

SPECIAL EDITION | FREE | JUNE - JULY 2026

Your Money Playbook For The World Cup

*10 real, specific, exciting ways to earn during
the biggest sporting event of your lifetime.*



\$20B+ economic impact |
5M global visitors | 16 US cities |
104 matches | 1 insane opportunity

WHY THIS IS YOUR MOMENT

The World Cup *is an ATM.*



The 2026 FIFA World Cup is coming to American soil for the first time in 32 years; and it is bringing \$20 billion, 5 million global visitors, and an economic wave that will roll through 16 cities from June to July. The smart money? It started moving yesterday. Here is how to catch up.

\$20B+

Economic impact

Across all 16 host cities

5M

Global visitors

Highest-spending fans
on earth

104

Matches played

That's 104 money
windows

16

Host cities

All verified on
Geotela



"This is not a sporting event. It is an economic event with a scoreboard attached." ; **Geotela Investor Intelligence, 2026**

History says BUY. Every World Cup host nation saw a real estate and hospitality boom. Rio 2014, Moscow 2018, Doha 2022 ; neighborhoods near stadiums outperformed city averages for 5+ years afterward. USA 2026 is bigger than all of them combined.

Location is everything. Not every street near a stadium prints money. The 0.5–2 mile radius from the venue is where the magic happens. Geotela's geo-intelligence maps exactly which blocks are verified high-growth ; so you're not guessing.

The window is already open. Nightly Airbnb rates near host stadiums are already rising. Hospitality permits are filling up. The investors who move in May collect everything. The ones who wait for July collect leftovers.

Geotela is your unfair advantage. While everyone else relies on vibes and Instagram, you will have verified geo-intelligence. Every pin on Geotela passed three independent attestations. That is the difference between a smart bet and a lucky one.



IMPORTANT

Nothing in this magazine is financial advice. It is inspiration, intelligence, and a nudge to do your own research. Always consult a licensed advisor before investing real money.

THE FULL PLAYBOOK

10 ways to get paid **this summer.**



These are not theoretical. These are real income strategies that real people will execute during the tournament. Pick one, own it, and execute it better than everyone else around you.

1. Short-term rental arbitrage (the classic)

Lease or buy near a host stadium. List it on Airbnb. Set match-day rates to 4-5x normal. A solid 2-bed near SoFi Stadium in LA could gross \$6K-\$10K in a single match weekend. The rental market around host stadiums is already warming up ; move now.



2. Pop-up food stall (the hustle)

Fans + hunger + limited options = your profit margin. A permitted street stall near a fan zone serving one great hero product ; jerk chicken, empanadas, loaded fries ; can clear \$5K-\$15K on a big match day. Low overhead, high joy.

3. Licensed merchandise (the volume play)

Secure wholesale access to licensed World Cup product early. The closer to the matches, the higher fans pay for flags, scarves, and jerseys. Stack volume, price at premium. This is a numbers game.

4. Neighbourhood real estate (the long game)

Geotela-verified neighbourhoods within 2 miles of host stadiums are already showing growth signals. Investors who buy before kick-off hold an asset that will appreciate through the tournament and beyond. This is the play with the biggest ceiling.

5. Private transport and shuttles (the logistics gap)

There is a massive gap between where fans land and where they need to be. Private shuttle services, mini-bus rentals, and premium ride options fill that gap profitably. A 15-seat van, the right route, and match-day timing = serious daily revenue.

6. Content creation (the digital cash cow)

Brands, tourism boards, and media companies will pay handsomely for great World Cup content. If you can create ; video, photography, social posts ; you can earn \$3K-\$15K per day as a contractor in a host city during the tournament.



7. Geo-intelligent neighbourhood tours (the Geotela special)

Package Geotela-verified hidden neighbourhood tours for international visitors who want to go beyond the stadium. Charge \$50-\$150 per person. Run 2-3 groups per day. This is a Geotela-native business model that nobody else is offering.

8. Corporate hospitality packages (the premium lane)

Companies will pay \$500-\$2,000 per head to watch matches in style. If you have access to a rooftop, a private venue, or a premium space near any host stadium, you have a hospitality product. All you need is a package and a price list.

9. Sponsored newsletters and digital products (the passive layer)

A World Cup investing or travel newsletter with 2,000+ subscribers attracts \$500-\$3,000 per issue in sponsorship. Build your audience now. The cost to start: zero. The upside: months of sponsored income from a 7-week tournament.

10. Post-tournament neighbourhood investment (the follow-through)

When the final whistle blows, the crowds leave but the growth stays. Geotela's 'after the whistle' intelligence identifies which neighbourhoods will keep compounding. The second buying window opens the moment most investors stop paying attention.

DEEP DIVE: REAL ESTATE

Where to put **your money.** **Specifically.**



Enough with the vague 'invest near stadiums' advice. Here are six specific neighbourhoods; verified by Geotela's three attestation rule; that are showing real growth signals right now. These are the ones worth your attention before the crowds arrive.





Miami ; Allapattah



✔ Hottest pick right now

- » Entry prices still 35-40% below neighbouring Brickell
- » New galleries and restaurants opening monthly
- » Geotela attestations: cultural shift + price velocity + foot traffic
- » Best for: buy-and-hold or premium short-term rental
- » **Geotela tip:** Search 'Allapattah' on Geotela ; 3 attestations confirmed.

Los Angeles ; Inglewood



✔ Stadium halo in full effect

- » SoFi Stadium has permanently shifted the demand curve
- » Short-term rental weekends during matches already booked solid
- » Infrastructure upgrades locked in through 2027
- » Best for: match-day rental stacking
- » **Geotela tip:** Check Geotela's stadium halo layer ; 0.5-mile radius is verified hot.





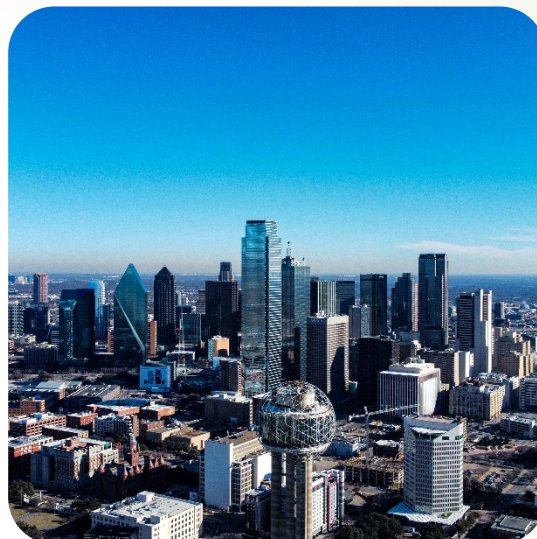
Dallas ; Oak Cliff



✔ The sleeper everyone missed

- » Creative-class migration has been underway for 18 months
- » Still priced below replacement cost ; rare in 2026
- » Deep Ellum spillover now crossing the Trinity River
- » Best for: mid-term value hold with rental income
- » **Geotela tip:** *Geotela shows three consecutive growth quarters in Oak Cliff.*

Atlanta ; Vine City



✔ History meets momentum

- » Civil rights heritage meets rising commercial demand
- » Proximity to Mercedes-Benz Stadium driving sustained interest
- » Institutional investors have not arrived yet ; you still can
- » Best for: long-term community-anchored appreciation
- » **Geotela tip:** *Vine City passed Geotela's cultural attestation ; a strong signal.*



Kansas City ; Crossroads



✓ Cheapest verified pick on this list

- » Lowest price per sq ft of any host city neighbourhood here
- » Active arts district with strong hospitality ecosystem
- » National media coverage is coming ; this is before the wave
- » Best for: highest upside-to-cost ratio investment
- » **Geotela tip:** *Geotela flags Crossroads as fastest-rising in KC metro.*

Seattle ; SoDo



✓ Industrial turned electric

- » Post-industrial transformation well underway in 2026
- » Amazon and tech-sector demand underpins long-term rental
- » World Cup drives hospitality gap that is still exploitable
- » Best for: commercial conversion or premium short-term rental
- » **Geotela tip:** *Geotela's foot traffic attestation for SoDo is confirmed.*



THE GEOTELA RULE

Three attestations or it does not count

One data source is a rumour. Two is a coincidence. Three independent verifications ; local knowledge, data signals, cultural context ; is intelligence. Geotela never marks a neighbourhood as high-growth until all three agree. That is why these picks are different from everything else you have read.

STRATEGY 1: SHORT-TERM RENTAL

Your apartment. Their problem. Your profit.



Match days near World Cup stadiums are not normal rental events. They are bidding wars. Fans who flew 8 hours to be here are not comparison shopping on price. Here is how to capture every dollar of that desperation legally and comfortably.





Match-day rate spike
400%

Above baseline in host city ZIP codes

Weekend gross potential
\$8,000+

For a well-positioned 2-bed unit in Miami or LA

Your specific action plan

Do these five things this week ; not this month

1. Identify your target host city and neighbourhood
2. Check short-term rental regulations in that city; some require permits.
3. Compare baseline vs match-day rates on Airbnb right now.
4. Calculate your break-even on a lease vs your projected match-day income.
5. Move. You are losing days.

The radius rule.

The 0.5–2 mile ring around a host stadium commands the highest short-term rental premiums. Beyond 3 miles, the premium drops by 60%.

Stack your weekends.

104 matches. 16 cities. 7 weeks. If you have units in two or three host cities, you can stack premium windows across the entire tournament calendar. This is not passive ; it is aggressive.

Target the right fan.

Fans from Western Europe, the Gulf states, and East Asia spend more, stay longer, and cause less damage. Adjust your listing language, photos, and welcome pack to signal the experience they expect.

Upgrade before June.

Fast WiFi, blackout curtains, a proper coffee setup, and a city welcome guide are the four things that push you from 4 stars to 5 stars. Five stars means you show up first. First means you fill up first.

Do not touch static pricing.

Dynamic pricing tools like Airbnb's Smart Pricing will undervalue your unit during peak demand. Override it manually for all match-day windows. Set your own floor and let the demand pull the ceiling up.



Check Geotela first

Confirm your target unit sits inside a verified growth zone before you commit.



Shoot it properly

Professional photos add \$40+/-night to your average booking rate. Non-negotiable.



Respond in 60 seconds

Superhosts who respond fast get ranked higher. Higher rank = more bookings at premium.



Create a fan pack

A scarf, a local map, and match-day food recs costs \$20 and earns you 5-star reviews.



Watch Geotela weekly

Track your neighbourhood's growth velocity score every Sunday during the tournament.



Block and re-price

Block off 3 days around every match at your target stadium. Re-price 2 weeks before.

STRATEGY 2: FOOD & HOSPITALITY

Feed the fans. They are absolutely starving.



A fan who flew 10 hours and paid \$800 for a match ticket is not going to haggle over your prices. The World Cup is the greatest captive audience in sports. Here is how to serve them ; and profit properly.

Mobile food truck

Route across multiple host cities throughout the tournament.

- » Target: \$8K–\$20K gross per match day in the right spot
- » Must-do: Research fan zone permits in your target city NOW



GEOTELE TIP

Use foot traffic layer to find the densest fan corridor

Pop-up bar or beer garden

Temporary outdoor licence + right location = pure margin.

- » Target: \$10K–\$30K per match weekend in a premium spot
- » Must-do: Apply for temporary liquor licences immediately ; slots fill fast



GEOTELE TIP

Find the 2-block radius with highest dwell time

Street food stall

One hero product. One great location. That is the whole model.

- » Target: \$3K–\$12K gross on a major match day
- » Must-do: Lock your street permit before May ; they go fast



GEOTELE TIP

Set up between the stadium and the nearest metro

Corporate hospitality

Sell the experience, not the food. Premium pricing, premium crowd.

- » Target: \$500–\$2,000 per head for a match-day experience package
- » Must-do: Approach corporate travel managers at large firms in host cities



GEOTELA TIP

Verified growth neighbourhoods attract the corporate crowd

Grab-and-go coffee cart

Fans arrive early. Very few cafes open at 7am on match days.

- » Target: \$2K–\$5K gross before noon on a big match day
- » Must-do: Scout your exact position 2 weeks before your first match



GEOTELA TIP

Check fan arrival patterns on Geotela's event layer

Ghost kitchen delivery

Skip the street. Cook from a licensed kitchen and deliver to fan zones.

- » Target: \$1K–\$4K per day on major match weekends
- » Must-do: List on Uber Eats, DoorDash, and Grubhub all at once



GEOTELA TIP

Hottest delivery demand is within 1 mile of stadium



*"The fan who flew 6,000 miles is not going to skip your \$15 empanada. Price accordingly." ; **World Cup hospitality operator, Qatar 2022***



Real numbers from past World Cups

Qatar 2022 + Brazil 2014 ; what actually happened

Street food vendors near Lusail Stadium during Qatar's Final weekend reported \$12,000–\$28,000 single-day gross revenue. In Copacabana during Brazil 2014, average permitted street vendor income was \$6,500 per knockout stage match day. USA 2026 has larger crowds, higher-income visitors, and more host cities. The ceiling is higher.



STRATEGY 3: DIGITAL & CONTENT

No passport needed. **Make money from your laptop.**



You do not need to be in a host city to profit from the World Cup. Billions of people will be glued to screens, searching for content, consuming analysis, and buying digital products throughout the tournament. Here is how to capture that from anywhere on earth.



Sponsored social content

Build a World Cup niche account now. Pitch sponsors in May.

- » Target: \$500–\$10,000 per sponsored post at 10K+ followers
- » Platform pick: TikTok for reach, Instagram for conversion, LinkedIn for B2B



GEOTELA ANGLE

Geo-intelligence content is genuinely unique ; nobody else has it

Digital city guide or ebook

Write it in a weekend. Sell it for 7 weeks.

- » Target: \$9.99 price x 500+ sales = \$5,000+ from one product
- » Must-do: Publish before June 1 so search traffic finds you during the tournament



GEOTELA ANGLE

Use Geotela verified picks as your content edge over generic guides

Video production for brands

Tourism boards, airlines, and hospitality brands will pay generously.

- » Target: \$3,000–\$15,000 per day as a contracted World Cup videographer
- » Must-do: Send your reel and pitch to tourism boards in host cities TODAY



GEOTELA ANGLE

Neighbourhood discovery videos are the most shareable format

Newsletter with sponsorships

300 focused subscribers beats 30,000 random ones for sponsors.

- » Target: \$500–\$5,000 per issue from relevant brand sponsors
- » Must-do: Publish 4 issues before launch day so sponsors see your format and voice



GEOTELA ANGLE

'Geotela weekly neighbourhood intelligence' is a winning newsletter concept

Photography licensing

Original match-day images sell for months after the tournament.

- » Target: \$200–\$2,000 per licensed image with editorial outlets
- » Must-do: Get your press/media credentials sorted immediately ; deadlines are close



GEOTELA ANGLE

Off-the-beaten-path neighbourhood shoots are rare and highly valued

Affiliate marketing

Recommend products. Collect commissions. Scale with volume.

- » Target: \$20–\$200 commission per conversion on travel-adjacent products
- » Best programmes: Booking.com, GetYourGuide, VRBO, travel insurance



GEOTELA ANGLE

Link to Geotela from every piece of World Cup content you create

The honest truth

Risk vs return. *No sugarcoating.*

Every opportunity in this magazine has a real risk profile. Here it is; honestly. Match the strategy to your capital, your timeline, and your stomach for risk. And remember: the best portfolio stacks a fast-return strategy with a long-term position.

 Low risk Digital products 2–15x <i>Start today. Zero capital needed.</i>	 Low risk Newsletter 3–12x <i>4 weeks to first sponsor.</i>	 Medium Food stall 5–20x <i>Secure your permit first.</i>	 Medium Short-term rental 4–12x <i>Move now. Rates are rising.</i>
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 Medium Transport 3–8x <i>Licensing is the hard part.</i>	 Medium Photography 4–12x <i>Credential up immediately.</i>	 High reward Real estate 1.5–4x <i>Geotela verifies before you buy.</i>	 High reward Merchandise 3–10x <i>Licensing is everything here.</i>
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*"The best investors in this tournament will not be the loudest. They will be the most prepared." ; **Geotela Investor Intelligence***



The smartest play

Stack a quick win on top of a long position

Run a digital income stream (newsletter, content, digital guide) from now through July ; low risk, fast cash, builds your audience. Simultaneously hold one Geotela-verified neighbourhood investment for 12–24 months. The digital income offsets carrying costs. The property appreciates. This is not complicated. It is just two bets at different time horizons.



THE WORLD CUP CHALLENGE

7 things you **MUST** do before the final whistle.



This is not a checklist. This is a challenge. Complete all seven before July 19 and you will have built a real income strategy, discovered places the world has not seen yet, and proven to yourself that the World Cup was not just something that happened to other people. Let's go.





1. Join our Geotela waitlist. Use it as your World Cup companion.

This is challenge number one for a reason. Every other challenge on this list gets better with Geotela underneath it. Download the Geotela app when it launches, set your interests to food + sport + hidden gems + investment, and open it every time you land in or research a host city. It is free. It is verified. It is the unfair advantage this magazine is built on. geotela.com

2. Make your first dollar from the World Cup before June 30.

Pick ONE strategy from this magazine ; just one. A digital guide, a newsletter issue, a single match-day food slot, one subtlet weekend. Execute it well enough to generate real money before June 30. Once you earn your first World Cup dollar, the second one is easier. The point is to start, not to be perfect.

3. Find one Geotela-verified hidden gem in a host city ; and visit it or share it.

Open Geotela, pick a host city, and find one verified location that has zero reviews anywhere else on the internet. Visit it if you can. Share it with your network on the Geotela app, if you cannot. Post it with #GeotelaNeverForgets. This is how the community grows, how the map gets smarter, and how you become part of something bigger than the tournament.





4. Research one Geotela-verified neighbourhood for investment ; and write down your thesis.

Pick one of the six neighbourhoods from page 4 of this magazine. Spend 90 minutes researching it: current prices, rental yields, planning approvals, local mood. Write a one-page investment thesis. You do not have to buy. But the act of writing it down will show you whether it is worth pursuing ; or which one actually excites you more.

5. Create one piece of World Cup content and publish it.

A TikTok. A LinkedIn post. A newsletter issue. A photo with a caption. One piece of content published to a real audience before July 1. Use Geotela's neighbourhood intelligence as your source. This is how you test whether content is a viable income stream for you; and it costs nothing but an hour of your time.

6. Eat at one Geotela-verified local spot that no tourist has found yet.

Find a food location on Geotela that is not on TripAdvisor, has no Google review spike from the last year, and is clearly used by the actual neighbourhood. Eat there. Talk to the owner. Leave an honest review on Geotela. This is the best part of the challenge. The food will be extraordinary.

7. Share your results with the Geotela community before the final whistle.

When July 19 arrives and the final whistle blows, share what you actually did, earned, discovered, or invested in. Post it to social with #GeotelaWorldCup2026. Tag Geotela. The community wants to see the real stories ; not the polished ones. The honest wins AND losses are both worth sharing. You earned the right to tell this story. Tell it.





Challenge **leaderboard**

Track your 7 challenges on the Geotela community board. The most creative, most honest, and most profitable entries get featured across Geotela's channels throughout the tournament. Winners get verified Geotela contributor status ; the neighbourhood intelligence badge that money cannot buy.

BEFORE KICK-OFF (JUNE 8)

- ✔ Lock your match-day calendar blocks for the entire tournament ; all seven weeks
- ✔ Have at least one income stream generating actual money before the opening match
- ✔ Reach out to one other investor doing what you're doing ; accountability changes everything
- ✔ Complete World Cup Challenge #1 ; Join the Geotela waitlist at geotela.com and share your first discovery.



WORLD CUP 2026 SPECIAL EDITION | FREE DOWNLOAD

The final whistle is coming.

Are you ready to earn?

10 real strategies. 7 live challenges. 1 geo-intelligence platform that verifies every opportunity. You have everything you need. The game starts June 11.

Challenge #1: Join Geotela waitlist now → geotela.com

