

 **HOST PLANET**

 PriceLabs

Inside the 2026 FIFA World Cup

Demand, Pricing, and Host Strategy

A comprehensive guide for short-term rental
hosts across the US, Canada & Mexico

Published by Host Planet & PriceLabs

Based on Deloitte/Airbnb research and PriceLabs market data



Host Takeaways for the 2026 FIFA World Cup

1. Demand will arrive in multiple waves across 39 days

The 2026 World Cup runs from June 11 to July 19, 2026, across 16 host cities in three countries. Demand builds around group matches, accelerates after knockout qualifications, and peaks near the semi-finals and finals, creating multiple pricing and occupancy surges rather than a single event spike.

2. Group stage matches deliver the strongest early booking lift

Group stage matches show occupancy increases of up to 38 percentage points versus the same period in 2025 (Mercedes-Benz Stadium, Atlanta). Because team schedules are known early, these matches generate earlier bookings and more predictable demand patterns.

Source: PriceLabs venue-level market data, 2026

3. Knockout stage demand spikes late and moves fast

Historical booking data from the 2022 World Cup Final in Doha shows demand surging in the days immediately after semi-final results – not in the lead-up. Low pickup ahead of knockout matches is deferred demand, not weak demand. Hosts who keep prices and availability flexible until teams are confirmed capture the highest yields.

Source: PriceLabs booking pace analysis, Qatar 2022

4. Match-driven stays are long, not overnight

Average length of stay during high-occupancy match periods ranges from 5 to 7.8 nights depending on the city and fixture. Hosts who apply single-night or excessively short minimum stays risk leaving significant revenue on the table.

Source: PriceLabs stadium-level LOS data, 2026

5. Popular teams drive higher occupancy and rates across cities

Spain (32% average occupancy), Brazil (25%), England (20%), France (19%), and the United States (17%) consistently outperform less popular matchups regardless of city size. Team identity is a stronger demand driver than match timing alone.

Source: PriceLabs group stage match data, 2026

6. New host supply will surge during the tournament

Around 72% of non-host residents in host cities say they would consider listing their property during the World Cup. This creates a sharp increase in competition, particularly during group stage dates, reinforcing the importance of listing quality and early optimisation.

Source: Deloitte/Airbnb survey conducted by Dynata, April 2025 (n=400+ per host city)

7. Early bookings cluster below the \$500 per night price band

Airbnb data shows that families and groups account for more than half of all World Cup trips booked to date. Around 75% of family bookings are for two- or three-bedroom listings, and a significant share of available listings are priced under \$500 per night – reflecting where early demand is concentrating.

Source: Airbnb, FIFA World Cup 2026™ Travel Trends, Revealed (February 2026)

8. Clear proximity information improves booking confidence

Listings that clearly communicate distance and travel time to stadiums perform better during event demand. Guests filter quickly during compressed booking windows and prioritise clarity on commute time, not just map location.

9. Pricing controls can limit upside during peak demand

Many hosts unknowingly cap revenue through maximum price limits, restrictive minimum stays, or outdated base prices. During World Cup match periods, ADR has already increased by 50-192% around several stadiums versus 2025 baselines.

Source: PriceLabs venue ADR data, 2026

10. World Cup demand creates long-term returns, not just short-term wins

FIFA projects that 65% of World Cup visitors will return to host cities within five years. Deloitte estimates this will generate approximately 1.7 million additional Airbnb guest nights post-tournament, representing around USD 495 million in visitor expenditure – nearly one-third of the total five-year tourism impact.

Source: Deloitte, The Role of Airbnb in the FIFA World Cup 2026 (commissioned by Airbnb, May 2025); FIFA/WTO, Socioeconomic Impact Analysis, March 2025





The 2026 FIFA World Cup will create one of the largest and most complex travel surges that short-term rental hosts have ever navigated.

Running from June 11 to July 19, 2026, across 16 cities and three countries, the tournament will not behave like a single peak event. Demand will rise and fall around match schedules, team progress, and booking certainty. Group stage matches drive early demand, while knockout rounds trigger late, fast-moving surges once teams qualify. Popular teams pull demand across cities, and longer stays reshape booking patterns.

At the same time, supply will increase significantly. Deloitte's survey found that approximately 72% of non-host residents in the 16 host cities would consider listing their homes during the tournament – creating a sharp rise in competition, particularly during group stage dates. Hosts who rely on static pricing, rigid stay rules, or unclear listing positioning risk underperforming even in high-demand periods.

This e-book helps hosts understand how World Cup demand actually forms and how to respond with practical, data-backed decisions. It is built to help hosts prepare early, adjust in real time, and capture value beyond the final match.

The Scale of the Opportunity

For context: Super Bowl LVIII averaged 123.7 million viewers. The FIFA World Cup Final in 2022 drew 1.42 billion viewers, and the average global audience per match was 175 million. That scale translates directly into travel demand.

This is also the biggest World Cup ever staged: 48 teams and 104 matches across the US, Canada, and Mexico. It is not a single "peak weekend". It is waves of demand, and your results will depend on how well you read those waves.



How Fans Will Actually Travel

Diaspora travel is a major demand driver. Alongside overseas visitors, millions of fans with deep ties to countries like Mexico, Brazil, Colombia, England, France, Argentina, and Germany already live in the US, Canada, and Mexico, and will travel domestically for matches. This creates a specific booking profile: groups and families travelling together, staying longer, and often using a base city for multiple fixtures and day trips.

Two distinct hosting games: Group Stage vs. Knockout Rounds

The group stage is characterised by longer stays (5-8 nights), earlier bookings, and broader travel certainty – guests planning multi-match itineraries in a festive, high-energy atmosphere. The knockout stage behaves differently: fans often wait until their team qualifies, booking windows compress sharply, and demand can spike within days of a result. Flexibility becomes your most valuable asset in the later rounds.



Foreword

by James Varley

When I started Host Planet, the mission was straightforward: help short-term rental hosts and property managers run stronger businesses through better education, sharper strategy, and real-world insight from the people doing the work.

Because hosting today isn't just "putting a property on Airbnb." It's pricing, positioning, operations, compliance, guest experience, and staying calm in a market that can change quickly.

The 2026 FIFA World Cup is one of those moments.

It's huge – but it's also complex. This tournament spans weeks, multiple host cities, and three countries, and demand won't show up as one clean spike. It will come in waves. Some markets will heat up

early around group stage certainty. Others will move late and fast as teams progress and fans make last-minute decisions. And across all of it, supply will surge too – with thousands of new listings entering the market temporarily, especially in high-profile cities.

That combination creates a simple reality: being in a World Cup market won't automatically guarantee you a great outcome. The hosts who win will be the ones who treat this like a commercial opportunity – with a plan.

That's why this e-book exists.

It's designed to cut through hype and give you a practical, data-led framework you can actually use – from pricing match days versus non-match days, to minimum

stay strategy, to what to do when your calendar isn't filling the way you expected. And just as importantly, it's built to help you stay flexible. Because the World Cup rewards operators who can adapt quickly – not those who set everything in January and hope for the best.

Host Planet is delighted to be teaming up with PriceLabs for this valuable resource. Whether you manage one listing or a portfolio, my hope is that this e-book helps you approach the World Cup with clarity, discipline, and a strategy that fits your market and your business.

James Varley
Founder & CEO, Host Planet



Foreword

by Richie Khandelwal

When we started PriceLabs, our goal was simple: help short-term rental hosts make smarter pricing decisions with less effort and less uncertainty. Over time, that goal has only become more important as hosting has grown more complex.

We work closely with hosts across markets, seasons, and major events. We see how demand shifts quickly, how competition changes overnight, and how small decisions around pricing and availability can have an outsized impact on results.

The 2026 FIFA World Cup is one of those moments.

Spanning multiple weeks, cities, and countries, this tournament will not behave like a typical peak event. Demand will move in waves, shaped by match schedules, team progress, and late-breaking travel decisions. At the same time, many new hosts will enter the market temporarily, increasing competition and putting pressure on pricing and visibility.

This e-book is designed to help hosts navigate that reality. It focuses on how World Cup demand actually behaves, what the data already shows, and how hosts can prepare, adapt, and respond

with confidence rather than guesswork.

At PriceLabs, our role is to support those decisions with tools and insights that scale with your business. Whether you manage one listing or many, we hope this guide helps you approach the 2026 World Cup with clarity, flexibility, and a strategy that works for you.

Richie Khandelwal
Co-Founder, PriceLabs

The Mega-Event Structure as a Revenue Driver



Here is the simplest way to think about what is coming: the 2026 FIFA World Cup is a whole month of Super Bowl weeks – across multiple cities – with global demand that US sport simply does not replicate.

For context, Super Bowl LVIII averaged 123.7 million viewers. The FIFA World Cup Final in 2022 drew 1.42 billion viewers, and the average global audience per match was 175 million. That is not hype – it is the scale of attention, travel, and spend you will feel on the ground.

This is also the biggest World Cup ever staged: 48 teams and 104 matches across

the US, Canada, and Mexico, spread over 39 days and 16 host cities. For short-term rental hosts, the key implication is that the World Cup creates not one event but dozens of localised demand events stacked across the summer.

Understanding how those events differ from one another – in timing, intensity, and booking behaviour – is the foundation of effective hosting strategy.

Two Completely Different Hosting Games

Before diving into the data, it helps to understand the fundamental split that defines this tournament for hosts. The

group stage and the knockout rounds are not just different phases – they require entirely different strategies.

Phase 1: Group Stage (June 11 – June 26)
— Predictable Demand, Longer Stays, Party Energy

The group stage feels like a global street festival. Schedules are fixed months in advance, giving fans maximum planning time. This translates into earlier bookings, longer average stays of 5-8 nights, and more predictable occupancy. Fans often plan around multiple matches and city experiences, not just a single fixture. Even fans without tickets travel to host cities just to be part of the atmosphere.

For hosts, this phase is about converting known demand efficiently. You can set strong minimum stays aligned to natural itineraries because guests are already planning longer trips. Venue-level data already shows occupancy increases of up to 38 percentage points versus the same period in 2025 at top-performing stadiums.

Phase 2: Knockout Rounds (June 29 – July 12)
— Late Surges, Fast Decisions, High Willingness to Pay

Knockouts behave entirely differently. Many fans wait until their team qualifies before committing to travel. Booking windows compress sharply, and demand can spike very late and move quickly. Historical

data from the 2022 World Cup Final in Doha confirms this: bookings surged immediately after the Argentina vs. Croatia semi-final and again after France qualified, compressing weeks of expected booking activity into a matter of days.

For hosts, flexibility becomes the competitive advantage here. If you are too rigid with minimum stays or pricing – or if you panic discount – you miss the highest-value bookings of the entire tournament.

Phase 3: Semi-Finals and Final (July 14 – July 19)
— Peak Willingness to Pay

The tournament climax generates the highest per-night willingness to pay. Fan commitment is at its peak, booking windows are at their most compressed, and the inventory premium for proximity to host venues is at its greatest. Hosts who have maintained pricing flexibility through the knockout rounds are best positioned to capture this upside.

Why Aggregate Figures Mislead

Deloitte projects that Airbnb guests alone will account for approximately 2.7 million guest nights during the tournament, generating around USD 1.2 billion in direct spending across North America. Total economic impact through multiplier effects is estimated at approximately USD 3.6 billion in turnover for host country economies.

These figures confirm the scale of the opportunity but are poor guides for individual host decisions. Nights are not evenly distributed across cities or dates. Some markets will see sharp spikes on specific fixture dates; others will rely on spillover demand or longer-stay patterns. Hosts who price for the average rather than their specific market will consistently miss the mark in both directions.

Source: Deloitte, The Role of Airbnb in the FIFA World Cup 2026 (May 2025). USD 454 average daily spend per tourist per night based on FIFA/WTO Socioeconomic Impact Analysis, March 2025.



The FIFA World Cup 2026 is often framed as a demand surge. In reality, the hosting opportunity is defined less by total demand and more by how unevenly that demand is distributed over time and geography.

Across North America, direct guest spending during the tournament is estimated at approximately USD 1.2 billion, driven by approximately 382,000 Airbnb guests spending an average of USD 454 per night. While this headline figure confirms the scale of the event, it masks the operational reality hosts face on the ground.

Source: Deloitte, The Role of Airbnb in the FIFA World Cup 2026 (May 2025)



Demand Arrives in Micro-Peaks, Not Event Blocks

World Cup demand does not resemble a traditional high season. Instead of a sustained uplift, markets experience short, high-intensity demand spikes clustered around specific matchdays involving high-interest teams, key group stage fixtures with travel certainty, and knockout matches once qualification paths are confirmed.

Venue-level data already shows this unevenness. In several host cities, occupancy and RevPAR increase sharply on matchdays while remaining relatively muted on adjacent dates, even within the same week. This creates micro-peaks: brief windows where pricing power rises quickly and then normalises just as fast.

Volatility Is Structural, Not Exceptional

Group stage matches benefit from early certainty, leading to more gradual booking curves. Knockout stage demand remains subdued until teams are confirmed, after which bookings accelerate rapidly. Historical World Cup booking patterns show that demand for knockout matches can compress into the final days, shifting weeks of expected pickup into a very short window.

This creates two measurable risks: underpricing during delayed pickup (when demand is latent but not yet visible) and missed upside when pricing is not adjusted quickly enough as markets accelerate. Static pricing rules struggle in this environment.

The Scale of New Supply

Competition will intensify significantly during the tournament. Deloitte's survey of host city residents found that approximately 72% of non-current-hosts would consider listing their property on Airbnb during the World Cup, with 55% open to hosting in the post-tournament period as well. This represents a structural increase in supply that is particularly concentrated in the group stage, when new hosts are most likely to be active.

For established hosts, this means visibility, listing quality, and pricing discipline matter more during the World Cup than in a typical peak season.

Source: Deloitte/Airbnb survey conducted by Dynata, April 2025; Airbnb, FIFA World Cup 2026™ Travel Trends, Revealed (February 2026)

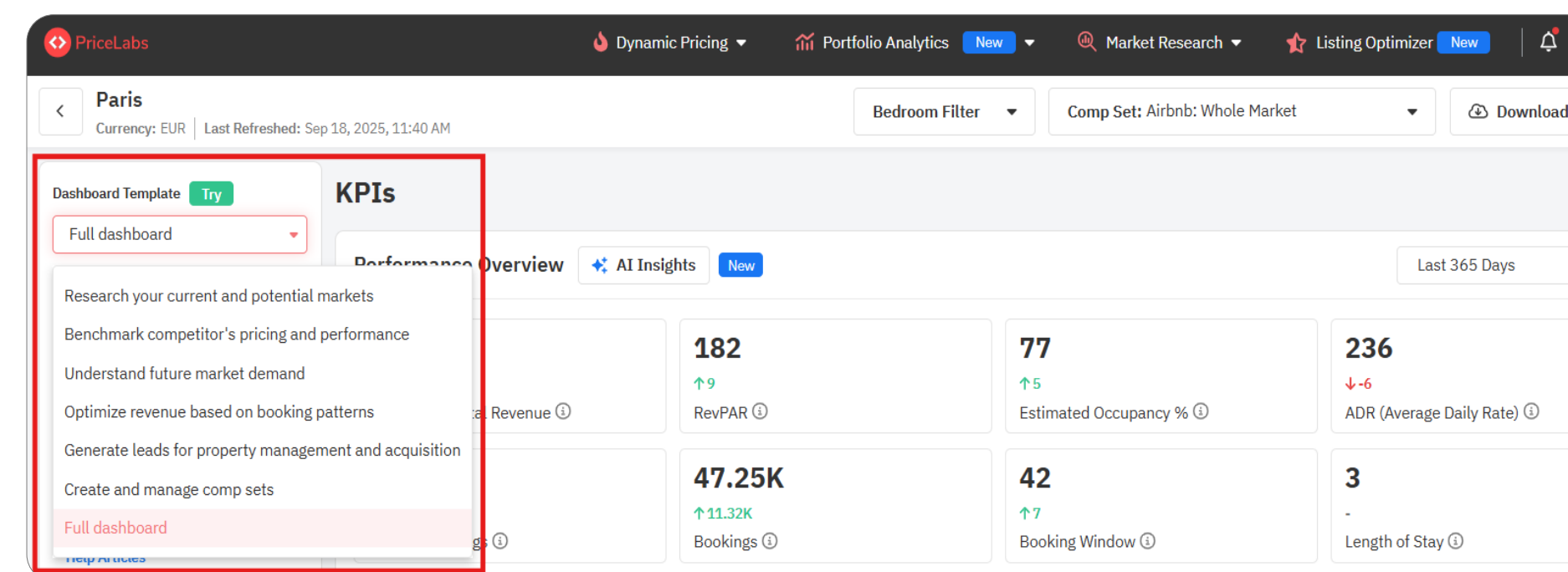
PriceLabs: Market Dashboards – Anticipate World Cup Volatility Before It Arrives

Market Dashboards

World Cup demand does not follow calendar months – it follows fixtures, team progression, and booking signals that shift week by week. Market Dashboards give you a clear, automated view of your specific market before those shifts happen.

- Visualise long-range demand curves for your host city – not regional averages
- Identify when your local market historically spikes around major events vs. normal summer seasonality
- Track competitor occupancy, ADR, and RevPAR at the neighbourhood level in real time

In a tournament where demand follows brackets rather than calendars, early visibility into structural demand patterns is a direct competitive advantage. Hosts who understand their market before June are better positioned to price confidently from day one.



Fan Travel Patterns & Property Positioning

World Cup demand is shaped less by individual matchdays and more by how fans travel across the tournament. Understanding these travel patterns is essential to identifying where demand concentrates and which properties capture the highest-value bookings.

Who Is Actually Coming — and What They Want

Yes, you will see international fans flying in for the trip of a lifetime. But do not overlook one of the biggest demand drivers: diaspora travel. Second-, third-, and fourth-generation fans with deep ties to Mexico, Brazil, Colombia, Italy, England, Scotland, France, Argentina, and Germany — who already live in the US, Canada, or Mexico — will travel domestically in large groups for matches and city experiences.

This creates a very specific booking profile that shapes what kinds of properties win: groups and families who need bigger homes, longer stays where it is rarely one night and out, and city-hopping patterns where guests use a base location and take day trips to nearby matches.

Families and Groups Dominate Early Demand

Airbnb booking data from early 2026 confirms this: families and groups account for more than half of all World Cup trips booked to date. Around 75% of family

bookings are for two- or three-bedroom listings, and many stays are priced under \$500 per night. This is not a luxury-led event in terms of volume — affordable, well-sized properties are absorbing the largest share of early demand.

Gen Z guests account for more than 15% of bookings, with nearly half travelling in groups. Latin and South American travellers are planning the longest trips, averaging 16 nights, followed by Europeans at 14 nights. US and Canadian travellers average around 10 nights.

Source: Airbnb, FIFA World Cup 2026™ Travel Trends, Revealed (February 2026)

Guests Are Not Just Booking a Bed

For many guests, this is a bucket-list trip. They have saved for it, planned for it, and talked about it for years. They are not just coming for a game — they are coming for the atmosphere, the culture, and the story. That shifts what they look for in a listing beyond price and proximity.

International guests will actively seek out local diners, BBQ spots, taco joints, live music venues, sports bars, and tailgate-style experiences. They want authenticity, not just a bed near the stadium. Many will be encountering US, Canadian, or Mexican culture for the first time — the World Cup is both a sporting event and a cultural immersion trip.

For hosts, this means your listing's description, welcome guide, and local recommendations carry real weight. A thoughtful guide to the neighbourhood — the best late-night food, a note explaining tipping culture for international guests, the nearest sports bar showing every match — can be as important to a booking decision as your amenities list.

Hub-and-Spoke Behaviour Shapes Where Demand Lands

Rather than moving cities for every match, many fans select a base location for several nights, travel out to stadiums or nearby host cities for matches, and return to the same accommodation between fixtures. This hub-and-spoke approach is especially common in regions with strong connectivity between host cities.

For hosts, this creates two distinct demand zones: hub zones, which attract longer stays and earlier bookings, and overflow zones, which activate once central areas fill or price up. Hub zones are not always closest to stadiums — they are often neighbourhoods that balance connectivity, amenities, and group-suitable space.

Gateway Travel Extends the Revenue Window

Airbnb data shows that non-US travellers account for approximately 70% of gateway travel during the tournament, using the

World Cup as a springboard to explore destinations beyond match venues. Non-US guests are visiting more destinations per trip and staying an average of three nights longer than their US counterparts.

For hosts in markets with strong transport links to host cities, this gateway behaviour extends the effective booking window well beyond matchdays.

Source: Airbnb, FIFA World Cup 2026™ Travel Trends, Revealed (February 2026)

The STR Geographic Advantage

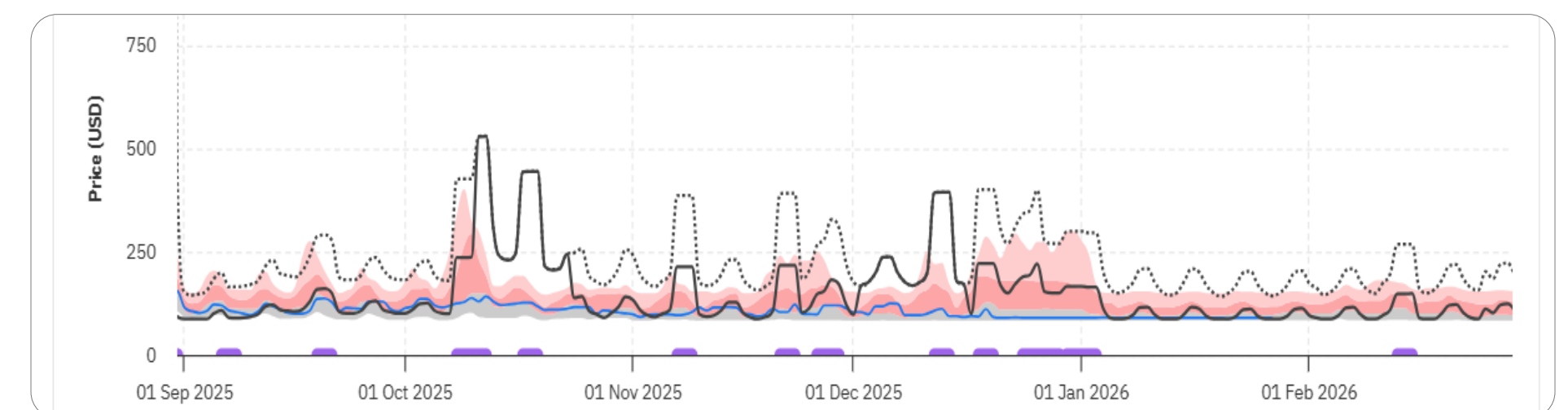
Short-term rentals are structurally better positioned to serve hub-based travel due to their geographic reach. STRs are present in approximately 67-68% of zip codes across host markets, compared to hotels concentrated in only 35-38% of zip codes. This broader footprint allows STRs to capture demand in residential neighbourhoods that function as base locations, particularly for group and longer-stay travellers.

Source: Deloitte, The Role of Airbnb in the FIFA World Cup 2026 (May 2025)

PriceLabs: Neighbourhood Data — Know Your Market Role Before the Tournament Starts

Neighbourhood Data | Included in Dynamic Pricing

Not all listings in a host city will experience the same demand pattern. A property near a transit hub behaves differently from one two blocks from the stadium, and both behave differently from a residential neighbourhood three miles out. Neighbourhood Data helps you understand which category your listing actually falls into.



Group Stage Strategy — Managing Predictable Volume

The group stage is the most operationally stable phase of the FIFA World Cup. Fixtures, teams, and venues are confirmed well in advance, allowing demand to form earlier and more evenly than in later rounds. Revenue performance during this phase is driven less by scarcity and more

by efficient conversion of known demand.

Broad, Measurable Demand Uplift

Venue-level data shows that group stage occupancy gains across host cities when compared to the same period in 2025:

Stadium & City	Occ 2026	Occ 2025	Delta	ADR 2026	ADR 2025	ADR Change	RevPAR 2026	RevPAR 2025	RevPAR Change
Mercedes-Benz, Atlanta	39%	1%	+38pp	\$556	\$306	+81%	\$213	\$5	+4,530%
Gillette Stadium, Foxborough	30%	5%	+24pp	\$373	\$374	0%	\$110	\$20	+451%
MetLife Stadium, NJ	22%	8%	+14pp	\$253	\$157	+61%	\$56	\$12	+371%
Hard Rock Stadium, Miami	20%	4%	+16pp	\$298	\$274	+9%	\$62	\$10	+515%
Lumen Field, Seattle	20%	13%	+8pp	\$620	\$277	+124%	\$126	\$35	+258%
Lincoln Financial, Philadelphia	18%	9%	+9pp	\$291	\$169	+73%	\$52	\$15	+240%
Arrowhead, Kansas City	17%	3%	+14pp	\$543	\$268	+103%	\$93	\$10	+856%
AT&T Stadium, Arlington	16%	1%	+15pp	\$398	\$319	+25%	\$64	\$2	+3,478%
BC Place, Vancouver	10%	9%	+2pp	\$910	\$280	+225%	\$95	\$25	+281%
BMO Field, Toronto	7%	5%	+2pp	\$367	\$139	+164%	\$25	\$6	+297%



Source: PriceLabs venue-level market data, 2026. Full 16-stadium dataset available.

CHAPTER 4

Team Popularity Shapes Group Stage Performance

Not all group stage matches perform equally. Average occupancy varies significantly depending on which teams are playing:

Team	Avg Occupancy	Avg ADR
Spain	32%	\$401
Brazil	25%	\$315
England	20%	\$347
France	19%	\$305
Portugal	18%	\$247
United States	17%	\$422
Germany	16%	\$302
Argentina	15%	\$421
Mexico	14%	\$86

Source: PriceLabs group stage match data, 2026

Longer, Predictable Lengths of Stay

Group stage travel produces longer and more predictable stays. On high-occupancy matchdays, average lengths of stay range from 5 to 7.8 nights:

Stadium	Date	Avg LOS	Match
MetLife Stadium, NJ	June 13	7.8 nights	Brazil vs Morocco
Mercedes-Benz, Atlanta	June 15	7.5 nights	Spain vs Cape Verde
BMO Field, Toronto	June 20	7.4 nights	Germany vs Ivory Coast
BC Place, Vancouver	June 13	7.4 nights	Australia vs Kosovo/Romania/Slovakia/Türkiye
AT&T Stadium, Arlington	June 17	6.8 nights	England vs Croatia
Akron Stadium, Zappan	June 18	6.5 nights	Mexico vs South Korea
Levi's Stadium, Santa Clara	June 19	6.2 nights	Kosovo/Romania/Slovakia/Türkiye vs Paraguay
Gillette Stadium, Foxborough	June 13	7.1 nights	Haiti vs Scotland
Lumen Field, Seattle	June 19	5.5 nights	USA vs Australia
SoFi Stadium, Inglewood	June 12	5.3 nights	USA vs Paraguay

Source: PriceLabs stadium-level LOS data, 2026



PriceLabs: Base Price Help – Set the Right Starting Point for Group Stage Demand

Base Price Help | Included in Dynamic Pricing

The group stage rewards early, confident pricing. But setting that price requires knowing what your market actually supports – not what feels right. Base Price Help grounds your starting rate in local data rather than intuition.

- Analyses your listing's historical day-of-week performance against local comparable properties
- Incorporates neighbourhood-level seasonality to separate your normal summer baseline from World Cup-driven uplift
- Suggests a credible base price that converts early demand without undervaluing match nights

The most common group stage error is selling out match nights too cheaply before demand peaks. Base Price Help prevents that by ensuring your starting point reflects what the market is already willing to pay – used by 600,000+ properties worldwide.

Let's Set Up Your Base Price!

Sally's Field (KD Demo) | BR Count: 4

Fine Tune Neighborhood
PriceLabs automatically selects listings closest to you with similar bedroom count. You can fine tune this and control the region for listings being compared using the polygon tool on the top right corner of the map.

Pick a Base Price

Start with setting up a base price for optimal pricing recommendations. Current Base Price: 248 USD

Recommended
248

Market Based
236

Custom
Manually input a Base Price

i Your listing will be priced in the 75th percentile of the market.

Property Category Upscale

How does your property compare to those in the neighborhood? Budget-friendly or a bit more luxurious?

Economy
Midscale
Upscale

Bedroom Selection BR Count: 4

3 BR (138 Listings)

3 BR
138 Listings

4 BR
29 Listings

5 BR
11 Listings

What your average monthly prices will look like with base price set to 236 USD

Day	Average Monthly Price
1	225
2	195
3	235
4	225
5	275
6	250
7	240
8	230
9	265
10	255
11	295
12	290

Knockout Stage Strategy — Yield Optimisation Under Uncertainty

The knockout stage combines the highest willingness to pay with the lowest booking visibility. It is the phase of maximum pricing power and maximum risk for hosts who are not prepared for how demand actually arrives.

High Pricing Power, Low Early Visibility

Knockout stage demand behaves very differently from earlier rounds. While group stage bookings form weeks in advance, knockout demand often remains muted until teams are confirmed, then spikes sharply.

Stadium & City	Occ 2026	Occ 2025	Delta	ADR 2026	ADR 2025	ADR Change
Mercedes-Benz, Atlanta	30%	1%	+29pp	\$510	\$336	+52%
Lincoln Financial, Philly	15%	5%	+10pp	\$329	\$144	+128%
MetLife Stadium, NJ	14%	7%	+7pp	\$242	\$149	+62%
Lumen Field, Seattle	13%	8%	+5pp	\$412	\$310	+33%
Arrowhead, Kansas City	12%	4%	+8pp	\$472	\$309	+53%
Gillette Stadium, Foxborough	12%	6%	+7pp	\$361	\$302	+20%
AT&T Stadium, Arlington	9%	0%	+9pp	\$466	\$95	+393%
Hard Rock Stadium, Miami	9%	3%	+6pp	\$329	\$341	-4%

Source: PriceLabs venue-level market data, 2026

Qualification Spikes: Lessons from Qatar 2022

Historical booking data confirms that low pickup before qualification is not weak demand – it is deferred demand. Ahead of the 2022 World Cup Final in Doha, bookings surged immediately after Argentina defeated Croatia in the semi-final, with a second spike following France’s qualification. This compressed what would normally be weeks of booking activity into a few days.

The implication for 2026 hosts: aggressive early pricing backfires here. High prices set too early suppress bookings; overly rigid minimum stays block short-notice travellers. The winning strategy is flexible yield optimisation – holding credible

baselines early, then moving decisively once qualification events trigger demand signals.

Source: PriceLabs booking pace analysis, Qatar 2022

Knockout Stage Travellers: A Different Buyer Profile

Guests booking for knockout matches are highly committed, less price-sensitive, and willing to book at short lead times. Deloitte estimates World Cup visitors spend approximately USD 454 per night overall, with around USD 122 per night on accommodation alone. As matches progress toward the final, willingness to pay increases further.

Source: Deloitte, The Role of Airbnb in the FIFA World Cup 2026 (May 2025); FIFA/WTO Socioeconomic Impact Analysis, March 2025



PriceLabs: Pacing Reports – Know When Deferred Demand Becomes Live Demand

Pacing Reports | Included in Portfolio Analytics (free)

The knockout stage’s defining challenge is timing: demand is real, but it arrives late and fast. Acting too early on speculation leads to incorrect pricing. Acting too late means missing the surge entirely. Pacing Reports give you the verified signals to move at the right moment.

- Track real-time booking pace compared to expected demand trends for each matchday window
- Monitor lead-time compression – the clearest early indicator that a qualification event has triggered live demand
- Identify which specific dates are accelerating and which are stalling, before committing to price changes

Portfolio Analytics | Free for all PriceLabs listings

Compare your current pickup against comparable periods to detect tournament demand shifts early across your full portfolio. No extra cost, no additional setup required.

Match Schedules and Building a Host Calendar

World Cup demand follows matches, movement, and progression – not calendar months. Hosts who rely on traditional month-based or week-based pricing calendars during the tournament often misprice critical nights, not because demand is misunderstood, but because it is mis-segmented.

Segmented Night Mapping: Match, Shoulder, Background

A more effective approach is to explicitly segment nights into three functional categories:

- **Match Nights:** Demand is driven directly by fixture timing and team interest. These nights exhibit the strongest pricing power and should be treated independently rather than grouped with surrounding dates.
- **Shoulder Nights:** Arrival days before matches and departure days after. They are driven by length-of-stay behaviour and travel convenience, and are frequently underpriced when hosts focus only on match dates.
- **Background Nights:** Nights without immediate match adjacency. While demand is lower, these nights still benefit from longer itineraries and should not be priced purely on normal seasonality.

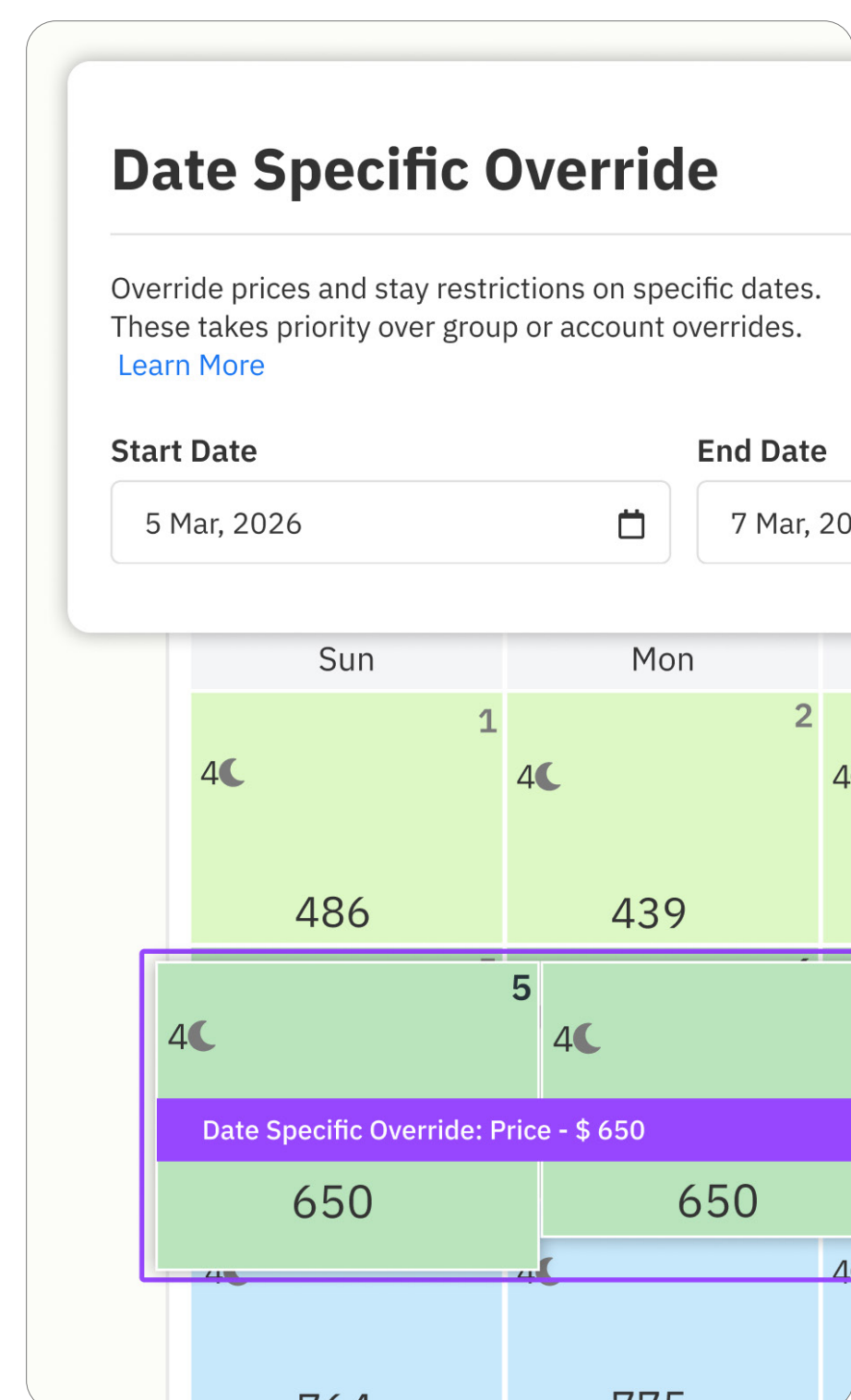
The key insight is that shoulder nights often outperform expectations, especially in cities hosting consecutive matches or acting as travel bases for fans moving between nearby venues.

Clusters and Connectors Shape Demand

FIFA scheduling encourages fans to move between cities, not just within them. This creates connector nights – dates that gain value because they link match clusters across locations. Hosts who identify these connectors can price them more confidently, even when there is no match in their immediate market.

Dynamic Brackets Require Living Calendars

Knockout stage matches are not fully known in advance. As teams progress, host cities can be assigned matches with relatively short notice. This makes it essential to regularly revisit availability and minimum stay logic, avoid rigid price caps that block late-stage yield, and be prepared to reclassify nights as match or shoulder nights as the bracket evolves.



PriceLabs: Pricing Calendar & Date-Specific Overrides – Manage Night by Night, Not Month by Month

Pricing Calendar | Included in Dynamic Pricing

Month-based pricing views flatten the demand structure of a tournament where each night has a distinct role. The Pricing Calendar replaces that with a night-level view of how your upcoming rates compare to market demand and surrounding dates.

- Visualise future price curves at the individual night level – not weekly or monthly averages
- See immediately how specific matchdays and shoulder nights behave differently within the same week

Date-Specific Overrides | Included in Dynamic Pricing

Dynamic logic is effective for most nights, but match nights often warrant a deliberate, manual decision. Date-Specific Overrides let you act on that without disrupting your wider pricing strategy.

- Apply custom price floors or fixed rates to confirmed match nights only
- Protect high-value fixture dates from the same rules governing ordinary background nights
- Re-classify nights quickly as new knockout fixtures are assigned to your city – no full repricing required

Pricing — Matchdays vs. Non-Matchdays



World Cup pricing does not fail because hosts price their rentals too low overall. It fails because match nights and non-match nights are priced as if they behave the same. The data shows clearly that they do not.

Two Distinct Market Patterns

Pattern 1: Price-Led Match Nights (Atlanta)

In some markets, match relevance translates directly into higher nightly rates. At Mercedes-Benz Stadium, match-night ADR increases from \$306 to \$556 – an 81% uplift concentrated specifically on match dates. Surrounding non-match nights do

not show the same step-change. These nights should be protected from early discounting, as pricing power is both visible and repeatable.

Pattern 2: Volume-Led Match Nights (Foxborough)

In other markets, match nights outperform without significant ADR inflation. At Gillette Stadium, match-night ADR remains effectively flat (\$374 vs \$373), yet performance improves sharply due to higher fill rates. Pricing too aggressively here would risk suppressing conversion without increasing yield.

This contrast proves the central point: match nights require separate logic, but not uniform logic across all markets.

A Three-Ladder Pricing Model

The data naturally supports a three-tier pricing structure:

- **Match Nights:** Highest willingness to pay. Either price-led (like Atlanta) or volume-led (like Foxborough). Require protection from early discounting.
- **Shoulder Nights:** Perform better than normal seasonality. Do not justify match-night premiums. Support conversion and longer itineraries.
- **Background Nights:** Lowest pricing power. Still benefit from tournament presence. Overpricing here suppresses overall booking efficiency.

This laddered approach explains why flat uplifts across all dates consistently misfire. Pricing power is concentrated, not continuous. When hosts apply a flat World Cup uplift, they simultaneously overprice non-match nights (reducing conversion) and under-monetise match nights (selling too early at diluted rates).

Rate Anchoring Is a Match-Night Decision

In markets where match-night ADRs materially exceed baseline levels, early low pricing leads to early sell-outs by lower-

intent guests, leaving no inventory for late, high-intent demand. Rate anchoring – keeping prices intentionally firm early – should be applied selectively to match nights, not across the entire calendar. Anchoring non-match nights produces rigidity. Anchoring match nights preserves upside.

Source: PriceLabs venue pricing data, 2026



PriceLabs: Date-Specific Overrides & HLP Algorithm – Enforce Match-Night vs. Non-Match-Night Logic

Date-Specific Overrides | Included in Dynamic Pricing

The three-ladder pricing model only works if match nights and non-match nights are governed by different rules. Date-Specific Overrides make that separation explicit without requiring you to manually reprice every date.

- Apply higher price floors only on confirmed match dates – not across the whole calendar
- Allow flexible, market-responsive pricing on shoulder and background nights to maintain conversion
- Prevent the most common revenue leak: a flat World Cup uplift that simultaneously overprices quiet nights and underprices fixtures

Hyper Local Pulse (HLP) Algorithm | Included in Dynamic Pricing

PriceLabs' proprietary HLP algorithm responds to hyper-local demand signals – events, lead time, day-of-week behaviour, and live booking pace – rather than regional averages. It updates automatically every day, so your match-night pricing always reflects the most current signals in your specific market.

Strategic Minimum Stay Strategy

During the FIFA World Cup, minimum stay rules should not serve as defensive barriers. They should function as stay-shaping tools, aligned with how long guests actually want to stay and how demand arrives over time. Rigid minimums frequently block revenue during the very moments demand accelerates most.

Natural Demand Already Skews Long

Stadium-level data across host cities shows a consistent length-of-stay pattern during high-occupancy match periods. On peak demand matchdays, average LOS ranges from 5 to 7.8 nights across both large and mid-size host markets. This means longer stays are already the dominant booking behaviour – minimum stay rules should support this reality, not fight it.

Phase-Specific Minimum Stay Logic

The data supports different minimum stay approaches depending on the tournament phase:

- Group Stage: LOS dominates at 4-8 nights. Minimum stays aligned with 4-6 nights typically support natural demand without excluding legitimate itineraries.

Excessive minimums add friction without increasing revenue.

- Knockout Stage: Average LOS remains elevated, but booking windows compress sharply. Demand spikes after qualification events. Flexibility becomes more important than protection – listings with rigid minimum stays will miss high-intent last-minute bookings even in markets with strong pricing power.

Gap Filling Is a Revenue Strategy, Not a Discount

Even in markets with strong match-night performance, shoulder and background nights can remain exposed if minimum stay requirements are inflexible. Because average stays span multiple nights, one blocked arrival date can eliminate an entire high-value reservation. Gap-filling logic – allowing the minimum stay to relax as arrival dates approach – prevents orphan nights and converts partial itineraries into full-stay reservations.

This is especially important in cities hosting multiple matches across short windows, where demand spills over unevenly across dates.

PriceLabs: Min Stay Automation, LOS Pricing & Gap Night Filling – Stay Rules That Adapt to the Tournament

Min Stay Automation | Included in Dynamic Pricing

Minimum stay rules set in January should not still be governing your calendar in July. The group stage and knockout rounds require different approaches, and Min Stay Automation handles that shift without manual intervention.

- Data-based minimum stay recommendations that adjust automatically by lead time
- Relaxes minimum stay requirements as arrival dates approach – capturing last-minute knockout demand without monitoring every date yourself

Length-of-Stay Pricing Adjustments | Included in Dynamic Pricing

- Encourage longer stays during high-confidence group stage periods with built-in LOS discounts or premiums
- Maintain pricing discipline for shorter stays without hard exclusions that block legitimate itineraries

Orphan Night / Gap Night Filling | Included in Dynamic Pricing

Even in markets with strong match-night performance, a single blocked arrival date can eliminate an entire high-value reservation. Gap Night Filling automatically identifies and prices those orphan dates to prevent stranded inventory between bookings.

Minimum Stay Rules

Minimum Stay Profile

New Profile ▼

Repeat settings with profiles across properties

Orphan Gaps

Set minimum nights for gaps between bookings

For Gaps Between

Night(s)

Minimum For Weekdays

For Weekends

Length of Gap

Length of Gap

Apply For Bookings Within The Next

Night(s)

Readiness Roadmap — The Do-It-Now Checklist



By the time World Cup demand becomes obvious, it is already too late to prepare. The hosts who benefit most will not be those who react fastest in June or July, but those who have already removed friction from their listings, calendars, and pricing logic well in advance.

✓ Infrastructure Readiness

- Confirm your listing is live, calendar is accurate, and no inventory is accidentally blocked
- Set up dynamic pricing logic that can adjust automatically to booking signals

- Ensure minimum stay rules are configured to relax as match dates approach
- Remove any maximum price caps that could inadvertently limit revenue during peak demand
- Verify your cancellation policy is appropriate for high-demand event bookings

✓ Listing Content and Visibility

- Add explicit distance and travel time to the nearest stadium in your listing description

- Add distance to key transit hubs and airports
- Update photos and amenity descriptions to highlight group suitability (sleeping arrangements, bathrooms, common spaces)
- Benchmark your listing against nearby competitors: photos, descriptions, and amenity presentation
- Include relevant keywords that World Cup travellers are searching (e.g. “near stadium”, “group-friendly”, “World Cup 2026”)

✓ Know Your Listing’s Role

Correctly classifying your listing determines how firm your early pricing should be, how flexible your minimum stays must remain, and whether demand arrives early or late:

- Premium Venue Listings: Immediate stadium adjacency. High pricing power, limited volume. Firm early pricing warranted.
- Hub Listings: Well-connected residential neighbourhoods used as base locations for multi-match itineraries. Earlier, steadier booking build.
- Halo Listings: Residential overflow areas that activate when central zones fill or price up. Later-arriving demand; flexibility critical.

✓ Regulatory Compliance

- Confirm your short-term rental licence or permit is current and valid
- Check local tax collection and remittance requirements
- Atlanta: registration and local zoning/permitting compliance required

- New York City: Local Law 18 significantly restricts STRs; hosts must be registered and present during guest stays
- All markets: World Cup visibility may increase regulatory scrutiny; ensure compliance before demand peaks

Source: Local authority requirements vary by city. Check with your local authority before listing.

PriceLabs: Listing Optimizer – Remove Visibility Friction Before Demand Peaks

Listing Optimizer

All pricing and availability strategies assume one thing: that guests can actually find your listing. During World Cup demand windows, guests filter quickly and a poorly optimised listing loses bookings even at a competitive price. Listing Optimizer addresses this before the tournament begins.

- Analyses your Airbnb listing against high-performing comparable properties and identifies specific content gaps
- Flags missing or weak photos, incomplete amenity details, and unclear capacity information
- Surfaces search-relevant attributes World Cup travellers prioritise: stadium proximity, transit access, group suitability
- AI-powered title and description generator helps you include the right keywords for tournament searches

Search visibility does not reset on matchday. A listing optimised in March enters the tournament with stronger baseline ranking than one updated in June – and that compounding effect is entirely free to build in advance.

What to Do During the Tournament



sharp price increases, sudden restrictions, or blanket rule changes. The data shows these reactions frequently misfire because demand materialises unevenly by date, not all nights respond at the same speed, and some markets fill through volume before price.

Effective in-tournament management focuses on verified booking signals:

- Changes in booking pace relative to prior weeks
- Shifts in lead-time distribution (are guests booking closer in?)
- Concentration of bookings on specific arrival dates

Incremental Adjustments Outperform Big Swings

Across host markets, pricing performance during major events improves when adjustments are frequent and modest rather than infrequent and dramatic. Large price jumps can freeze conversion temporarily, push demand to adjacent listings or neighbourhoods, and require later corrections that weaken pricing credibility.

Small upward adjustments as pace strengthens allow hosts to preserve booking momentum, test price sensitivity without blocking demand,

and capture upside progressively as certainty increases.

Prioritise Shoulder Nights First

A common in-tournament mistake is pushing peak-night prices before surrounding dates are secured. Booking data shows that many high-value reservations include shoulder nights, and a blocked or overpriced shoulder night can eliminate an entire multi-night booking. Peak nights rarely sell in isolation. The recommended sequencing:

1. Secure shoulder-night occupancy first
2. Then firm up peak-night pricing
3. Finally, adjust background nights if gaps remain

Restrictions Should Follow Demand, Not Lead It

Minimum stays and availability rules should be adjusted only after demand is confirmed. Rigid rules applied too early exclude short-notice travellers, block high-intent bookings during qualification surges, and leave inventory stranded while nearby listings fill. Relax rules when demand is fragmented or late-arriving; tighten selectively once pace confirms sustained interest.

Once the tournament begins, the objective shifts from preparation to controlled execution under uncertainty. The hosts who perform best are not those who react fastest, but those who react to the right signals.

Manage by Signals, Not Raw Reactions

Social media buzz, sold-out announcements, or anecdotal reports of high demand often trigger overreactions:

PriceLabs: Pacing Reports – In-Tournament Signals, Not Noise

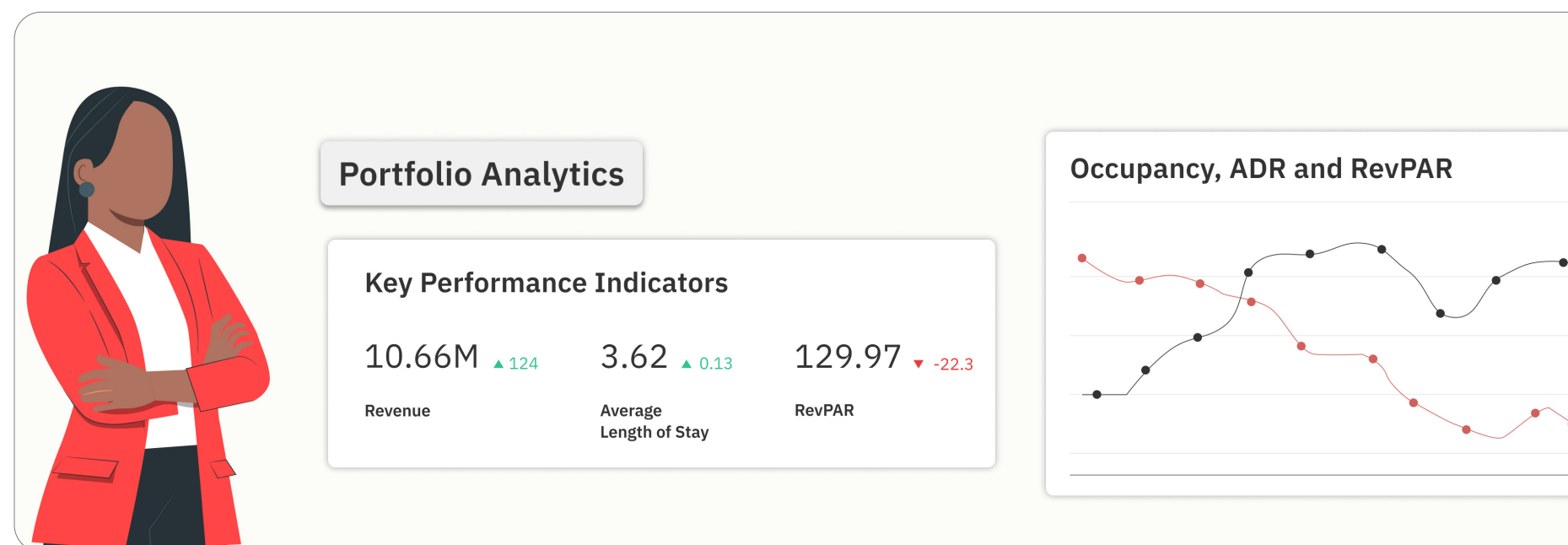
Pacing Reports | Included in Portfolio Analytics (free)

During the tournament, the risk is not a lack of information – it is acting on the wrong information. Social media, anecdotal reports, and general buzz create noise. Pacing Reports cut through it by showing you what is actually happening in your bookings.

- Compare current booking pace against expected demand trends in real time – not versus last year or last month
- Track lead-time compression during the knockout stage: the clearest early signal that a qualification event has triggered live demand
- Identify which specific dates are accelerating and which are stalling before committing to any pricing change

Portfolio Analytics | Free for all PriceLabs users

Monitor occupancy, ADR, and RevPAR across your listings versus your local market for the full duration of the tournament. No extra cost, no add-on required – available to every PriceLabs user from day one.



Tips for First-Time Hosts



The FIFA World Cup will attract a predictable wave of new supply from owners listing for the first time. While this creates opportunity, it also introduces risk. First-time hosts are more likely to misprice, over-restrict, or overlook local regulations at exactly the wrong moment.

Discipline Before Optimisation

New hosts often approach the World Cup with one of two instincts: price aggressively high to “make the most of the event,” or price conservatively low out of fear of

not getting bookings. Both approaches can backfire. Discipline means avoiding dramatic early pricing moves, letting demand signals emerge before adjusting, and treating the tournament as a sequence of decisions rather than a single bet.

Avoid the Two Classic First-Time Host Errors

- Underpricing high-value nights: New hosts often price too low early to “secure bookings,” unintentionally selling

out match nights before demand peaks. The result is inventory filled with lower-intent guests at rates well below what later, more committed guests would have paid.

- Over-restricting availability: Rigid minimum stays imposed to “protect” peak nights often block legitimate demand, especially late-arriving, high-intent guests during the knockout stage.

Five Ways to Stand Out as a World Cup Host

The World Cup is a once-in-a-generation cultural moment. For many guests, this is a bucket-list trip – they have saved for it, planned for it, and talked about it for years. That creates an opportunity for hosts who go beyond clean sheets and a working Wi-Fi password.

1. Turn Your Property Into a Mini Fan Zone

World Cup guests love the atmosphere. Simple touches that cost almost nothing go a long way toward making a stay feel like part of the event rather than just accommodation near it.

- Put a printed match schedule on the wall or fridge – guests will reference it throughout their stay
- Add a small welcome pack with flags, face paint, or a few inexpensive

decorations in the colours of the teams playing locally

- A handwritten welcome note referencing the tournament makes the first impression immediately personal

You are not just offering accommodation – you are offering participation in something guests will talk about for years.

2. Help Guests Watch Every Match, Not Just Theirs

Many fans will attend one match in person but want to follow several more from your property. A listing that makes this easy wins repeat guests and better reviews.

- Confirm your TV supports the major broadcasters covering the tournament and note which streaming services are set up
- Clearly explain in your listing description and welcome guide how to access live games
- If streaming is limited, provide a short curated list of nearby sports bars with atmosphere, the location of official fan parks, and the best local viewing spots

Some guests will not be familiar with US cable systems or local sports broadcast rights. Clarity and a little anticipation of that confusion matters more than you might expect.

3. Create a Local Experience Guide

For many international visitors, this is not just football – it is America, Canada, or Mexico. They want the real thing, not a tourist brochure.

- BBQ spots, taco joints, and late-night diners – the more local the better
- Live music venues, local breweries, and tailgate-style experiences
- Bigger-portion restaurants that deliver the cultural experience many international guests are specifically after
- A friendly note explaining tipping culture, since this is genuinely unfamiliar to many international visitors and small confusion here can sour an otherwise great stay

World Cup guests want authenticity. A thoughtful local guide positions your listing as more than accommodation – it makes you part of the experience.



4. Think About Smart Upsells

Football fans travel in groups and often spend freely during major tournaments. The willingness to pay for convenience during an event like this is high. Make it easy to say yes.

- Early check-in and late check-out, where operationally possible – particularly valuable for fans travelling between cities
- Fridge pre-stock packages with beer, snacks, and soft drinks ready on arrival
- Transport guidance or pre-booked car service options, especially for guests unfamiliar with local transit
- Partnerships with local bars, tour providers, or experience operators if you have existing relationships
- Branded or themed welcome kits that reinforce the fan-zone atmosphere from the moment guests arrive

During mega-events, convenience is a premium product. Small frictions that guests would overlook during a normal stay become decision points when they are managing a packed itinerary across a tournament.

5. Get Your Rates Right

The final piece of the puzzle is pricing – and it is the most consequential. The World Cup does not behave like a typical peak



season. Demand arrives in waves. The group stage behaves differently to the knockout rounds. Some nights spike sharply. Others soften. Supply increases dramatically as new hosts enter the market.

Hosts who set their rates in January and leave them there will leave significant money on the table. The chapters in this guide walk you through how to structure your calendar, manage minimum stays,

price match nights versus non-match nights, and respond to volatility without panicking. Read them before you set a single rate.

Set a Credible Baseline First

For first-time hosts, the most important decision is not advanced optimisation – it is setting a realistic starting point. A credible base price reflects local market conditions, accounts for seasonality and day-of-week behaviour, and incorporates known event uplift without speculation. This baseline creates room to move up or down as real demand signals appear, instead of forcing large corrections under pressure.

PriceLabs: Getting Started with PriceLabs – A Simple Entry Point for

Revenue Estimator Pro | Visit pricelabs.co/revenue-estimator-pro

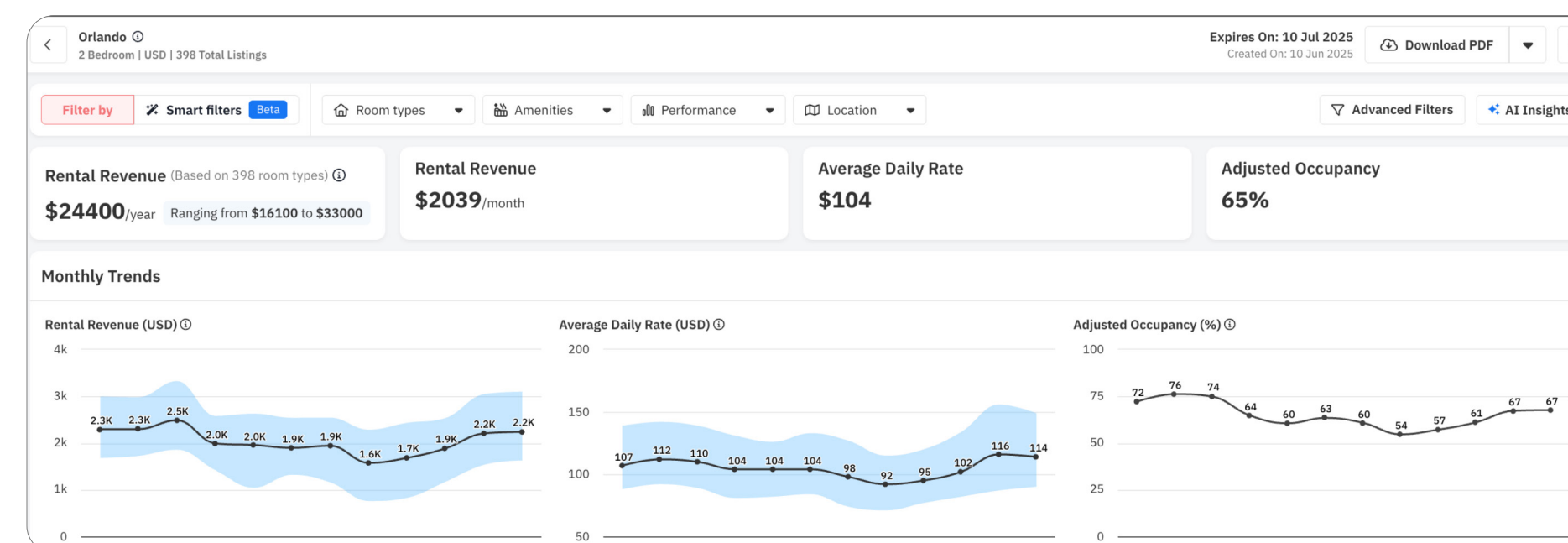
Before setting any price, understand what your property can realistically earn. Revenue Estimator Pro gives you an instant projection for any address based on local market data – so your expectations and your base price are grounded in the same reality.

- Input any address and receive a projected revenue estimate benchmarked against nearby comparable listings
- Understand your likely occupancy and ADR range for the World Cup period before committing to a strategy

Base Price Help | Included in Dynamic Pricing (30-day free trial, no credit card needed)

Once you're ready to list, Base Price Help grounds your starting rate in local historical performance rather than guesswork. It directly prevents both classic first-timer errors: underpricing match nights by anchoring too low, and overpricing quiet dates by applying a flat uplift.

- Works with Airbnb, Vrbo, Booking.com, and 150+ property management systems – no switching required
- Portfolio Analytics is free from day one. Dynamic Pricing starts with a 30-day free trial, no credit card needed



The Long-Term Legacy

The FIFA World Cup 2026 is not just an event-driven revenue spike. Its most durable impact appears after the tournament ends, as first-time visitors return for leisure, work, and family travel over the following years.

Deloitte Legacy Projections (5-Year Post-Tournament)

65% of World Cup tourists projected to return to host cities within five years (FIFA/WTO, 2025)

~1.7 million additional Airbnb guest nights forecast over the five years post-event

~USD 495 million in additional visitor expenditure from returning tourists

~USD 1.5 billion in total turnover generated by returning visitors over five years

~14,550 additional FTE jobs supported by returning visitor spending

Post-event travel accounts for nearly one-third of total World Cup-related tourism impact

Source: Deloitte, The Role of Airbnb in the FIFA World Cup 2026 (May 2025); FIFA/WTO Socioeconomic Impact Analysis, March 2025

Note: The “\$1.5 billion legacy” figure referenced in this report refers specifically to the total estimated economic turnover generated by returning tourists over the five years following the tournament. This is distinct from the USD 3.6 billion in total turnover generated during the event itself. Direct visitor expenditure from returning tourists is projected at USD 495 million.



Why Return Travel Behaves Differently

Return visitors are no longer travelling for matches. Their behaviour changes in three important ways: travel disperses across multiple seasons rather than fixed dates; guests prioritise neighbourhood experience over stadium proximity; and lengths of stay tend to be longer and more flexible.

This fundamentally benefits short-term rentals. STRs operate in approximately 67% of zip codes across host metros, versus hotels concentrated in just 35-38%, allowing demand to spread into residential areas that were previously unknown to international travellers.

Reputation Compounds After the Event

World Cup stays are often a guest’s first interaction with a city or neighbourhood. For hosts, these bookings matter beyond immediate revenue: strong experiences generate higher review volume, better reviews improve search ranking and conversion, and familiarity increases the likelihood of repeat and referral bookings.

Hosts who perform well during the tournament often see sustained uplift well after demand normalises. The investment in listing quality, guest experience, and pricing discipline made before June 2026 will continue to pay dividends through 2027 and beyond.



The Revenue Management Platform Behind This Guide

Throughout this e-book, you've seen PriceLabs tools referenced in the context of specific World Cup hosting challenges. This chapter brings them together in one place, so you know exactly which product to use and when.

PriceLabs is used by more than 600,000 properties in 150+ countries. It connects

directly with Airbnb, Vrbo, Booking.com, and over 150 property management systems. All pricing adjustments sync automatically to your booking channels on a daily basis.

Every product mentioned in this guide is available at pricelabs.co. Dynamic Pricing includes a 30-day free trial with no credit card required.

Which PriceLabs Product Do You Need?

Your situation

You want prices to update automatically based on real demand

You're a first-time host setting your base price

You want to see what's happening in your market right now

You want to track your bookings vs. the market during the tournament

You want to spot knockout-stage demand before it peaks

Your listing isn't showing up in searches

You want to estimate revenue for a new property or address

You manage 10+ listings and need portfolio-level controls

Recommended product

Dynamic Pricing (from \$19.99/mo)

Base Price Help (in Dynamic Pricing)

Market Dashboards (from \$9.99/mo)

Portfolio Analytics (free)

Pacing Reports (in Portfolio Analytics)

Listing Optimizer

Revenue Estimator Pro

Dynamic Pricing + Portfolio Analytics

Start your free 30-day trial at pricelabs.co – No credit card required.

Data Sources & Methodology

Primary Research

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- Airbnb/Focaldata survey, December 2025, n=6,000 across 16 host cities. Source for host willingness figures cited in Airbnb press materials.

A Note on Figures

Economic figures presented in this report are derived from the Deloitte Input-Output model and are presented as rounded values. Recalculation based on rounded figures may not yield exact results. Venue-level occupancy, ADR, and RevPAR figures represent forward-looking projections based on live booking data and are subject to change as the tournament approaches. Always consult current market data before making pricing decisions.



 **HOST PLANET**

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