



2026 FIFA WORLD CUP™

RESOURCE FOR LOS ANGELES BUSINESSES



JUNE 2026



2026 FIFA World Cup™ Los Angeles Host City Overview

Business Operations Center Overview

The City of Los Angeles Business Operations Center (BOC) serves as a trusted hub connecting government, businesses, and community partners through collaboration, information sharing, and strategic partnerships before, during, and after emergencies. Its primary goal is to support resilience through business continuity, ongoing partnerships, resources, and real-time intelligence to minimize economic disruption and speed recovery during crises.

Event Overview

Los Angeles is taking center stage as a premier host city for the 2026 FIFA World Cup™, staging eight high-profile matches between June 12 and July 10, 2026. All action takes place at SoFi Stadium in Inglewood, which operates under the official tournament name "Los Angeles Stadium" to comply with FIFA's corporate sponsorship rules. The local lineup is anchored by the United States Men's National Team, which plays its highly anticipated tournament opener against Paraguay on Friday, June 12, followed by a second group-stage match against Turkey on Thursday, June 25. In total, the stadium hosts five group-stage games, two rounds of 32 knockout matches, and a critical Quarterfinal match on Friday, July 10.

Match Schedule

Date	Match-up
June 12 (Friday)	United States vs Paraguay
June 15 (Monday)	Iran vs New Zealand
June 18 (Wednesday)	Switzerland vs Bosnia and Herzegovina
June 21 (Sunday)	Belgium vs Iran
June 25 (Thursday)	United States vs Turkey
June 28 (Sunday)	Round of 32
July 2 (Thursday)	Round of 32

July 10 (Friday)	Quarterfinals
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Beyond the stadium gates, the Los Angeles World Cup 2026 Host Committee is operating a massive 39-day fan activation network across the region. The historic Los Angeles Memorial Coliseum serves as the central FIFA Fan Festival hub, hosting massive outdoor watch parties, live music, and cultural exhibits. Additional neighborhood-specific Fan Zones are deployed throughout LA County to offer localized match viewings and youth soccer clinics. For attendees, managing logistics is vital due to heavy local traffic.

Official FIFA Fan Festival (Fan Fest)

The Official Fan Festival is a centrally coordinated, ticketed event held at the Los Angeles Memorial Coliseum.

Detail	Specification
Location	Los Angeles Memorial Coliseum
Dates	June 11- Jun 14, 2026
Ticketed capacity	40,000
Field capacity	~10,000

Official FIFA Fan Zone Locations and Capacities

Each Official FIFA Fan Zone location is projected to accommodate up to 5,000 spectators per day of operation.

There are five located in the City of Los Angeles, with [additional Fan Zone locations](#) spread throughout Los Angeles County.

Dates	Location
June 18-21	The Original Farmer’s Market
June 25-28	Union Station & Plaza de Cultura y Artes
July 2-5	Hansen Dam

July 11	Venice Beach
July 14-15 & 18-19	West Harbor (San Pedro)

Kick It In The Park

Kick It In the Park events are a partnership between the Office of Mayor Karen Bass, Los Angeles Council Districts, and Los Angeles Recreation and Parks (RAP). The free family-friendly events bring the World Cup to every corner of the city via RAP locations.

For more information on Kick It In the Park locations, visit <https://kickit.lacity.gov/>

Concurrent Events and Celebrations

Event	Dates	Location	Estimated Attendance
Anime Expo	July 5 - July 7	LA Convention Center	100,000+
CicLAvia (June)	June 28	Leimert to Expo Park	20,000+ riders
Splash and Dash 5k	June 14	Hansen Dam	2,000+
CicLAvia (July)	July 19	Hollywood	20,000+ riders
LA Pride Parade	June 14	Hollywood	100,000+
Juneteenth Celebration	June 19 (City Holiday)	Leimert Park	10,000+
America's 250th	July 4 (City Holiday July 3rd)	Various public parks & recreation sites	10,000+
Community Celebrations	Various (Up to 3 events per day citywide)	Public parks & recreation sites	~1,000 attendees per site (112 Events Across 15 CDs)

World Cup Impact

Southern California is set to reach a significant commercial landmark with the 2026 FIFA World Cup™, as the [Los Angeles World Cup 2026 Host Committee](#) anticipates an \$892 million economic injection into Los Angeles County. From June 12 to July 10,

2026, triggering a 39-day surge in regional demand. Local business owners should be aware that this influx will be highly concentrated and localized. To capitalize on this opportunity and navigate potential logistical hurdles, immediate operational adjustments may be necessary to handle the scale of international visitors.

Operational Readiness and Business Continuity Strategy

- **The Visitor Wave:** Over 1.2 million international soccer fans are entering the United States, with Los Angeles acting as a primary point of entry and host hub.
- **Localized Spikes:** Rather than a steady month-long plateau, consumer traffic may heavily peak during certain match days.
- **Extensive Pedestrian Activity:** Economic activity will reach well beyond Inglewood's borders. As the site of the primary FIFA Fan Festival, the Los Angeles Memorial Coliseum, together with various regional Community Fan Zones, is set to drive significant volumes of visitors into Exposition Park, Downtown Los Angeles, and surrounding local business districts.

How LA Businesses Can Prepare

During the tournament, businesses may see varying results in their performance metrics. It is advisable for all organizations to evaluate their business strategies and continuity plans when major events occur.

- **Ready Your LA Business:**
 - The City of Los Angeles Emergency Management Department designed the Ready Your LA Business (RYLAB) program. RYLAB helps business owners:
 - Prepare for, respond to, and recover from disasters like earthquakes, wildfires, and floods.
 - Create comprehensive emergency disaster plans and business continuity plans.
 - Learn about potential hazards and risks in their specific area.
 - Establish safer work environments and train employees on emergency procedures.
 - Organize vital information such as contact lists, insurance coverage, and asset inventories to facilitate faster recovery.
 - You can access the program's **FREE** downloadable materials and training videos at <https://ready.lacity.gov/business-preparedness>.
- **Capturing Direct Visitor Spending:**
 - [Visitors are projected to inject \\$515 million](#) in direct spending into local hotels, short-term rentals, restaurants, retail shops, and transportation providers. Hospitality and retail businesses should prepare to handle

increased credit volumes and standard tech infrastructure like contactless mobile payments.

- **Mitigating Severe Logistics and Supply Chain Delays:**

- To preempt potential logistics and supply chain disruptions from stadium crowds and fan zone activity, businesses should coordinate with suppliers to secure non-perishable inventory and shift delivery windows to early morning hours, effectively bypassing gridlock and road closures.

- **Managing Staffing Pressures & Employee Burnout:**

- The anticipated spike in customers could potentially place intense pressure on front-line employees. To preserve standard performance levels, businesses should consider revising staff schedules, evaluating temporary hiring needs, and defining precise operational protocols. Regional hospitality experts suggest viewing this period as a highly dynamic summer surge, necessitating a focus on workforce adaptability.

- **Navigating Strict Intellectual Property Laws:**

- Business owners must be highly cautious with their marketing. According to the [Los Angeles World Cup 2026 Host Committee Guidelines](#), un-sponsored businesses, restaurants, and bars are strictly prohibited from using official trademarks like "FIFA World Cup 26™" or official logos in their promotions. To capitalize on the soccer craze legally, businesses could potentially rely on general soccer themes, national flags, and team colors.

- **Leveraging Long-Term Global Exposure:**

- The World Cup serves as a massive commercial runway for the region. Establishing seamless service, unique product bundles, and positive experiences for this summer's consumers can capture a permanent share of the tourism pipeline leading directly into the 2028 Los Angeles Olympic Games.

Stay Connected

Los Angeles Region
[Specific Official FIFA Tournament Events](#)

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[Community Celebrations](#)

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