



Bellevue Welcomes the World's Soccer Fans

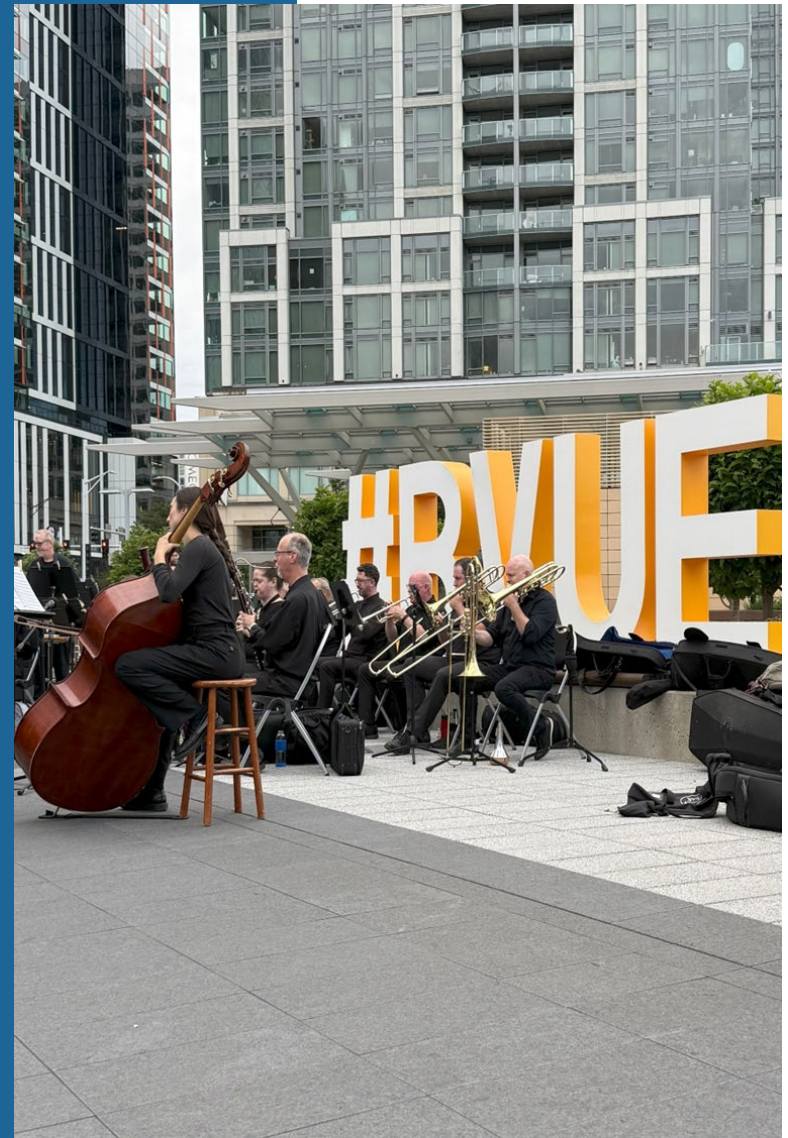
Jesse Canedo, Chief Economic Development
Officer and Lizzette Flores, Cultural Tourism
Specialist | Community Development
October 7, 2025





Information Only

Staff will present the City's programming plans leading up to the FIFA 2026 World Cup.





Agenda

1. Summer 2026
2. Regional Context
3. Bellevue's Plan
4. What to Expect Next



World Cup Summer 2026

- June 11 – July 19
- 3 countries, 16 cities
- Teams draw December 5
- Base camps chosen after draw



6 weekday games in Seattle

- Monday, 6/15
- Friday, 6/19
- Wednesday, 6/24
- Friday, 6/26
- Wednesday, 7/01
- Monday, 7/06



Regional Context

- Six weekday games in Seattle
- Up to 145,000 visitors to King County
- Official Fan zones and regional programming
- Business resources: Grants, playbooks, webinars



Official Fan Zones across WA State

Bellevue Impacts

- 15,000 more visitors during the tournament
- \$23M projected economic impact for Bellevue (from Visit Bellevue)
- Different profile of visitor
- Streamlined processes

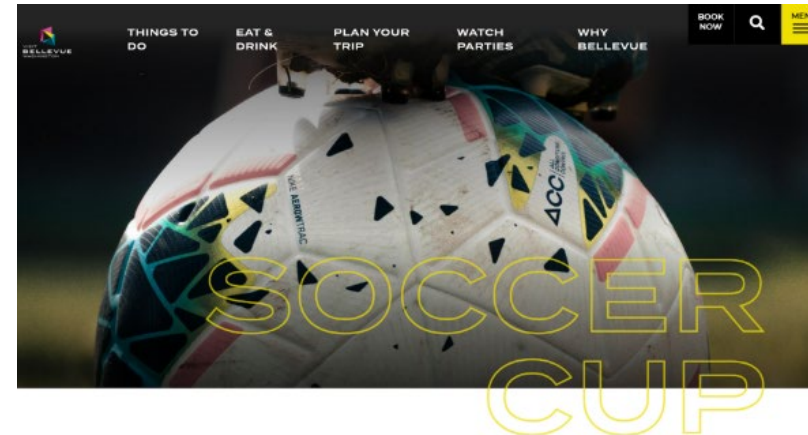


The Bellevue Experience

A One City Approach

- Grand Connection improvements
- New public art
- Block parties
- Parks & City Hall spaces

Visit Bellevue resources
webpage & event calendar



WORLD SOCCER TOURNAMENT 2026

STAY FOR THE BIG GAME IN BELLEVUE

Welcome to your official Bellevue guide for the **world's biggest 2026 soccer/futbol tournament**. Located just minutes from Seattle's stadiums, Bellevue offers the perfect home base for fans from around the world. With luxury hotels, diverse dining, and effortless transit access, Bellevue delivers a clean, safe, and welcoming experience during all six thrilling matches hosted nearby.

Whether you're catching every game or exploring between match days, Bellevue blends **world-class hospitality with Pacific Northwest charm**. From curated itineraries and local watch parties to expert travel tips and cultural experiences, this is your go-to hub for an unforgettable soccer celebration—Bellevue style.

The countdown is on—start planning your 2026 soccer journey in Bellevue today.



Match Schedule

Stay up to date on all the match



Why Bellevue?

Experience the premier Pacific



Book Your Trip

Find and book Bellevue hotels with

How Bellevue Will Activate During World Cup 2026

On Seattle Match Days

- Support partners hosting inclusive programming near 2 Line stations
- Promote the use of public transit to events

On Non-Seattle Match Days

- Encourage community participation in the region

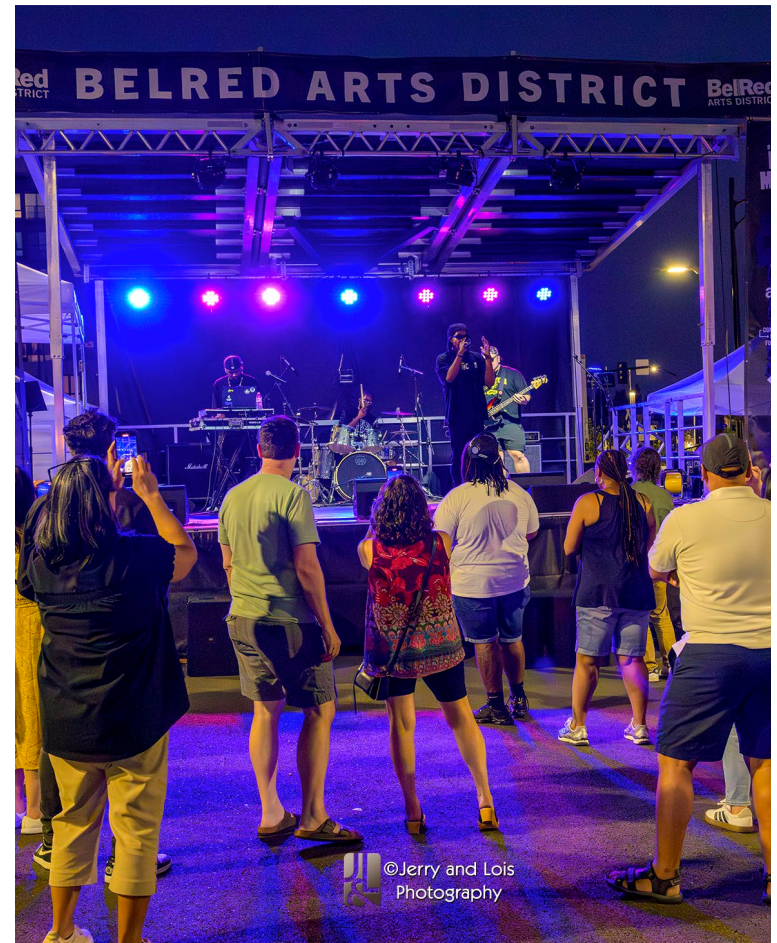


Photo by Jerry & Lois Photography, courtesy of BelRed Arts District Community Alliance

Bellevue

2 ADVENTURE



- Curated tourism trails around the neighborhood
- Supports out-of-region and local day tourism for residents, workers, and visitors.
- Repeatable for concerts, playoff games, etc.





Partnerships

- Eastside Regional Tourism Council
- District management organizations
- Eastside city meetings



Next Steps

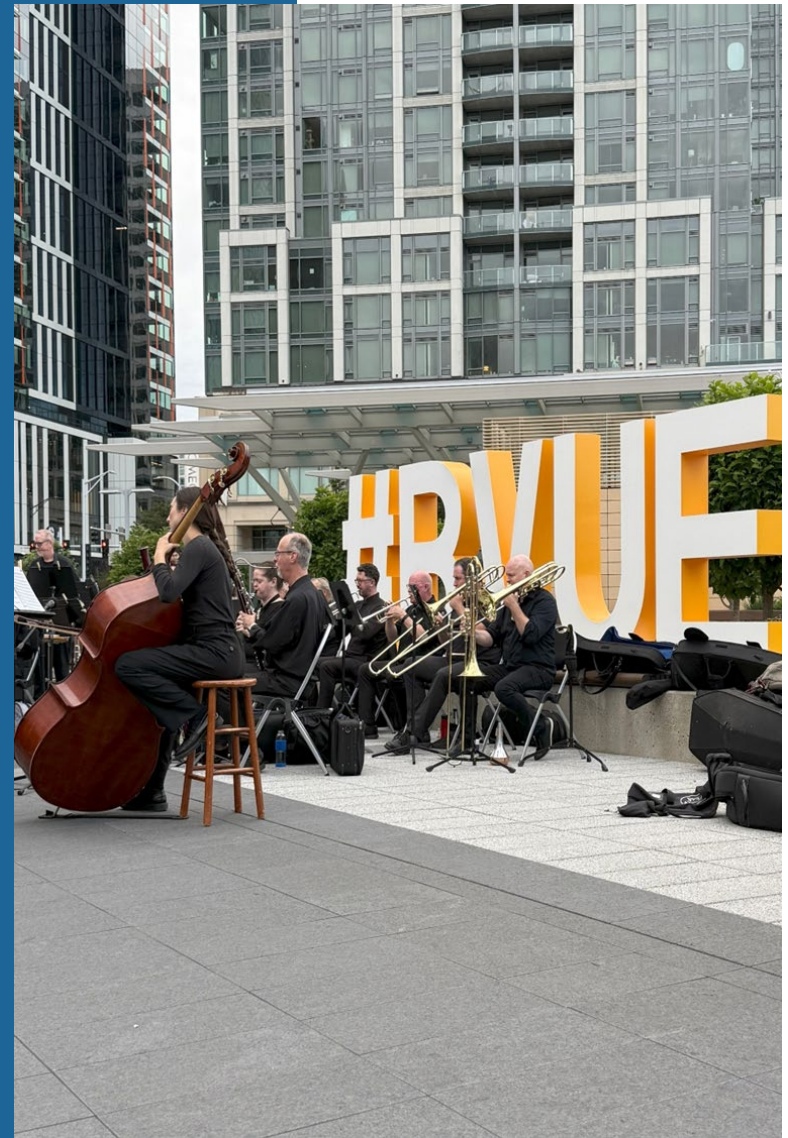
1. Public informational event for station activations 10/22
2. Human trafficking awareness and training for businesses
3. Business readiness resources





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