

Sell World Cup Tickets: Hotels in U.S. World Cup host cities claim underwhelming demand, new report says

Sell World Cup Tickets: A new American Hotel and Lodging Association AHLA report says hotels across the U.S., including FIFA World Cup 2026 host cities, are experiencing weaker-than-expected bookings. Around 80% of surveyed operators report reservations below projections, with cities like San Francisco, Seattle, Philadelphia, and Boston showing particularly slow demand.

U.S. Hotels Report Widespread Booking Shortfalls Ahead of Tournament, AHLA Study Finds

As the countdown to the FIFA World Cup 2026 continues, a surprising trend has emerged across the United States, where many hotels in host cities are reporting weaker-than-expected booking demand, raising questions about the anticipated economic boost tied to one of the world's largest sporting events.

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According to a recent report released by the American Hotel and Lodging Association AHLA, which represents tens of thousands of hotel properties nationwide, nearly 80 percent of surveyed hotel operators across the 11 U.S. host cities indicated that reservations are currently tracking below.

Initial projections for the tournament period, scheduled from June 11 to July 19, 2026. The findings, based on responses from over 200 hotel owners and operators, many of whom manage multiple properties across different host markets, suggest that the hospitality sector's expectations for a surge.

[Sell FIFA World Cup 2026: Hotel Booking Slowdown Spreads Across Major U.S. Cities Despite High Expectations for Tourism Boom](#)

International and domestic visitors may not be materializing as strongly as anticipated, at least not yet. Cities such as San Francisco, Seattle, Philadelphia, and Boston reported particularly sluggish booking trends, with more than 70 percent of respondents in those markets noting underperformance.

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Relative to forecasts. In comparison, over 60 percent of hoteliers in major destinations like Los Angeles, New York City, Houston, and Dallas echoed similar concerns. Even in comparatively stronger markets like Miami and Atlanta, demand appears somewhat more resilient.

Roughly half of respondents still indicated that bookings are falling short of expectations, highlighting a broader pattern of caution across the industry. The AHLA report goes further to suggest that this softer demand could have wider economic implications, warning that the much-publicized financial windfall is associated with it.

[Sell FIFA 2026: Economic Impact Debate Grows as Organizers Push Back Against Hotel Demand Concerns and Highlight International Preparations](#)

With the FIFA World Cup 2026, including increased tourism spending and tax revenues, may not fully materialize if current trends persist, a conclusion that contrasts with optimistic projections frequently cited by Gianni Infantino, who has emphasized the tournament's potential to generate tens of billions of dollars in economic impact across the host nation.



In response to these concerns, some local organizing bodies have pushed back against the narrative of underwhelming demand, pointing to indicators that suggest a more nuanced picture, particularly in cities like Kansas City, where officials note that multiple foreign embassies, including those representing Argentina, Ecuador, the Netherlands, Curaçao, and Austria. For now, to learn more about the [sell FIFA World Cup 2026 Tickets](#).

[Sell FIFA World Cup: Alternative Accommodations and Consular Preparations Suggest Stronger Underlying Travel Demand Despite Slow Hotel Bookings](#)

And Canada is preparing to deploy consular teams to assist traveling fans, signaling expectations of significant international attendance despite current booking patterns. Additionally, local tourism authorities have observed increased activity in alternative accommodation sectors.

[USA FIFA World Cup 2026 Hotel Demand Issue](#)

- Lower hotel demand raises doubt about expected tourism revenue boost.
- Contrast between strong ticket sales and slower hotel reservations.
- International travel uncertainty, costs, and visa challenges may be affecting bookings.
- More last-minute bookings and increased use of alternative accommodations like rentals.

Such as short-term rentals, implying that some visitors may be opting for non-hotel lodging options, which could partly explain the slower pace of hotel reservations. Organizations like Visit KC have acknowledged that while demand is indeed building, it appears to be driven more heavily.

Sell FIFA World Cup Final Tickets: Shifting Travel Patterns, Visa Challenges, and Late Booking Trends Raise Questions Over International Attendance Levels

By domestic travelers and is occurring later in the booking cycle than initially projected, suggesting a shift in travel behavior rather than an outright lack of interest in the event. This trend aligns with broader concerns raised by tourism industry leaders earlier in the year.



Some have warned that international travel to the United States for the FIFA World Cup 2026 may not reach expected levels, potentially due to factors such as visa requirements, travel costs, and global economic conditions. Supporting this perspective is the relatively low uptake.

The FIFA Priority Appointment Scheduling System, a visa facilitation initiative introduced to streamline entry for fans from countries without visa waiver agreements, has reportedly been used by only a small fraction of potential attendees despite millions of tickets already being sold.

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1. Are U.S. hotels meeting booking expectations for the World Cup 2026?

No, many hotels across the U.S. host cities are reporting lower-than-expected bookings.

2. What report highlighted the hotel booking issue?

The American Hotel and Lodging Association (AHLA) report identified widespread booking shortfalls.

3. How widespread is the hotel demand problem?

Around 80% of surveyed hotel operators reported bookings below projected levels.

4. Which cities are seeing particularly slow hotel demand?

Cities such as San Francisco, Seattle, Philadelphia, and Boston are showing weaker demand trends.

5. Are all cities equally affected?

No, some cities like Miami and Atlanta are performing better, but still not fully meeting expectations.

6. How does hotel demand compare to ticket sales?

Ticket sales are strong, but hotel bookings are not matching that level of demand.

7. What are possible reasons for lower hotel bookings?

Factors may include travel costs, visa challenges, economic conditions, and a shift toward alternative lodging.

8. Are visitors choosing alternatives to hotels?

Yes, many travelers may be using short-term rentals and other non-hotel accommodations.

9. What do tourism officials say about the situation?

Some officials believe demand is just arriving later in the booking cycle rather than disappearing.

10. Where can I buy tickets for the FIFA World Cup 2026?

You can buy tickets securely through [XchangeTickets](#), FIFA's endorsed ticketing portal, and other authorized ticket marketplaces offering verified seats for group-stage matches.