



Vrbo



Mer Geneste
VR Partnerships Manager - Vrbo

Agenda

- WC Traveler Trends
- Northeast Regional Market Data
- Products, Promotions & Recommendations

APRIL 2026

02



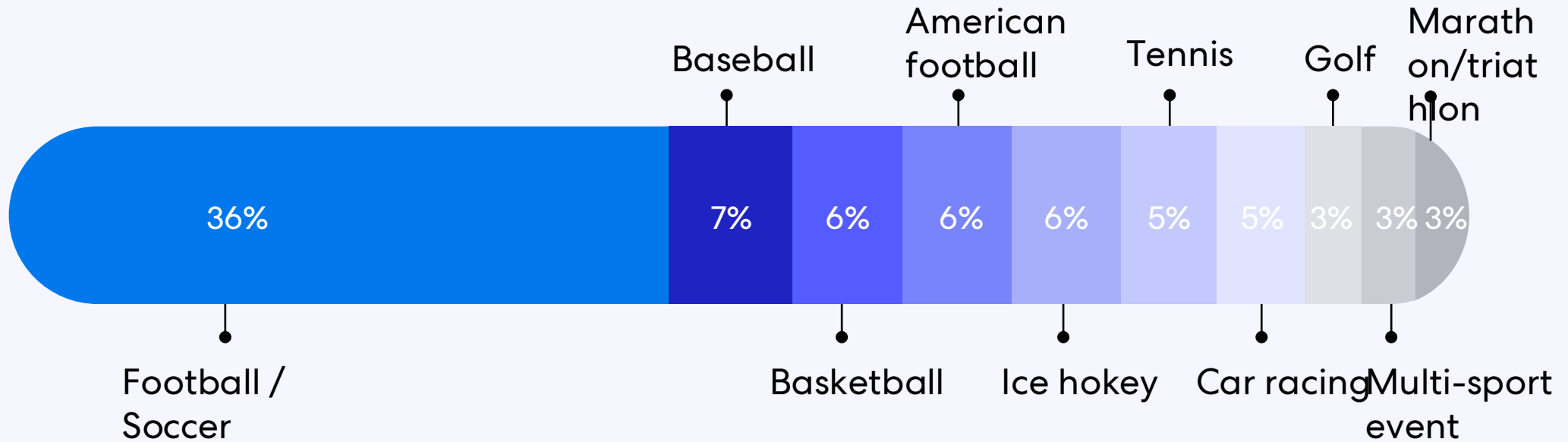
WC Traveler Trends



SCOREBOARD

Top 10 sports traveled for

Soccer stands out, but sport preferences differ by market.

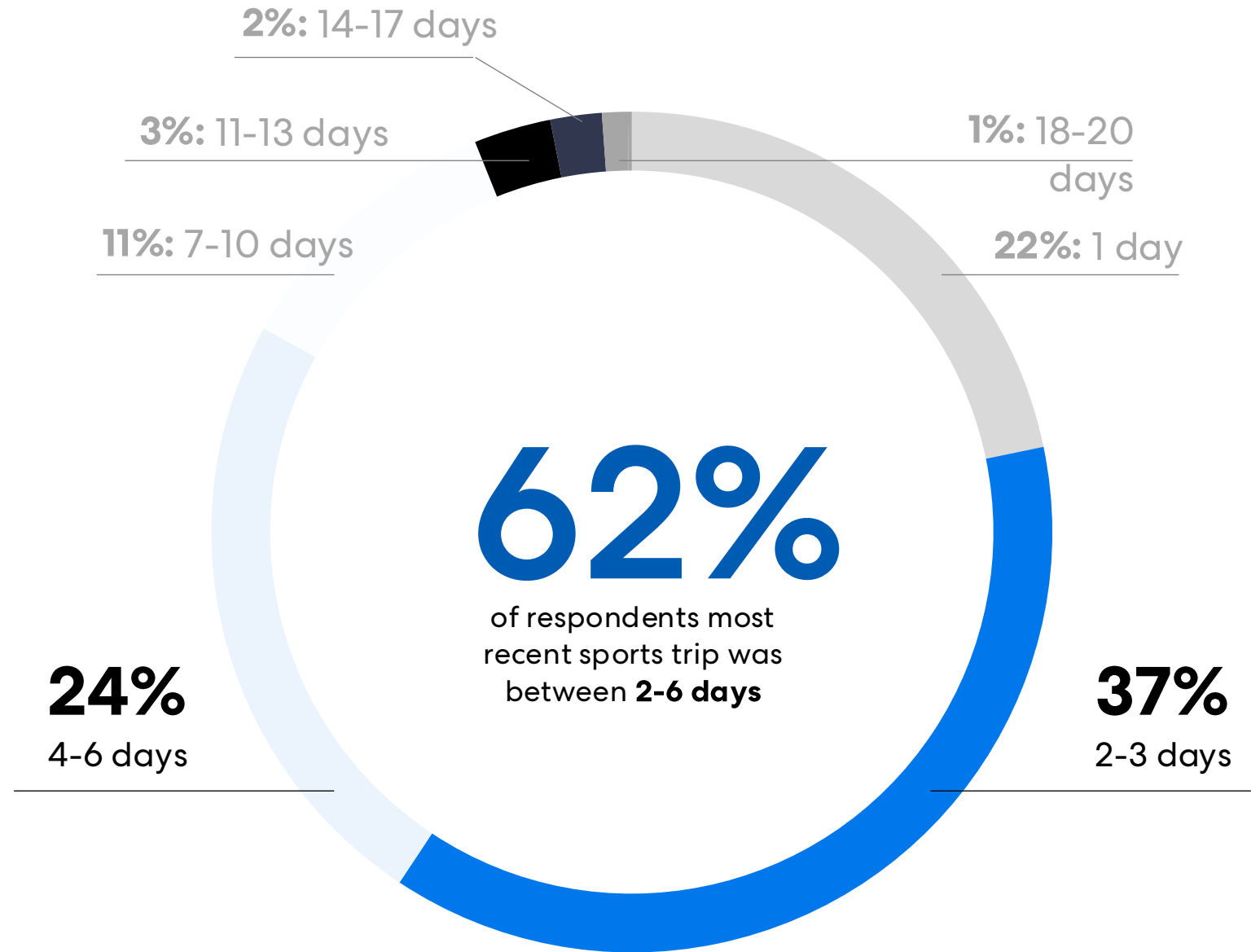




TRIP LENGTH

Into overtime

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



Important Dates



NY/NJ

MetLife Stadium – East Rutherford, NJ

6/13/26

Brazil vs. Morocco

6/16/26

France vs Senegal

6/22/26

Norway vs Senegal

6/25/26

Ecuador vs Germany

6/27/26

Panama vs England

6/30/26

Group 1 Winner vs 3rd Group

7/05/26

Winner Match 76 vs Winner Match 78

7/19/26

Final!!

Boston

Gillette Stadium – Foxborough, MA

6/13/26

Haiti vs Scotland

6/16/26

Iraq vs Norway

6/19/26

Scotland vs Morocco

6/23/26

England vs Ghana

6/26/26

Norway vs France

6/29/26

1E vs 3ABCDF

7/09/26

Winner Match 89 vs Winner Match 90

Philadelphia

Philadelphia Stadium aka Lincoln Financial Field – Philadelphia, PA

6/14/26

Côte d'Ivoire vs. Ecuador

6/19/26

Brazil vs Haiti

6/22/26

France vs Iraq

6/25/26

Curaçao vs Côte d'Ivoire

6/27/26

Croatia vs Ghana

7/04/26

Winner Match 74 vs Winner Match 77



Regional Market Data

Jersey City ADR available vs booked rates

Market Dashboard

AIRDNA

Select Market

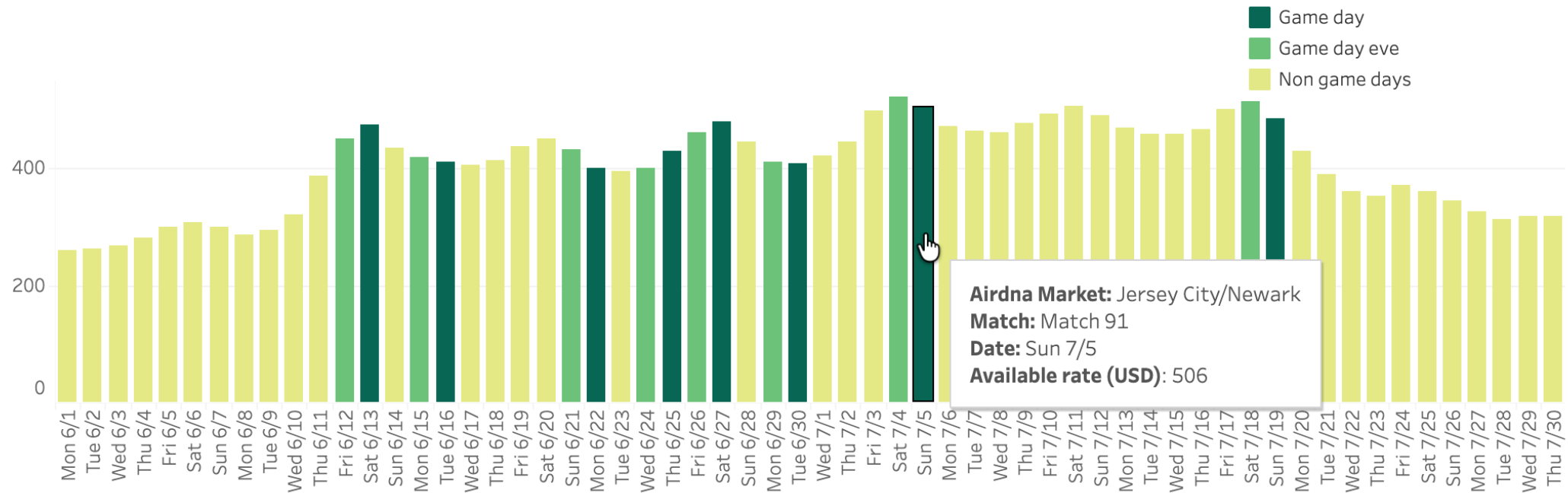
Jersey City/Newark

Select Metric

Available rate (USD)

[Go to calendar view](#)

Jersey City/Newark World Cup Available rate (USD)



Airdna Market: Jersey City/Newark
Match: Match 91
Date: Sun 7/5
Available rate (USD): 506



Jersey City ADR available vs booked rates

Market Dashboard

Select Market

Jersey City/Newark

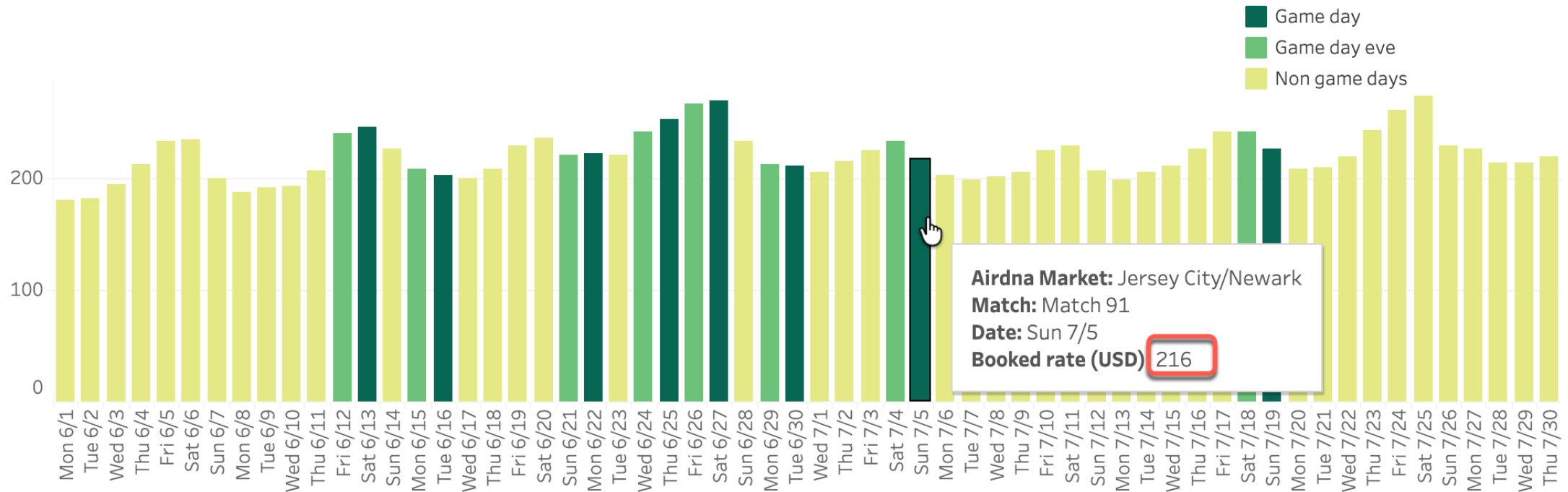
Select Metric

Booked rate (USD)

AIRDNA

[Go to calendar view](#)

Jersey City/Newark World Cup Booked rate (USD)



Boston ADR available vs booked rates

Market Dashboard

AIRDNA

Select Market

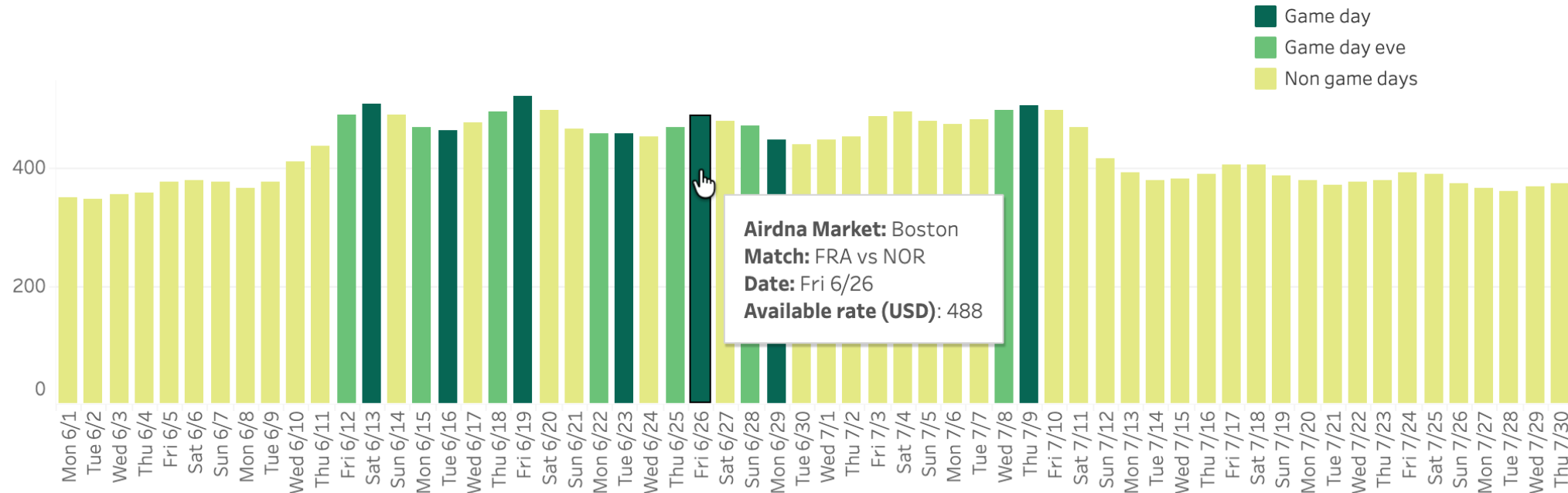
Boston

Select Metric

Available rate (USD)

[Go to calendar view](#)

Boston World Cup Available rate (USD)



Boston ADR available vs booked rates

Market Dashboard

AIRDNA

Select Market

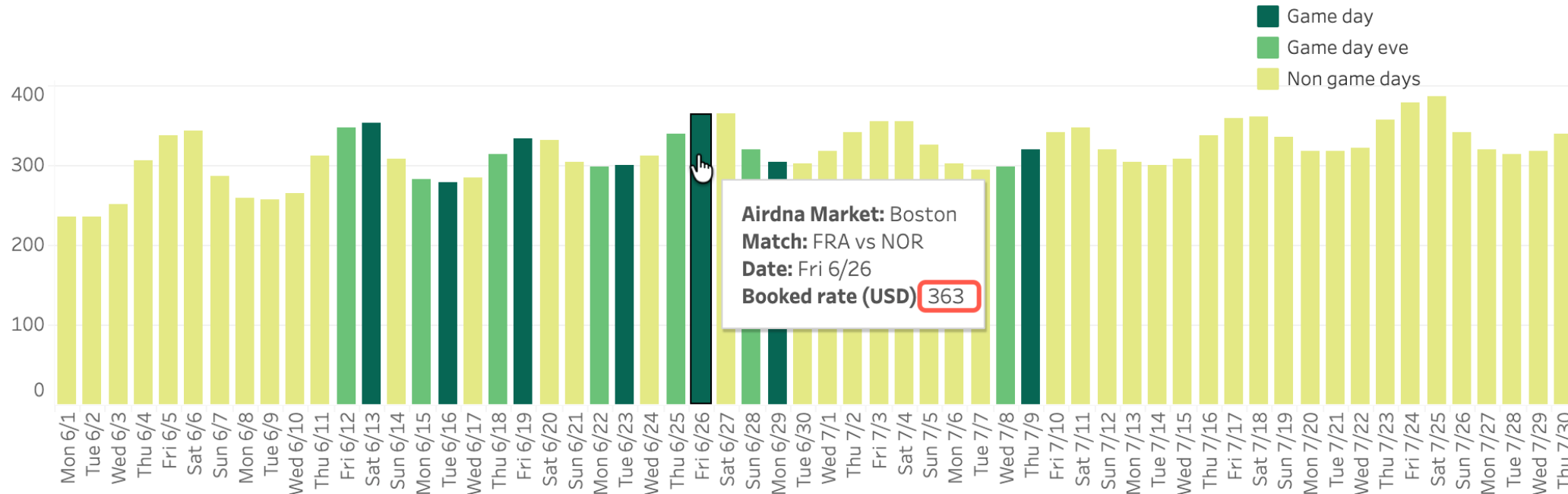
Boston

Select Metric

Booked rate (USD)

Go to calendar view

Boston World Cup Booked rate (USD)



Philadelphia ADR available vs booked rates

Market Dashboard

Select Market

Philadelphia

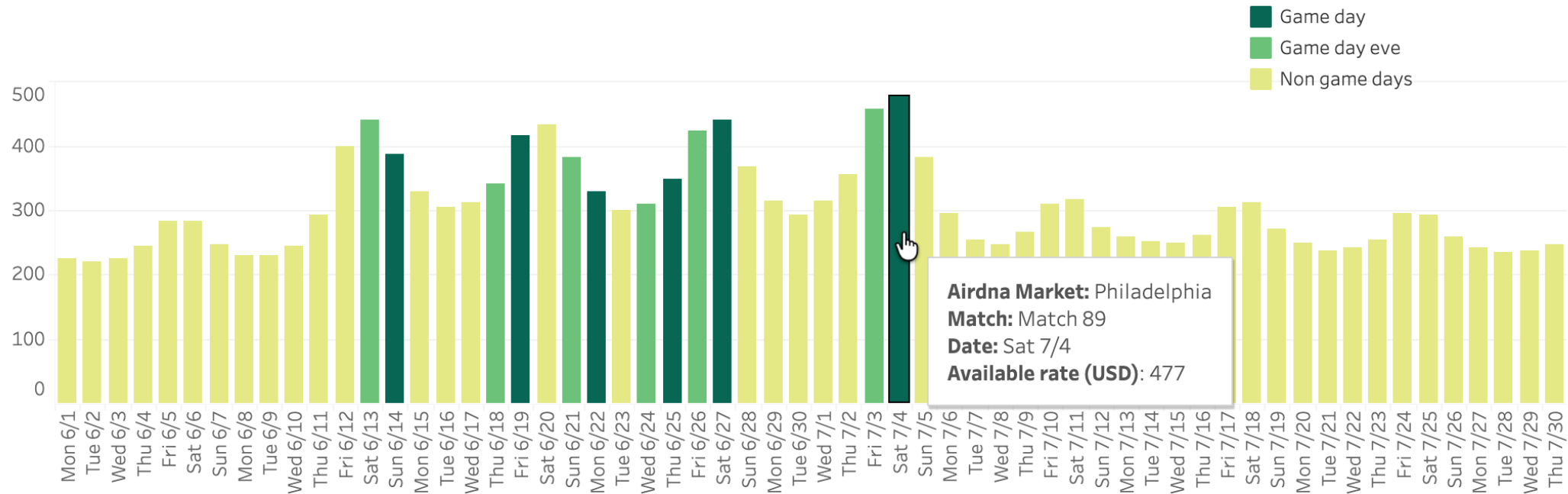
Select Metric

Available rate (USD)

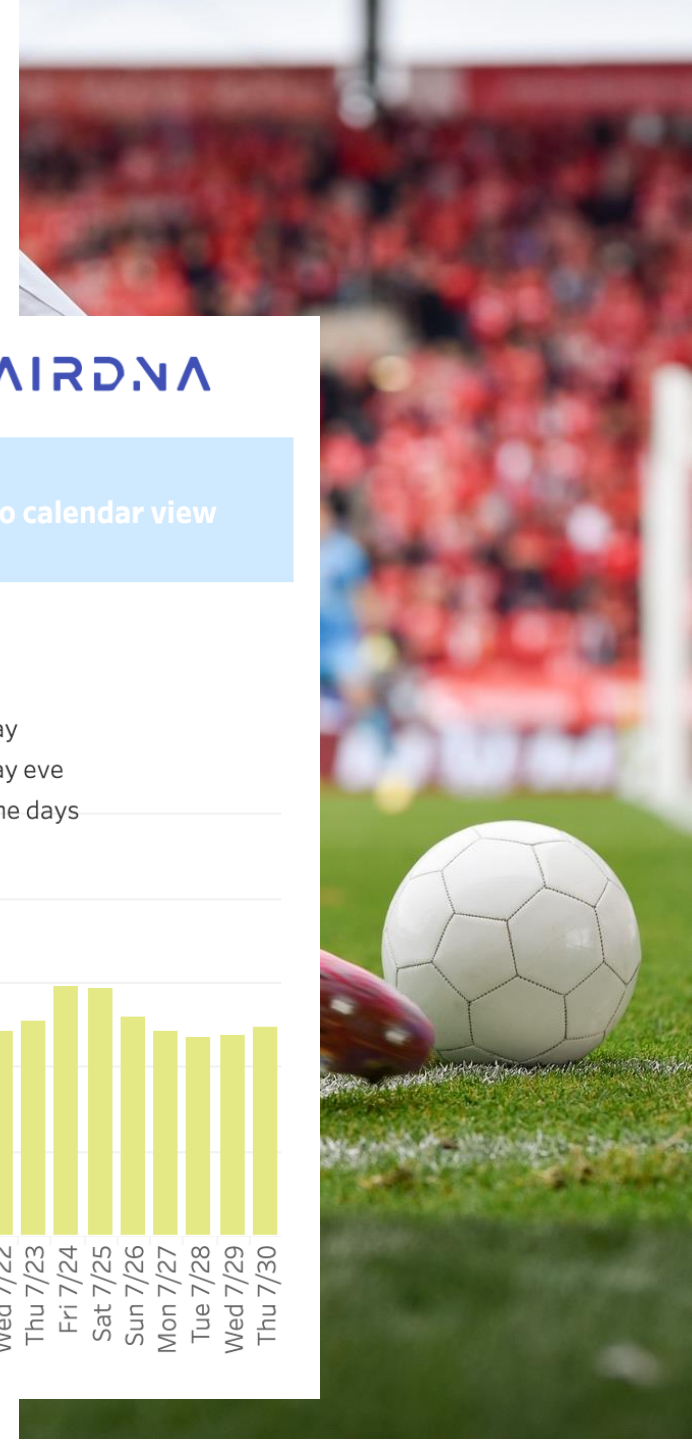
AIRDNA

Go to calendar view

Philadelphia World Cup Available rate (USD)



Airdna Market: Philadelphia
Match: Match 89
Date: Sat 7/4
Available rate (USD): 477



Philadelphia ADR available vs booked rates

Market Dashboard

Select Market

Philadelphia

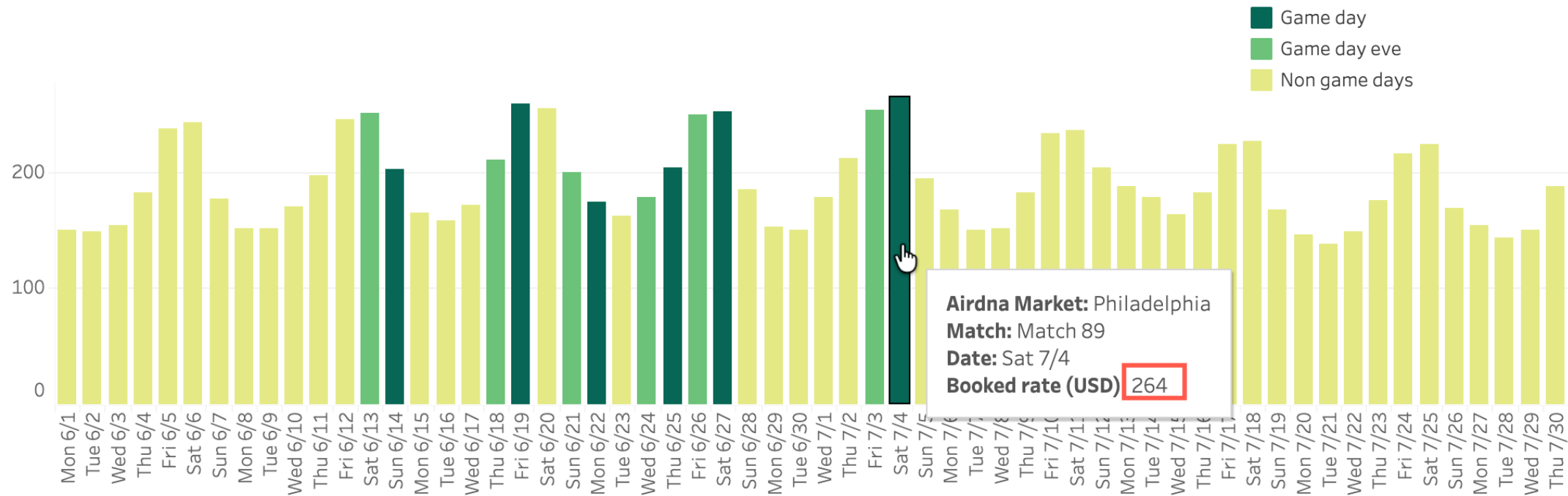
Select Metric

Booked rate (USD)

AIRDNA

[Go to calendar view](#)

Philadelphia World Cup Booked rate (USD)



Products, Promotions & Recommendations



Learn about competitor pricing insights on Vrbo's MarketMaker



MarketMaker - is a free comparison tool that shows detailed data of your market's average nightly rates for the coming year for both booked and un-booked properties.

Rate Automation tools – turn on to setup your max and minimum pricing and the system uses internal and external data to help you adjust your rates as you close in on unbooked nights.

Instant Book – must be on to be eligible for free additional distribution across Expedia Group sites & white label solutions. Vrbo properties can unlock access to international travelers via these Expedia brand sites!



Vrbo Promotional Suite



Last minute



**Early
booking**



Mobile



**New listing
promotion**



**Member Only
Deal**

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.**

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

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

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

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 similar 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

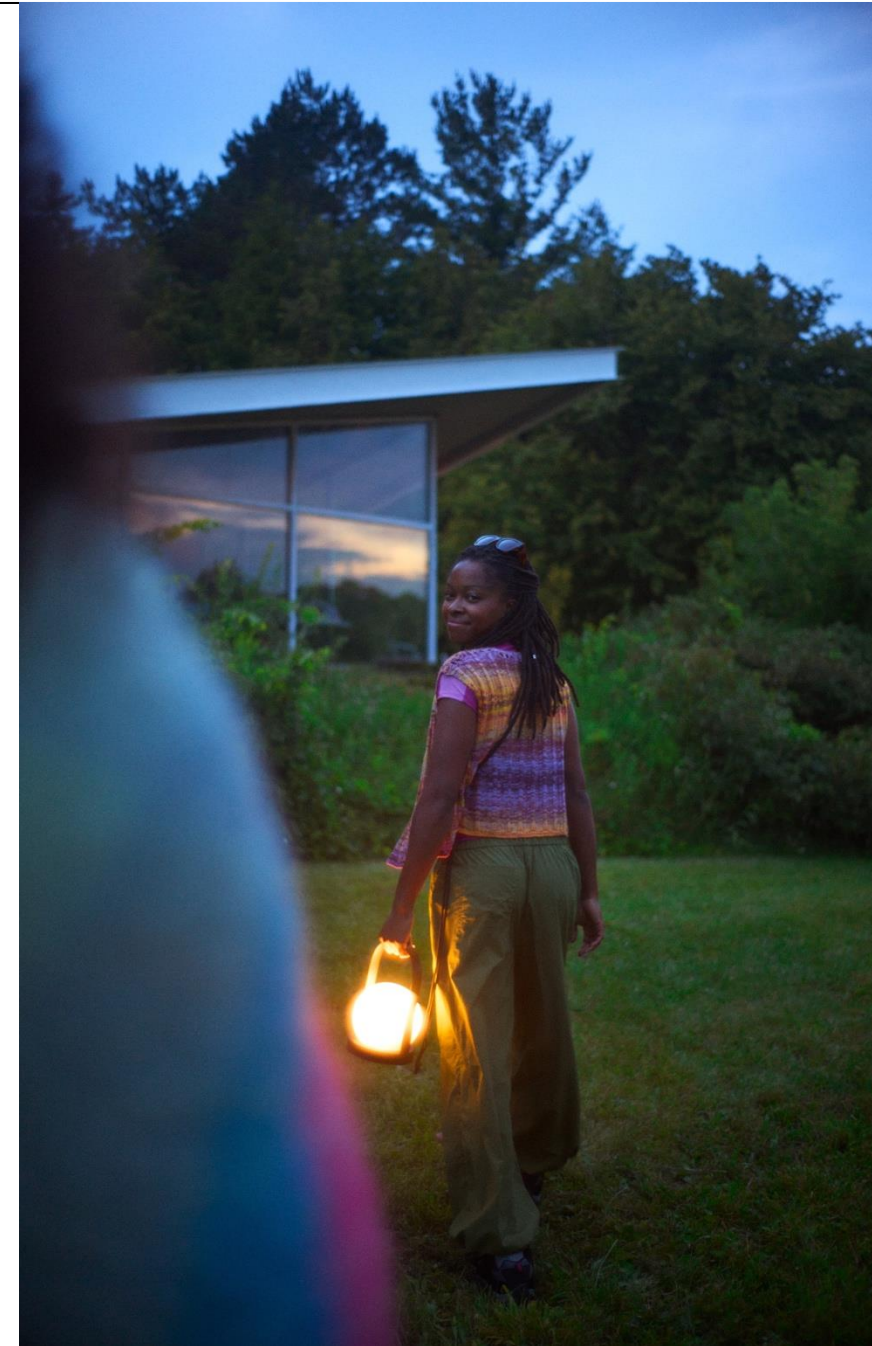
Guests will be visiting from around the world, so beyond a place to sleep, share local tips on restaurants, attractions, and transit—those small touches earn top Vrbo hosts great reviews.

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!