

A group of approximately 15 people, including men and women of various ages, are standing on a grassy field. They are holding a large Croatian flag. In the background, there is a soccer goal and a scoreboard. The scoreboard has the word "EPISCOPAL" at the top, followed by "HOME" and "GUEST" columns, and "TRACK & FIELD" at the bottom. The entire image is overlaid with a semi-transparent orange filter.

# FIFA World Cup 2026



# FIFA World Cup '26

- June 11-July 19, 2026
- Host countries: United States, Canada, and Mexico
- Expected to be largest World Cup in history
  - 48 teams
  - 104 matches
  - 16 host (match) cities
    - Eastern regional match cities include: PHL, NYC, BOS, TOR, ATL, MIA
- Expected visitation
  - 7 million fans
    - 3.7 million in U.S.





FIFA



FIFA

# Alexandria as a Team Base Camp

- Alexandria bid on 2025 Club World Cup and 2026 World Cup
- Al Ain FC (UAE) selected Alexandria for 2025 Club World Cup
- Croatia selected Alexandria for 2026 World Cup





*Croatian National Football Team*



*Team Captain Luka Modrić*

# About the Croatian National Football Team: Vatreni

- #10 ranked team in the world
- Led by Superstar and Team Captain Luka Modrić
- World Cup Matches:
  - June 17: England vs. Croatia in Arlington, TX
  - June 23: Panama vs. Croatia in Toronto, ON
  - June 27: Croatia vs. Ghana in Philadelphia, PA



# World Cup Goals

- Provide a warm welcome to the Croatian team and those who travel with them
- Drive awareness of and demand for Alexandria
- Showcase the city to sports tourism planners
- Leverage opportunities from visiting media
- Drive incremental visitor spending



# What's Being Planned

- Providing Team Amenities
- Marketing to World Cup Fans
- World Cup Section of [visitalegypt.com](http://visitalegypt.com)
- Developing Content
- In-Language Visitor Information
- Community Training Session
- Croatian Embassy
  - Partnership
  - Events
- Seeding Stories About Alexandria to Visiting Media
- Showcasing Alexandria to Sports Events Planners



# Business Opportunities

- Create themed activations, with a cultural and/or soccer flair
- Create watch parties and other events
- Develop themed offers
- Hotels: Develop stay and play packages
- Restaurants and Bars: Develop creative food and drink specials
- Retail: Curate merchandise that's representative of soccer, Croatia, etc.
- Dress business in Croatian flags and soccer décor

