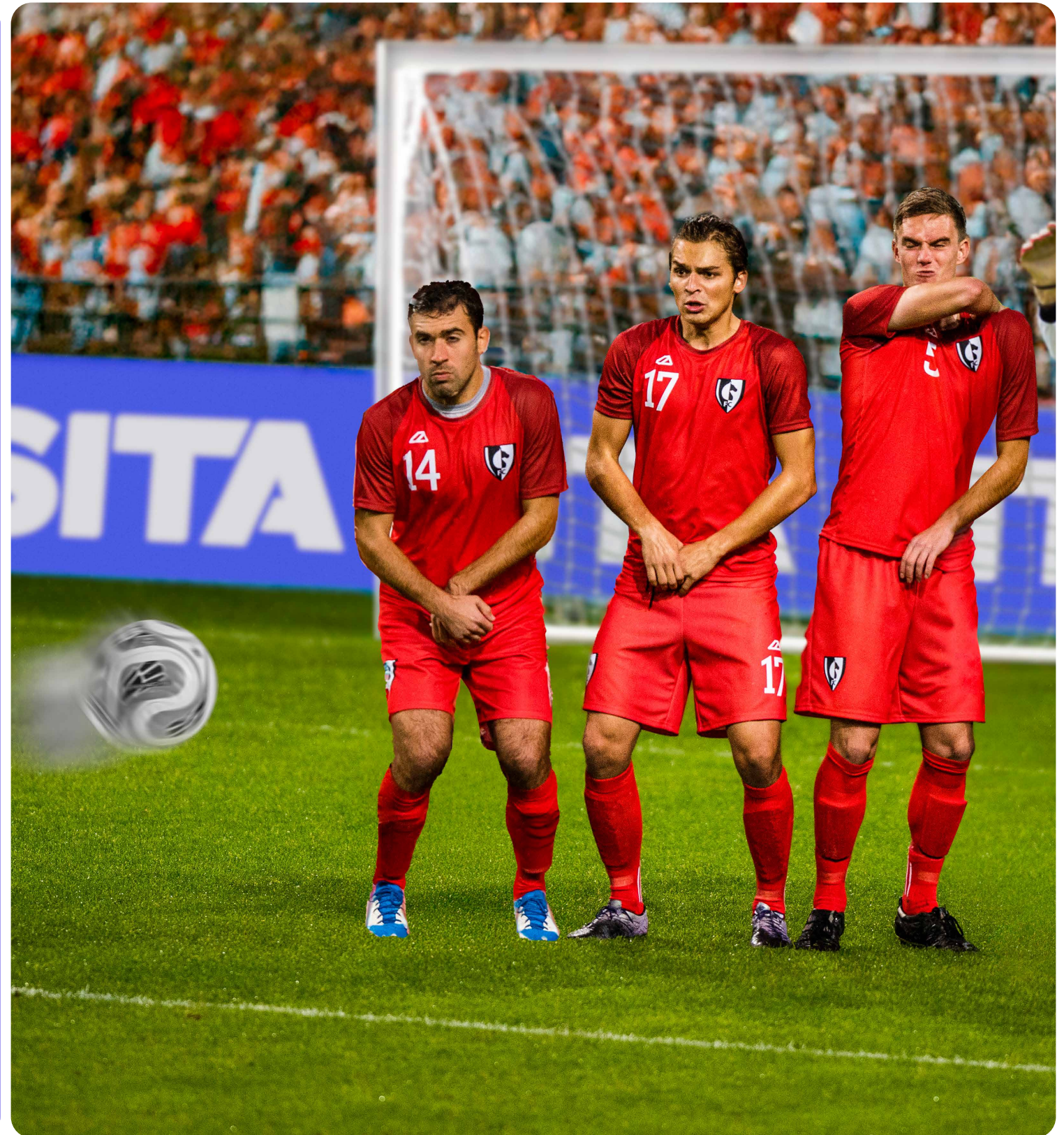


SITA

FLYING AT YOU FAST

World Cup 2026 in North America:
how SITA supports major sporting events





GET GAME READY
FOR 6 MILLION
SOCCER FANS.

SITA

CONTENTS

World Class Response	04
World Cup Fixtures	05
How SITA Supports Global Sports	07
Case Study: World Cup 2022: Qatar	08
Airside Optimizer	11
Total Optimizer	12
APVe	13
Flex and Flexbox	14
Smart Path	15
About SITA	16
Contact Us	17

World class sporting events require a world class response.

**The World Cup kicks off on June 11, 2026
in Mexico and ends with the final on July 19
in New York.**

2026 is bigger and more complex than any previous World Cup. Over the tournament, there will be 104 matches across 16 cities in Mexico, Canada and the US.

The competition has been expanded by 50%. For the first time, 48 countries will play (rather than the traditional 32).

This is also the first time ever that the World Cup has been hosted by three countries.

An estimated 6 million soccer fans will flock to the games. For airports, it could be like Thanksgiving Day... every day.

SITA has supported almost every global sporting event over the past 25 years.

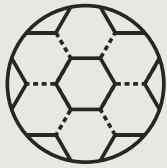
Read on to see how our innovations have helped the air travel industry and governments handle the sudden influx of travelers – and find out what your airport can do now to get game ready for 2026.



2026 WORLD CUP FIXTURES

GROUP STAGE MATCHES						ROUND OF 32		ROUND OF 16	QUARTER - FINALS	SEMI - FINALS	FINALS
WEST REGION											
1 Vancouver	June 13	June 18	June 21	June 24	June 26	July 2		July 7			
2 Seattle	June 15	June 19	June 24	June 26		July 1		July 6			
3 San Francisco Bay Area	June 13	June 16	June 19	June 22	June 25	July 1					
4 Los Angeles	June 12	June 15	June 18	June 21	June 25	June 28	July 2		July 10		
CENTRAL REGION											
5 Guadalajara	June 11	June 18	June 23	June 26							
6 Mexico City	June 11	June 17	June 24			June 30		July 5			
7 Monterrey	June 14	June 20	June 24			June 29					
8 Houston	June 14	June 17	June 20	June 23	June 26	June 29		July 4			
9 Dallas	June 14	June 17	June 22	June 25	June 27	June 30	July 3	July 6		July 14	
10 Kansas City	June 16	June 20	June 25	June 27		July 3			July 11		
EAST REGION											
11 Atlanta	June 15	June 18	June 21	June 24	June 27	July 1				July 15	
12 Miami	June 15	June 21	June 24	June 27		July 3			July 11		July 18
13 Toronto	June 12	June 17	June 20	June 23	June 26	July 2					
14 Boston	June 13	June 16	June 19	June 23	June 26	June 13			July 9		
15 Philadelphia	June 14	June 19	June 22	June 25	June 27	June 29		July 4			
16 New York / New Jersey	June 13	June 16	June 22	June 25	June 27	June 30		July 5			July 19

SITA HAS SUPPORTED ALMOST EVERY MAJOR SPORTING EVENT FOR THE PAST 25 YEARS



WORLD CUP

- **2010 | South Africa FIFA**
Check-in and self-service kiosks, VHF Digital Link, APP, border management
- **2014 | Brazil FIFA**
Air traffic management and technology
- **2018 | Russia FIFA**
Automated self-service gates at Domodedovo airport
- **2022 | Qatar FIFA**
Integration for digital identities and passenger facilitation with SITA's APP, Smart Path, Airport Management



OLYMPICS

- **1984 | Los Angeles Olympics**
World's first Common Use Terminal Equipment (CUTE)
- **2000 | Sydney Olympics**
Electronic Travel Authority (ETA) including APP and Biometrics
- **2004 | Athens Olympics**
Europe's first Common Use Self Service (CUSS) kiosks
- **2008 | Beijing Olympics**
CUTE, CUSS, IP-VPN, disaster recovery
- **2016 | Rio Olympics & Paralympics**
Remote check-in for Athletes Village for Olympics and Paralympics



F1 AND TOURISM

- **2009 | Abu Dhabi Formula 1**
CUSS kiosks, APP, end-to-end managed check-in
- **2016 | Oman Travel Destination**
Border security program including eVisa



WHO'S COMING TO PLAY?

There are 48 spots up for grabs at World Cup. The qualification rounds end by March 31, 2026.

A handful of teams have already qualified. The US, Mexico and Canada enter automatically as hosts. Argentina, New Zealand, Japan and Iran have won their groups.

Potentially, some participating nations face visa restrictions on entry to the US – highlighting the importance for airports, airlines and border agencies of pre-travel clearance.

The risk of inadmissible travelers remains low but the impact on border security could be high.

A surge in travelers increases potential for invalid documents, prior immigration violations, criminal records, expired ESTAs/visas, fraud or just honest mistakes. An error rate of just 0.1% could mean thousands of people in secondary processing.

Wondering which fans are likely still to be flying at the latter stages?

France, Spain and Brazil are joint favorites to win, closely followed by England and Argentina.

At 50:1, the US has the best betting chance among the home nations of lifting the World Cup.

It's still possible that a global superstar – whose name could describe a teenager's bedroom – might play. But the World Cup will almost certainly bring the curtain down on the dazzling careers of a number of truly great players.

The younger generation of talent from teams like Real Madrid, Man City and Barcelona will feature. Their fans will be coming through your gates. For host nations' talent, keep an eye on players who do their footwork at stellar teams like AC Milan and Bayern Munich.

CASE STUDY

WORLD CUP 2022: QATAR

In 1994, the US set the record for World Cup attendance with almost 3.6m spectators.

In 2022, Qatar only fell slightly short of that total with 3.4m fans.

Now, it should be obvious that Qatar isn't the United States. With a population of just 2.7m people, the nation only has two major airports. Hamad International Airport in the capital Doha is famous as one of the world's great travel hubs. Frequently rated as Skytrax #1, the airport handles almost 60m passengers a year.

Nonetheless, an influx of millions of soccer fans could have been a serious challenge for its aviation infrastructure.

CASE STUDY: WORLD CUP 2022, QATAR



SITA: 25 years of expertise

With decades of experience in major sporting events, SITA’s innovations help airports manage sudden spikes in passenger volume efficiently and securely.

For Qatar 2022, SITA partnered with the Qatari government. The first-ever World Cup held in the Middle East, it was important that the operational systems and fan experience were as good as the football.

Doha is a magnificent airport with real commitment to world class customer experience. Even so, with a flood of visitors over a short period, it was vital to minimize delays and bottlenecks.

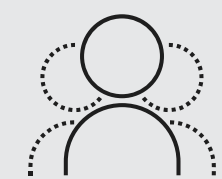


Flights, passengers, borders

For Doha, SITA’s innovative Airport Management solutions helped maintain resource efficiency. At the same time, we deployed SITA Flex common-use self-service systems and SITA Smart Path biometric processing to optimize passenger flows.

For immigration, our Advance Passenger Processing (APP) enabled real-time pre-clearance of travelers. By ‘exporting the border’ to the point of departure, digital clearance expedited immigration, enhanced security and cut queues.

SITA’s expertise in digital identities also enabled the Hayya Card. This simplified spectator access to transport, hotels, and venues, creating a seamless visitor experience.



The fan experience

From a hospitality point of view, SITA’s innovations helped make the Qatar World Cup the best ever fan experience.

Our technology gave Hamad International Airport practical, cost-effective solutions to a real-world challenge. The experience positioned Doha for long-term growth, boosting its annual capacity and enhancing resilience for future events.

Given that World Cup 2026 is 50% bigger – and that the geography is bigger and cross-border – SITA’s technologies will be essential in supporting airports’ operational efficiency, faster passenger flow, better security, and a superior travel experience.

Check out our quick guide to fast, easy-to-implement solutions.

GET GAME READY FOR THE WORLD CUP

Quick simple steps optimize your airport
and protect the passenger experience.



AIRSIDE OPTIMIZER

We all know that airport management is prone to the domino effect. One small airside issue can cascade through the system. That's why around 250 airports rely on SITA's airport management solutions to optimize resource allocation, gate assignments, ground vehicle management.

The result is sharper aircraft turnaround times and better on-time performance (OTP).

Airside Optimizer uses real-time data, predictive analytics and machine learning to improve operational performance and get the most out of existing infrastructure. As a modular system, it integrates easily with your existing systems – ideal for helping you cope with peak traffic.



TOTAL OPTIMIZER

The clue is in the name. SITA Total Optimizer is a holistic, AI-driven system designed to maximize operational efficiency and minimize costs.

By pooling data from disparate sources across your airport, Total Optimizer gives every stakeholder an objective overview. With shared insight, you can then dynamically set relative priorities for your airport: operational performance, capacity provision, revenue generation, cost efficiency, passenger experience and sustainability.

As a modular, user-friendly system, Total Optimizer is easy to implement. It's your pathway to automation, optimization, and environmental responsibility – and smarter, more efficient airport management.



APVe

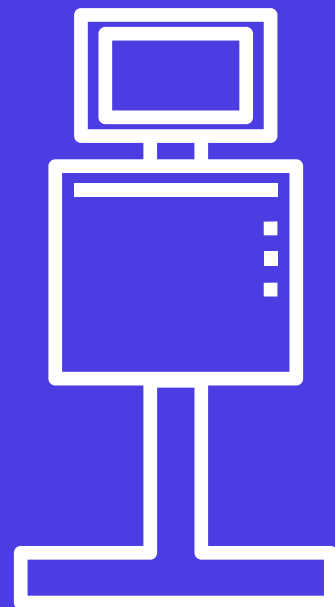
More visitors, more flights, more baggage, more languages....

All of this is heading your way with the World Cup. And dynamic airport communication is key.

Outdated, static signage can't keep up with the rush of excited fans. It can lead to confusion, missed flights, and frustrated travelers. It can also mean missed opportunities for scoring revenue.

With world-leading dynamic signage from SITA, you'll keep passengers moving smoothly and your operations running well.

APVe is your world-beating signage and flight information solution. It adapts to real-time conditions. It guides passengers – in their language – to gate changes and ground transportation. It points them to shopping and dining spots. It's all about being fluid, fast, and friendly.



FLEX AND FLEXBOX

Short of space? One of the key strategies for managing more passengers is being able to expand self-serve without physically expanding your infrastructure.

SITA Flex is a cloud-based platform that enables airlines and airports to deliver passenger services check-in, bag tagging, boarding, and flight updates – **on any device**, including personal smartphones, tablets, kiosks, and new flexible hardware like FlexBox stations.

The beauty of FlexBox – apart from its small size – is the option to shift passenger processing away from the airport. At hotels, malls, parking lots, even on airport buses, the small user-friendly footprint of FlexBox lets passengers check-in and print luggage tags – helping reduce airport congestion and smoothing the passenger journey.

Now it's easy to build ultra-portable, customizable check-in and service points. Fast and economical to install, FlexBox is the ideal, plug-and-play self-serve solution.



SMART PATH

With around 6,000 biometric touchpoints working at busy airports worldwide (including 15+ airports in the US), SITA Smart Path is literally years ahead of the competition.

Using facial recognition, Smart Path complies with US Customs and Border Protection (CBP) entry and exit requirements by integrating seamlessly with CBP's Traveler Verification Service (TVS).

Using Smart Path, travelers move through each checkpoint without showing a passport or boarding pass, simply verifying their identity with a facial scan. Smart Path enhances security, reduces wait times, and improves the overall passenger experience while helping airports and airlines increase operational efficiency. Fully integrated with existing airport infrastructure, Smart Path helps optimize border control systems.



SITA

YOUR WORLD - LEADING PARTNER

Smoother air travel
every step of the way.

- Through information and communications technology, SITA helps to make end-to-end journeys easier for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with around 400 air transport industry members and 2,800 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA.
- With a customer service team of over 2,000 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our customers include airlines, airports, GDSs and governments.
- Created and owned 100% by the industry, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.
- Our annual Air Transport and Passenger. IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.

WE'RE HERE TO ANSWER YOUR QUESTIONS

So come and talk to us. We've worked on almost every major sporting event globally. Airport technology is our specialty. Let's work together to give you a great World Cup experience.

SITA



For more information [click here](#) or email us info@sitaaero.com



Registered Office

SITA SC

Leopold III, 2 Avenue des Olympiades

B-1140 Brussels

Belgium

Tel: +32 (0) 2 745 0510

Geographic Offices

Americas

600 Galleria Parkway SE Suite 1000

Atlanta GA 30339

United States of America

Tel: +1 770 850 4500

Asia Pacific

11 Loyang Way

Singapore 508723

Republic of Singapore

Tel: +65 6545 3711

Europe

Chemin de Blandonnet 10

1214 Vernier

Switzerland

Tel: +41 22 747 6000

Middle East & Africa

Holcom Building

2nd floor, Bloc A SITA,

Cornich Al Nahr Beirut - Lebanon

Tel: +961 (1) 637 300

WWW . SITA . AERO