NEWS RELEASE

Brand USA Launches "America the Beautiful Game" Trip Planning Hub to Inspire 2026 World Cup Travelers, Connecting Them to Experiences Across the U.S.

December 05, 2025

WASHINGTON, D.C. (December 5, 2025) – With the world's largest single-sport event set to return to the United States for the first time in over three decades, Brand USA today announced the launch of *America the Beautiful Game*, a dynamic new trip planning hub designed to guide football fans as they explore the United States before, during, and after the 2026 FIFA World Cup. The hub, now live at AmericaTheBeautiful.com/Football, is a go-to resource for discovering things to do, must-try local cuisine, and an initial set of AI-powered sample road trip itineraries that connect all 11 U.S. host cities with nearby destinations and experiences. The tournament coincides with America 250, and Brand USA is spotlighting 250 things to do across the United States through a themed content series. This edition turns the spotlight to the Beautiful Game, showcasing 50 things to do and see across the U.S. host cities - and beyond - during the tournament. Media can download a new B-roll package and images featuring U.S. host cities here.

"The United States offers unmatched experiences for football fans both on and off the pitch," said Fred Dixon, president and CEO of Brand USA. "The 2026 FIFA World Cup presents an opportunity to combine the love of the sport with the ultimate USA holiday. We invite fans to come early and explore the iconic destinations that make America unique in the world. The resources found on AmericaTheBeautiful.com will inspire adventure and give travelers the inspiration they need to have a trip of a lifetime."

Each city and region offers its own blend of sports history and game-day experiences for every kind of fan, from skyline views and waterfront strolls to cultural centers and legendary sports venues. In addition, each team will also set up standalone base camps and training facilities, with final locations to be announced closer to the start of the tournament.

HIGHLIGHTS FROM ATLANTA, GEORGIA:

Number of games: Eight, including the semi-final match

1. A 90-minute walking tour of Mercedes-Benz Stadium takes fans through the locker rooms of the Atlanta Falcons and Atlanta United (Major League Soccer Cup champions). Highlights include the playing field, scoping the Atlanta skyline from the Window to the City, and stops along the skybridge, premium clubs, and other hidden corners of this LEED-certified stadium.
2. Sample the lemon pepper chicken wings – a local specialty – on the patio at Brewhouse Café, a fan-favorite football bar and an official 2025 Pub Partner of Atlanta United (MLS).
3. Explore the many interactive exhibits at the World of Coca-Cola, including a multi-sensory theater, a scent library, a beverage lab for creating unique concoctions, and opportunities to sample over 100 beverages from around the world—many from tournament countries, some available only here. The beverage company also sponsors the men's and women's football rankings, but here visitors get to rank the drinks themselves.
4. Get into the game and play pick-up football at one of five fields built along MARTA transit stations through StationSoccer, a community project from Soccer in the Streets that links fields via public transportation to create the world's first football transit league.
5. The Georgia Aquarium—North America's largest—invites visitors to explore more than 500 species thriving in over 11 million gallons of water. Its immersive galleries reveal the scale and beauty of the world's marine ecosystems, complemented by conservation-focused programming and opportunities for animal encounters.

Experience culture and beauty in Atlanta, Augusta, Hilton Head and Savannah. Get the guide.

- Augusta, Georgia
- Hilton Head Island, South Carolina
- Savannah, Georgia
- Macon, Georgia

HIGHLIGHTS FROM BOSTON, MASSACHUSETTS:

Number of games: Seven, including a quarter-final match

6. Explore half a mile of exhibits at the Museum of Sports, which celebrates Boston's rich sports history and is located inside TD Garden, home of the Boston Bruins and Boston Celtics. Would-be sportscasters can sit at a replica New England Sports Network (NESN) desk, where visitors can "Be the Broadcaster."
7. With 14 televisions across two floors, The Banshee is the outpost of choice for the American Outlaws (supporters of the U.S. national football team) as well as fans of other major sports leagues. On special celebrity bartending nights, local athletes pour drinks at this mainstay Dorchester-based Irish pub.
8. Step onto Boston Common, America's oldest public park, where early versions of football were played as far back as 1862. The park was also home to the Oneida Football Club, the first organized American football club. A nearby monument honors pioneers of the sport.
9. Want even more football? Before and after the tournament, catch the Boston Legacy in their inaugural season in the National Women's Soccer League.

OVERTIME GOALS: ROAD TRIPS FROM BOSTON

Immerse yourself in coastal adventures, cultural gems, and relaxing seaside charm. Get the guide.

- Falmouth, Massachusetts
- Edgartown, Massachusetts
- Hyannis, Massachusetts
- Provincetown, Massachusetts
- Woods Hole, Massachusetts

HIGHLIGHTS FROM DALLAS, TEXAS:

Number of games: Nine, including a semi-final – the most games of any host city

10. Affectionately known as "the Ball" by locals, Reunion Tower's 470-foot-high observation deck offers breathtaking 360-degree views of Dallas. On a clear day, use the telescopes to spot the stadium from over 18 miles away.
11. Dine at Crown Block, the Michelin-recommended steakhouse on the tower's 17th story.
12. Devour world-famous Texas barbecue at Pecan Lodge, located in the vibrant, jazz-filled, mural-covered neighborhood of Deep Ellum. Try staples like brisket or Southern fried chicken, or sample local favorites such as smoked jalapeño sausage and okra. If there's any room left, top it off with a Texas Tumbleweed cookie.
13. Everything is bigger in Texas, and the Dallas Arts District is the largest arts district in the nation. Iconic institutions like the Dallas Museum of Art, the Nasher Sculpture Center, and the Crow Museum of Asian Art are getting some new neighbors: brand-new murals that are being painted in Downtown Dallas just for the tournament.
14. Tour the vast AT&T Stadium to see the home of the Dallas Cowboys, the world's largest domed structure, and over 300 pieces of art.
15. Housed in the Toyota Stadium in Frisco, the National Soccer Hall of Fame showcases 400 pieces of memorabilia, including Women's tournament trophies and championship jerseys. Visitors can experience the Beautiful Game through virtual reality, design a custom scarf to take home, or build their own fantasy team.

OVERTIME GOALS: ROAD TRIPS FROM DALLAS

Travel from Dallas to vibrant Austin, historic San Antonio and charming Fredericksburg. Get the guide.

- Austin, Texas
- Waco, Texas
- San Antonio, Texas
- Fredericksburg, Texas
- Hico, Texas
- Lockhard, Texas
- Marble Falls, Texas

HIGHLIGHTS FROM HOUSTON, TEXAS:

Number of games: Seven, including one Round of 32 knockout match and one Round of 16 knockoff match

16. Stroll down the Main Street Promenade, a seven-block pedestrian passageway that's being constructed in Downtown Houston just for the tournament.
17. See striking 36-inch fiberglass footballs created by local artists at the Art of Soccer Exhibit.
18. The Houston Chronicle designated the Social Beer Garden the Best Bar of 2025. Matches are played in English and Spanish to accommodate the local community, while Thursday nights feature comedy acts.
19. Try local spins on ethnic cuisines: The Kolache Factory features Czech kolache pastries stuffed with Texan jalapeno sausage. Viet-cajun crawfish, available at multiple places around town, is largely a Houston phenomenon inspired by the local Vietnamese community.

OVERTIME GOALS: ROAD TRIPS FROM HOUSTON

Try bayou tours, scenic coastal drives, and authentic local dining experiences. Get the guide.

- Lake Charles, Louisiana
- Galveston, Texas

HIGHLIGHTS FROM KANSAS CITY, MISSOURI:

Number of games: Six, including one quarter-final match

20. Opened just a few months ago, the Museum of Barbecue is the world's first museum dedicated to the history and culture of barbecue. Playful, interactive exhibits like a scent test and a 'baked bean' ball pit highlight the components and regional differences of this culinary tradition.
21. Catch the National Women's Soccer League's KC Current at CPKC Stadium, the world's first stadium built for a women's professional sports team. Culinary options include mainstays like Joe's KC Bar-B-Que and Boulevard Brewing Co.
22. Pitchside Coffee, run by KC Current athletes, pops up at the stadium on game days and around the city the rest of the time.
23. Watch a game at the Dub, the city's first bar dedicated to women's sports.
24. Hop on the free, famed Kansas City Streetcar to travel between venues and hotspots like the River Market, the Power and Light District, and Crown Center (the home of Hallmark Cards!).

OVERTIME GOALS: ROAD TRIPS FROM KANSAS CITY

Explore charm and heritage with scenic drives along Route 66 and the Oregon Trail. Get the guide.

- St. Louis, Missouri
- Springfield, Missouri
- Columbia, Missouri
- Cuba, Missouri
- Independence, Missouri
- Joplin, Missouri

HIGHLIGHTS FROM LOS ANGELES, CALIFORNIA:

Number of games: Eight, including opening match

25. Take a 75-minute walking tour through the athlete's tunnel, founders' suites, and observation deck of the historic Los Angeles Memorial Coliseum, a storied venue that has hosted two Summer Olympics, multiple Super Bowls, college football showdowns, and iconic concerts by living legends like Madonna. Next door, BMO Stadium hosts LAFC and Angel City FC matches, along with year-round events.
26. Explore the architectural marvels of the sleek, high-tech SoFi Stadium, like the double-sided 4K video board or the open-air concourses that overlook Los Angeles. Set foot on the field to feel the hybrid AstroTurf and test field that was installed just for the tournament.
27. Beyond the stadium walls, there's a football bar for every kind of fan: La Chuperia in Lincoln Heights is known for the Mexican leagues, while La Cita Bar in Downtown LA is the go-to for fans of the Mexican national team – and both are likely to be even more bustling than usual, since Mexico is also a host country for the tournament. Britannia Pub in Santa Monica draws English Premier League fans, while nearby Ye Olde King's Head is a classic British pub and restaurant just steps from the beach. Absolution Brewing Company in Torrance pairs football matches with local craft beers.
28. Work through the Taste of the World Cup tour, a list of restaurants curated by Discover Los Angeles to (eventually) represent the cuisines of all 48 countries in the tournament.

OVERTIME GOALS: ROAD TRIPS FROM LOS ANGELES:

Travel from L.A. to Palm Springs and Las Vegas with stops along Route 66. Get the guide.

- Las Vegas, Nevada
- Palm Springs, California
- Amboy, California
- Joshua Tree National Park

HIGHLIGHTS FROM MIAMI, FLORIDA:

Number of games: Seven, including quarter-final and bronze final

29. In the heart of Miami, the vibrantly colorful Wynwood Walls display several murals of legend Lionel Messi.
30. To coincide with the tournament, the world-renowned Pérez Art Museum Miami (PAMM) will display athletic art from over 100 artists at the Get in the Game exhibit.
31. The Grails sports bar will play football on up to 70 screens. Sip a cocktail from a ceramic sneaker that can be taken home as a souvenir – like actual limited-edition sneakers, the shoe-shaped cups are produced in small batches.
32. Built on a former golf course in Miami International Airport, the highly-anticipated Miami Freedom Park will feature a 58-acre public park, a hotel, and restaurants and retail spaces. The first phase is expected to open in 2026.

OVERTIME GOALS: ROAD TRIPS FROM MIAMI:

Cruise through the Florida Keys for island culture, nature, and nightlife. Get the guide.

- Islamorada, Florida
- Key West, Florida
- Little Torch Key, Florida

HIGHLIGHTS FROM NEW YORK / NEW JERSEY:

Number of games: Eight, including the championship game

33. The Fan Village at the Rockefeller Center will broadcast all games live, turn the world-famous ice skating rink into a football pitch, and feature concerts, cultural events, and other special performances. The observation deck at the Top of the Rock will feature special programming, offering visitors the rare chance to experience the tournament with the New York City skyline as the backdrop.
34. Across state lines, New Jersey's Liberty State Park will be home of the 39-day Fan Festival and offer sweeping views of New York City, Ellis Island, and the Statue of Liberty. Festivities include live match broadcasts, concerts produced by Live Nation, interactive football zones, sponsor booths, and community-driven programming.
35. A two-hour tour of the MetLife Stadium takes visitors through the venue where the tournament championship will be played. For bonus points, wander around nearby Kearny and Harrison to explore what was once known as the "cradle of football' for the many league stars that it has produced over the years.
36. Near major transportation hubs like Pennsylvania Station and the Port Authority, the Football Factory at Legends plays over 100 matches a week. In Brooklyn, Banter is devoted entirely to football, while The Soccer Tavern, which opened in 1932 and outlasted Prohibition, has been a gathering spot for generations of the borough's passionate fans.
37. Fans of various national teams gather at different spots throughout the year: Boca Juniors Restaurant is a hub for Argentina supporters, El Basurero draws Colombia fans, and La Gran Uruguaya in Queens is the go-to place for Uruguay matches. La Nacional hosts followers of Spain's national and club teams, La Roja de Todos to the Chilean fanbase, and Papatzul welcomes fans of Mexico – one of three host countries of this year's tournament. In homage to the European leagues, Ribalta, known for its well-rated Neapolitan-style pizza, also screens Italian football.

OVERTIME GOALS: ROAD TRIPS FROM NEW YORK / NEW JERSEY:

Drive the East Coast corridor, connecting New York, Atlantic City, New Jersey, and Philadelphia, Pennsylvania. Get the guide.

- Atlantic City, New Jersey
- Philadelphia, Pennsylvania
- East Rutherford, New Jersey
- Smithville, New Jersey

HIGHLIGHTS IN PHILADELPHIA, PENNSYLVANIA:

Number of games: Six, including one Round of 16 match

38. In the City of Brotherly Love, sports fans have the option of taking either a guided or self-guided tour through Lincoln Financial Field, which will host the football tournament. Both options include access to the field, locker room,team tunnel, and the post-game interview room. While the self-guided tour is estimated to take 30 minutes, visitors are welcome to move through the space at their leisure.
39. In the first year that the Michelin Guide reviewed the city's dining scene, three restaurants earned stars: Her Place Supper Club (a seasonal, multi-course menu with French, Italian and Jewish influences), Friday Saturday Sunday (eight-course tasting menu blending technique, creativity, and local ingredients), and Provenance (intimate French-Korean tasting-menu).
40. Cheer on women athletes at Marsha's, Philadelphia's first queer-owned women's sports bar, which follows women's sports across multiple leagues.
41. While there's no shortage of places to get Philadelphia's most famous sandwich, Pat's King of Steaks has long been considered the birthplace of the Philly cheesesteak, having invented the steak, grilled onion, and cheese staple in the 1930s. Their secret: slicing, rather than chopping, the rib-eye. Or try the rival offerings from Geno's or Angelo's Pizzeria, the latter of which earned a Michelin Bib Gourmand.

OVERTIME GOALS: ROAD TRIPS FROM PHILADELPHIA

Explore Atlantic City, Rehoboth Beach and Pennsylvania's picturesque countryside. Get the guide.

- Atlantic City, New Jersey
- Cape May, New Jersey
- Chester, Pennsylvania
- Dover, Delaware
- Kennet Square, Pennsylvania
- Lancaster, Pennsylvania
- Lewes, Delaware
- Rehoboth Beach, Delaware

HIGHLIGHTS FROM SAN FRANCISCO BAY AREA, CALIFORNIA

Number of games: Six, including one Round of 32 match

42. As part of a multi-year project that will extend well past the tournament, the Big Art Loop plans to bring up to 100 temporary large-scale sculptures to a 34-mile walkable and bikeable art trail throughout the city. The first segment launched in November, with the Big Art Loop – Portside featuring ten large-scale works along the San Francisco waterfront.
43. Near the stadium, groups of two to fourteen can tap into their friendly competitive spirit and battle it out on a real game show soundstage with mini-games that are customized by the party hosts at the Great Big Game Show.
44. For football fans who are also technology enthusiasts, the Google Visitor Experience has a roster of ever-changing community events that range from wellness sessions, to art classes, to a National Women's Soccer League Championship party – the company has sponsored the league in the past.
45. For fans who want to enjoy football without leaving San Francisco proper, two niche bars stand out: Hi Tops is the Castro's original and only gay sports bar, while Rikki's is the only sports bar dedicated to women's sports.
46. For cocktail lovers, the San Francisco Martini Trail offers a curated way to explore the city's vibrant bar culture, with 23 standout martini spots spanning iconic neighborhoods.

OVERTIME GOALS: ROAD TRIPS FROM SAN FRANCISCO, CA

Loop from San Francisco through the alpine landscapes of Lake Tahoe and Yosemite. Get the guide.

- South Lake Tahoe, California
- Yosemite National Park, California
- Placerville, California
- Tahoe City, California

HIGHLIGHTS FROM SEATTLE, WASHINGTON:

Number of games: Six, including two knockout round matches

47. Steps away from the Space Needle, the Chihuly Garden and Glass Center features a spectacular 100-foot sculpture and intricate hand-blown glasswork of Dale Chihuly, a Fulbright recipient, native son of neighboring Tacoma, and decades-long resident of Lake Union. Aspiring glassblowers can take their talents for a spin at the Seattle Glassblowing Studio.
48. Two newcomers combine football with community: Opened in August 2025, Pitch the Baby is the city's first women's sports bar, and hosts events like drag bingo, drink tastings, and guest speakers. Meanwhile, former Sounders player Fredy Montero founded Santo Coffee Co to serve top-notch brew from his native Colombia.
49. Ahead of the tournament, the city is developing the Unity Loop – a 4.25 mile walking path that takes visitors from Lumen Field to Seattle Center, passing highlights like the brand-new 20-acre Waterfront Park, Westlake Park, Occidental Square, and the Chinatown International District.
50. No visit to Seattle is complete without a stop at Pike Place Market, where visitors can browse local crafts, sample Pacific Northwest flavors, and watch the famous fish throwers in action. And for a classic Seattle moment, visitors can ride to the top of the Space Needle for 360-degree views of the city, the bay, and the mountains that frame the region.

OVERTIME GOALS: ROAD TRIPS FROM SEATTLE:

Escape to Mount Rainier's alpine splendor and Port Angeles' coastal scenery. Get the guide.

- Bainbridge Island, Washington
- Mount Rainier National Park, Washington
- Port Angeles, Washington
- Port Gamble, Washington
- Olympic National Park

###

About Brand USA
Brand USA is the nation’s destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

Media Contacts

Chris Heywood
Senior Vice President, Public Relations & Chief Communications Officer

Jennifer Tong
Senior Director, International Public Relations

Andrew Felts
Senior Manager, Media Relations & Communications