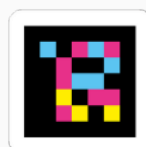
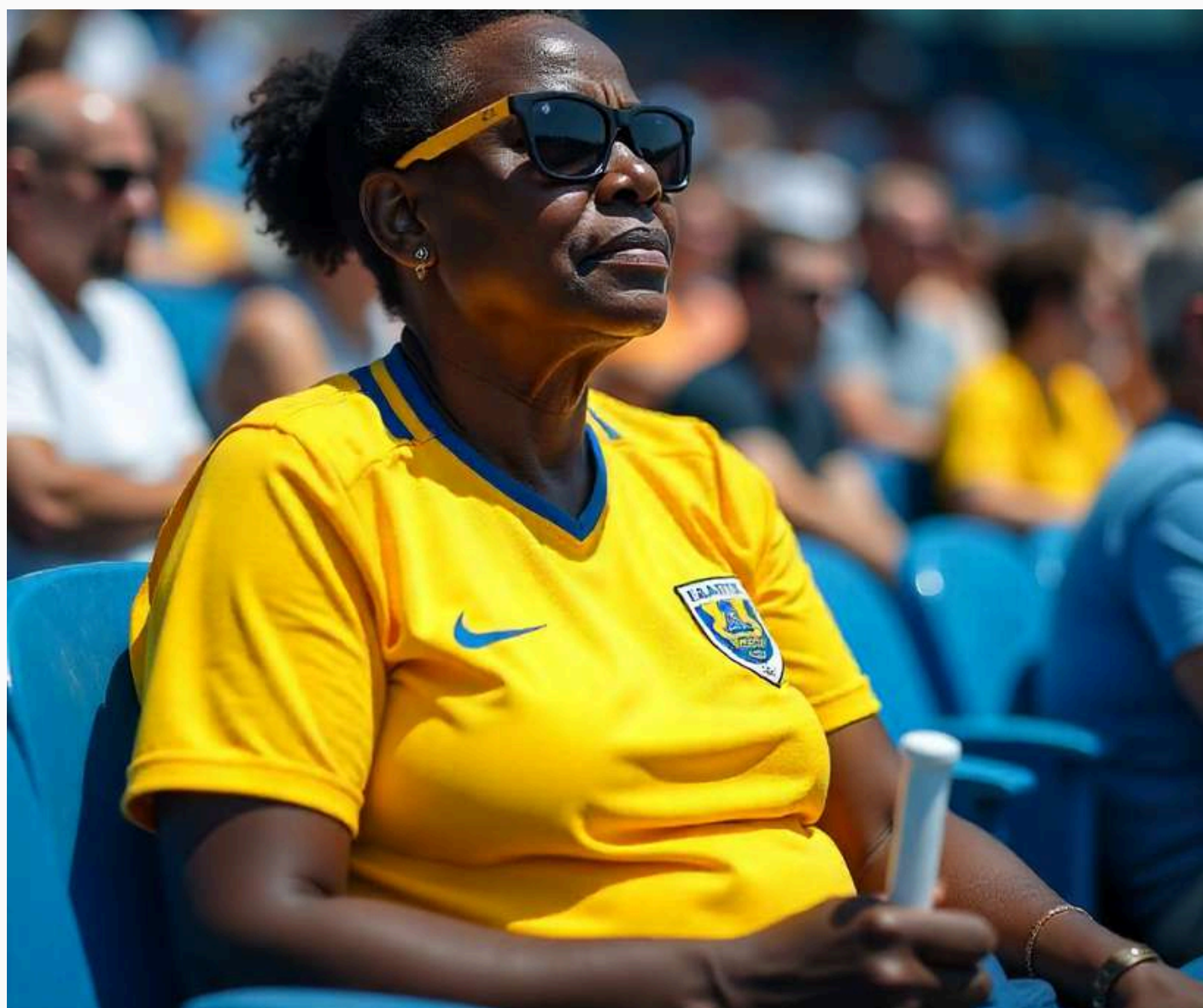




ACCESSIBILITY PLAYBOOK

FIFA 2026



A woman with dark hair tied back, wearing a grey sweater and a red knitted scarf, is seated in a wheelchair. She is looking out over a large stadium filled with spectators, with the sun setting in the background, creating a warm, golden glow. The stadium lights are visible in the distance.

Strategic vision: Inclusion as a core city commitment

As a 2026 host city, your goal is clear: deliver **inclusive and accessible** infrastructure and services for all fans, including disabled fans and those with limited mobility. This isn't just about compliance, it's a strategic advantage. Around 15% of the global population lives with a disability; welcoming them well elevates your city's reputation, drives engagement, and leaves a meaningful legacy for residents long after the final match.

1. Universal design & accessibility by design

Bake accessibility into every decision from day one: venues, public spaces, mobility hubs, digital touchpoints. Go beyond minimum ADA requirements: accessible routes, seating, toilets, parking, priority entry, clear wayfinding, and inclusive communications should be standard across stadiums, fan zones, airports, transit nodes, and attractions.

2. Assistive services for all fans

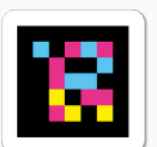
Plan a consistent service layer citywide: accessible ticketing categories (wheelchair/easy-access/companion), mobility assistance (shuttles, wheelchair loans), sensory rooms in major venues/fan zones, and audio-descriptive commentary at stadiums and official viewing areas.

3. "Nothing about us without us"

Establish a City Accessibility Advisory Council with disabled fans, local advocates, and experts. Involve them in route testing, signage reviews, and comms validation. Their lived experience will de-risk plans and surface quick wins.

4. Inclusive culture & training

Adopt a unified city training brief for volunteers, venue staff, transport operators, and security (disability etiquette, service protocols, escalation paths). Consistent soft skills across agencies are as critical as the hard infrastructure.





Transforming your city into an accessible tourism benchmark

Turn the World Cup into your city's stage for inclusion.
Every step, from airport to match.

5. Accessible Transportation Networks

Audit and boost accessibility on game-day corridors: step-free routes, shuttle frequency, wayfinding, real-time service alerts, elevator uptime plans, and staff support. Integrate accessibility metadata (step-free, platform gaps, elevator status) into city apps and traveler info.

6. Hotels & Visitor Services

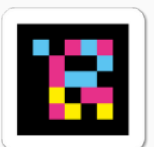
Work with hotel associations on room availability, staff readiness, and transparent online accessibility guides (features, policies, contact). Promote a city landing page that consolidates accessible itineraries.

7. Attractions & Fan Zones

Deploy temporary accessible viewing platforms, quiet/sensory-friendly hours, loaner wheelchairs, and clear multi-channel information (text, audio, pictograms). Make accessibility features visible in all visitor communications.

8. Measure & Celebrate

Track KPIs (accessible transit rides, service satisfaction, complaint resolution, usage of assistive services) and tell the story. Treat upgrades as legacy assets that remain after the tournament.



Harnessing innovative technology: NaviLens and beyond

NaviLens uses high-contrast, color matrix tags that can be read from distance, wide angle, and in motion, no precise focusing needed. For blind/low-vision fans, that means independent navigation and instant, spoken context. It also supports multilingual delivery and AR arrows for cognitive clarity.

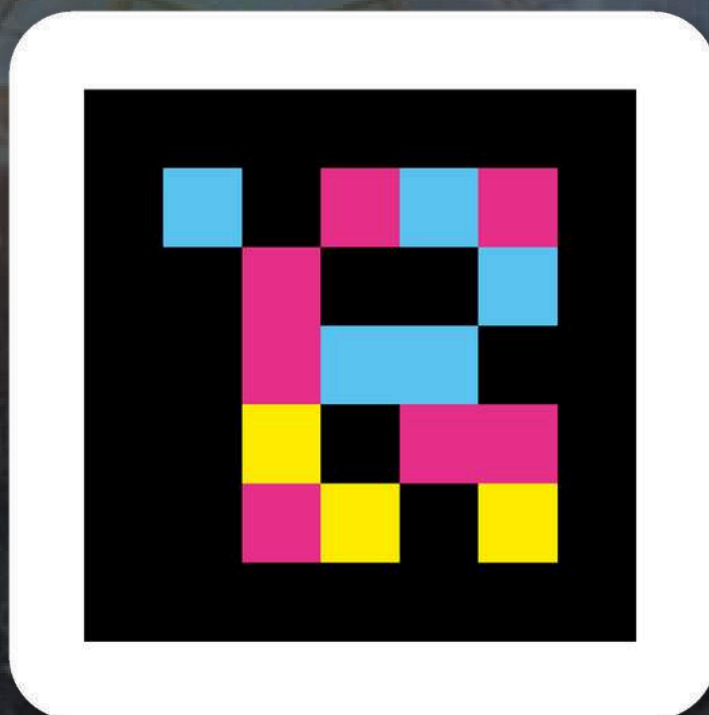
City Deployment Priorities

- **Stadiums & Fan Zones:** Entrances, ticketing, restrooms, concessions, accessible seating blocks, medical points, emergency exits.
- **Transit & Interchanges:** Train/metro/bus hubs, shuttle stops, last-mile walkways, pick-up/drop-off zones, paratransit points.
- **Visitor Hotspots:** Museums, civic squares, wayfinding pylons, temporary signage around event footprints.



Make your 2026 World Cup experience the gold standard: plan with **universal design**, deliver consistent assistive services, co-create with the disability community, train everyone, and leverage **NaviLens to connect it all**. If every fan, regardless of ability can move confidently from jet bridge to seat to celebration, your city will stand as a global benchmark for **accessible tourism and inclusive sports**.

Try NaviLens now



NaviLens, optimized for blind/low-vision users (audio guidance, no focus required).



NaviLens GO, for low or full vision (on-screen/AR info, structured content, links).

Contact

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