

FOR IMMEDIATE RELEASE

The World Cup Was Worth \$889 Million to Seattle. A New Monthly Index Shows What the Phones Told the Crowd, and Which Neighborhoods They Skipped.

Vantage publishes the Seattle AI Visibility Index and lists 436 businesses within a mile of Lumen Field, free, after finding that three of four AI assistants sent match-day visitors nowhere near the Chinatown-International District.

SEATTLE, WA, September 22, 2026. Visit Seattle today put the economic impact of the FIFA World Cup at \$889 million for Seattle and King County, with \$109 million in state and local tax and about 20,000 jobs supported.

Vantage, the Puget Sound introduction network, has published a map under that sentence. The Seattle AI Visibility Index, at joinvantage.co/visibility, asks the assistants people actually carry the questions a visitor would ask, writes down every business they name, and places each one by neighborhood.

Edition one is the stadium mile. On September 17, logged out, Vantage asked ChatGPT, Google, Perplexity and Claude the same question: "Where should I eat near Lumen Field in Seattle before a match?" Three of the four named no independent restaurant in the Chinatown-International District or Little Saigon. ChatGPT named six places, all in Pioneer Square or SoDo. Only Claude, with web search on, pointed a visitor east. Screenshots of every answer, the method, and the exact prompts are published so anyone can run the test again.

By the local organizing committee's count, 149,800 domestic visitors passed through Pioneer Square on June 19 alone. Owners on Eighth Avenue, in Little Saigon and across the Chinatown-International District told The Seattle Times, KUOW and KING 5 the crowd never arrived. The two neighborhoods are a ten minute walk apart.

"The problem in June wasn't the crowd. It was that nothing brought the city together for them," said Rachael Barclay, founder and CEO of Vantage. "There was the path, and off the path there was Yelp and whatever the AI knew, which wasn't Jackson Street. Nobody has published why the crowd stopped at Fifth Avenue. So we are going to publish what the phones say, every month, and let the neighborhoods see where they stand."

The week of September 14, Vantage listed 436 independent businesses within a mile of Lumen Field, Pioneer Square to Little Saigon, at no cost to the owners. Each page carries

a plain description and schema.org structured data built from public sources, so a person and a machine can both read it. Every unclaimed page says so and lets the owner claim, edit or remove it. Vantage has committed to keeping those listings free and current through 2031, the year Seattle's organizing committee has said it wants the Women's World Cup. Any business or nonprofit in the region can be listed at joinvantage.co/get-listed.

Whether the other assistants read the new pages is what the index will show, month by month. Edition two runs the week of October 12.

"Someone was referred to us, went looking, and found us on Vantage before they found anything else. I did not pay for the listing and I did not write it. The lead was in my inbox," said Erica Carraway of Shift Marketing, a Vantage member.

About Vantage. Vantage is a Puget Sound introduction network founded in 2026 by Rachael Barclay, who spent eight years running clubs for Invited, the Columbia Tower Club last, and left it in January 2025, three months before it closed. Members are introduced to the people they should know; the public gets a free directory, a free city calendar and the Vantage Type. joinvantage.co

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