



FIFA WORLD CUP 2026 – MOBILITY IMPACT

SIRVA SUPPLY CHAIN MARCH 2026 UPDATE

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2026 FIFA WORLD CUP OVERVIEW

Mexico • United States • Canada

Event Dates: June 11 – July 19, 2026

The [2026 FIFA World Cup](#) runs from 11 June to 19 July across 16 cities in the United States, Canada, and Mexico and is expected to generate substantial activity across those host cities. It will significantly affect mobility planning, relocation timelines, transportation capacity, and temporary housing availability.

Organizations with employees relocating to or traveling through Mexico, the United States, or Canada during event periods should anticipate extraordinary housing demand pressures, premium pricing, and reduced availability across accommodations and services. For Global mobility programs moving employees into these locations, early planning will be critical to anticipate potential disruptions to housing availability, workforce logistics, transportation, and local infrastructure.

Host Cities

Canada	Mexico	United States	
Toronto	Guadalajara	Atlanta, GA	Los Angeles, CA
Vancouver	Mexico City	Boston, MA	Miami, FL
	Monterrey	Dallas, TX	Philadelphia, PA
East Rutherford, NJ		San Francisco, CA	
Houston, TX		Seattle, WA	
Kansas City, MO			

Key Dates

- The group stage runs from 11 June to 27 June with the Opening Match at Estadio Azteca in Mexico City on June 11.
- Knockout rounds follow from 28 June to 19 July.
- The Final is scheduled for July 19, 2026 in New York/New Jersey.

Match Allocations by Country:

- United States: 78 matches
- Mexico: 13 matches
- Canada: 13 matches

TRAFFIC OVERVIEW

Increased traffic congestion and pressure on public transit systems should be anticipated, with cities expected to experience consistently higher activity levels throughout the event.

Highways and key arterial routes serving stadiums are expected to experience ongoing delays. Match-day congestion will form around all stadium districts beginning 3-5 hours before kickoff and 2-3 hours after match conclusion. Ride-hailing pickup and drop-off areas will be limited and repositioned on match days.

Regarding public transportation, extended service hours are likely for evening matches, although ridership may surge to 2-4 times that of standard commuters.

Current upgrades on a city basis:

- **Atlanta:** is upgrading its MARTA system to meet rising public transit needs and expanding capacity at its bustling airport. Improvements are also planned for the downtown streetscapes and the Centennial Yards mixed-use district.

- **Boston:** Upgrades to the mixed-use Patriot Place development are expected to continue enhancing the area surrounding the stadium, supported by dedicated MBTA service routes.
- **Dallas:** Building out the I-30 corridor and entertainment district, improving the DART Silver Line public transportation, and improving pedestrian circulation near Texas Live! and Globe Life Field.
- **Houston:** Upgrades are being made to IAH Airport’s Terminal D, along with improvements to public transit fleets and new pedestrian enhancements near NRG Park.
- **Kansas City:** Expanding airport capacity with the new KCI terminal, KC Streetcar extensions, and upgrades to hospitality and pedestrian areas throughout the downtown plaza.
- **Los Angeles:** Major infrastructure improvements include finishing the new LAX People Mover, expanding the Hollywood Park mixed-use district near SoFi Stadium, and enhancing access to local roads, transit, and public facilities.
- **Miami:** Plans include enhancing Brightline intercity connections, upgrading local roads and sidewalks, and introducing additional public transit and shuttle options for FIFA events.
- **New Jersey/New York:** In addition to upgrading Penn Station, NJ Transit is expanding Meadowlands Rail service capacity and enhancing the Sports Complex with improved wayfinding and better pedestrian flow.
- **Philadelphia:** Upgrades include improvements to the roads and sidewalks surrounding the South Philly Sports Complex, enhancements to the airport rail line, and service and safety upgrades across SEPTA stations.
- **San Francisco:** Santa Clara continues to upgrade mixed-use areas near downtown and Great America, while also expanding capacity for both CalTrans and VTA services.
- **Seattle:** Alongside the recently opened Lynwood Link, public transit will see further improvements with the new Federal Way Link, making it easier for visitors to access the expanded waterfront and upgraded downtown sidewalks.
- **Toronto and Vancouver:** Increased traffic congestion and pressure on public transit systems should be anticipated, with both cities expected to experience consistently higher activity levels throughout the event.

HOME FINDING IMPACT

Canada

Vancouver – Highest Impact Market

- Severe lodging shortages are expected, with an estimated 15,000+ fans per day unable to secure accommodations during peak match periods.

- Hotel rates projected to rise 200%+, with restrictions from short-term rental regulations worsening supply conditions.
- Expect widespread hotel sell-outs and premium pricing across all lodging segments. Shoulder markets such as Burnaby, Richmond, and Metrotown are recommended.

Toronto

- Hotel prices are already 80% above normal levels, with further increases expected closer to match dates.
- Short-term rental operators may increase activity despite regulatory restrictions.
- Municipal Accommodation Tax increased to 8.5% through July 31, 2026.
- Recommended alternative markets: Etobicoke, Mississauga, Markham, Oakville, Burlington.

Mexico

Housing & Market Conditions

- Expect 40%+ price increases on temporary accommodations, with rates starting near US\$ 300/night. Availability is tightening rapidly in host cities.
- Long-term rental inventory is shifting into short-term use, driving significant rate inflation—up to 3–5X historical averages in Mexico City, Monterrey, and Guadalajara.

Transportation & Mobility

- Major congestion, restricted access zones, and longer travel times near stadiums and fan areas are expected.
- Expect higher airport volumes and longer immigration/customs processing times.

Operational Considerations

- Delays are expected for property viewings, service appointments, and landlord availability.
- It is strongly recommended to schedule relocations 6+ weeks in advance and avoid match days when possible.

United States

Locations: Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York/New Jersey, Philadelphia, San Francisco Bay Area, and Seattle.

Housing Pressures

- Housing availability will decrease as landlords shift to short-term rentals, and home finding timelines will lengthen.
- Expect higher rental, hotel, and temporary housing costs near stadium zones and downtown cores.

Transportation & Commuting

- There will be increased congestion, delays, and higher demand for rental cars, corporate housing, and hotel inventory in all host markets.

Risk Prevention

- It is anticipated that there will be a spike in fraudulent listings, especially in high-demand markets; vetted options and due-diligence safeguards are essential.

Recommended Actions

- ✓ **Plan early:** Book all temporary housing, travel, and home finding services as far in advance as possible.
- ✓ **Consider alternative locations:**
 - Mexico: Consider Querétaro, Toluca, and other connected markets
 - Canada: Burnaby/Richmond (Vancouver) and Mississauga/Markham (Toronto)
- ✓ **Set budget expectations:** Prepare for premium event pricing across housing, transportation, and service providers.
- ✓ **Allow for flexibility:** Expect delays in scheduling, commuting, and administrative processes; build buffer times into planning.
- ✓ **Safeguard against fraud:** Encourage use of vetted housing providers and avoid last-minute, unverified listings.

TEMPORARY HOUSING: SIRVA CORPORATE HOUSING

Events of this nature tend to generate extreme pressure on accommodations, although demand is expected to cluster in specific cities, matches, and time windows rather than being evenly distributed across all host markets.

Corporate Housing vs Hotel Availability - Overview



Hotel Impact

Hotel performance during the World Cup will be driven primarily by match timing and fixture profile, rather than by a consistent, tournament-wide uplift. Early group-stage matches, particularly those not involving host nations or globally popular teams, are expected to generate limited incremental demand in some markets. Historically, these fixtures often underperform initial expectations, especially in cities hosting multiple group matches spread across different weeks. By contrast, late-stage knockout matches, marquee pairings, and games involving teams with strong international followings are likely to create short, intense demand spikes.

These dynamics are already evident following the release of the full match schedule. Initial ticket request data shows demand concentrating around a small number of high-profile group matches and later-round fixtures, rather than evenly across the tournament. As a result, hotel demand is expected to vary significantly by match, with uneven booking patterns and availability constraints tied to specific fixtures, rather than sustained pressure throughout the entire event period.

The following matches generated the highest initial demand and provide an early signal of where hotel compression is most likely to occur.

Rank	Match	Date	Host City
1	Colombia vs Portugal	June 27	Miami
2	Brazil vs Morocco	June 13	East Rutherford
3	Mexico vs South Korea	June 18	Guadalajara
4	Ecuador vs Germany	June 25	East Rutherford
5	Scotland vs Brazil	June 24	Miami

Corporate Housing Impact

Corporate Housing demand during the 2026 World Cup will be primarily influenced by operational timelines. Key demand generators will include the following whose operational schedules extend well beyond match days resulting in much longer in-market presence: media organisations, production crews, government agencies and security providers.

Dallas will be most impacted by this group which is expected to accommodate approximately 2,000 broadcast and media personnel for several months before and throughout the tournament. This represents a unique demand source that did not exist during the previous U.S.-hosted World Cup and meaningfully differentiates Dallas from other host markets.

Additional corporate housing demand will arrive in phases as teams supporting setup, live operations, and teardown rotate through markets, often staying weeks before and after match play. A smaller but meaningful group of fans, sponsors, and media affiliates is also expected to base themselves long-term in select cities, particularly those hosting matches across multiple tournament phases.

Impact Summary

City	Current Availability*	World Cup Impact - Availability	World Cup Impact - Rate	Key Reasons*	Recommendation
Atlanta	Medium	High/Extreme	20-40%	Healthy supply, intern groups, stadium-zone compression, summer demand	Book by April/May; expect 30-day minimum stays.
Boston	Low/Medium	High	20-35%	Limited inventory in city core; summer corporate and university demand	Book 90–120 days in advance; consider secondary submarkets.
Dallas	Low/Medium	High/Extreme	20-40%	Major host city, early group bookings, intern influx	Book by March/April; widen radius 15–20 minutes when possible.
East Rutherford	Low	High/Extreme	20-45%	NYC summer compression, event proximity, limited short-term leasing options	Secure NYC/NJ inventory ASAP; expect strict 30-day minimums.
Guadalajara	Medium	High	40-50%	Moderate supply, limited by event	Book ASAP; expect strict 30-day minimums.

City	Current Availability*	World Cup Impact - Availability	World Cup Impact - Rate	Key Reasons*	Recommendation
Houston	Medium	High	20-40%	Energy sector relocations, summer travel, FIFA overflow and media groups	Book by March/April; avoid stadium-adjacent areas for better pricing.
Kansas City	Medium	High/Extreme	30-50%+	Healthy supply; declared “major event period”; STR surge insufficient for demand	Book as early as possible; widen placement radius, avoiding downtown.
Los Angeles	Medium	Extreme	30-60%+	Host to eight matches; already tight inventory due to 2025 wildfires and seasonal demand	Book as early as possible; avoid West LA and stadium zones.
Mexico City	Medium	High/Extreme	30-50%	Limited inventory, high event demand	Book as early as possible; expect strict 30-day minimums.
Miami	Medium	High/Extreme	20-50%+	Already high tourism baseline; limited mid-range supply; strong fan demand	Book early; consider suburbs like Doral or Coral Gables; consider 90+ day stays instead.
Monterrey	Medium	High/Extreme	30-50%	Limited inventory, high event demand	Book as early as possible; expect strict 30-day minimums.

City	Current Availability*	World Cup Impact - Availability	World Cup Impact - Rate	Key Reasons*	Recommendation
Philadelphia	Low/Medium	High/Extreme	20-50%+	Moderate inventory; hosting major matches; expected 500,000 visitors; limited leasing flexibility	Book as early as possible; widen radius beyond Centre City.
San Francisco	Medium	Extreme	20-60%+	Already high occupancy baseline & housing shortage	Book as early as possible; expect strict 30-day minimums and widened radius.
Seattle	Low/Medium	High/Extreme	20-60%+	Limited inventory in city core; Host city infrastructure strain; rapid STR sellouts after match announcements	Book early; 90-day stays or April move-ins may be required to secure units.
Toronto	Medium	High/Extreme	20-40%	Already high occupancy baseline	Book before April/May; expect strict 30-day minimums.
Vancouver	Low/Medium	High	30-50%	Limited inventory, high demand	Book before April/May; consider 90+ day stays instead.

*Availability definitions:

- Low: ample supply available and expected
- Medium: moderate inventory available, noticeable shortages, but options expected
- High: Limited inventory - options likely to be scarce selling out a few months in advance
- Extreme: Severe lack of inventory, demand exceeds supply
- STR: Short-Term Rental

Key Recommendations

- ✓ Begin temporary housing searches well in advance, and secure reservations as early as possible and before the end of May.
- ✓ Avoid assignments just before, during, and after the World Cup events if possible.
- ✓ Be aware that prices will increase and availability will be limited.
- ✓ Be prepared to be flexible with requirements, including location, and be sure to set assignee expectations accordingly.

Country Specific Housing Impact

In addition to hosting matches, cities will also operate official FIFA Fan Fest/public viewing zones with large screens, entertainment, food, and cultural programming. This will tighten the housing market across their central and tourist neighbourhoods, with demand expecting to rise significantly 2-3 weeks before the first match in each location. This brings:

- Limited extension opportunities.
- Limited/restrictive cancellation terms.
- Price surges - higher-than-average rates due to high demand from event-related bookings.
- Early reservations many months in advance to secure accommodation and to avoid late price increases.

Canada

The upcoming FIFA World Cup, combined with Canada's typical summer peak season, is creating significant pressure on corporate housing availability and pricing across Toronto and Vancouver. While impacts vary by provider, the overall trend is consistent: reduced inventory, earlier booking cut-offs, and moderate to high seasonal rate increases.

While corporate housing providers do not surge rates as aggressively as hotels, clients should anticipate tight availability, earlier booking deadlines, and modest to significant rate increases depending on provider and location. Early planning will be critical to securing suitable accommodation during this high-demand period.

Key Market Impacts

Availability

- **Toronto and Vancouver** will experience constrained supply, especially for 2–3-bedroom units and central locations.

- Several partners expect waitlists or early closure of advance booking windows for summer arrivals.
- Minimum stay requirements will remain in effect: 90 nights in Vancouver and 30 nights in Toronto for corporate housing properties:
 - Long-term stays will continue to qualify for tax exemption, subject to meeting local regulatory thresholds.
 - Unit capacity and occupancy regulations must be strictly adhered to for all reservations to ensure safety and regulatory compliance.
- Limited extension opportunities:
 - Toronto: In high-demand periods, hotels and short-term rentals in key neighbourhoods including Downtown, the Entertainment District, Harbourfront, Queen West, Yorkville, Bloor West Village, and Liberty Village are expected to apply minimum length-of-stay policies and reduce booking flexibility.
 - Vancouver: During peak match dates, short-term rentals in Downtown, Yaletown, Coal Harbour, Gastown, Kitsilano, the West End, and Mount Pleasant are likely to enforce minimum stays and restrict booking flexibility as occupancy tightens.

Rate Impact

- Typical summer increases for corporate housing are 10–20%, depending on provider and unit type.
- In higher-pressure buildings/locations, rate increases of 30–50% are possible due to compounded demand from FIFA and peak season.
- Providers note that hotels may surge dramatically, pushing more long-stay travellers into corporate housing.

Demand Drivers

- FIFA match dates overlap with historically high local summer demand.
- Early group booking activity has already begun (event staff, security, organisers).
- Strict short-term rental regulations limit new supply entering the market.
- Spectators who plan to attend multiple matches may opt for short-term rentals over hotels as a more cost-effective option, impacting availability for relocation.

Recommendations

- Book as early as possible, ideally before May for Vancouver and well in advance for Toronto summer arrivals.
- Expect 30-night minimum stay requirements during June–August.
- Prepare for moderate rate increases above typical corporate housing pricing.
- Flexibility on unit type or neighbourhood may significantly improve availability.
- For essential relocations or longer-term needs, submit requests immediately to secure inventory.

Mexico

The upcoming FIFA World Cup, coupled with existing summer peak demand and Mexico's structural short-term rental constraints, is driving significant pressure on availability and pricing across all major cities where corporate housing is typically required. All markets show medium to extreme availability impact, meaning clients should expect limited inventory, rising rates, and reduced flexibility from April through July.

Availability

- All three cities - Guadalajara, Mexico City, and Monterrey – are showing availability constraints, with some partners warning that inventory is approaching fully booked from April onward already.
- Providers report medium to extreme impact levels, driven by:
 - Early corporate and event-related demand tied to FIFA
 - High baseline summer occupancy
 - Small lodging bases in cities like Monterrey and Guadalajara
 - Short-term rental regulations in Mexico City limiting supply expansion

Rate Impact

- Rate increases are expected across all cities, generally in the 30–50%+ range.
- Guadalajara & Monterrey may see even steeper increases due to limited inventory and concentrated demand.

Demand Drivers

- **Guadalajara:** Very high early demand, small inventory pool, demand speculation driving price inflation.
 - During peak match periods, accommodations in Centro Histórico, Zapopan (Estadio Akron area), Colonia Americana, Providencia, Chapalita, and nearby districts are likely to enforce minimum stays and reduce booking flexibility as occupancy tightens.
- **Mexico City:** High corporate and tourism activity. Regulatory caps impact options (registration required; 180-night rental limits). Premium units already scarce.
 - Roma Norte, Roma Sur, Condesa, Juárez, Polanco, and Coyoacán may implement minimum length-of-stay requirements, limit check-in and check-out flexibility, and restrict stay extensions during peak match periods.
- **Monterrey:** The city has a very small lodging base, and some of the most significant shortages across Mexico, with demand concentrated in secure zones.
 - Accommodations across Monterrey's Centro/Macroplaza area, San Pedro Garza García, Barrio Antiguo, Cumbres, Valle Oriente, Guadalupe, San Nicolás de los Garza, and areas near Estadio BBVA may implement minimum length-of-stay requirements, limit check-in and check-out flexibility, and restrict reservations

extending through peak match dates due to elevated demand and limited remaining inventory.

Recommendations

- Book immediately for any stays occurring April–August to secure remaining inventory and avoid further rate escalations.
- Expect 30-night minimum stays, especially from June to August.
- Budget for 30–50%+ higher pricing than typical corporate housing rates during this timeframe.
- Where possible, avoid non-essential travel or relocation to Guadalajara, Mexico City, or Monterrey during the World Cup period.
- Encourage business units to submit requests as early as possible to maintain access to preferred providers and secure safe, compliant accommodation.

United States

Across the United States, the 2026 FIFA World Cup is expected to drive significant pressure on accommodations, especially in host cities and major metros where summer demand is high. Availability ranges from medium to extreme constraints, with forecasted rate increases from 20% up to 100%+, depending on city and proximity to stadium zones. Summer internship programs, peak relocation season, and short-term rental market shifts further intensify shortages.

Availability

- Most cities report Medium to Extreme availability impact, with some markets already showing compression due to early group bookings and summer housing programs.
- Host cities such as Atlanta, Dallas, Kansas City, Los Angeles, Philadelphia, San Francisco, Seattle, and Miami are expected to see the highest shortages.
- Many providers anticipate no date-change flexibility, strict 30-day minimum stays, and early closure of available inventory.

Rate Impact

- Most markets expect rate increases of 20–50%, with several host cities forecasting 60–100%+ spikes.
- Some providers note premium submarkets (stadium-adjacent zones) may exceed 100–300% for short stays, although 30+ day corporate stays remain comparatively more stable.

Demand Drivers

- Established summer baseline demand is already high.

- Event-driven tourism.
- Group bookings, internships, and limited short-term lease availability.
- Market compression due to hotel sell-outs.

Recommendations

- Book as early as possible (ideally March–May) for stays between June–August.
- Many advise 90-120 days advance booking for the most constrained cities.
- Earlier move-ins (e.g., April) and longer stays (60–90+ days) greatly increase success in securing inventory and reducing pricing pressures.
- Expect 30-day minimum stays and reduced flexibility across most cities.
- Longer stays (60–90+ days) increase likelihood of securing units.
- Encourage clients to widen their geographic radius, especially near stadiums or central districts.

Additional Assistance

How our supplier partners are helping:

- ✓ Keeping a watch on the market conditions and proactively communicating updates.
- ✓ Setting expectations on availability, travel requirements and accommodation booking.
- ✓ Expanding their property network when possible.
- ✓ Encouraging flexibility in requirements and prompt decision making.
- ✓ Encouraging customers to sign their lease documentation as soon as possible to avoid losing the accommodation.
- ✓ Proactively using the most efficient process and contacts to find properties.
- ✓ Setting the most efficient and objective timelines based on the market reality.

How Sirva and Client Mobility/HR teams can help:

- Avoid non urgent arrivals for the duration of the FIFA World Cup if possible.
- Proactively discuss the situation with customers especially in relation to the possible impact to booking accommodation, desired area and need for compromise.
- Proactively advise Sirva of any potential initiations for the Cup locations across the whole period.
- Book temporary housing before the end of May or send partner referrals as early as possible to ensure we have ample time to support with all the needed tasks.
- Set expectations about the limitations of our accommodation booking capabilities for the duration of the FIFA World Cup.
- Understand that many apartment providers will be operating at full capacity.

ADDITIONAL CONTRIBUTORS (ALPHABETICALLY)

AR National Short-Term Housing
ATB Furnished Housing
Churchill Living (Jersey City &
Hoboken)
CWS Corporate Housing
DelSuites
Dominion Corporate Housing
Furnished Quarters
IOR Global Services
Korman Communities (AVE
Clifton)
LARM
Level Hotels & Furnished Suites
National Corporate Housing
Nomad Temporary Housing
Oasis Corporate Housing
PremierDS
RelocateU
Roost Apartment Hotel
Stay Sojo
Synergy Global Housing
Viciniti
WelcomeHome