

FCDO CONSULAR TOOLKIT FIFA WORLD CUP '26

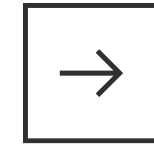
Travel Aware
Toolkit for
Partners



Foreign, Commonwealth
and Development Office

travel
aware
gov.uk/travelaware

HEADING TO THE FIFA WORLD CUP '26?



Background

The men's FIFA World Cup will take place from 11 June to 19 July 2026.

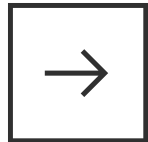
The tournament is the first to be co-hosted by three countries – the US, Canada and Mexico – and will be the biggest ever, both geographically and in terms of number of teams and matches.

In addition to British nationals living in country, we are expecting at least 40,000 British nationals to travel to the region.

England and Scotland have both qualified for the tournament.

Across Canada, Mexico and the US, the World Cup will also coincide with the onset of hurricane season and the possibilities of other extreme weather and natural disasters, including wildfires.

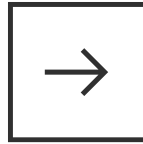
Each of these events could be individually challenging; collectively, they present a complex scenario requiring careful coordination and messaging to travelling fans.



Campaign aims

Consistent with the broader FCDO Travel Aware campaign, our World Cup 2026 messaging aims to reduce the number of preventable incidents involving British nationals overseas in the US, Canada and Mexico which require consular assistance.

We will help to do this by flagging relevant safety information and driving travellers to view our country Travel Advice pages for the US, Canada and Mexico before and during travel.



Our partners

- This toolkit is for all Travel Aware and sports industry partners. It provides guidance on how you can promote Travel Aware World Cup 2026 messaging to your audiences.
- Keeping British nationals safe abroad is a shared interest for the FCDO and its partners. As well as reducing consular cases, adequately prepared travellers will reduce pressure on customer services, insurance claims and travellers having negative experiences abroad.

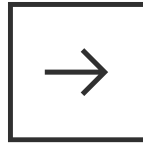
OFFI

HEADING TO THE FIFA WORLD CUP '26?

KEEP YOUR VALUABLES SAFE



OFFI



Our audience

- Our audience includes all British nationals travelling to the US, Mexico and Canada during the 2026 World Cup. This covers fans attending matches, those travelling for work or leisure during the tournament period, and anyone moving through host cities.
- Our messaging is designed to be inclusive and relevant to all UK travellers. Our communications will therefore be broad enough to reach the full travelling public, while remaining engaging and accessible to the core fan demographic.

OFFI

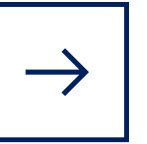
HEADING TO THE FIFA WORLD CUP '26?

CHECK ENTRY REQUIREMENTS



OFFI





Core messages

01

Check Travel Advice

Check Travel Advice for the US, Canada and Mexico and sign up to Travel Advice email updates for all the latest info.

02

Get travel insurance

Ensure you have appropriate travel insurance as soon as you book and check your policy's terms and conditions.

03

Check entry requirements

Make sure you meet the entry requirements for your destination(s). Leave sufficient time to organise ESTAs or visas, depending on your status and destination.



Core messages

04

Plan ahead

Routes and accommodation will be busier than normal; plan routes and accommodation in advance.

05

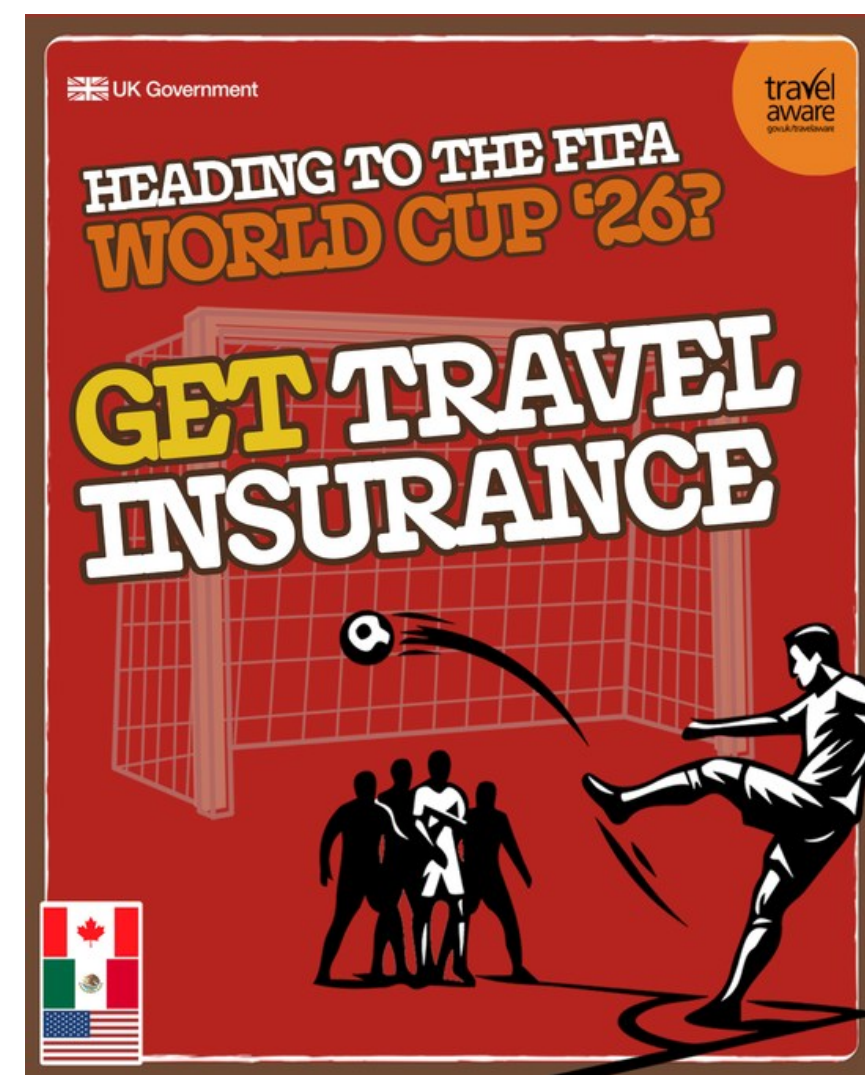
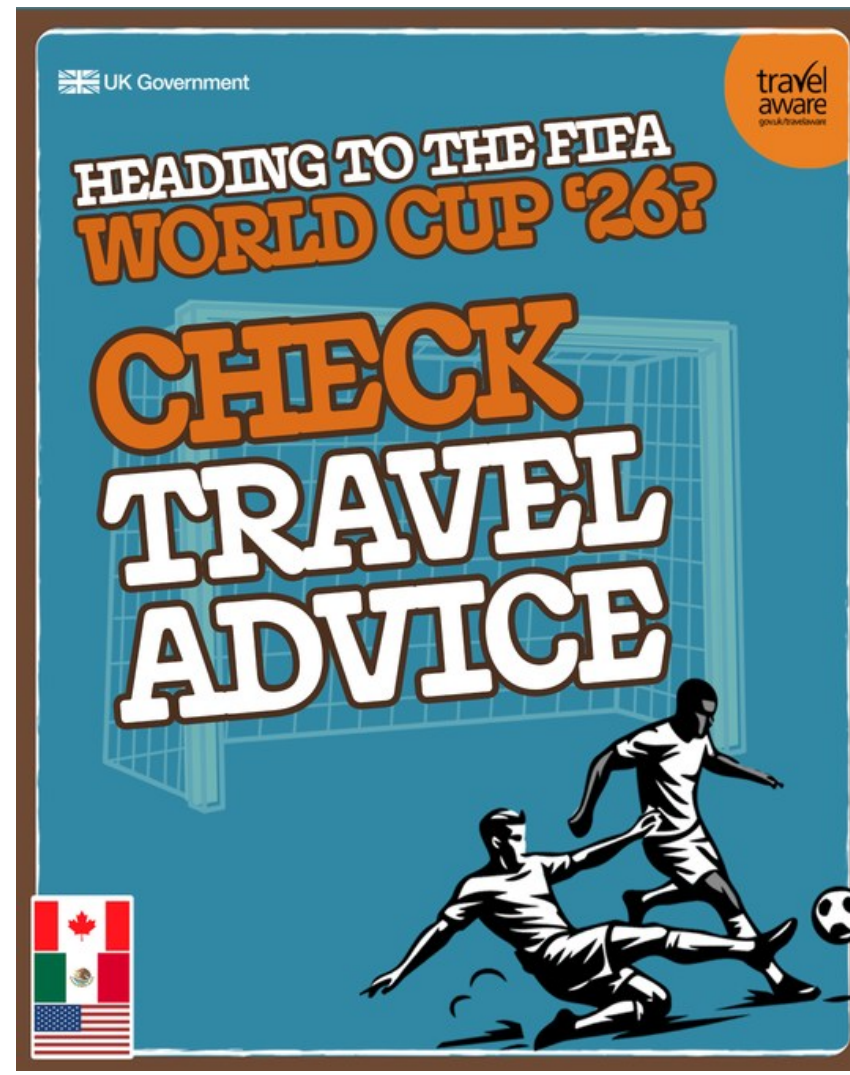
Check local laws

Laws and customs can differ between countries and cities. Check the local laws and customs for your destination before you travel.

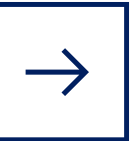
06

Keep your valuables safe

Fan events and matches will be busy. Take care of your valuables, including your passport.



- Our assets are available in 1:1, 4:5, 16:9, and 9:16.
- We aim to accommodate requests for alternative dimensions, where possible.
- Assets can be used on social media channels, with accompanying copy (examples ahead), or in-situ on digital screens.
- Assets will be provided by Kindred.



UK Government

travel aware

HEADING TO THE FIFA WORLD CUP '26?

KEEP YOUR VALUABLES SAFE

Canada, Mexico, USA

UK Government

travel aware

HEADING TO THE FIFA WORLD CUP '26?

PLAN AHEAD

Canada, Mexico, USA

UK Government

travel aware

HEADING TO THE FIFA WORLD CUP '26?

CHECK ENTRY REQUIREMENTS

Canada, Mexico, USA

UK Government

travel aware

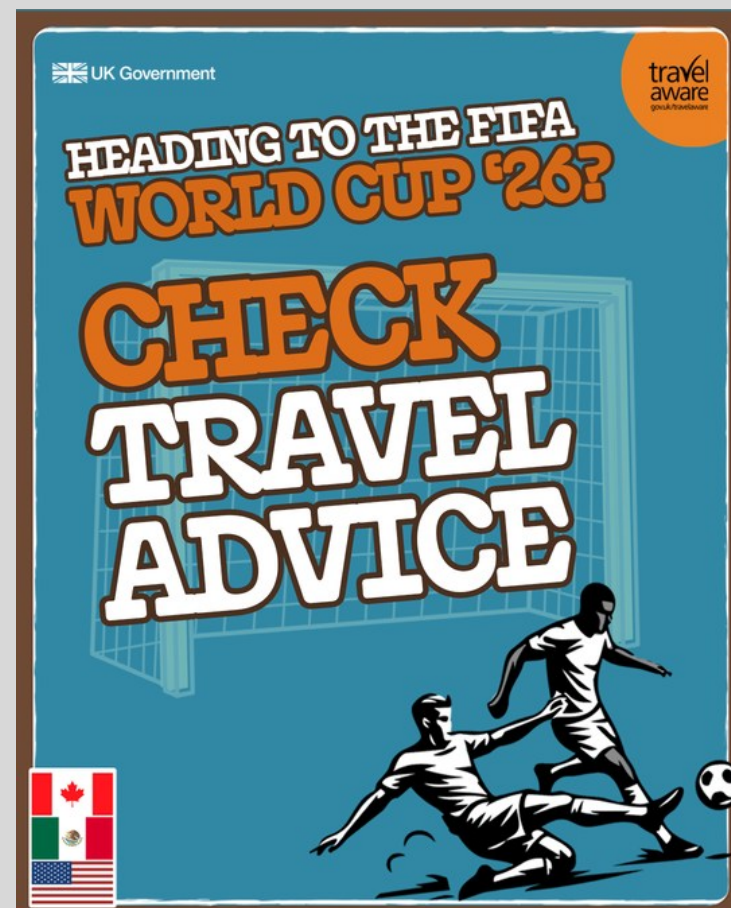
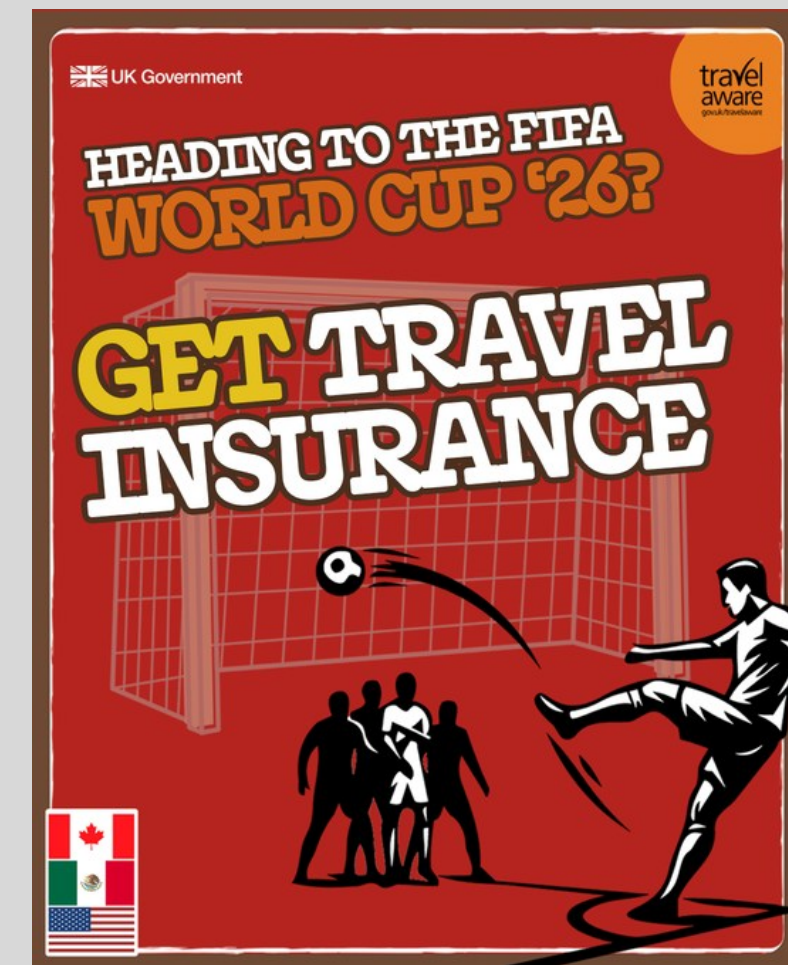
HEADING TO THE FIFA WORLD CUP '26?

CHECK LOCAL LAWS

Canada, Mexico, USA

Example copy

Heading to the FIFA World Cup? Make sure you're covered. Get travel insurance that matches your itinerary, activities and emergency needs for your trip. Check travel advice before you book. 🖱️ <https://www.gov.uk/foreign-travel-advice/usa/world-cup-2026>

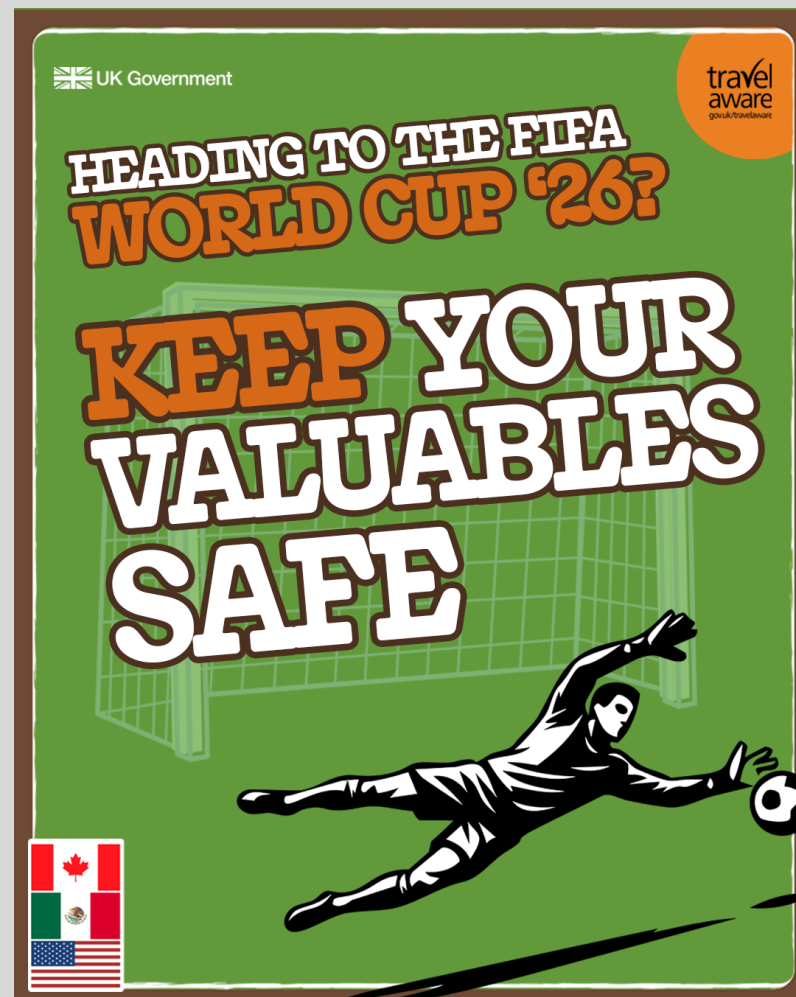
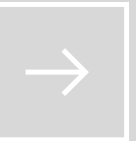
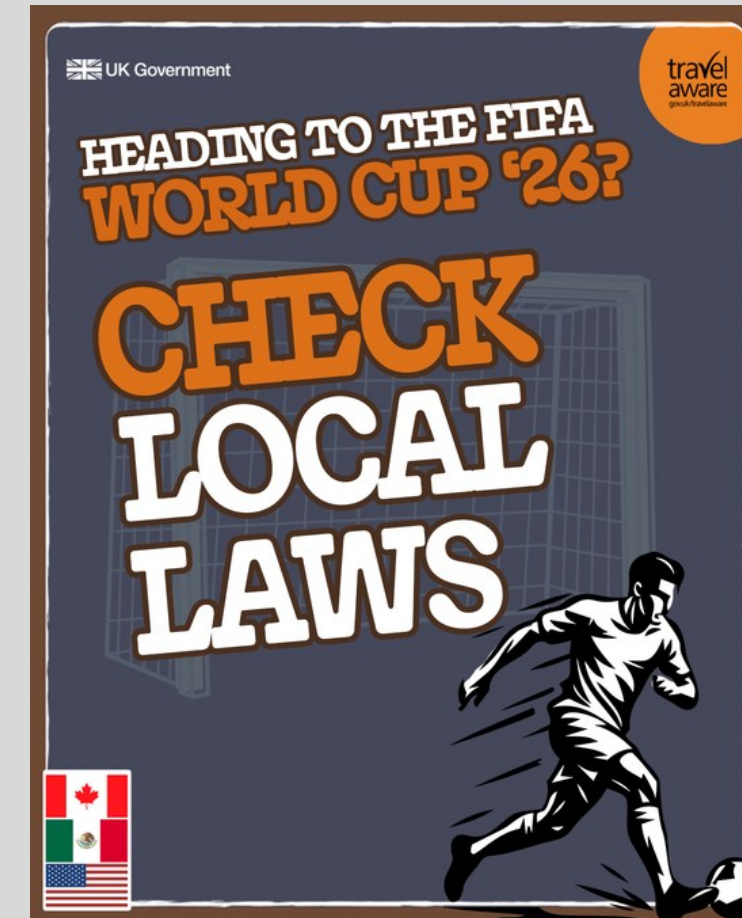


Heading to the FIFA World Cup? Cities and stadiums will be very busy. Stay informed on safety, transport, fan zones and more by checking travel advice before you go. 🖱️ <https://www.gov.uk/foreign-travel-advice/canada/world-cup-2026>

Example copy

Heading to the FIFA World Cup? Laws can differ between host nations. Understanding them helps keep your trip running smoothly. Read up on travel advice before you go

👉 <https://www.gov.uk/foreign-travel-advice/canada/world-cup-2026>



Heading to the World Cup? With packed stadiums, fan zones and busy transport routes, keep a close eye on your belongings and follow local guidance. Stay aware, stay safe, and check travel advice before you go 👉 <https://www.gov.uk/foreign-travel-advice/mexico/world-cup-2026>

Example copy

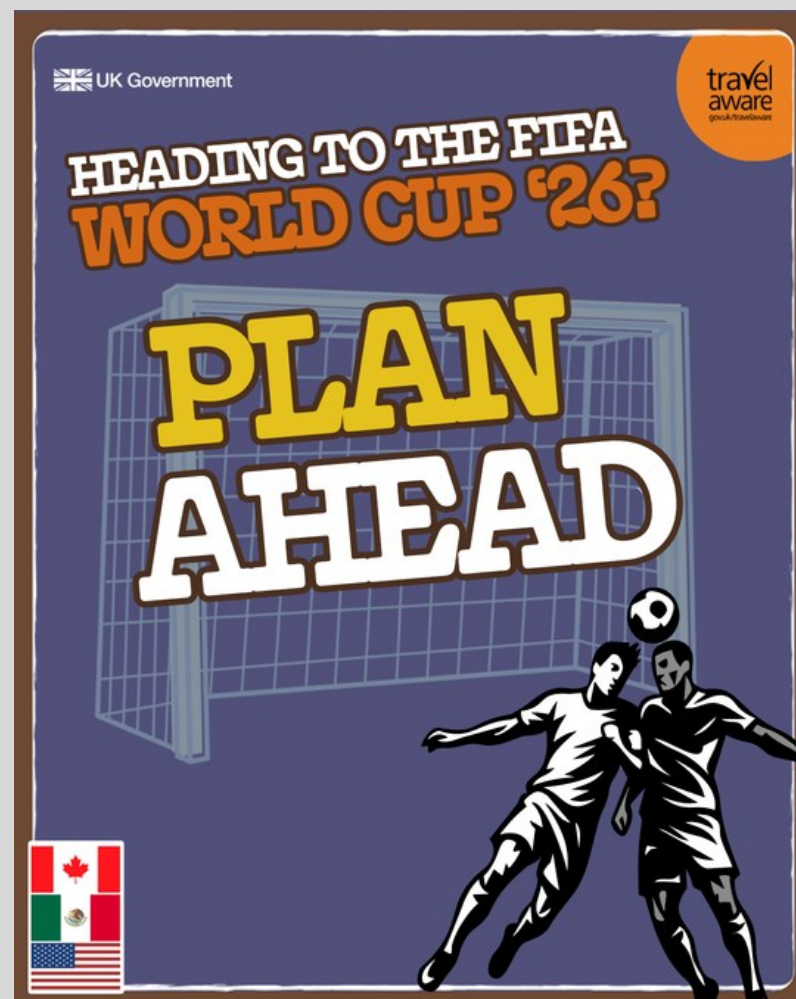
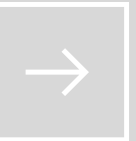
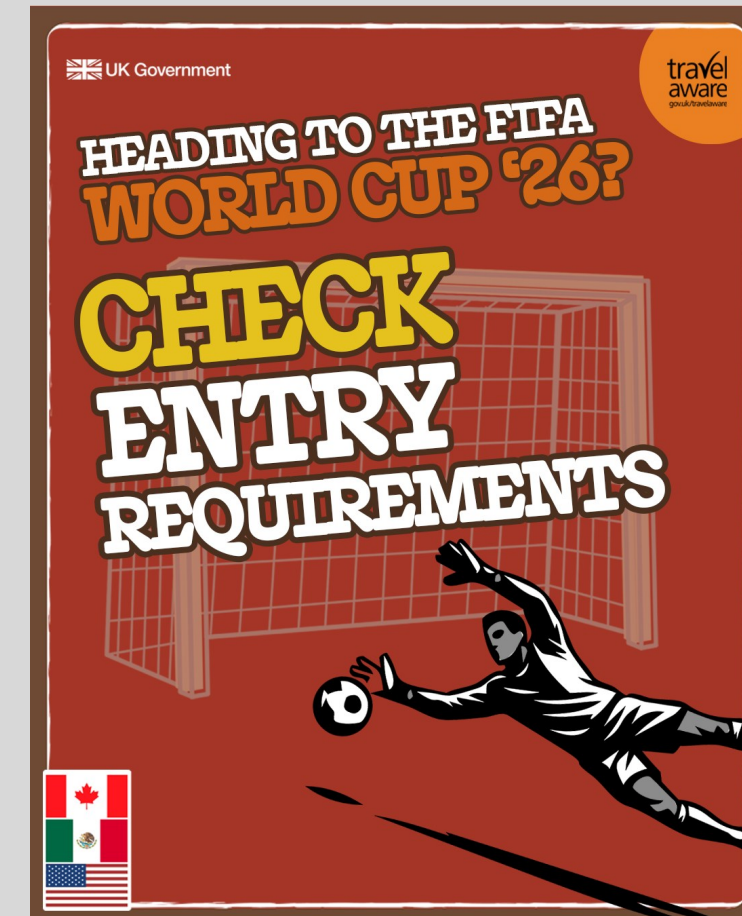
Travelling to Canada for the FIFA World Cup 2026?

Most travellers need either:

- a visa or
- an Electronic Travel Authorization (eTA)

Check online to see which one applies to you [→](#)

<https://www.gov.uk/foreign-travel-advice/canada/world-cup-2026>



Heading to the World Cup? Accommodation and transport will be in high demand across host cities. Plan early, know your route to the stadium, and leave plenty of time on match days. Check travel advice for updates [👉 https://www.gov.uk/foreign-travel-advice/mexico/world-cup-2026](https://www.gov.uk/foreign-travel-advice/mexico/world-cup-2026)

HEADING TO THE FIFA
WORLD CUP '26?

KEEP YOUR
VALUABLES
SAFE



How you can support us

- Retweet/share our social media posts. A Travel Advice/Aware BAU forward-looking content calendar is shared with Kindred regularly.
- Amplify the key messages in your own content across a range of channels in the run up to and during the World Cup. Please do tag FCDO/our handles, so that we see your posts and can amplify in return!
- Direct your audience to FCDO Foreign travel advice wherever possible – UTMs can be provided upon request.
- Share our new assets or create bespoke graphics incorporating our key messages
- If you're planning any long-form articles, blogs, posts or carousels, please get in touch. We can provide quotes, guidance or comments.
- If you plan to display the assets physically on digital screens, for example, please flag footfall, duration and location of display and any photos to travelawarepartnerships@kindredagency.com and sarah.brady@fcdo.gov.uk

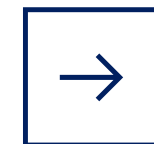
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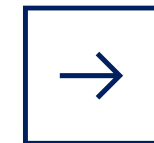
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Facebook - [FCDO Travel Advice](#)



Instagram - [Travel Aware](#)



GOV.UK - <https://www.gov.uk/foreign-travel-advice/usa/world-cup-2026>





Thank you

- **Thank you for supporting our campaign. Industry partners play an essential role in helping travellers access the information they need to have a safe and enjoyable trip.**
- If you require our assets in a different size or dimension, please let us know and we will try to accommodate.
- You can contact Kindred at travelawarepartnerships@kindredagency.com.

