



MAKE THE MOST OF FIFA WORLD CUP 2026™ IN DALLAS

Whether you're visiting for a single match or staying for the entire tournament, Dallas offers unforgettable fan experiences and plenty to explore between kickoffs. Use this guide to help plan your stay and make the most of your World Cup™ experience.

MAKE DALLAS YOUR HOME BASE

Stay in Downtown Dallas if possible. It will be the heart of the World Cup™ atmosphere, with activations, restaurants, entertainment and easy access to public transportation.

Take advantage of transportation to the stadium on match day and use Dallas as your home base for dining, entertainment and fan experiences.

INSIDER TIP

Consider purchasing **Dallas CityPASS®** to save on top attractions, including the Perot Museum of Nature and Science, Reunion Tower, Dallas Zoo and more.

EXPERIENCE THE OFFICIAL FIFA FAN FESTIVAL™

The FIFA Fan Festival at Fair Park will be one of the tournament's signature experiences.

- Open daily for 34 days
- Free admission with registration
- Live match broadcasts
- Food and beverage offerings
- Fan activations and entertainment
- International cultural experiences

Getting There

Take **DART's Green Line** to either Fair Park Station or Martin Luther King Jr. Station.

Featured Concerts

Latin Legacy Tour – June 28 featuring MC Magic, Baby Bash, Lil Rob and special guest Concrete

Turnpike Troubadours – July 4

Major Lazer – July 9

Concert tickets are sold separately through Ticketmaster - starting at \$26

JOIN THE FAN ATMOSPHERE

Watch matches at **Klyde Warren Park's Global Watch Parties** from June 11–July 19 shown in both English and Spanish in a lively fan atmosphere with food trucks and live music and entertainment in the heart of Downtown Dallas - admission is free!

Experience the excitement of Argentina's traditional Banderazos at Klyde Warren Park on June 21 and June 26.

Explore Main Street in Downtown Dallas, which will feature expanded pedestrian-friendly areas during the tournament.

GETTING AROUND DALLAS

Getting around is easy thanks to Dallas' extensive public transportation network.

Use the GoPass app to plan routes and purchase DART rail and bus tickets.

Ride the free McKinney Avenue Trolley between Downtown, Uptown and the Arts District.

Take the Dallas Streetcar to the Bishop Arts District for local restaurants, boutiques and live music.

MATCH DAY TRANSPORTATION

Head to Union Station or Victory Park Station.

Take the TRE to CentrePort Station.

Board the complimentary shuttle to AT&T Stadium.

Keep an eye out for FIFA-operated shuttles that may provide direct transportation from Dallas to the stadium.



HARWOOD ARMS

HAPPIEST HOUR



HERO



AT&T DISCOVERY DISTRICT

BEST PLACES TO WATCH A MATCH

Harwood Arms
2823 MCKINNON ST

Enjoy an authentic game-viewing experience over pints of Guinness and plates of fish and chips at this British pub!

The Londoner
5321 MOCKINGBIRD LN #250

Check out The Londoner another authentic British Pub and a second home to local Dallas soccer fans!

Happiest Hour
2616 OLIVE ST

Catch the game inside or outside on Happiest Hour's rooftop deck or garden patio while enjoying signature cocktails, wine and over 50 beers on tap.

Frankie's Downtown
1303 MAIN ST

Frankie's is a well-known favorite for their happy hour deals and house-made cocktails!

Hero
3090 NOWITZKI WAY

Located in Victory Park, this spot has six full-service bars, a 24-foot HD screen, arcade games and a private upstairs lounge.

Christies
2817 GREENVILLE AVE

Christies is a sports bar in the lively Lower Greenville neighborhood with a special game-day menu and happy hour deals that can't be beat!

BEYOND THE MATCHES

There's plenty to discover between kickoffs. From vibrant neighborhoods and iconic Dallas experiences to additional sporting events and authentic Texas adventures, make the most of your tournament experience!

Explore Dallas Neighborhoods

Each Dallas neighborhood offers a different World Cup experience.

Downtown Dallas

The heart of the World Cup atmosphere, with activations, entertainment and convenient access to public transportation.

Dallas Arts District

World-class museums, striking architecture and performing arts venues.

Bishop Arts District

Independent boutiques, chef-driven restaurants and local charm.

Deep Ellum

Colorful murals, live music, nightlife and a thriving arts scene.

Uptown, Knox Street & Lowest Greenville

Popular dining destinations, lively patios and evening entertainment.

DALLAS INSIDER PASSPORT

The Dallas Insider Passport is your chance to explore beyond the stadium and into the heart of our city to uncover the best of Dallas with exclusive offers and discounts.

DOWNLOAD YOUR FREE PASSPORT

DON'T MISS THESE PHOTO OPPORTUNITIES

- AT&T Discovery District
- The Eye at The Joule
- Pioneer Plaza
- Ronald Kirk Bridge
- RedBall Project
- "One Field, Infinite Smiles" mural



EXPERIENCE THE FIFA WORLD CUP 2026 DALLAS™ MARGARITA MILE CUP

Dallas is home to the frozen margarita machine, invented here in 1971. During the tournament, visitors can participate in the FIFA World Cup 2026 Dallas™ Margarita Mile Cup, a self-guided tour and citywide competition featuring World Cup 2026™ inspired margarita from top restaurants across Dallas. Restaurants go head-to-head as guests vote to crown the city's margarita champion. Download the free pass to start the tour and collect points to claim prizes as you visit restaurants on the mile.

[GET YOUR PASS HERE ▶](#)



Klyde Warren Park



Soccer: More Than a Game

BEYOND SOCCER

If you're looking to explore beyond the tournament, take advantage of the:

EXHIBITIONS

[Soccer: More Than a Game](#) at the Perot Museum of Nature and Science

[Game Changer: United By Sports](#) at the George W. Bush Presidential Center

INDEPENDENCE DAY CELEBRATIONS

Celebrate America's birthday with festive events across the Dallas area. Enjoy [Kaboom Town!](#) in Addison on July 3, featuring an air show and one of the nation's premier fireworks displays, then head to the free Independence Day Celebration at [Klyde Warren Park](#) on July 4 for live music, food trucks, family activities and fireworks. Extend the celebration on July 14 with [Bastille on Bishop](#) in the Bishop Arts District, honoring both French Independence Day and Dallas' rich French heritage.

ADDITIONAL SPORTING EVENTS

The excitement doesn't stop with soccer. During your visit, catch even more live sports action, from [Texas Rangers baseball](#) at Globe Life Field to [Major League Cricket](#) matches at Grand Prairie Stadium, giving sports fans even more action!

DAY TRIPS

Take a break from the tournament and explore true Texas tradition. Visit the historic [Fort Worth Stockyards](#) for daily cattle drives, rodeos and Western heritage, or head to the [Mesquite Championship Rodeo](#) on Saturdays for an authentic Texas experience.