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Tourism London Launches Global FIFA World Cup 2026™ Campaign: “A Match Made in London”

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Tourism London is proud to announce the launch of “A Match Made in London,” a bold international marketing campaign developed in partnership with Red Rhino to capture global attention and drive visitation during the FIFA World Cup 2026™. As the world’s largest sporting event comes to Canada, this multi-channel initiative positions London, Ontario as a vibrant, accessible and value-driven destination for travellers exploring the region.

With matches taking place in Toronto and across North America, the tournament represents a once-in-a-generation opportunity to welcome a global audience. While London is not a host city, its strategic location, cultural diversity and dynamic summer experiences make it an ideal complement to the World Cup journey. Rooted in themes of global food, Canadiana, live music and soccer-inspired experiences, the campaign highlights the energy and diversity of London’s summer.

Located just two hours from Toronto, London offers an affordable alternative to the high demand and elevated hotel pricing expected in host cities. With easy access via highway and a strategic partnership with VIA Rail, the campaign encourages visitors to “Keep the game going” beyond the stadium. From June 8 to July 6, verified FIFA World Cup™ fans can access a limited-time 30% discount on rail travel between Toronto and London ([terms and conditions apply](#)).

At the heart of the campaign is the idea of connection, pairing visitors with experiences across the city:

- You + Live Music
- You + Family Fun
- You + Hotel Savings

As Canada’s UNESCO City of Music, London’s summer calendar is filled with festivals, concerts and cultural celebrations, complemented by a diverse culinary scene and family-friendly attractions.

The campaign will roll out across Facebook, Instagram, YouTube, Google Display and paid search. All campaign traffic will direct to a dedicated landing hub, designed to inspire travel and convert interest into bookings: [Match Made in London landing page](#).

A key element of the campaign is [Canada Celebrates the FIFA World Cup 2026™](#), taking place July 4 in Victoria Park. This free, family-friendly event will feature live match viewing, football-themed activities, cultural programming, music and food, extending the energy of the tournament into the city.

The campaign is expected to drive overnight stays, increase international awareness and generate meaningful economic impact for local tourism operators, while creating lasting impressions that position London as a must-visit destination in Ontario.

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About Tourism London

Tourism London, the city's Destination Marketing Organization since 1996, is a trailblazer in developing real experiences, promoting its vibrant and diverse visitor destination and attracting and hosting people with warm, genuine hospitality. We enhance the reputation of our city and grow the resilience of our sustainable tourism ecosystem by driving tourism visits and spending, collaborating with industry partners and enriching our community.

About London's UNESCO City of Music Designation

The UNESCO Creative Cities Network (UCCN) strives to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The current 295 cities across seven creative fields work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level. London became Canada's *first* UNESCO City of Music on November 8, 2021.

A UNESCO City of Music designation is an ongoing commitment to continue developing and strengthening London's music sector. As an official UNESCO City of Music, London connects and collaborates with the international music community of 58 other cities, elevating London's local music community. Visit www.LondonCityofMusic.ca to learn more.