

Airbnb & FIFA Offer World Cup Fan Experiences

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For soccer fans, watching the World Cup is already a dream come true, but what if you could take that dream a step further? Airbnb has partnered with the Fédération Internationale de Football Association (FIFA) to bring fans even closer to the action, offering exclusive experiences tied to the upcoming World Cup events in North America.

These aren't your typical fan experiences. Airbnb is giving supporters the chance to book one-of-a-kind moments with football legends, creating memories that go far beyond the stadium seats.

Among the highlights: a private training session with iconic American goalkeeper Tim Howard, known for his record-breaking saves and leadership on the field. Fans can also sit down and watch a match in Philadelphia alongside former U.S. national team player and current soccer commentator, Cobi Jones. For those who enjoy the strategy behind the sport, there's an opportunity to join a detailed pre-match analysis session with Pascal Zuberbühler, the former Swiss goalkeeper and current FIFA technical expert.

These special experiences are now open for booking and are part of Airbnb's broader mission to connect people through travel and shared interests. The initiative is timed to support three major FIFA tournaments happening across North America: the FIFA Club World Cup in 2025, the much-anticipated FIFA World Cup in 2026, and a third major event still under development.

Brian Chesky, Airbnb's co-founder, and CEO, shared his excitement about the partnership, saying, "The World Cup brings the world together, and so do we." He emphasized that Airbnb is proud to offer fans unforgettable experiences while also helping local communities benefit from the economic boost brought by international travel.

These experiences are more than just entertainment; they're a way to deepen the connection between fans and the sport they love. Whether you're training with a legend or sharing insights over a game, the initiative blends hospitality, sports, and personal storytelling in a way that feels authentic and impactful.

With matches set to be held in multiple cities across the United States, Canada, and Mexico, these events are expected to draw hundreds of thousands of visitors. Airbnb's platform will not only help fans find places to stay but also offer them unique ways to engage with the World Cup on a personal level.

For soccer lovers around the world, this is a rare opportunity to get closer to the game and to the players who made it great. Thanks to Airbnb and FIFA, the World Cup isn't just something you watch anymore. It's something you can be a part of.

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