:00 PM ET Norway v. France	27 📺
28	29 📺 ⚽️ 🏠 4:30 PM ET Round of 32	30 📺				

### KEY

 Red Sox game at Fenway

 Match at Boston Stadium

 Televised match in other host city - see full schedule for details

In addition to World Cup matches, the City of Boston will be celebrating several special events throughout June and July.

### **Thursday, July 2 - Saturday, July 4 – Boston Harborfest**

2026 is the 250<sup>th</sup> anniversary of the American Revolution and the independence of the United States of America. Harborfest features family-friendly activities over three days at Boston’s most famous landmarks, including fireworks, reenactments, markets, live music, and more.

### **Saturday, July 4 – Boston Pops Fireworks Spectacular**

To celebrate the 250<sup>th</sup>, the Boston Pops Fireworks Spectacular, produced by the Boston Symphony Orchestra (BSO) will headline a free, public performance on the Charles River Esplanade.

### **Saturday, July 11 - Thursday, July 16 – Sail 250 Tall Ships**

Boston is an official port of Sail250, a global gathering of tall ships and military ships to celebrate the 250<sup>th</sup> Anniversary of the founding of the United States. This event emphasizes Boston’s rich maritime history and features educational programs focusing on US and international maritime history.

## JULY 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 <i>Independence Day (250th)</i>
5	6	7	8 Rest Day	9 4:00 PM ET Quarterfinal	10	11
12	13	14 Semifinal (Dallas)	15 Semifinal (Atlanta)	16	17	18 Bronze Match (Miami)
19 Final (NY/NJ)	20	21	22	23	24	25

#### KEY

- Boston Harborfest
- Sail 250
- Boston Pops Fireworks Spectacular
- Match at Boston Stadium

Televised match in other host city - see full schedule for details

FIFA MATCH SCHEDULE		GROUP STAGE MATCHES															ROUND OF 32					ROUND OF 16				QUARTER-FINALS			SEMI-FINALS		FINAL																					
		Thursday 11 June	Friday 12 June	Saturday 13 June	Sunday 14 June	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June	Friday 19 June	Saturday 20 June	Sunday 21 June	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June	Friday 26 June	Saturday 27 June	Sunday 28 June	Monday 29 June	Tuesday 30 June	Wednesday 1 July	Thursday 2 July	Friday 3 July	Saturday 4 July	Sunday 5 July	Monday 6 July	Tuesday 7 July	Wednesday 8 July	Thursday 9 July	Friday 10 July	Saturday 11 July	Sunday 12 July	Monday 13 July	Tuesday 14 July	Wednesday 15 July	Thursday 16 July	Friday 17 July	Saturday 18 July	Sunday 19 July												
WESTERN REGION	VANCOUVER		M8					M27 CAN			M40			M51 CAN			M64																																			
	SEATTLE				M16				M32 USA						M52								M82																													
	SAN FRANCISCO BAY AREA			M6			M20		M31			M44											M81																													
	LOS ANGELES		M5 USA				M15			M20			M30											M75																												
CENTRAL REGION	GUADALAJARA		M2							M28 MEX				M49																																						
	MEXICO CITY		M1 MEX							M24														M79																												
	MONTERREY													M36										M76																												
	HOUSTON														M36										M76																											
	DALLAS																								M78																											
	KANSAS CITY																																																			
EASTERN REGION	ATLANTA																																																			
	MIAMI																																																			
	TORONTO																																																			
	BOSTON																																																			
	PHILADELPHIA																																																			
	NEW YORK NEW JERSEY																																																			

North America will host 104 matches from the 48-team event from June 11 through July 19. Boston Stadium will host seven matches, but it is expected that many fans visiting the region will participate in watch parties and other celebrations for matches hosted throughout the tournament.

Boston FIFA World Cup™ envisions a region-wide fan celebration that connects communities, showcases local culture, and shares the excitement of FIFA World Cup 26™ across the region. Anchored by the FIFA Fan Festival™ in Boston -with live match screenings, entertainment, and food and beverage offerings - the celebration will extend outward through community watch parties in surrounding cities and towns, bringing the energy of FIFA World Cup™ to wider audiences.

# SCOPE AND SCALE

When the FIFA World Cup™ 2026 arrives in Boston, it will be one of the largest events the region has ever hosted. The tournament represents a once-in-a-generation opportunity to showcase Greater Boston on the world stage—while requiring coordinated planning and action across businesses, institutions, and government to keep the city moving and open for business.



*NOTE: "Ticketholders" encompasses an estimated 25% expected to be from within the New England region (familiar with area) and 75% from elsewhere (50% international, 25% domestic USA) and thus unfamiliar with area.*

Large numbers of fans and ticket holders will travel between Foxborough and downtown Boston, coinciding with the FIFA Fan Festival™ and other major regional events such as Harborfest, Sail 250 Tall Ships, July 4<sup>th</sup>, and 250<sup>th</sup> Celebrations.



# MAXIMIZING THE OPPORTUNITY

# STAFFING & WORKFORCE SCALING

## **For hospitality based employers serving the visiting public:**

The FIFA World Cup™ 2026 presents an exciting opportunity for Boston's customer-facing businesses to shine on a global stage.

Meeting the moment will require thoughtful workforce planning, flexible scheduling, and strong internal communication as demand rises around match days, fan celebrations, and peak travel periods. These businesses may want to consider varying their usual offerings to appeal to the soccer audience visiting from across the globe.

By preparing early—through cross-training, staffing flexibility, and employee support—employers can deliver exceptional service that leaves visitors with a lasting, positive impression of Boston.

## **For commercial employers operating business as usual:**

Even for organizations not directly serving visitors, the FIFA World Cup™ 2026 is a chance to contribute to the city's overall success.

Temporary adjustments such as flexible work hours, remote or hybrid options, and clear communication can help employees navigate busy conditions while keeping operations running smoothly. These small shifts will play an important role in supporting the regional workforce, reducing strain on transportation systems, and helping Boston function at its best during this historic event.

# STAFFING & WORKFORCE SCALING: Employer Considerations

Maximize workforce efficiency by helping your staff, customers, visitors, and service providers plan ahead for commuting times, road closures, and alternate routes. The tips below can help.



## REMOTE OR HYBRID WORK SCHEDULES

Encourage employees who can to work from home, especially on match days. If this is a change to your work model, be sure to communicate this with employees well in advance and that your staff has all the equipment they will need to work remotely.

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## FLEXIBLE WORK HOURS

Because of the match schedule and times, evening commutes will be more congested. Are employees able to come in earlier and leave earlier, or come in later to leave after peak commuting hours? Communicate any changes to work schedule in advance.

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## ALTERNATIVE TRANSPORTATION MODES AND ROUTES

Encourage employees to form carpools to limit the number of single occupancy vehicles on the roads. Identify alternative routes in advance and alert employees to road closures in advance. See if your organization is part of a Transportation Management Association (TMA) who can provide assistance.

---



## ENHANCED COMMUNICATIONS TO WORKFORCE, VISITORS, CLIENTS







Whatever you decide is the best course of action for your organization, be sure to communicate with employees well in advance to give notice to any changes in work schedule, allow for questions, and making other arrangements.

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# MARKETING & CUSTOMER MANAGEMENT

As Boston prepares to take center stage for the FIFA World Cup™ 2026, local businesses have a once-in-a-generation opportunity to capture global foot traffic. By aligning your marketing with the energy of the tournament, you can position your business as an essential part of the "Boston experience" for hundreds of thousands of international fans and local supporters alike.

## ENGAGING FANS / VISITORS

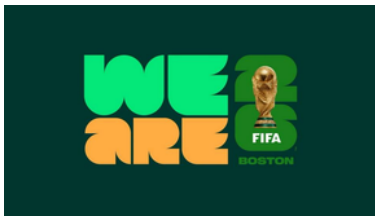
-  Promote extended hours, specials, and packages via social media, email, and in-store signage.
-  Highlight match-day experiences or fan interactions online to attract foot traffic.
-  Bundle offerings for groups, tourists, and families attending events.
-  Train staff on match schedules, stadium location, FIFA Fan Festival™ and Fan Walks to answer visitors' questions confidently.
-  Use visible signage, flags, or team colors to signal a FIFA World Cup™ 2026-friendly environment.
-  Offer basic multilingual support for international visitors.

# BRANDING

As you plan your FIFA World Cup™ 2026 inspired events or promotions, keep in mind the following guidelines about the use of official FIFA logos, branding, and intellectual property (IP).

FIFA IP includes its trademarks, logos, wordmarks, mascots, emblems, posters, official slogans, and more. Only FIFA Rights holders can use official FIFA World Cup™ 2026 IP for commercial purposes.

Protected examples of logos and wordmarks include:

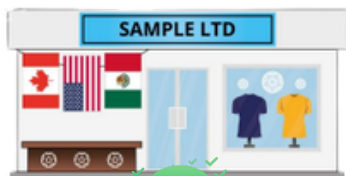


WE ARE 26™



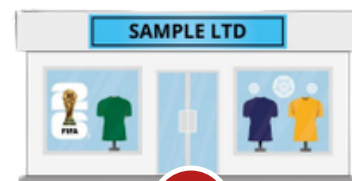
## DO'S

Build generic soccer-themed campaigns, country flags, team colors, and match day specials.



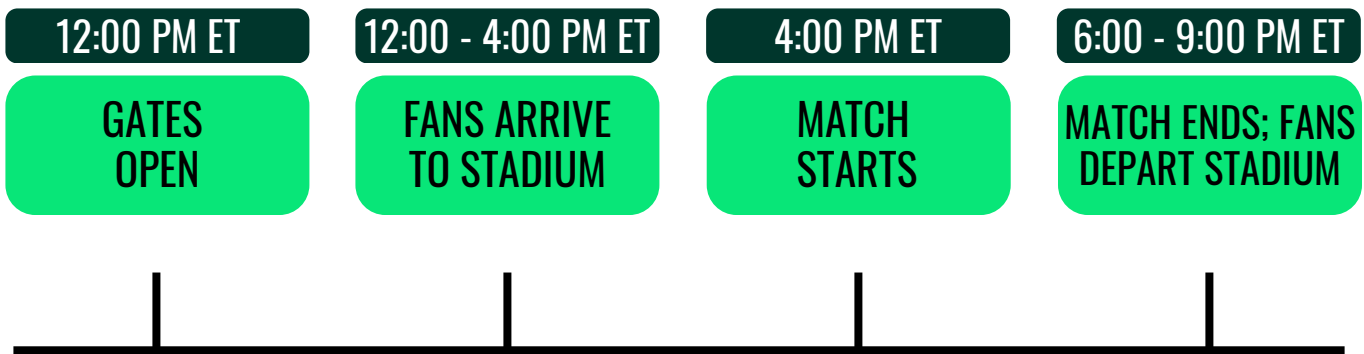
## DON'TS

Do NOT use FIFA or World Cup marks (logos, wordmarks, slogans) or imply that you are affiliated with FIFA (saying “official”, “sponsored by FIFA” or using “World Cup 26” graphics).



# EXTENDED HOURS & DEMAND PEAKS

FIFA World Cup™ 2026 activity will create sharp demand peaks tied to match schedules, celebrations, and travel surges, often extending beyond traditional business hours. By planning extended hours and flexible service models during these peak periods, businesses can meet customer needs, reduce congestion, and fully capture the economic opportunity created by the tournament.



**EXAMPLE MATCH DAY TIMELINE**

Ticketholders will be encouraged to travel to the stadium 3-4 hours in advance of the match kick-off time, with gates opening four hours prior to kick off. As many of the matches begin in the late afternoon, mid-day and evening commutes will be impacted by heavy congestion.

Many fans in the Boston area may be interested in watching the tournament at bars, restaurants, or neighborhood festivals. The full tournament schedule can be found [here](#).

# FAN BEHAVIOR AND CUSTOMER FLOW

FIFA World Cup™ 2026 fans share a few things in common: they plan their days around match times, arrive earlier than usual, and spend time gathering in public places before and after games. They're highly social and visible—moving in groups, wearing team colors, and creating a lively street atmosphere—and they tend to rely heavily on walking and transit, which leads to noticeable surges in pedestrian activity, transit demand, and nearby business activity.

A “fan walk” is a long-held tradition of FIFA World Cup™ and refers to a structured procession or parade of supporters participating in or around match events. In Boston, fan walks are not yet finalized, but are possible. In the event that fan walks do occur, the following text reviews approved routes, transportation, and permitting requirements.

There are three (3) approved fan walk routes. The City of Boston will work with each fan group to determine and designate the most appropriate route for each fan walk. The routes are as follows:

- Boston Common Route (Route 1A & 1B)
- Christopher Lee Park South Boston (Route 2A & 2B)
- City Hall Route (Route 3A & 3B)

Fans will be encouraged to take public transit to access approved route meeting points.

All train lines and bus routes which access downtown areas adjacent to fan walks are expected to see increased ridership. The area around Seaport and South Station will be noticeably busy during this this time. Regular commuters should be made aware and expect delays.

Fan walks of over 150 people in Boston will require a permit and all walks should be coordinated with the City of Boston. For [additional details](#) refer to the fan walk playbook.

# DELIVERY & SERVICING LOGISTICS

The FIFA World Cup™ 2026 will drive increased demand and inventory turnover across many sectors, making advance planning essential. Businesses should work closely with suppliers to ensure they are well stocked ahead of peak periods, consider increasing on-hand inventory for high-demand items, and plan for adjusted delivery schedules as needed. Taking proactive steps now will help businesses meet customer needs and avoid disruptions during this high-volume, high-visibility moment. During this heightened period of activity businesses will need to rethink and strengthen their delivery and service logistics.

**Review changes to loading in your area**

**Avoid deliveries on match days when possible**

**Adjust delivery times and waste pickup to off-peak hours**

**Consolidate necessary shipments; double up on non-perishables**

**Vendors are aware of access changes ahead of time**

**Share plan for tournament period with key staff**

# PRACTICAL ACTIONS TO LEVERAGE INCREASED DEMAND

## ADJUST HOURS, STAFFING, AND SERVICE MODELS

- Know when fans are likely to be in the area -consider extending or shifting operating hours around match days, fan festivals, and peak travel periods.  
Know where fans will be - check out the map (to follow) to find out where fans are
- planning to congregate to determine which events are closest to you and to plan accordingly.
- Use flexible staffing models (cross-training, part-time surges, on-call teams) to match demand spikes.
- Work with your suppliers (or those you supply) to understand and activate any changes necessary to make the most of the moment.

## ENHANCE LOGISTICS AND OPERATIONS

- Ensure that point of sale (POS) and payment systems can handle increased transactions.
- Organize seating, entry, and queuing areas to safely manage larger crowds.
- Pre-stock critical items and coordinate deliveries to avoid delays during peak periods.

## USE OF TECHNOLOGY AND DATA

- Track sales, reservations, or foot traffic to adapt staffing and inventory dynamically.
- Use online ordering or delivery to reach customers unable to visit in person.
- Collect customer contacts to continue engagement after the tournament.

## CREATE SOCCER OR SPORT-SPECIFIC OFFERS AND EXPERIENCES

- Develop limited-time promotions, themed products, or bundled services tied to match days or national teams.
- Offer “pre-game” or “post-match” specials that align with fan travel patterns.
- Use signage or digital messaging to clearly communicate offerings to visitors.

## IMPROVE CUSTOMER FLOW AND OPERATIONS


- Streamline ordering, payment, or check-in processes to handle higher volumes.
- Introduce mobile ordering, reservations, timed entry, or express service options where feasible.
- Review physical layouts to reduce bottlenecks and improve circulation during busy periods.

## COMMUNICATE EARLY AND CLEARLY

- Share updated hours, service changes, and special offers on websites, social media, and email lists.
- Educate staff on the dates and times of matches and countries competing so that they are aware of the opportunities and changes to day-to-day operations.
- Train frontline staff to answer basic visitor questions about directions, transit, and nearby attractions.
- Ensure that your employees, customers, visitors, suppliers are aware of the potential impacts on them, the actions you are encouraging them to take and where to go for additional information ([B26 website](#))
- Be ready with translation services to assist international visitors to your business.

## SUPPORT EMPLOYEES TO DELIVER THEIR BEST

- Offer commute flexibility, transit benefits, or staggered shifts to reduce stress during peak days.
- Reinforce that staff are ambassadors for Boston during a global event.



# UNDERSTANDING THE IMPACTS

# KEY MATCH DAY FACTS - GETTING READY



**60,000+**

Match ticketholders moving to the stadium, many starting and ending their journey downtown.



**6,000+**

Media, workforce, and volunteers in the city.



**10,000+**

People expected to visit the FIFA Fan Festival™ per day.



**3,000+**

Tournament-related vehicles moving between downtown and the stadium.



**Up to 20,000**

Fans expected to travel from South Station by train.



**3-4 hours Before and After the Match**

When transportation routes expected to be busier than usual.



**6 Hours Before and After the Match**

When road changes expected to be in place leading to and from the Stadium.



**June 16, 19 , 23, 26, 29**

Dates when fans are expected to be traveling to / from matches during peak commuter times.

## MBTA COMMUTER RAIL



The MBTA will operate pre-ticketed Boston Stadium trains from South Station to Foxboro on match days, with capacity for up to 20,000 fans.

There are expected to be updates to train services during the event period:

- Some regular commuter rail schedules may be adjusted.
- Foxboro Station may be closed to regular commuter service on match days.
- Riders should **check MBTA alerts** for any service impacts as match dates approach.

## SOUTH STATION



Pre/post-match crowd management advice for South Station will be added soon.

## TRAFFIC MANAGEMENT / SOUTHEAST EXPRESSWAY (I-93) - HOV LANE



The roads between Boston and the stadium in Foxborough will be exceptionally busy on match days. Additional details on traffic management will be added as they become detailed.

## PARKING RESTRICTIONS / ROAD CLOSURES - BOSTON/FOXBOROUGH



Stadium parking typically open to the public and used for events, will be restricted to match ticket and permit holders only. Parking for Patriot Place retail and restaurants will remain accessible.

## BOSTON LOGAN AIRPORT AIR TRAVEL



Up to 75% of the visitors coming for the FIFA World Cup™ 2026 will be arriving by air and Boston Logan International airport is expected to be extremely busy. Public transit to the airport including Logan Express, the MBTA Blue Line, ferry services and on-airport shuttles are anticipated to be at capacity during periods and those traveling into or out of Logan for business should allow extra time.

## AMTRAK REGIONAL SERVICE



The Northeast corridor is home to three US host cities- Boston, New York/NJ, and Philadelphia. It is expected that some fans will follow their teams between cities. For this reason, Amtrak is predicting a 11% increase in ridership on the Northeast services. Regular Amtrak riders should book their tickets early and expect stations to be busy during this time.



# MANAGING THE IMPACTS

# TRANSPORTATION DEMAND MANAGEMENT FOR EMPLOYERS

Businesses will play a pivotal role in managing travel demand during the high-impact summer of 2026. The region’s transportation network relies heavily on coordinated actions by major office tenants, property owners, and institutions to help reduce peak-hour congestion, improve mobility for employees and visitors, and maintain efficient operations during overlapping global and local events.

The guiding principles are as follows:

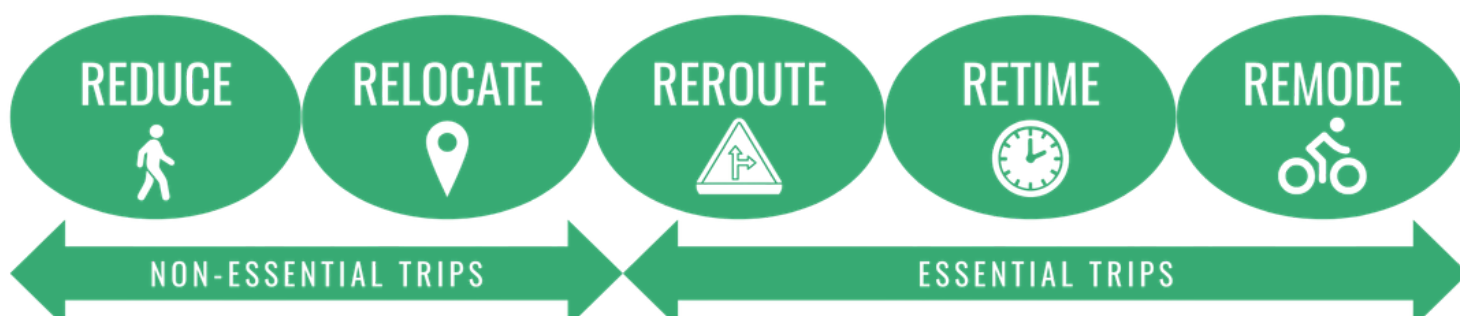
**REDUCE** non-essential trips or activities during this period.

**RELOCATE** essential and non-essential trips so that they avoid the most highly impacted areas and days of the matches.

**RE-ROUTE** trips away from busiest travel corridors.

**RE-TIME** trips to off-peak times or non-match days that avoid the highest peak travel times.

**REVISE MODE** away from those forms of transportation expected to be the busiest.



# Consider implementing the following strategies where applicable to ease travel during this period.



## WORKFORCE FLEXIBILITY

- Encourage remote work on match days where feasible.
  - Implement staggered start and end times to reduce peak-hour overlap.
  - Communicate schedule adjustments well in advance.
- 



## MODE SHIFT & INCENTIVES

- Promote transit benefits and pre-tax commuter benefits.
  - Encourage carpooling and vanpooling through preferential parking or stipends.
  - Support biking and walking with secure parking and access to bikeshare programs.
  - Engage with your local Transportation Management Association (TMA) for tailored support.
- 



## PARKING & SITE MANAGEMENT

- Limit employee parking during match days.
  - Prioritize shared rides or essential personnel.
  - Review internal loading and access plans.
- 



## COMMUNICATIONS

- Match schedules
  - Travel advisories
  - Route planning tools
  - Advance notice of policy changes
-

# TRIP PLANNING RESOURCES

## GoMassCommute

A comprehensive interactive platform to provide customized trip planning.

## MBTA Trip Planner

An online tool designed to help users plan trips across Boston's transit system, offering step-by-step directions, estimated fares, and route options for subway, bus, commuter rail, and ferry services. Users input start and end points, select travel times, and can filter for accessible routes or specific modes of transport.

## Mass511

The official, free, traveler information service provided by the Massachusetts Department of Transportation to deliver real-time traffic, incident, construction, and camera data. It is accessible via the 511 phone system or the Mass511 app and website.

## Transportation Management Associations

A TMA is a non-profit, membership-based organization that implements programs and initiatives aimed at promoting alternative transportation methods like carpooling, vanpooling, biking, walking, and public transit. There are 16 TMA's throughout Massachusetts that help employers with their transportation needs.

# FREIGHT & DELIVERY LOGISTICS

The FIFA World Cup™ 2026 offers an opportunity for businesses to rethink and strengthen their delivery and service logistics during a period of heightened activity. With some streets and access patterns changing, flexibility will be key; planning in advance can help operations run smoothly. Businesses that plan ahead and adapt quickly will be well positioned to maintain reliable service while supporting a safe, efficient, and welcoming environment throughout the tournament.

## Consider doing the following:

- Review any specific restrictions/changes to loading in your area.
- Reschedule any large or auto shipments to avoid match days for any non-essential items.
- Adjust delivery times and waste pickup to off-peak hours.
- Consolidate necessary shipments and double up on non-perishable deliveries ahead of matches to avoid peak weeks.
- Communicate closely with vendors to ensure they are aware of restrictions/changes and can adjust their own plans.
- Share plan for this period with key staff (operations, facilities, and procurement).

# SAFETY & SECURITY

As we prepare to welcome the world for the FIFA World Cup™, public safety remains our top priority. FIFA and Boston 26, in coordination with local, state, and federal partners, have developed a comprehensive safety and emergency management plan to ensure a secure, enjoyable experience for all visitors, employees, and residents. Businesses are encouraged to review emergency procedures with staff, maintain clear access to exits and fire lanes, verify contact information for key personnel, and report suspicious activity promptly to local authorities.

We also encourage employers to ask staff to follow official local public safety agencies on social media for real-time updates and to educate employees on how to sign up for and receive emergency alerts through local notification systems.

Expect increased security presence, temporary road closures, and potential adjustments to transportation and delivery schedules. By staying informed, communicating with employees and customers, and working collaboratively with public safety officials, businesses play a vital role in supporting a safe and successful World Cup for everyone.

**REMEMBER: SEE SOMETHING, SAY SOMETHING.**

# NEXT STEPS

# NEXT STEPS

Preparing early and coordinating effectively will position your organization to navigate impacts confidently and take advantage of opportunities. The following steps provide a structured approach to readiness.

## I. DESIGNATE AN INTERNAL LEAD OR PLANNING TEAM

Identify who within your business should be part of planning and coordination for FIFA World Cup™ 2026. Depending on your size and structure, this may be a single lead or a cross-functional team.

This role or team should be empowered to:

- Track key match dates and milestone deadlines
- Align internal departments (operations, HR, marketing, facilities, security)
- Liaise with external partners and city stakeholders
- Monitor transportation and regulatory updates
- Make timely operational decisions as conditions evolve
- Larger organizations should consider establishing a brief weekly or bi-weekly coordination check-in during the months leading up to June.

## II. COORDINATE WITH EXTERNAL PARTNERS AND SECTOR PEERS

No business operates in isolation during a major global event. Coordination with neighboring organizations and sector partners will reduce friction and improve overall readiness.

Consider engaging with:

- Nearby businesses and property managers
- Transportation Management Associations (TMAs)
- Local Chambers of Commerce
- Regional tourism councils
- Industry-specific trade associations
- City or town neighborhood associations

Collaboration can help manage shared challenges – such as staffing, deliveries, and customer flow – while creating opportunities for joint promotions, consistent messaging, and a more seamless experience for visitors and employees alike.

### III. GETTING READY FOR KICK-OFF ACTION PLAN

Develop a concise, practical action plan outlining how your organization will operate during the match period.

Your plan should address:

- Match dates that impact your location
- Anticipated demand peaks (midday arrivals, evening matches)
- Staffing adjustments (increases, staggered shifts, remote options)
- Operating hours changes, if applicable
- Inventory and supply chain planning
- Delivery and loading modifications
- Communications strategy (internal and external)
- Any temporary policy changes (parking, visitor access, security, etc.)

Ensure the plan is reviewed and approved by leadership and clearly communicated to managers and employees. A written plan reduces confusion and supports consistent execution.

## IV. UNDERGO OPERATIONAL RESILIENCE & CONTIGENCY PLANNING: STRESS-TEST YOUR OPERATIONS

Major events create both predictable and unpredictable pressures. Use this opportunity to evaluate your operational resilience.

Consider scenarios such as:

- Transportation disruptions of extended commute times
- Transit service adjustments
- Staff absenteeism or shortages
- Supply delays or vendor access issues
- Sudden spikes in customer demand
- Technology or POS system overload

Identify backup options in advance:

- Cross-train staff for critical roles
- Develop alternative delivery windows
- Build inventory buffers for essential supplies
- Establish internal escalation protocols
- Ensure remote access capabilities are functioning

Building flexibility and redundancy into your plans will help maintain continuity while contributing to the broader success of Boston's hosting effort.

## V. STAY INFORMED: MONITOR UPDATES

Conditions, transportation plans, and operational guidance will continue to evolve as the Tournament approaches.

To stay informed:

- Follow B26 on [LinkedIn](#)
- Visit the [B26 website](#) for updates
- Visit the [Massachusetts Office of Travel & Tourism \(MOTT\) website](#)
- Visit the [Meet Boston website](#)
- Attend knowledge-sharing events and business briefings
- Review the [MBTA World Cup Guide](#)
- Review [MBTA Alerts](#) for up-to-date public transit information
- Visit the [MassDOT website](#)
- Visit [Mass511](#) for up-to-date traffic and roadway information
- Visit the [Massport website](#) to stay informed on aviation updates
- Visit the [City of Boston website](#) to plan for your stay
- Visit the [Town of Foxborough website](#)

Regular engagement will help your organization adapt quickly, align with regional planning efforts, and identify emerging opportunities.

# READINESS CHECKLISTS



Use these checklists to make sure your business is ready for the increased activity and events of FIFA World Cup™ 2026.

## ALL BUSINESSES

Core operational readiness steps to minimize disruption regardless of size, industry, or customer base.

### Transportation & Access

- Review expected road closures and parking restrictions
- Evaluate on-site parking policies for peak days
- Encourage carpooling or transit use where appropriate
- Share real-time travel resources with staff

### Deliveries & Supply

#### Chain

- Identify match days that may affect loading access
- Shift deliveries and waste pickup to off-peak hours
- Increase inventory of non-perishables in advance
- Confirm contingency plan with vendors

### Customer & Client Communications

- Notify customers/clients of any changes to hours or access
- Update website and social media with temporary adjustments
- Prepare messaging in case of unexpected service interruptions

### Contingency Planning

- Identify backup staffing options
- Plan for potential transportation delays
- Build schedule buffers for time sensitive work
- Establish internal escalation protocol for disruptions

# COMMERCIAL BUSINESSES

Offices, professional services, healthcare, education, manufacturing, and other organizations planning for business continuity during FIFA World Cup™ 2026.

## Workforce Planning

- Identify match days that overlap with peak commute hours
- Determine whether remote work is feasible on match days
- Implement staggered start/end times if needed
- Communicate schedule changes well in advance
- Provide employees with travel planning tools and advisories

# HOSPITALITY / FAN FOCUSED

Hospitality, restaurants, retail, entertainment venues, tourism operators, and businesses seeking to capture increased visitor activity.

## Permitting & Compliance

- Determine whether your promotion/activity requires an Outdoor Special Event application.
- Contact your city or town to learn about specific permit requirements. (Boston based businesses can find City of Boston requirements [here](#)).

## Event & Operations Planning

- Finalize event-day staffing plan and consider adding additional staff.
- Forecast inventory needs and pre-stock high-demand items.
- Test point of sale systems (POS) and backup payment methods.
- Develop crowd management plan (entry, queuing, ADA access).
- Confirm waste, recycling, and sanitation plans.
- Ensure food safety protocols are reinforced (especially during summer heat).
- Prepare multilingual support where feasible.

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