

# Leverage the World's Biggest Sporting Event to Boost Local Tourism

Nearly six million people from around the world are expected to visit North America next summer. Make sure your destination is part of their plans.

The 2026 World Cup is expected to bring a massive influx of travelers to cities across the U.S., Canada, and Mexico. However, the opportunity extends beyond the stadiums. Most of those fans will travel with family members who may not attend the matches, and all visitors will have plenty of free time between games to explore the area.

Whether you're in a host city or destination along a travel corridor, smart, localized marketing can help you show these fans why they should add your destination to their itineraries.



## Pool Destination Resources with Orange 142 Co-Op Marketing Programs

Orange 142's co-op programs allow destinations and their partners—hotels, attractions, restaurants, and other local businesses—to pool budgets and run larger, more effective campaigns.

We manage the entire process from start to finish. That begins with identifying who to target. For World Cup campaigns, we focus on people actively engaging with related content—fans reading match previews, travelers researching flights and hotels, or families planning summer vacations around the tournament. If needed, we can also translate your ads into Spanish to better connect with international travelers. We monitor performance daily and make real-time adjustments to keep your campaign on track. To keep things simple, we also handle separate billing for each participating business.

To learn more please visit [orange142.com](https://orange142.com)

We've run successful co-ops at both the state and DMO level, helping smaller destinations and businesses access digital advertising they might not otherwise afford. By partnering with Orange 142, your destination can amplify its message, stretch its budget, and capitalize on this rare opportunity to reach a global audience.

### How We Help You Reach Visitors

- Show ads to travelers and fans in real time, whether they're near host cities or traveling through key corridors
- Combine efforts with hotels, attractions, restaurants, and DMOs for a broader local impact
- Stretch budgets further by sharing costs. Orange 142 handles all campaign logistics and invoicing
- Reach travelers on their phones, online, and through location-targeted ads
- Use multilingual messaging to connect with international visitors

### Why Work with Orange 142?

The World Cup creates two key windows to reach travelers: when they're planning their trip, and once they've arrived.

Before the tournament, we can target fans at home on their desktops and mobile devices as they research flights, accommodations, and activities between matches.

Once they're here, we use tools such as geofencing and location-based targeting to reach travelers on their phones near host cities, airports, stadiums, and travel corridors. These tactics are especially valuable because fan schedules may change as teams advance, and many visitors will rely on their phones to decide where to go and what to do.

Orange 142 has a proven track record with co-ops. We've worked with numerous destinations to raise awareness of their partners through digital advertising.



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### What You Get

- World Cup-specific audience segmentation
- Channel planning, media buying, and daily optimization
- Multilingual creative support (Spanish available)
- Real-time reporting and campaign insights
- Separate billing for each participating business

## Let's Build Your Co-op Program

Ready to get started? Contact Us.



### About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US, servicing marketers and agencies. We are part of Direct Digital Holding holding company, which is the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies, executing campaigns on behalf of their clients.

Our team of experts has a deep understanding of the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest level of service and transparency. We believe that open communication and collaboration are essential to the success of every advertising and marketing initiative.

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