

# Los Angeles Prepares for Major Tourism Influx as Global Sports Events Arrive

*Los Angeles prepares for increased tourism as NBA, FIFA and Olympic events drive visitor growth and rising demand for venues across the city.*

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-- Global Sports Events and Tourism  
Trends



Los Angeles is preparing for a significant rise in visitor activity in 2025 as a series of global sporting events place the city at the center of international attention. With major basketball programming, FIFA competitions, and Olympic events scheduled throughout the year, tourism officials and hospitality operators are anticipating increased demand across accommodations, transportation, and event infrastructure.

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Major global events often spark discussions about capacity, coordination, and long-term infrastructure, shaping how cities plan venue use beyond a single event cycle.”

*Candace Massachi, Special  
Events Director at Bronson  
Hospitality.*

Recent data underscores the scale of this momentum. Tourism in the Southern California Association of Governments (SCAG) region, which includes Los Angeles County, generated approximately \$46 billion in travel spending, with about \$41 billion attributed to visitors from outside the region, according to a 2024 regional tourism report. The figures reflect sustained growth in both

domestic and international travel to Southern California, reinforcing Los Angeles’ role as a primary gateway for large-scale events.

Transportation trends further support these expectations. Los Angeles recorded more than 76 million passenger movements in 2024, marking one of the highest annual totals in the city’s history. The increase reflects rising international arrivals and expanded travel volume through major hubs, particularly Los Angeles International Airport. Analysts note that large sporting events historically contribute to extended visitor stays and higher demand for flexible venues capable of supporting both official programming and surrounding activities.

Los Angeles' global appeal is also reflected in international travel rankings. In 2024, the city placed third among the most visited U.S. cities by overseas travelers, with approximately 4.43 million international visits. The ranking highlights the city's continued draw for international audiences, particularly during years that feature globally televised events and multinational attendance.



The Vermont Hollywood Event Center

### Venue Preparedness and Hospitality Infrastructure

As these events approach, attention has shifted toward the availability and adaptability of [event venues in Los Angeles](#), particularly those capable of accommodating varied formats such as hospitality gatherings, media activations, and auxiliary programming associated with large tournaments. Industry observers note that beyond stadiums and arenas, demand often extends to private venues that can support team operations, sponsor engagements, and international delegations.

Basketball remains one of the earliest catalysts for this year's activity. Preparations surrounding the NBA All-Star calendar have already prompted interest in [NBA All-Star Weekend venues](#), as organizations seek locations suited for receptions, brand activations, and related events occurring alongside the official games. Similar patterns are expected as FIFA competitions and Olympic events bring additional international visitors to the region later this year. Hospitality groups operating across Los Angeles have begun evaluating how to support these fluctuations while maintaining operational continuity. This includes coordinating venue availability, managing scheduling density, and aligning with municipal planning efforts designed to support increased visitor flows. Industry data suggests that diversified venue portfolios and geographic distribution play a role in reducing congestion while expanding access across multiple districts.

According to representatives within the hospitality sector, the convergence of multiple global events in a single calendar year presents both logistical considerations and long-term planning opportunities.

Within this context, [hospitality venues](#) across Los Angeles are increasingly viewed as part of a broader ecosystem supporting tourism, business travel, and international engagement. Beyond hosting individual events, such spaces often contribute to economic activity through employment, local partnerships, and visitor spending tied to surrounding neighborhoods.

City planners and tourism analysts note that the concentration of global events also offers insight into future demand patterns. Previous cycles have shown that international exposure can lead to sustained increases in visitation beyond the event year itself, particularly when infrastructure and venue capacity are able to accommodate returning travelers.

As Los Angeles advances through a year defined by global sports programming, the intersection of tourism data, transportation growth, and venue readiness continues to shape conversations across the hospitality and travel sectors. With international attention focused on the city, stakeholders across industries are monitoring how these events influence both immediate activity and longer-term tourism dynamics.

### About Bronson Hospitality

Bronson Hospitality is a Los Angeles-based hospitality company that manages a portfolio of event and entertainment venues across the region. The organization provides spaces suited for a variety of functions, including corporate gatherings, private events, and large-scale programming. With a management team experienced in venue operations and event coordination, Bronson Hospitality works with partners and organizers to support complex scheduling and diverse event needs. Its venues contribute to the broader hospitality infrastructure serving both local communities and visiting populations.

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Bronson Hospitality

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