

The World Cup is Coming to Los Angeles. Is Your Property Ready?

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What the 2026 Fifa World Cup means for LA property owners and managers, and the properties they own.

The 2026 FIFA World Cup will bring unprecedented attention to Los Angeles. With the city hosting eight matches at SoFi Stadium, an estimated 150,000-180,000 visitors are expected to arrive specifically for the tournament, with hundreds of thousands more moving through the region during the event. At the same time, each match will be broadcast to a global audience averaging roughly 175 million viewers, meaning Los Angeles neighborhoods, streets, and commercial corridors will be showcased to hundreds of millions of people around the world. In total, the tournament is projected to generate over a billion dollars in media exposure for the region, along with hundreds of millions in direct tourism spending.



1. Global Exposure: World Cup vs Other Events

Key Takeaway - Global Broadcast Audience

Event	Global Audience
FIFA World Cup (tournament)	~5-6 billion
World Cup Final	~1.5 billion
Super Bowl	~120 million

The World Cup is the largest broadcast event on earth, meaning Los Angeles properties will be seen indirectly by billions of viewers worldwide.

For property owners and managers, this level of global attention represents both an opportunity and a responsibility. Visitors, investors, and prospective tenants will be experiencing Los Angeles not only through the games themselves, but also through the condition of the communities surrounding them including shopping centers, apartment buildings, office campuses, and neighborhood streets. Properties that are clean, well-maintained, and visually appealing reinforce the city's reputation and attract the kind of tenants and customers owners want long after the tournament ends. Conversely, deferred maintenance such as overgrown landscaping, worn sidewalks, neglected common areas, can create a very different impression.

2. Los Angeles Impact from the 2026 World Cup

Estimated Local Impact

Metric	Estimate
Matches Hosted in LA	8
Visitors	150K-180K
Stadium Attendees	~600K
Tourism Spending	\$500M-\$900M
Global Media Exposure	\$1.6B-\$2.4B

Simple insight: When hundreds of thousands of visitors and millions of online

viewers see Los Angeles neighborhoods, every property becomes part of the city's presentation.

3. Why Property Maintenance Matters (Owner Perspective)

Property Condition	Impact During Major Event
Clean Landscaping & Maintained Grounds	Positive Impression for Tenants, Visitors, and Investors
Pressure Washed Surfaces	Improved Curb Appeal and Perceived Safety
Well-Maintained Common Areas	Higher Tenant Satisfaction and Retention
Deferred Maintenance	Negative Brand Perception for Property and Neighborhood

4. The Window to Act Is Now

Strategic investment in property upkeep over the next 12-18 months not only prepares assets for the influx of visitors, but also enhances long-term property value and tenant satisfaction. Now is the time to think proactively about:

- Landscaping and ground maintenance
- Pressure washing and surface cleaning
- Deferred repairs and maintenance catch-up
- Overall curb appeal and common area presentation

When the world's attention turns to Los Angeles, the properties that stand out will be the ones that chose to prepare.

Let's Get Your Property World Cup Ready

CAM Property Services helps LA property owners and managers prepare their assets for maximum curb appeal, tenant satisfaction, and long-term value.

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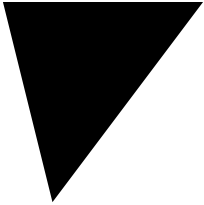
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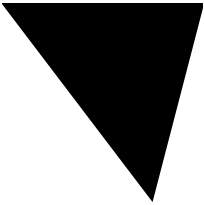


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