



## Royal Caribbean Named Official Miami World Cup 2026 Host City Supporter

*South Florida Icons Unite to Deliver Unforgettable Fan Experiences and a Lasting World Cup Legacy*

**MIAMI, FL, Feb. 3, 2026** - The FIFA World Cup 2026™ Miami Host Committee and Royal Caribbean proudly announced a landmark partnership naming Royal Caribbean as the Official Miami World Cup 2026 Host City Supporter.

The partnership unites two global brands born and built in Miami, combining the world's most innovative cruise line with the world's biggest sporting event. Already a familiar presence across Miami's most visible fútbol moments, Royal Caribbean, part of global vacation company Royal Caribbean Group, continues to deepen its connection to the global game, positioning itself as a defining presence in how the city experiences fútbol. Building on its unmatched ship-to-pitch synergy, the partnership gives fans, travelers, and the local community the chance to experience the World Cup in uniquely Miami ways that only Royal Caribbean can deliver.

As part of the partnership, Royal Caribbean and the FIFA World Cup 2026™ Miami Host Committee will bring to life a series of interactive activations designed to engage fans, families, and communities. Royal Caribbean will anchor its presence at the FIFA Fan Festival™ Miami with an interactive fan zone, offering fans unique experiences and engagement touchpoints that capture Miami's passion for soccer, travel, and connection.

The FIFA Fan Festival™ Miami will take place at Bayfront Park, transforming the iconic downtown waterfront into the city's central hub for World Cup celebration over 23 days during the tournament. Set against Miami's skyline, the family-friendly festival will feature live broadcasts of all World Cup matches on giant screens, world-class live entertainment across multiple stages, local food offerings, and immersive brand activations.

Fans will experience the partnership in multiple ways, including behind-the-scenes stadium tours, appearances by top soccer legends, and a designated entertainment act on the community stage at the FIFA Fan Festival, providing opportunities to connect with the world's greatest sporting event. Royal Caribbean's impact will extend

throughout Miami, with dynamic branding at key city locations, ensuring the city itself reflects the energy and excitement of the World Cup.

“As a leading vacation brand shaped by this city’s unstoppable energy for more than 50 years, Royal Caribbean is proud to serve as the first Official Miami Host City Supporter for the FIFA World Cup 2026. With the World Cup creating once-in-a-generation momentum across South Florida, we’re excited to bring our spirit of innovation and hospitality to help welcome fans, families and visitors from around the world,” said Royal Caribbean Group Chairman and CEO Jason Liberty. “Together with the Host Committee, we look forward to creating unforgettable experiences that will leave a lasting legacy for our community long after the final whistle.”

“This partnership celebrates what makes Miami a Host City like no other, we are bringing in one of the biggest brands in hospitality to represent Miami for what it’s known for - innovation as a world-class destination on a world stage,” said Rodney Barreto, Co-Chair, FIFA World Cup 26™ Miami Host Committee. “Together, we’re creating fan experiences that are meaningful, while strengthening Miami’s role as a destination where culture, sport, and community come together.”

This partnership underscores a shared commitment to Miami and the broader South Florida community, delivering immersive experiences that inspire fans and leave a legacy in the city.

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### **About Royal Caribbean**

Royal Caribbean, part of Royal Caribbean Group (NYSE: RCL), has delivered memorable vacations for more than 50 years. The cruise line’s game-changing ships and exclusive destinations revolutionize vacations with industry-leading innovations and an all-encompassing combination of experiences, from thrills and ways to chill, to dining and entertainment, for every type of family and vacationer. Voted “Best Cruise Line Overall” for 23 consecutive years in the Travel Weekly Readers Choice Awards, Royal Caribbean makes memories with adventurers across more than 300 destinations in 80 countries on all seven continents, including the vacation brand’s Perfect Day at CocoCay and Royal Beach Club Paradise Island in The Bahamas, plus four new signature destinations joining the growing lineup by 2027.

Media can stay up to date by following [@RoyalCaribPR](#) on X and visit [www.RoyalCaribbeanPressCenter.com](#). For additional information or to book, vacationers can visit [www.RoyalCaribbean.com](#), call (800) ROYAL-CARIBBEAN or contact their travel advisor.

### **About the FIFA World Cup 2026™ Miami Host Committee**

Working in partnership with FIFA and associated sports and municipal entities, the FIFA World Cup 2026™ Miami Host Committee was established to maximize opportunities

and deliver an unmatched FIFA World Cup 26™ experience that creates enduring economic, social, recreational, and cultural opportunities in communities throughout Miami-Dade County.

### **#WeAre26**

Discover the unparalleled opportunity to be a part of history as the FIFA World Cup 2026™ descends upon Miami, Florida! The Miami FIFA World Cup 2026™ Host Committee invites visionary brands and businesses to join forces with us in crafting an unforgettable sporting extravaganza. Seize the chance to showcase your brand on the world stage by exploring our exciting and unique sponsorship opportunities. From prime venue exposure to exclusive event collaborations, your brand can play a vital role in shaping this historic moment. Connect with the Host Committee at [info@miamifwc26.com](mailto:info@miamifwc26.com) to secure your place in the spotlight. Don't miss this chance to be part of the magic and make history in the heart of South Florida! For information about volunteer opportunities and event updates, visit [www.MiamiFWC26.com](http://www.MiamiFWC26.com). Follow @FWC26Miami.

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