



NEWS RELEASE

American Airlines takes the FIFA World Cup 26 beyond the pitch — and 100 stories high at Edge NYC

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FORT WORTH, Texas — As anticipation builds for the FIFA World Cup 26™, American Airlines is giving fans a new way to be part of the world's biggest sporting event, from the streets of the Host Cities to 100 stories above New York City.

This summer, American is launching its Spot the Bag campaign, a dynamic, on-the-ground experience that brings the excitement of the tournament directly to fans. The campaign is further brought to life through creative featuring former U.S. Men's National Team goalkeeper Tim Howard, who helps kick off the journey of the campaign's signature suitcase, representing fans traveling to the FIFA World Cup 26™.

Throughout June and July, fans will spot American Airlines x FIFA World Cup 26™-branded traveling suitcases at iconic landmarks across Host Cities, inviting AAdvantage® members to scan, enter and unlock a chance at an unforgettable FIFA World Cup 26™ Final Party in New York City.

"As the Official North American Airline Supplier of the FIFA World Cup 26™, in partnership with Qatar Airways, and also the Official Airline of U.S. Soccer, we saw an opportunity to go beyond traditional sponsorship and bring the tournament to life in a way only American can," said American's Chief Marketing Officer Caroline Clayton. "Our Spot the Bag campaign brings the tournament directly to fans and creates immersive moments across iconic locations in Host Cities for fans to engage with — all leading to a once-in-a-lifetime Final Party in New York City showcasing the kind of access only the AAdvantage® program delivers."



At a time when more than a billion fans will watch the FIFA World Cup 26™ Final, American is reimagining how fans can watch and celebrate.

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"North America is absolutely ready to host FIFA World Cup 26™ and American Airlines is making this once-in-a-lifetime experience even more memorable with its opportunity to 'spot the bag' for a chance to watch the final match at American's Final Party in the clouds above New York City," said Tim Howard, former USMNT Goalkeeper and sports broadcaster.

Bringing the FIFA World Cup 26 to fans

American's Spot the Bag campaign is an immersive activation designed to meet fans where they are. The campaign kicks off in New York City at Vessel at Hudson Yards with a bold, oversized suitcase installation, followed by the rollout of additional permanent large-scale suitcase installations at Dallas Fort Worth International Airport (DFW) and Miami International Airport (MIA).

Traveling branded suitcases will appear at iconic locations across Host Cities, giving fans more chances to win. The campaign invites fans to scan on-site QR codes, follow the campaign across American's social channels and engage with the tournament in a completely new way.

Entries are open June 2 through July 3 for AAdvantage® members. For additional details go to aa.com/fwc26perks.

A once-in-a-lifetime final experience

At the center of it all is an unforgettable grand prize experience in New York City to close out the biggest moment of the summer.

Winning AAdvantage® members will experience the FIFA World Cup 26™ Final in a way few ever will. The event, hosted in Hudson Yards at Edge NYC, the highest outdoor sky deck and all-weather immersive indoor experience in the Western Hemisphere, will bring live match viewing and premium entertainment in a high-energy, once-in-a-lifetime setting.

The grand prize includes:

- Tickets to the American Airlines x FIFA World Cup 26™ Final Party at Edge NYC
- Surprise musical performance
- Round-trip airfare to New York City
- A four-night hotel stay

Edge NYC, the highest outdoor sky deck and all-weather immersive indoor experience in the Western Hemisphere

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Bringing fans closer to the moment

As the Official North American Airline Supplier of FIFA World Cup 26™, in partnership with Qatar Airways, and Official Airline of U.S. Soccer, American continues to go beyond getting fans to the match, creating new ways to experience it. With more flights to Host Cities than any other airline and a summer full of activations, American is bringing fans closer to the action at every step of the journey.

American has been giving its customers an exclusive opportunity to redeem AAdvantage® miles for World Cup match tickets. Throughout the tournament, American will be surprising fans with exclusive access and celebrations in airports and around game day matches.

This summer, the message is simple: don't just watch history, be a part of it.

Rules, restrictions and details at aa.com/fwc26perks.

About American Airlines Group (NASDAQ: AAL)

American Airlines is a premium global airline connecting more of the U.S. to the world. With roots tracing back to an air mail carrier in the Midwestern United States in 1926, American now operates more than 6,000 daily flights to more than 350 destinations in more than 60 countries and serves more than 200 million customers annually.

Powered by a proud and talented team of 130,000 aviation professionals, American's team lives out the airline's

purpose of caring for people on life's journey every day.

The world's largest airline proudly celebrates its centennial year in 2026, reaching a milestone that reflects a century of innovation and the Forever ForwardSM spirit that changed the industry and the world. American introduced the first scheduled air cargo service, the first airport lounge and the first airline loyalty program and continues to reinvent the customer experience today. The airline is also a founding member of the oneworld alliance, whose members serve more than 900 destinations around the globe.

Get the latest about American at news.aa.com and [@AmericanAir](https://twitter.com/AmericanAir).