



As the world comes to North Texas for the 2026 FIFA World Cup, we have a unique opportunity to showcase what makes this region one of the best places in America to do business as well as our rise to the financial powerhouse of investment and innovation we have become.

North Texas is more than a World Cup host. We are a global business hub with the workforce, infrastructure, connectivity, economic strength and quality of life that companies need to grow.

Quick Proof Points

- 4th largest U.S. region (soon to be 3rd)
- 13 counties and 150+ cities
- Almost 9 million residents
- Growing by one person every 3.3 minutes
- Labor force of more than 4 million
- Roughly \$800 billion in economic output
- 7th largest export market in the U.S.
- Nearly \$20 billion in total merchandise exports
- Direct global air service to major international markets
- Major strengths in aviation, logistics, manufacturing, finance, health care and technology

Sound Bites

“North Texas is where the world meets to play and do business.”

“The World Cup gives us a global stage to show why North Texas is one of the best places in America to grow a company.”

“For international businesses looking for a U.S. home, North Texas offers talent, connectivity, affordability and opportunity.”

“North Texas has the scale of a global economy and the culture of a place where people want to live.”

“We are not just hosting the World Cup. We are welcoming the world’s next generation of business investment.”

“North Texas is open for business and built for the world.”

“With more than 8.7 million residents, a labor force over 4 million strong and a regional economy generating roughly \$800 billion in output, North Texas has the scale of a major global market.”

The World Cup will bring the eyes of the world to North Texas. Our message is simple: this is a region built for global business, long-term growth and opportunity.

Bring your business to North Texas, and we will help you compete on the world stage.

Brought to you by



North Texas Commission | NTC-DFW.org/worldcup