

Snohomish County Tourism

2026 FIFA World Cup Preparation - TPA Funding Request

Capturing the 2026 FIFA World Cup Audience: A Strategic Opportunity for Snohomish County

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NEWS

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Visit Seattle Projects \$929M Economic Impact from FIFA World Cup in 2026



The FIFA World Cup will generate at least \$929 million in King County economic impact when Seattle hosts six soccer matches in summer 2026, according to an initial estimate provided last week by Visit Seattle.

Visit Seattle, the destination marketing organization for Seattle and King County, contracted Tourism Economics, a group within Oxford Economics, for the impact study. Visit Seattle said it plans to update the projection after teams and their respective host destinations are announced next December.

The projection includes more than \$100 million in direct state and local tax revenue and anticipates 20,762 full- and part-time jobs will be supported, Visit Seattle said in a news release.

FIFA World Cup 2026 is projected to have a \$929m economic impact on the region.

Fans will come. They'll spend money on travel (including PAE), lodging, dining, and activities. They'll pack the matches, the Everett Fan Zone, and more.

But the biggest opportunity – and where Snohomish County stands to benefit the most – lies in the margins.

Even an incremental increase in visitor spend or overnights amounts to millions of dollars in added economic impact.

Getting them to choose SnoCo, or extend their stay by a night or two on either end, is where the biggest opportunity exists.

This is how we plan to do it...

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Lumen Field in Seattle is one of 16 stadiums in three countries — the U.S., Canada and Mexico — that will host matches during the 2026 men's soccer World Cup. (Liz Banse)

Everett to host 'Fan Zone' during 2026 World Cup

Current plans for the zones lack specifics, but city staff hope the tournament can turn Everett into a "soccer city."

Capturing the 2026 FIFA World Cup Audience: A Strategic Opportunity for Snohomish County

The 2026 FIFA World Cup presents an unprecedented opportunity for Snohomish County to capture the attention of a global audience. With matches hosted in both Seattle and Vancouver, our region is uniquely positioned as a prime destination for visitors traveling between these two host cities. As Everett steps into the spotlight as a designated Fan Zone, we have the chance to transform game-day excitement into long-term economic impact by encouraging visitors to "Come Early, Stay Later."

Our strategy is designed to maximize this opportunity through a three-phase marketing approach that aligns with key World Cup milestones—ticket sales (phase 1), match schedules (phase 2), and sustaining impact (phase 3). By strategically engaging audiences at each stage, we aim to drive overnight stays, extend visitor time in the region, and showcase Snohomish County as a premier destination.

This proposal is focused on Phase 1 and supports building awareness, generating interest, and creating a strong foundation for ticketed travelers to consider Snohomish County as part of their World Cup journey. With a planned mix of digital marketing and community collaboration, we ensure Snohomish County is part of the conversation as travel plans take shape.



Three-Phase Marketing Strategy

Phase 1: Laying the Foundation (Pre-Ticket Sales)

- Develop compelling messaging and creative assets to generate early interest.
- Implement interest-based targeting at the DMA level to engage potential visitors.
- Build a marketing toolkit for community partners to ensure unified messaging and outreach.

Phase 2: Game-Time Momentum (Post-Schedule Release)

- Refine targeting based on official match schedules and known travel patterns.
- Amplify awareness through strategic digital and traditional marketing channels.
- Provide ongoing support and resources for local businesses and stakeholders.

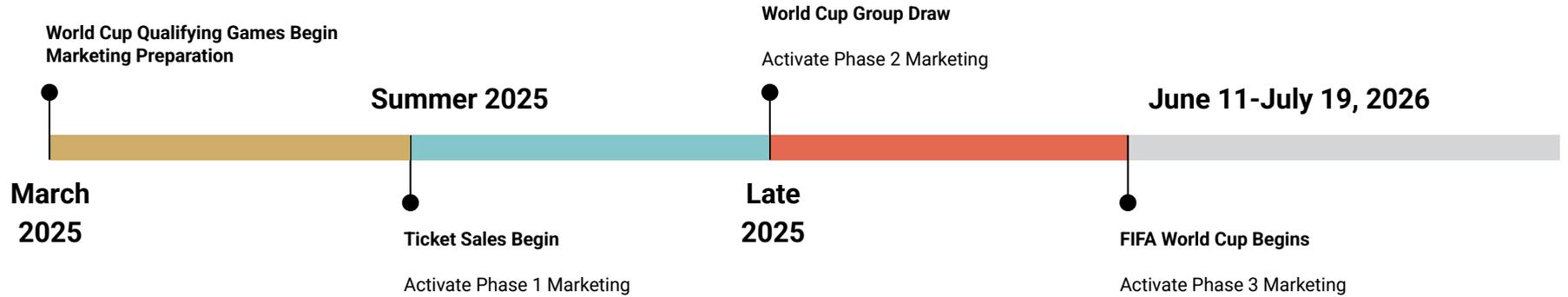
Phase 3: Sustaining Impact (Post-Event Remarketing)

- Leverage World Cup exposure to encourage return visits to Snohomish County.
- Implement remarketing campaigns to re-engage visitors who experienced the region.
- Continue positioning Snohomish County as a top-tier destination beyond the event.

With this phased approach, Snohomish County will not only capitalize on the immediate World Cup influx but also create lasting tourism and economic benefits for years to come.



FIFA World Cup Timeline



Phase 1: Building Awareness & Early Engagement (July – November 2025)

As the pre-sale and early ticket sales period begins, Phase 1 focuses on generating interest and capturing the attention of potential visitors in key target markets. By leveraging strategic advertising, messaging development, and partner collaboration, this phase lays the groundwork for Snohomish County to be top-of-mind as fans plan their World Cup experience.

Target Markets

We are focusing on U.S. cities that have strong Major League Soccer (MLS) fan bases, direct flights to Paine Field (PAE), or favorable soccer demographics—but are not World Cup host cities. These markets include:

- Cincinnati
- Chicago
- San Diego
- Phoenix
- Denver
- Portland

By reaching fans in these cities, we position Snohomish County as the ideal destination to extend their World Cup trip—and encourage them to "Come Early, Stay Later."



Phase 1: Marketing Strategy & Tactics

A multi-layered marketing approach will be implemented to guide potential visitors through the travel decision-making process:

Top-of-Funnel Awareness

- Meta Ads & Programmatic Placements – Broad digital campaigns to generate initial awareness and interest.
- Compelling Creative & Messaging – Tailored to highlight Snohomish County as a convenient, vibrant World Cup destination.

Mid-Funnel Consideration

- Search Campaigns – Targeting users actively researching travel and World Cup experiences.
- Destination Content – Engaging blog posts, itineraries, and video content reinforcing the value of an extended stay.

Low-Funnel Conversion

- BookDirect Integration – Driving bookings through the official Snohomish County website. The County has invested in adding short-term vacation rentals to this booking engine, creating value for all County destinations.



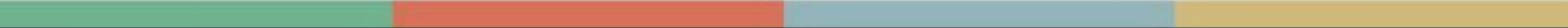
Phase 1: Creative Development & Partner Support

To ensure cohesive messaging and maximum impact, Phase 1 also includes:

Messaging & Creative Development – Crafting key themes, visuals, and ad concepts for all campaign elements.

Partner Toolkit Creation – A comprehensive resource for local stakeholders to align their promotions with the campaign, including:

- **Cheat Sheet** – FIFA messaging guide and visitor insights.
- **Media Schedule Overview** – Timeline of marketing activities.
- **Graphics & Creative Assets** – Ready-to-use materials for partners.
- **Messaging Direction** – Guidance on how to position Snohomish County effectively.



Phase 1: Budget

Campaign Strategy and Management	Includes media strategy, project management, administration and account management.	\$10,000
Digital Media Management	Includes digital media management, optimization and reporting.	\$10,000
Creative Development	Includes message development, creative concepts, campaign asset development and toolkit development.	\$25,000
Media	Advertising placements.	\$120,000
	TPA Funded Total	\$165,000

Phase 2 & 3: Funding Request Forecast

Phase 2	Includes media strategy, project management, digital media management, reporting, creative development and media placements.	\$215,000
Phase 3	Includes media strategy, project management, digital media management, reporting, creative development and media placements.	\$170,000
	Total FIFA Budget	\$550,000

Snohomish County Tourism Case Study

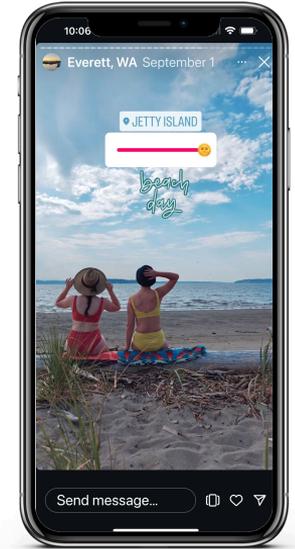
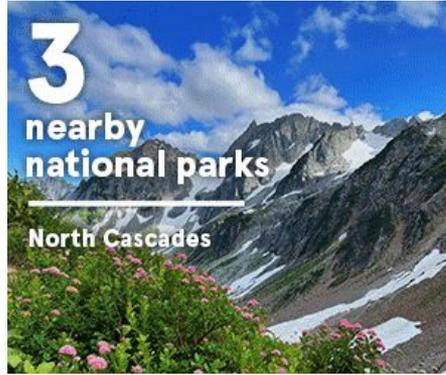
For the past six years, Snohomish County Tourism has partnered with DVA Advertising and PR to develop a robust tourism marketing program. This collaboration has encompassed branding, creative campaigns, partnerships with content creators, and extensive media outreach. The result has been a highly successful initiative that has driven significant economic impact, demonstrating the effectiveness of strategic marketing efforts in boosting regional tourism.

The success of this program is attributed to a multi-faceted approach that includes:

- Targeted Branding & Creative Campaigns: Developed engaging messaging and visuals that resonate with key audiences.
- Attribution-Based Advertising: Leveraged data-driven strategies to track and optimize the effectiveness of marketing efforts.
- Collaborations with Content Creators: Partnered with influencers and travel experts to extend reach and credibility.
- Earned Media Success: Generated significant media coverage, further enhancing brand awareness and destination appeal.



Snohomish County Tourism Case Study



\$1,162,375

Total value of earned media coverage generated in 2024, as calculated by the Muck Rack media monitoring platform. Up 33.4% YoY.



Snohomish County Tourism Program Success

Since 2021, Snohomish County's attribution-based advertising efforts have yielded substantial results:

- \$31.6 million in lodging revenue, accounting for approximately 4% of total lodging sales.
- \$234.9 million in visitor spending, representing roughly 4.1% of total tourism expenditures in the county.
- Millions of dollars in earned media, amplifying the county's visibility and reinforcing its appeal as a premier destination.

2024 Goals / Results

Deliver economic value for Snohomish County by driving demand generation for lodging partners and general destination visitation.

Room Nights Generated

Supply: 2,272,550
Room Nights Generated: 100,375
Value: \$11,880,250

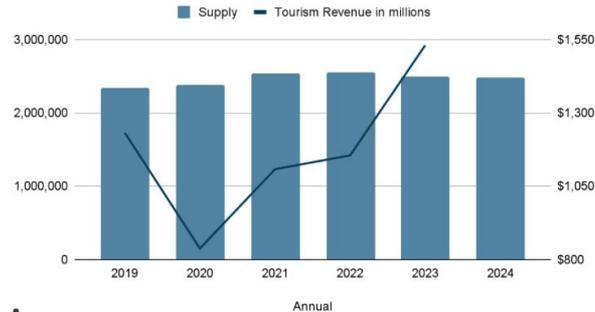
Visitor Days Generated

Trips: 485,000
Value: \$103,467,732

Total Economic Impact

Total Value of Tourism: \$1.53B, (2023)
Value Generated: \$115M
Percent of Total Value: 7.5%

Supply and Tourism Impact



THANK YOU



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