



WBO

# Game On: Hosting Essentials

# Agenda

1. WC Traveler Trends
2. Regional Market Data
  - Atlanta, Dallas, Houston, Kansas City, and Miami
3. Products, Promotions & Recommendations

APRIL 2026



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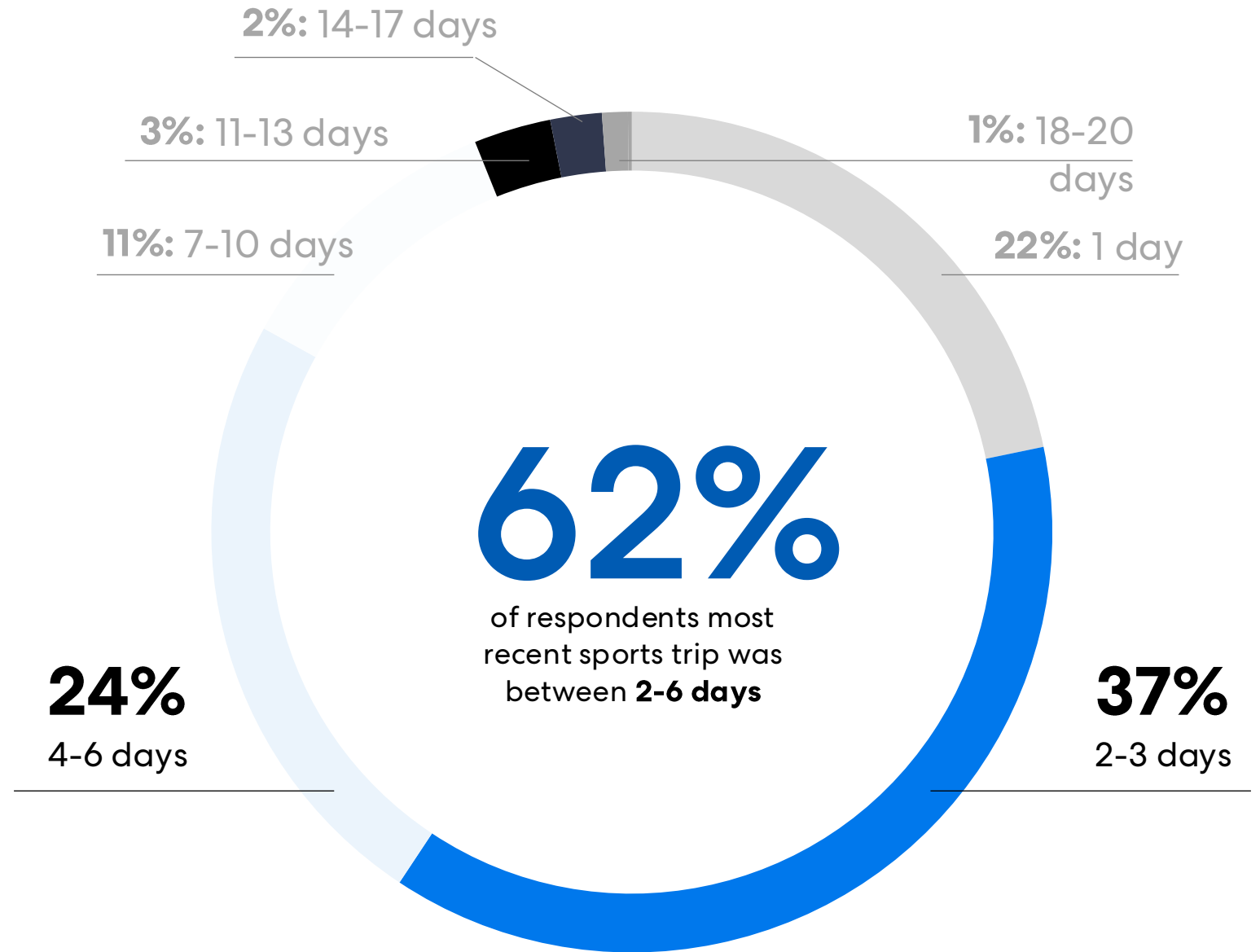
# WC Traveler Trends



## TRIP LENGTH

# Into overtime

Most sports travelers prefer medium-length trips, typically lasting from a few days to a week, with many attending multi-day events.





## SCOREBOARD

# Top 10 sports traveled for

Soccer stands out, but sport preferences differ by market.



# Game Day Dates



## Atlanta

6/15/26  
Spain v Cape Verde

6/18/26  
Czechia v South Africa

6/21/26  
Spain v Saudi Arabia

6/24/26  
Morocco v Haiti

6/27/26  
DR Congo v Uzbekistan

7/01/26  
Round of 32 – 1L v 3E/H/I/J/K

7/07/26  
Round of 16

7/15/26  
Semifinal

## Dallas

6/14/26  
Netherlands v Japan

6/17/26  
England v Croatia

6/22/26  
Argentina v Austria

6/25/26  
Japan v Sweden

6/27/26  
Jordan v Argentina

6/30/26  
Round of 32 – 2E v 2I

7/03/26  
Round of 32 – 2D v 2G

7/06/26  
Round of 16

7/14/26  
Semifinal

## Houston

6/14/26  
Germany v Curaçao

6/17/26  
Portugal v DR Congo

6/20/26  
Netherlands v Sweden

6/23/26  
Portugal v Uzbekistan

6/26/26  
Cape Verde v Saudi Arabia

6/29/26  
Round of 32 – 1C v 2F

7/04/26  
Round of 16

## Kansas City

6/16/26  
Argentina v Algeria

6/20/26  
Ecuador v Curaçao

6/25/26  
Tunisia v Netherlands

6/27/26  
Algeria v Austria

7/03/26  
Round of 32 – 1K v 3D/E/I/J/L

7/11/26  
Quarterfinal

## Miami

6/15/26  
Saudi Arabia v Uruguay

6/21/26  
Uruguay v Cape Verde

6/24/26  
Scotland v Brazil

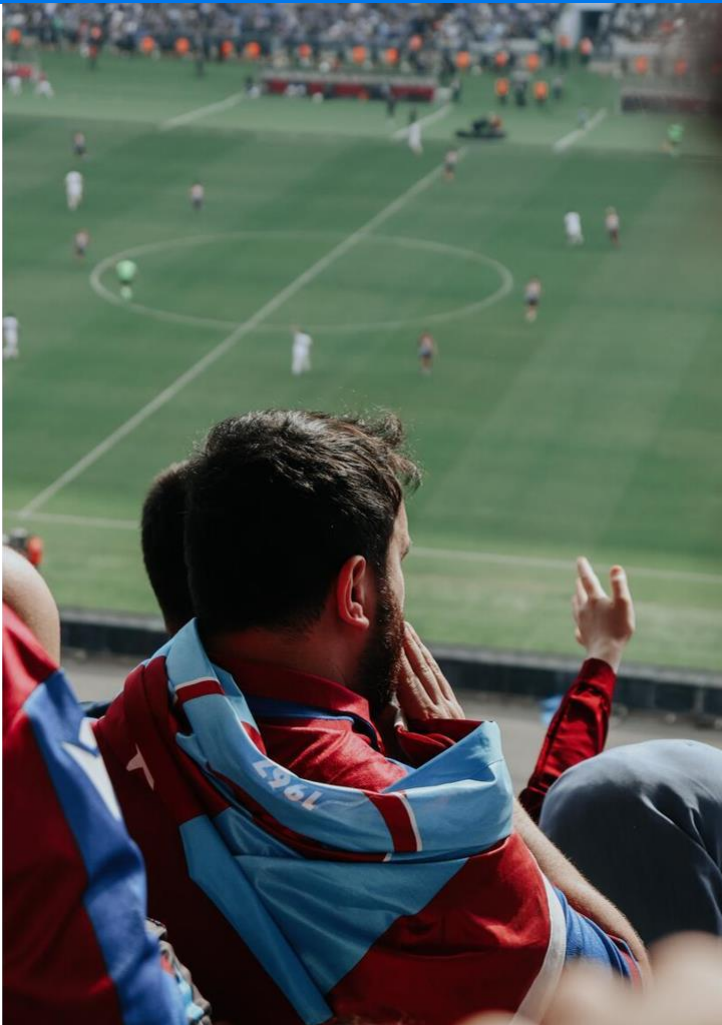
6/27/26  
Colombia v Portugal

7/03/26  
Round of 32 – 1J v 2H

7/11/26  
Quarterfinal

7/18/26  
Third-place match

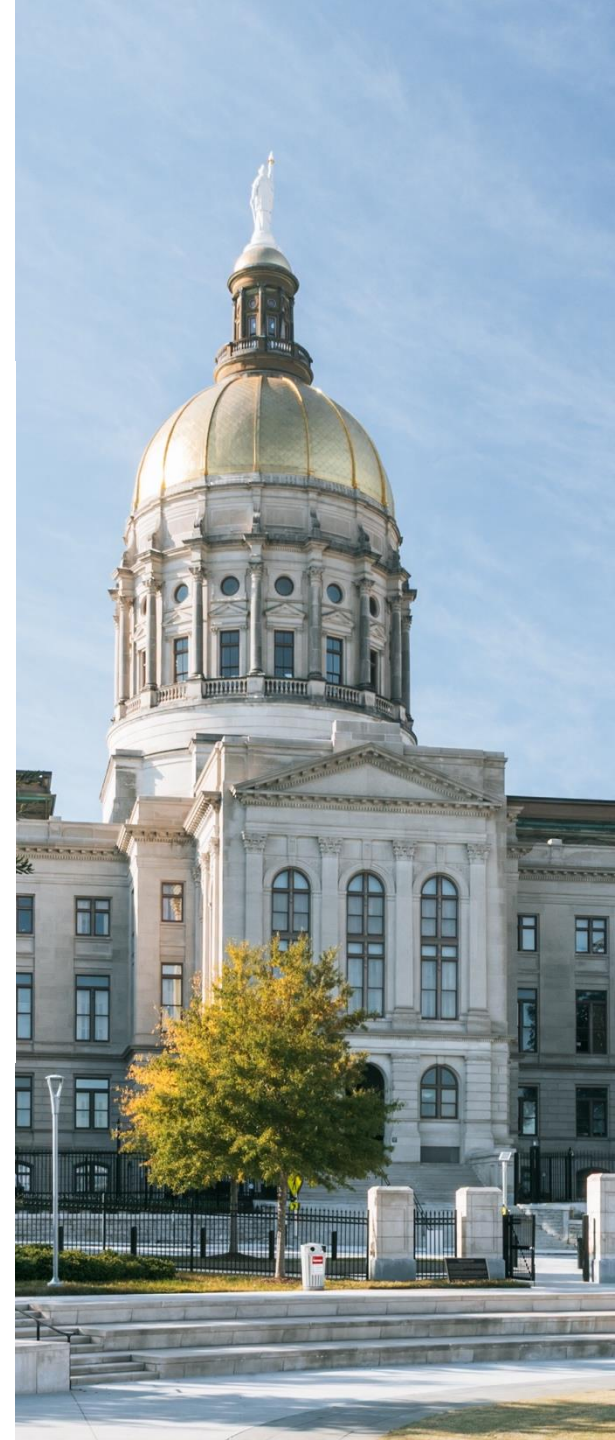
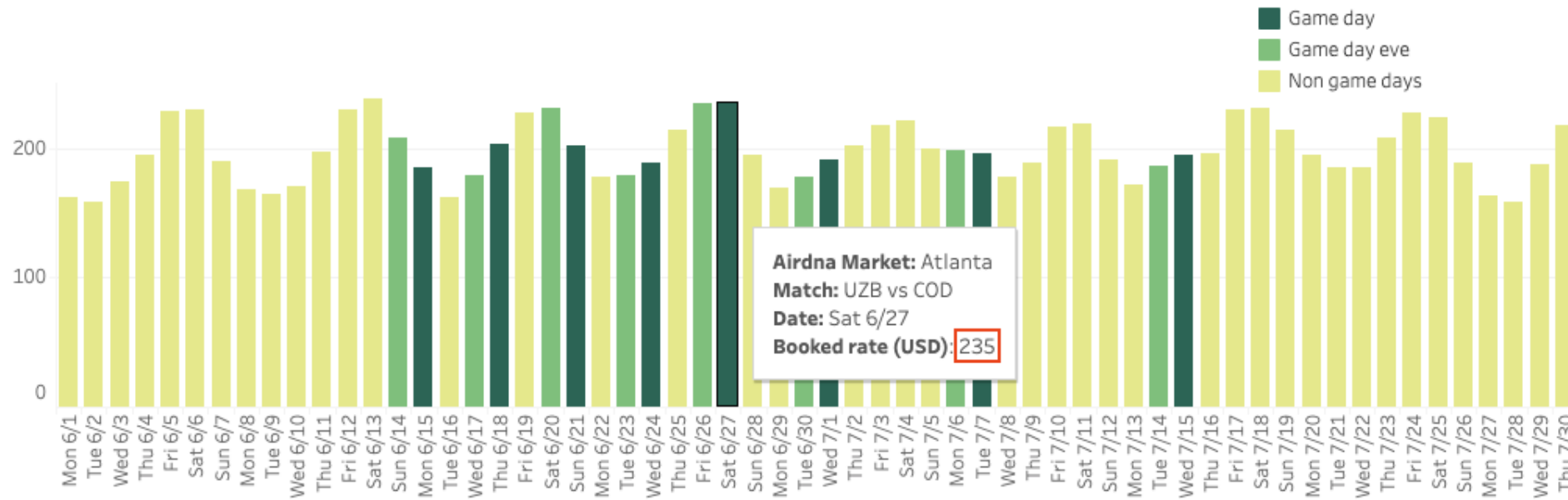
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# Regional Market Data

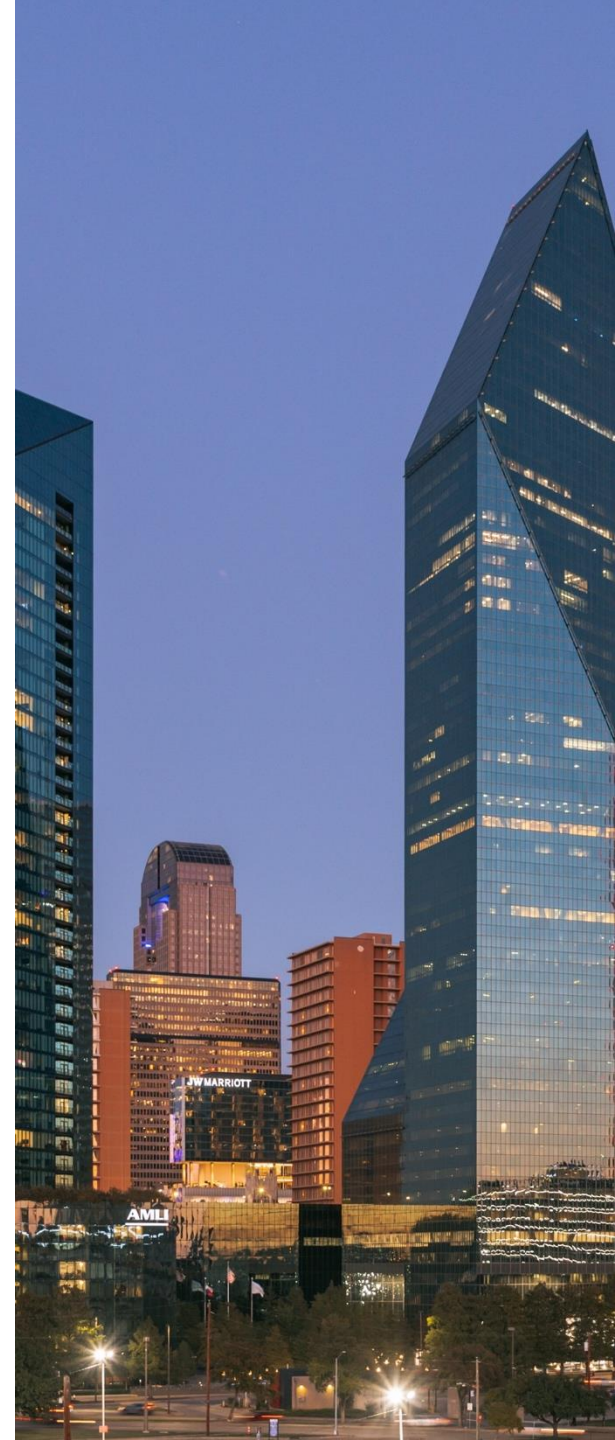
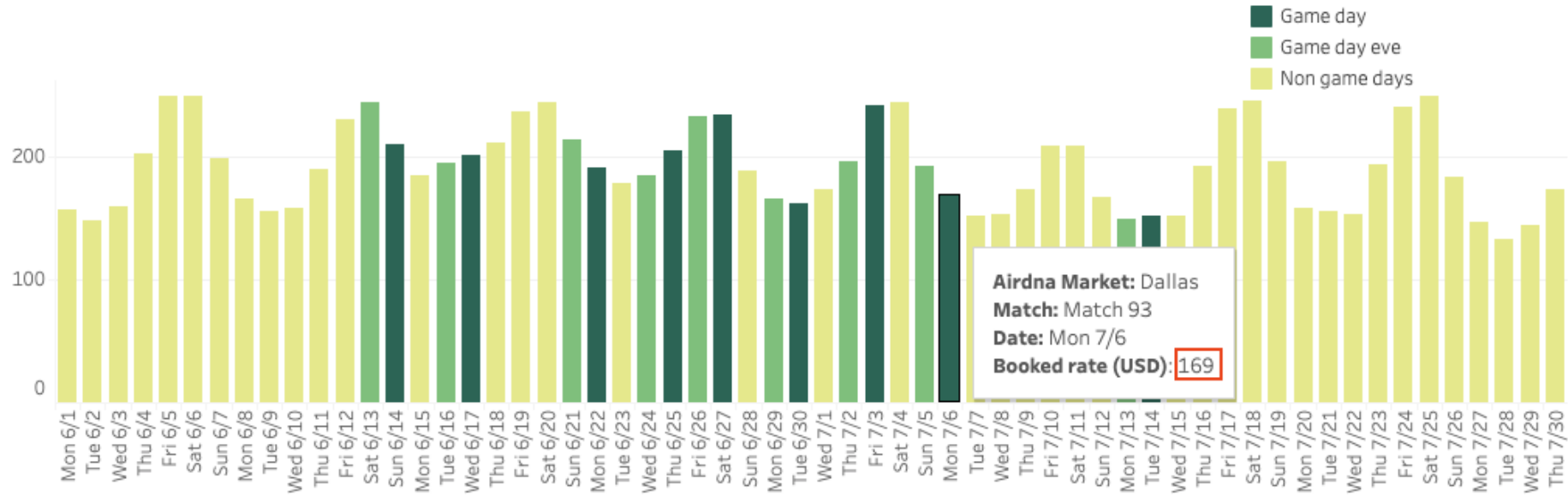
# Atlanta ADR available vs booked rates

## Atlanta World Cup Booked rate (USD)



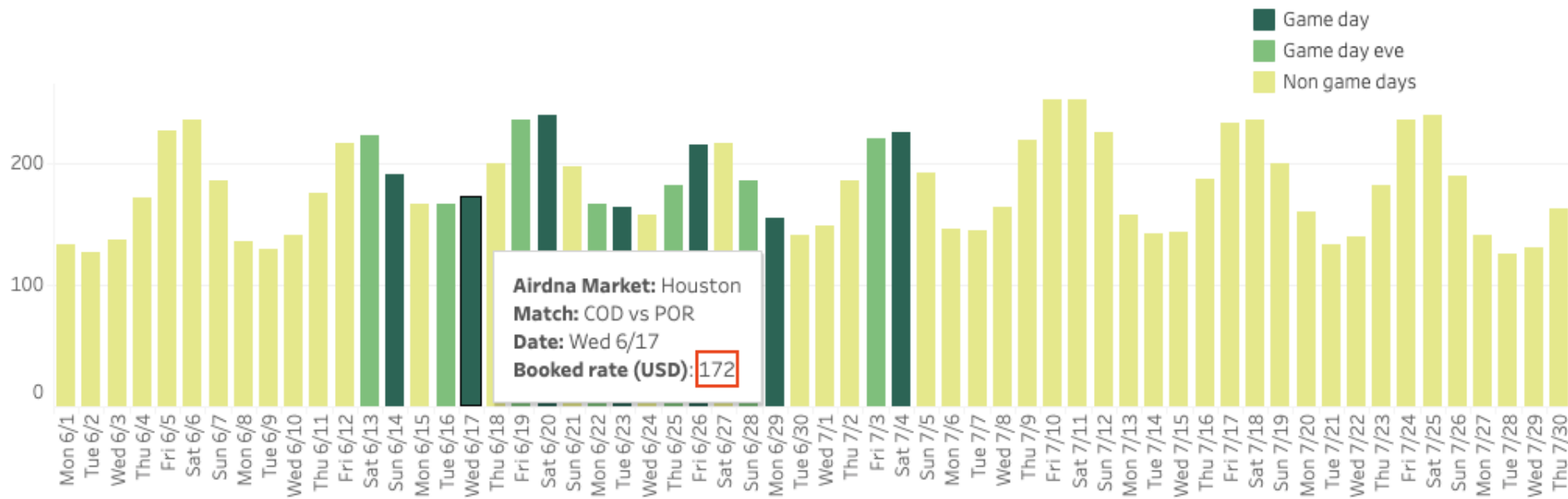
# Dallas ADR available vs booked rates

Dallas World Cup Booked rate (USD)



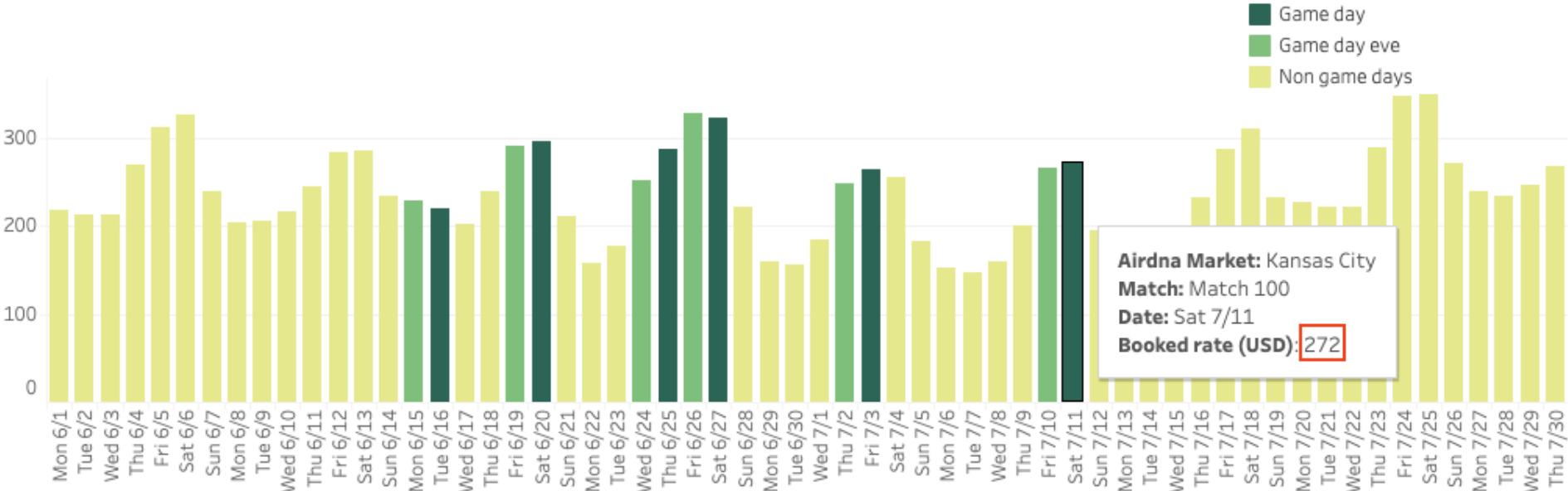
# Houston ADR available vs booked rates

## Houston World Cup Booked rate (USD)



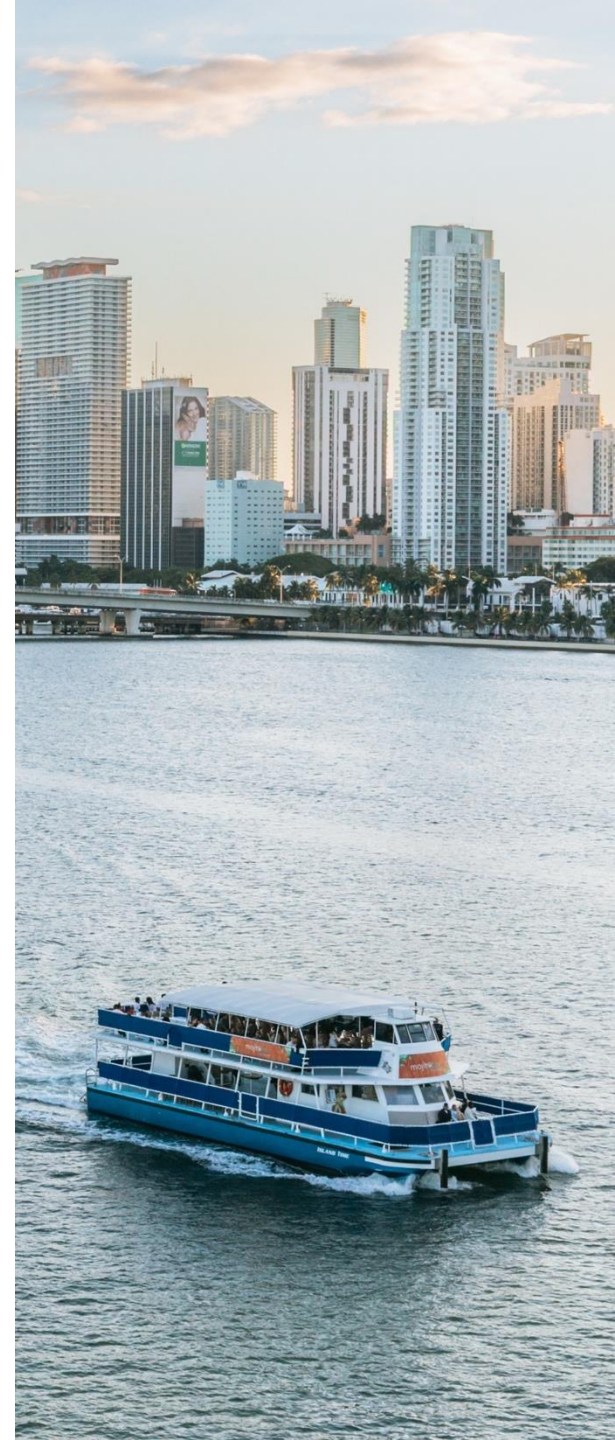
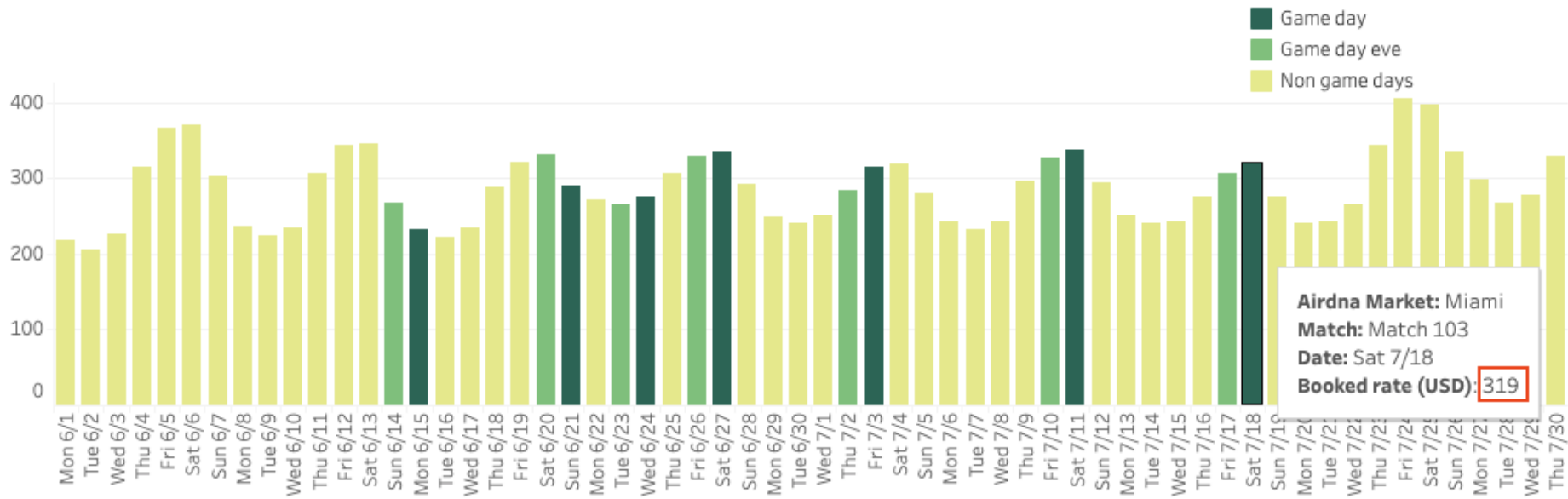
# Kansas City ADR available vs booked rates

Kansas City World Cup Booked rate (USD)



# Miami ADR available vs booked rates

## Miami World Cup Booked rate (USD)



# Products, Promotions & Recommendations



# Staying Competitive



**MarketMaker** – Free benchmarking tool that compares your listings' rates to similar properties in your market for the next 12 months, across both booked and available nights.

**Rate Automation** – Set your minimum and maximum prices, and the system uses real-time internal and market data to automatically adjust rates as un-booked dates get closer.

**Instant Book** – Must be enabled to qualify for free additional distribution across Expedia Group sites and white-label partners, expanding your Vrbo property's reach to international travelers.

# Targeted Promotions



## Early Booking

60–500 days in advance  
booking window

Lock in longer stays early to ensure predictable revenue.

## Last-Minute

1-30 days in advance  
booking window

Attract spontaneous price-conscious travelers, helping fill your remaining availability.

## Mobile

Booking on mobile web & app

Get maximum visibility by targeting travelers where they're actively browsing and booking.

## Member Only

Expedia Group rewards  
programs like One Key™

Target trusted, valuable travelers, who are proven to book earlier, stay longer, and spend more than non-members.

## New Listing

Property's first 3 bookings or  
first 90 days on Vrbo

Delivers first bookings and reviews as quickly as possible to help them compete in the marketplace.

# Marketing tools at your fingertips, tailored to your needs!

Adjust the % off

Add blackout dates

Set minimum stay  
requirements

Streamline pricing by  
programming multiple across  
different rolling periods

## Last minute

Fill gaps in your calendar by appealing to travelers booking up to 30 days ahead.

### Discount

This offer will apply on top of your best available daily, weekly, or monthly rate.

Discount (%)

10

Days before arrival

30

[How we combine discounts](#)

### Availability

Always on



For stays between

Apr 3, 2026 - No end date

### Minimum length of stay

Minimum nights

1

### Blockout dates

[+ Add](#)

# FAQs

➔ **Promotion types (last minute, early booking etc.) DO NOT stack on top of other promos.**

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**Promotions can be combined (stacked) with length of stay (weekly/monthly) discounts in a single booking.**

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**When partners create multiple promotions, the traveler will receive the highest promotional discount available to them when booking.**

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**Many software/integrated users can now use the Promo Suite through an API via their software settings**

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**Contact your Vrbo Partnerships Manager for programming assistance & recommended timelines based on your account trends**

# Vrbo's Listing Tips for Hosts:

## 01 Set Your Prices Competitively

See what other comparable homes or even hotels in your area are charging during the match weekends and use Vrbo's host tools that will help you set the right rate.

## 02 Share Your Local Expertise

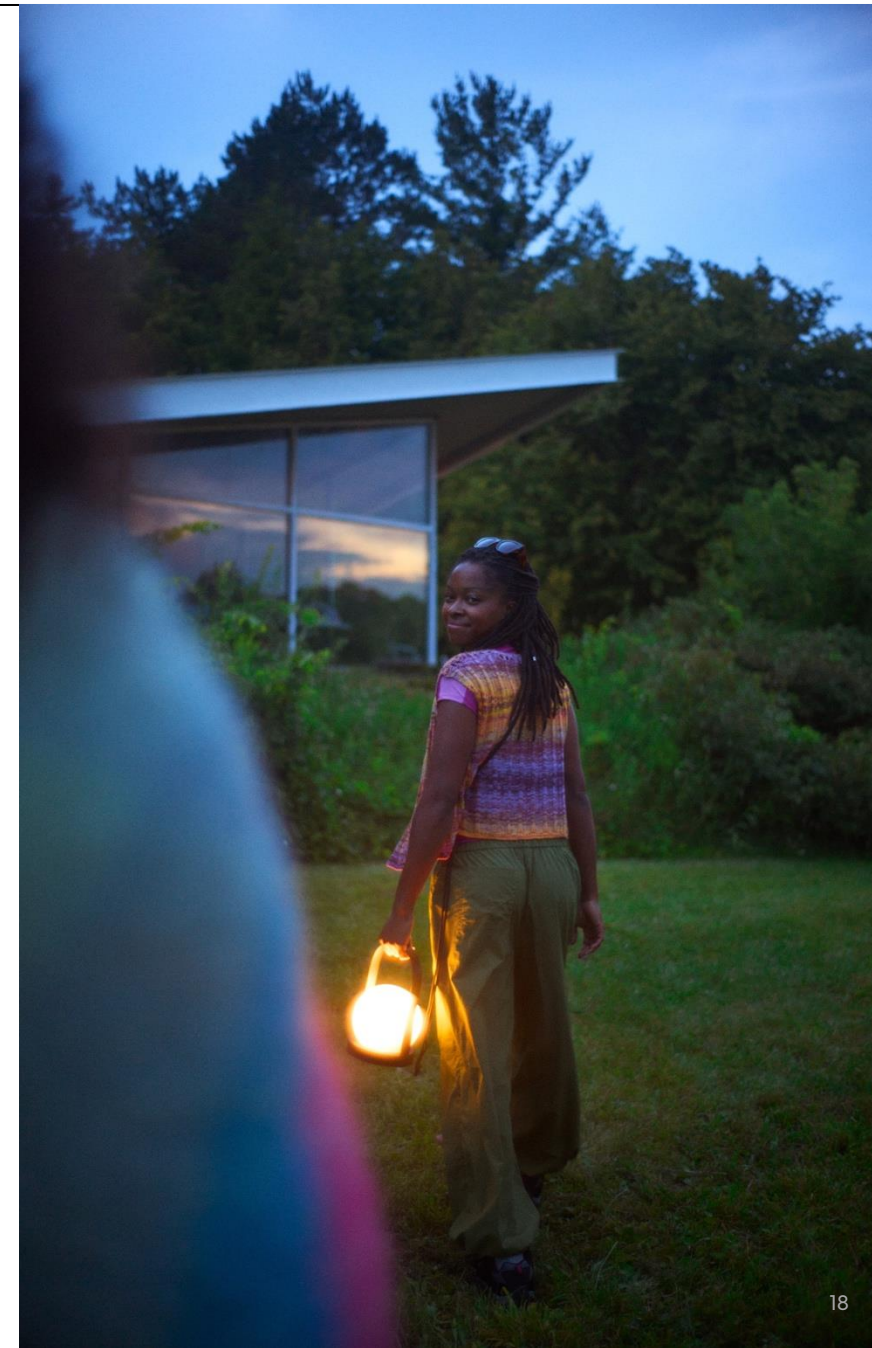
Guests will be visiting from around the world, so beyond a place to sleep, share local tips on restaurants, attractions, and transit—those small touches earn top Vrbo hosts great reviews.

## 03 Stay Compliant

Stay compliant by learning and following your local short-term rental laws. Many cities have specific rules, so now is a great time to check them and list your home in time for this major event.

## 04 Be a Good Neighbor & List Only Whole Homes

Introduce yourself to neighboring residents and ensure they have your emergency contact information. Please note that Vrbo only allows private whole-home listings; if you list your primary residence, you must vacate the property during guest stays





Thank You!

