

# Let's welcome the world.

Host City businesses • World Cup 2026

## A welcome worth the world.

In 2026, the FIFA World Cup brings 5 million visitors and \$30+ billion in economic impact across 11 North American host cities. Welcome Standard is the hospitality movement making sure every guest — from Buenos Aires to Birmingham — feels welcomed the moment they walk in.

Join a growing coalition of restaurants, hotels, bars, and retailers pledging a warm welcome, a safe environment, inclusive service, and community pride.



### Get started today.

Learn more and apply:

[welcomestandard.org](https://welcomestandard.org)

Email: [hello@welcomestandard.org](mailto:hello@welcomestandard.org)

Dallas • Houston • Atlanta • Miami  
Kansas City • Philly • NY/NJ + more

#### WELCOME STANDARD

A hospitality pledge for North America's host cities.

AN INVITATION

# You already know how to welcome.

*Let's make it the standard.*

When the world arrives for the 2026 FIFA World Cup, it will judge our cities one interaction at a time — the greeter at the hotel desk, the server at the table, the shopkeeper on the corner.

The Welcome Standard is a voluntary pledge for hospitality businesses to train, prepare, and show up with the kind of hospitality that turns visitors into repeat customers — and host cities into lifelong favorites.

**Your staff. Your story. Our shared reputation.**



**HOSPITALITY IS OUR HOME TEAM.**

[welcomestandard.org](https://welcomestandard.org)

HOST CITY INVITATION • FIFA WORLD CUP 2026



# Welcome Standard

*An invitation to*  
**hospitality businesses**  
*in host cities.*

#### JOIN THE COALITION

Warm welcome. Safe environment.  
Inclusive service. Community pride.

[welcomestandard.org](https://welcomestandard.org)

Open inside →



# Welcome Standard

Host City businesses — FIFA World Cup 2026

A HOSPITALITY PLEDGE FOR 2026

welcomestandard.org

## WHAT IT IS

# Welcome is a standard we set together.



Welcome Standard Business Dinner — Dallas, April

The Welcome Standard is a voluntary commitment adopted by hospitality businesses across North American host cities ahead of the 2026 FIFA World Cup. It gives owners and their teams a shared framework for greeting the world — and a badge that tells every visitor, resident, and neighbor that this business is ready.

It's simple, it's voluntary, and it works because it's local. Operators from restaurants, hotels, bars, cafés, and retail join their peers to train, prepare, and raise the bar together.

**290,000 new jobs. 11 host cities. One shared welcome.**

## WHY JOIN

# A welcome worth \$30 billion.

The 2026 World Cup is the largest event in the history of hospitality in North America. Being a Welcome Standard business puts you on the map when the world arrives.

**5M+**

expected visitors

**\$30B+**

economic impact

**290K**

new jobs

## BENEFITS TO YOUR BUSINESS

**Increased revenue.** Host-city hotels forecast 7–25% revenue lift during the tournament. Restaurants and retail see multiplier effects citywide.

**Global visibility.** An audience of 5 billion viewers. Welcome Standard members are featured in Welcome Standard ads and among the businesses participating in official World Cup activities.

**Visitor trust.** A recognizable badge tells every visitor — before they walk in — that your team is trained, welcoming, and ready.

**Community pride.** Stand alongside the peer businesses defining how your city shows up for the biggest moment in its tourism history.

## HOW TO JOIN

# Four simple steps.



WS Dallas dinner — founders share the 2026 plan.

- 1 Sign the pledge.**  
Commit to a warm welcome, a safe environment, inclusive service, and community pride.
- 2 Train your team.**  
Use the free Welcome Standard training — short modules for every shift.
- 3 Display the badge.**  
Put the Welcome Standard mark at your door and in your digital channels.
- 4 Show up for 2026.**  
Join local member events, peer networking, and featured ad placements.

**APPLY TODAY**

**welcomestandard.org**

hello@welcomestandard.org