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Contacts:

Steve Brener, BZA, 818-398-8039; Arlene Guzman, BZA, 415-517-5470

Jason Krutzsch: Los Angeles Sports & Entertainment Commission – [jkrutzsch@lasec.us](mailto:jkrutzsch@lasec.us)

Melissa Yunk: Los Angeles Tourism & Convention Board - [myunk@latourism.org](mailto:myunk@latourism.org)

**THE LOS ANGELES TOURISM & CONVENTION BOARD JOINS  
LOS ANGELES SPORTS & ENTERTAINMENT COMMISSION AS  
OFFICIAL TOURISM BOARD PROMOTER FOR  
WORLD CUP AND SUPER BOWL LXI**

*The Los Angeles region prepares to welcome visitors from around the world for these premier global events, bringing far-reaching economic benefits*

**LOS ANGELES (April 17, 2025)** – The Los Angeles Sports and Entertainment Commission (LASEC) announced that the [Los Angeles Tourism & Convention Board](#) (Los Angeles Tourism) has signed on as a Host City Supporter and the Official Tourism Board Promoter, giving it a vital role in promoting L.A. locally and globally for FIFA World Cup 26™ and Super Bowl LXI.

The Los Angeles Tourism & Convention Board will be the only tourism board in the region with the rights to use the World Cup Host City Supporter and Super Bowl LXI Host Committee branding to promote the Los Angeles region. The nonprofit tourism and marketing group, representing over 1,000 local tourism-related businesses, is responsible for promoting the region as one of the world's premier travel destinations.

As the region gears up to host eight FIFA World Cup 26™ matches – including the U.S. Men's National Team opening match – and welcome back the Super Bowl for the ninth time, Los Angeles Tourism will promote the region as a global sports and entertainment capital to encourage visitors to not only start their World Cup and Super Bowl experiences in LA but also stay on to enjoy city life beyond SoFi Stadium.

"Los Angeles continues to solidify its place as one of the world's premier sports capitals, and we are honored to be named as Host City Supporter and the Official Tourism Board Promoter for the Los Angeles World Cup 2026 Host City and Super Bowl LXI Host Committee," said **Adam Burke, President and CEO of the Los Angeles Tourism & Convention Board**. "Tourism is a vital industry in our community, and sports tourism is one of the fastest-growing sectors. Whether you're visiting for the first time or returning to explore more, LA is ready to roll out the red carpet and showcase everything our region has to offer."

Through this partnership, the teams are developing resources to welcome first-time visitors and locals alike with destination information, tips and a calendar of events and activities spanning the entire 39-day FIFA World Cup 26™ tournament, including official World Cup matches, Fan Celebrations, watch parties and activities across the region.

The Los Angeles Tourism and Convention Board has a global presence through a variety of international offices and agencies, allowing them to reach key markets that traditionally produce high volumes of visitors to Los Angeles, have teams participating in the World Cup, and are home to passionate fan bases.

“We are delighted to be teaming up with LA Tourism to showcase our region’s vibrancy and amazing communities, while creating an unforgettable World Cup experience for tourists and Angelenos alike, bringing significant economic, cultural, and community benefits to Greater LA,” said **Kathryn Schloessman, President & CEO, Los Angeles Sports & Entertainment Commission**. “Together, we will create unforgettable experiences for the upcoming major events that will deliver lasting positive impact for our incredible, resilient region.”

Through this partnership, Los Angeles Tourism will promote LA as the premier destination for sports and entertainment on the global stage through three roles: Host City Supporter for the Los Angeles World Cup 2026 Host City, official partner for the Super Bowl LXI Host Committee, and the Official Tourism Board Promoter for both events.

For more information about Los Angeles Tourism and LASEC’s initiatives around the upcoming major events, please visit [losangelesfwc26.com](https://losangelesfwc26.com), [lasuperbowlhc.com](https://lasuperbowlhc.com) and [discoverlosangeles.com](https://discoverlosangeles.com).

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### **About the Los Angeles Sports & Entertainment Commission**

The Los Angeles Sports & Entertainment Commission (LASEC) is a non-profit organization officially designated to attract, secure and support high-profile sports and entertainment events in Los Angeles and serves as the lead for the [Los Angeles World Cup 2026](#) and [Super Bowl LXI](#) Host Committees. LASEC connects local businesses and communities with these major events to create lasting economic, cultural, and social impact for the region. For more information, visit: [LASEC.net](https://LASEC.net)

### **About Los Angeles & Los Angeles Tourism & Convention Board**

Los Angeles Tourism & Convention Board (Los Angeles Tourism) is the non-profit destination marketing and sales organization for the Los Angeles tourism industry and the ultimate resource for where to stay and play in the LA area.

Los Angeles is a dynamic, ever-evolving destination – where diversity thrives, and everyone is welcome. Discover the true LA by exploring its more than 30 culturally rich neighborhoods, each one offering a distinct vibe. LA is home to more than 300 days of warm sunshine, 75 miles of idyllic shoreline, more museums and performing arts venues than any other U.S. city, and an innovative culinary scene led by influential tastemakers. A global creative capital and the epicenter of the sports universe, LA presents limitless possibilities for visitors from around the world. For more information, visit [discoverlosangeles.com](https://discoverlosangeles.com), follow at [facebook.com/DiscoverLosAngeles](https://facebook.com/DiscoverLosAngeles), or @discoverLA on [Instagram](#).

### **About the Los Angeles World Cup 2026 Host Committee**

The Los Angeles World Cup Host Committee was established to deliver a premier FIFA World Cup 26™ experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between FIFA and the Los Angeles region to harness opportunities surrounding the tournament to elevate our community. The Host Committee is co-chaired by LAFC Co-President Larry Freedman and former U.S. Men's National Team player Chris Klein, led by the Los Angeles Sports & Entertainment Commission (LASEC), and includes the Los Angeles Rams, SoFi Stadium and Hollywood Park, Los Angeles Football Club (LAFC), and LA Galaxy. For more information, visit [losangelesfwc26.com](https://losangelesfwc26.com).

### **About the Los Angeles Super Bowl Host Committee**

The Los Angeles Super Bowl Host Committee has been established to deliver a premier Super Bowl LXI experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between the National Football League and Los Angeles to harness the opportunities surrounding the Super Bowl to elevate our community. The Host Committee is led by the Los Angeles Sports & Entertainment Commission (LASEC) and includes SoFi Stadium and Hollywood Park and the Los Angeles Rams. For more information, visit [lasuperbowlhc.com](https://lasuperbowlhc.com).