BRAND USA

NEWS RELEASE

BRAND USA AND U.S. HOST CITIES LEAN INTO INNOVATION AND AI TO ENHANCE WORLD CUP TRIP PLANNING

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AI is making it easier than ever for international fans to experience the 2026 FIFA World Cup in the USA

WASHINGTON, D.C. (June 12, 2026) — As the United States prepares to welcome international visitors for the 2026 FIFA World Cup, AI is transforming how fans experience their journey - from planning their trip and navigating language barriers to finding transportation, attractions, and last-minute information once they arrive. As the matches get underway, Brand USA, the official destination marketing organization for the United States, is spotlighting the AI-powered visitor tools already in place across host cities, and how they're helping millions of international fans make the most of their time in the United States.

"The 2026 FIFA World Cup is a once-in-a-generation opportunity and the data is already telling us that international fans aren't just planning a trip for the game, they're planning a trip to the USA," said Fred Dixon, president and CEO of Brand USA. "According to our data, nearly half of World Cup travelers seeking information using our planning tools are also asking about national parks, road trips, and exploration beyond the stadiums. That's exactly the kind of travel we want to inspire, and it's why the USA is one of the most dynamic destinations in the world."

From city-specific AI concierges to a national trip-planning hub, U.S. destinations are meeting travelers in their own language, on their own devices, with real-time information at exactly the moment they need it most.

Brand USA's America the Beautiful Game trip planning hub anchors the effort nationally. From the first match to the final whistle, it is the only AI-powered resource with a nation-wide scope, connecting international fans to all 11 host cities, base camp destinations, trip planning tools, and travel inspiration across the United States.

"One of the most exciting things about this moment is what our destination partners are building," said Janette Roush, SVP of innovation and chief AI officer for Brand USA. "DMOs across the country have launched AI tools that answer travelers' questions in dozens of languages and help fans get the most out of the city they're visiting. What Brand USA adds is national scope — our America the Beautiful Game hub helps an international fan plan around the matches and discover the rest of the country beyond the stadiums. The work happening across these destinations will shape how the USA welcomes international visitors long after the final match is played."

Across host cities and base camp destinations, local tourism organizations have built and launched their own AI tools ahead of the tournament.

The official NYNJ World Cup Concierge is a one of a kind tool, providing real-time transit directions, venue information, local recommendations, and match-day logistics, all through the host committee's website. In addition, New York City Tourism + Conventions' Libby operates in 60 languages via NYCTourism.com, WhatsApp, and Instagram. The tool will help fans plan itineraries, find local businesses, and explore all five boroughs.

On the west coast, Los Angeles Tourism & Convention Board recently launched Angel, a World Cup-specific AI concierge. Angel helps fans plan their time in Los Angeles, California around eight matches at SoFi Stadium, including the U.S. Men's National Team opener on June 12, and everything the city has to offer beyond the pitch.

Just a few hours north in Washington, Visit Seattle's Emerald assists visitors in more than 45 languages with personalized recommendations for attractions, dining, neighborhoods, and getting around, purpose-built for international fans arriving for matches at Lumen Field.

Greater Miami Convention & Visitors Bureau has deployed an AI assistant across miamiandbeaches.com. When fans visit the dedicated World Cup planning page, the chatbot shifts its focus entirely to tournament-specific information, giving fans arriving for seven matches at Hard Rock Stadium instant access to match logistics and recommendations across Miami's beaches, neighborhoods, dining, and nightlife.

Several other host cities have also deployed AI visitor tools that are ready to help the millions of international fans arriving this summer.

- Discover Atlanta offers Atlanta Travel Chat, an AI visitor assistant providing city recommendations, travel information, and tailored guidance for international World Cup attendees, from dining near the stadium to local watch parties and festivities across the city.
- Meet Boston offers an AI trip-planning tool at meetboston.com for fans arriving for seven matches at Gillette Stadium.
- San Francisco Travel has embedded a conversational AI planning tool into sftravel.com, helping visitors discover everything from the Golden Gate Bridge to Michelin-starred dining through real-time personalized recommendations.
- Visit Kansas City has integrated an AI trip-planning tool across visitkc.com to help fans explore the Soccer Capital of America.
- Discover PHL offers Ask Ben, an AI visitor assistant to help fans explore Philadelphia ahead of matches at Lincoln Financial Field.
- Visit Dallas has launched a digital concierge to help fans navigate the Dallas area, which will host more matches than any other metro in the tournament.
- Visit Houston offers an AI-powered visitor assistant to help fans navigate dining, attractions, and experiences in one of the tournament's most dynamic host markets.

International fans can start planning their World Cup trip to the United States at AmericaTheBeautiful.com/football.

Note to Editors

For additional storytelling inspiration around the 2026 FIFA World Cup and things to do across the United States, including b-roll footage and host city destination photos, visit Brand USA's online World Cup press kit here.

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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.

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