



Member Alert

Dear Members,

California is host to quite a few upcoming large events in 2026 and beyond. This alert outlines what you need to know about the upcoming FIFA World Cup, how local laws may impact your operations, and more.

World Cup Team Scheduling to be Announced Friday and Saturday

This Friday (Dec. 5), FIFA will announce the 12 groups of four at the tournament's highly anticipated [Final Draw](#). On Saturday, FIFA will release the [updated match schedule](#) for the FIFA World Cup 2026™ in a live global broadcast. Once these announcements are made, room reservations and other bookings are anticipated to increase as soccer fans plan their trips.

For Those Fans Traveling to Your City from International Destinations

To reduce uncertainty surrounding international travel to the U.S., the U.S. Department of State has announced an expedited Visa permitting process referred to as "[FIFA Pass.](#)" Under the program, visitors from abroad who purchase a ticket directly from FIFA and are located in an eligible country will receive priority Visa processing which is estimated to reduce wait times to within 60-days. FIFA World Cup ticket holders who have not yet scheduled their visa appointment and are applying in a location where the next available appointment (as shown in the wait times on the website) falls after kick-off should wait to apply until FIFA PASS appointments become available in early 2026.

PLEASE NOTE: Price Gouging Laws and Ordinances Currently Don't Affect the World Cup

There are three anti-gouging regulations ([California](#), [L.A. County](#) and the [City of LA](#)). Generally, under these regulations, hotel pricing can be adjusted if it is directly attributable to:

1. Additional costs imposed on it for goods or labor used in its business.
2. Seasonal adjustments in rates that are regularly scheduled.
3. Previously contracted rates.

***The World Cup and other events can be attributed to seasonal adjustments,
therefore, existing anti-gouging regulations do not apply.***

Added Insight into How the World Cup May Affect Demand in Your Market

The ultimate question remains, “What impact will the World Cup have in my market.” Data tracker, AirDNA has released a [publicly available dashboard](#) showing demand, rates, and Year over Year changes for short term rentals in host cities.

If you have any further questions, please contact service@calodging.com. As always, thank you for your continued support.

Sincerely,
The CHLA Team

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