



# Methodology — World Cup 2026 Short-Term Rental Data Report

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AUTHOR Jun Zhou, Founder, AirROI  
PRESS CONTACT [admin@airroi.com](mailto:admin@airroi.com)

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## 1

### SECTION 1

## Scope and intent

This dataset measures how short-term rental pricing in the 16 FIFA World Cup 2026 host cities has shifted between June 11 – July 19, 2025 and the same calendar window in 2026, when the tournament is in progress. The publication is intended as a citation-ready reference for newsroom data desks and policy researchers covering the economic footprint of the largest World Cup ever staged: 48 teams, 104 matches, three host nations and 39 days of competition.

The report supports stories about price levels, year-on-year change, the gap between asking and booked rates, regional clustering, and individual match-day premiums. It does not support claims about gross visitor volume, hotel pricing, displacement of long-term residents, or the share of bookings made by international versus domestic travellers. Those stories require external data sources — fan-travel surveys, hotel ADR series, municipal housing registries — that AirROI does not publish here.

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## 2

### SECTION 2

## Sample selection

The 16 cities are the FIFA-confirmed host venues for the 2026 tournament: eleven in the United States (Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York / New Jersey, Philadelphia, San Francisco Bay Area, Seattle), three in Mexico (Mexico City, Guadalajara, Monterrey) and two in Canada (Toronto, Vancouver). No additional cities were sampled; the report is bound by the venue list rather than by metro size or listing density.

For each city, AirROI ranked all active short-term rental listings by straight-line distance to the stadium hosting matches in that city and retained the 1,000 closest qualifying units. The 1,000-listing cap is uniform across cities; the radius that 1,000 listings span varies per city based on local listing density and

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is reported alongside each city's metrics. This trades a fixed sample size for variable geographic reach — a Manhattan radius differs from a Monterrey radius — but it produces a like-for-like sample across markets with very different inventory baselines. The total sample is approximately 16,000 listings.

Eligibility filters: listings must be active during both the 2025 and 2026 windows, must report nightly pricing in the local currency, must have complete metadata for property type and guest capacity, and must not be flagged as inactive, hidden or removed during the comparison window.

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### SECTION 3

3

## Time windows

Two windows are compared: June 11 – July 19, 2025 (the prior-year baseline) and June 11 – July 19, 2026 (the live tournament window). Both are 39 days long and bracket the tournament's opening match in Mexico City on June 11, 2026 and the final at MetLife Stadium on July 19, 2026.

Prior-year same-dates was chosen as the baseline — rather than a trailing twelve-month average or a rolling four-week window — deliberately. Short-term rental pricing is highly seasonal in most host cities, so a same-dates baseline controls for summer-vacation seasonality, day-of-week pattern and school-calendar timing. Where year-on-year comparisons are reported at the daily level, the 2026 day is matched to the same day-of-week in 2025 (e.g. Saturday June 14, 2025 → Saturday June 13, 2026), not the same calendar date, to remove weekly seasonality. The trade-off: the 2025 window was already a high-summer period in many cities; part of the year-on-year lift therefore reflects high-season pricing being amplified, not a move from a “normal” baseline.

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### SECTION 4

4

## Metric definitions

**Average daily rate (ADR).** The mean of nightly rates across the sample for the analysis window, expressed in US dollars. Mexican and Canadian rates are converted using the daily mid-market FX rate on the booking date. ADR is reported per city and as the unweighted average across all 16 cities.

**Average booked rate.** The mean of nightly rates for nights already reserved within the analysis window as of the data snapshot date. This is a realised, backward-looking number — what guests have actually committed to pay.

**Average available rate.** The mean of nightly rates for nights still on the calendar (unbooked) within the analysis window as of the snapshot date. This is a forward-looking, asking number — what hosts are still pricing at.

**Rate gap.** The percentage difference between the average available rate and the average booked rate, computed as  $(\text{available} - \text{booked}) / \text{booked} \times 100$ . A positive gap indicates that asking inventory is priced above already-booked inventory; AirROI treats large positive gaps as a leading indicator of late-cycle discounting or unfilled calendars.

**Match-day premium.** For each match date in the 2026 window, the percentage difference between the 2026 forward rate on that date and the rate for the same day-of-week in the 2025 baseline. Match-day premiums are reported per city and per match.

In plain language: ADR is what nights cost on average; booked rates are what guests have already paid; available rates are what hosts are still asking; the gap between the last two is the overpricing signal; the match-day premium isolates the lift attributable to a specific fixture.

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## SECTION 5

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### Aggregation strategy

All metrics are published as city-level aggregates, not as raw individual-listing rows. The dataset shipped in the press kit is a roughly 640-row CSV (16 cities × ~20 columns × 2 years), with per-city, per-metric, per-year values.

Aggregation, rather than raw-row publication, is required for three reasons. First, individual Airbnb listings tie to identifiable host accounts and approximate physical addresses; publishing per-listing pricing risks identifying private hosts. Second, per-listing access is AirROI's commercial product, offered through its API and dashboard subscriptions, and a free raw-data release would undercut that business model. Third, newsroom citation conventions reference aggregate statistics — “rents up 109% across 16 host cities” — rather than individual listings, which means raw rows offer no editorial benefit over well-defined aggregates.

Data desks typically validate this kind of report by reviewing the aggregation methodology described here, not by re-running the aggregation from raw rows. For specific reporter projects, AirROI can produce custom cuts under a project-specific data-sharing agreement.

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## SECTION 6

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### Data sources

The AirROI listings index is the primary source for inventory, nightly pricing, booked status and calendar metadata. It is refreshed weekly across the company's full universe of more than 14 million active short-term rental listings worldwide; for this report, the relevant subset is the ~16,000 listings within the 16 host cities. Airbnb public listing pages are the underlying data substrate for that index; AirROI does not access private host accounts or non-public data.

FIFA host-city declarations and the 2026 venue list are the source for the city set and the match calendar. The dataset is refreshed weekly each Monday through July 19, 2026; the figures in this report reflect the most recent weekly snapshot. Each release is versioned in the accompanying manifest.json so prior citations remain anchorable by sha256.

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## SECTION 7

## Limitations and caveats

Asking rates near a fixed event date often compress as the date approaches. Hosts with unbooked calendars cut prices to fill them, and the rate gap reported here will likely narrow as kickoff approaches. The +56% gap is a snapshot, not a prediction.

The 2025 baseline is the same calendar window as the 2026 tournament window — high-summer June 11 to July 19 — not a “normal week”. Some portion of the year-on-year lift therefore reflects 2025 already being a peak-season period in most cities. That said, the 2026 tournament is structurally larger than its predecessors: 48 teams up from 32, 104 matches up from 64, three host nations rather than one. The structural step-up is genuine, and the year-on-year lift is real, but it is not purely a “tournament effect” stripped of season.

Listings churn between snapshots; the 2025 and 2026 samples are matched to the same proximity criteria but are not necessarily the same individual properties. Hotels are not in scope. Travel from outside the three host nations is not modelled — the dataset cannot say what share of incremental demand is European, South American or domestic. Match-day premiums are computed against the same day-of-week in 2025 rather than against a counterfactual no-tournament 2026, which would require a structural model AirROI does not publish here. All dollar figures are nominal; no inflation adjustment is applied between the two windows.

## 8

## SECTION 8

## Republication terms

The dataset, derived statistics and chart pack are licensed for permissive editorial reuse. Newsrooms, broadcasters, podcasters and policy researchers may republish numbers, charts and quoted statements from this report without prior approval, provided two conditions are met:

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## Regional and audience angles

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Four short region-and-audience appendices summarise the patterns most useful to USA, Mexico, Canada and international newsroom desks. The headline 16-city statistics in Sections 1 through 8 are the canonical figures; these appendices reframe them for region-specific stories.

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**A**

## APPENDIX A

### USA host cities

Eleven US cities host matches in 2026: Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York / New Jersey (using MetLife Stadium in East Rutherford), Philadelphia, the San Francisco Bay Area (using Levi's Stadium in Santa Clara), and Seattle. The cluster's headline year-on-year ADR move is +102%, the most modest of the three host nations — held down by deep-supply metros like NY/NJ, Los Angeles and Miami where existing hospitality infrastructure absorbs surge demand without dramatic single-day premiums.

The most newsworthy US patterns are concentrated in mid-sized markets. Dallas leads on the asking-vs-booked gap at +126%, signalling the steepest overpricing risk of any tournament city. Kansas City posts a Round-of-16 match-day premium near +290%, showing thin-supply US hosts can spike alongside Mexico. Kansas City and Houston also clear +80% on the rate gap, with Atlanta close behind at +76%, marking them as cities where late-cycle discounting is most likely. NY/NJ's flat match-day curve, even on the July 19 final at MetLife, underscores the dampening effect of deep supply on event premiums.

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**B**

## APPENDIX B

### Mexico host cities

Three Mexican cities host matches in 2026: Mexico City (opening on June 11), Guadalajara and Monterrey. The cluster's year-on-year ADR jump is +184%, the steepest of the three host nations and the steepest single-region cluster in the dataset. The combination of comparatively thin existing short-term rental supply, a fan-travel pattern that concentrates on three host metros, and the symbolic weight of opening matches drives the lift.

Monterrey posts the highest match-day premiums in the report, averaging +349% across its city-day match windows versus the same day-of-week in 2025, with a single-match peak of +387% on Sweden vs Tunisia (June 14). Guadalajara's match days clear +230%. Mexico City sits lower on a percentage basis but sets a \$107 booked-rate baseline that anchors the tournament's value tier; its 25th-percentile inventory at \$49 a night is the cheapest available across all 16 host cities by a wide margin. The roughly five-times spread between Mexico City booked rates and Vancouver booked rates (~\$554) is the report's clearest illustration of cross-cluster pricing dispersion.

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## APPENDIX C

### Canada host cities

Two Canadian cities host matches in 2026: Toronto and Vancouver. The cluster's year-on-year ADR move is +117%, sitting between Mexico's +184% and the United States' +102%. Vancouver in particular posts among the highest absolute booked rates of any host city, near \$554 per night — driven by a small host count, a constrained supply pipeline, and Pacific Northwest summer-tourism demand stacking onto tournament demand.

Toronto's match-day curve is more moderate, with single-match premiums concentrated on weekend fixtures rather than weekday ones. Both Canadian cities show meaningful asking-vs-booked gaps, signalling that Canadian hosts have priced ahead of confirmed bookings in line with the broader 16-city pattern. The Canadian cluster's small size — two cities, the smallest of the three host nations — limits the depth of regional analysis, but both venues sit firmly in the report's premium tier on a per-night basis.



## APPENDIX D

### International audience angles

The 2026 tournament is the first three-host edition, taking place across three time zones, currencies and languages. International audiences — particularly UK, European and South American — face cross-border travel decisions absent in single-host tournaments. The dataset documents pricing on the destination side; the demand side, including the share of incremental demand that originates outside North America, is out of scope and would require fan-travel survey data AirROI does not publish.

For UK and European outlets, the most useful angle is the dispersion across host nations: a story can frame Mexico as the value tier (\$49 25th-percentile inventory), Canada as the premium tier (\$554 booked rates in Vancouver), and the US as the variable middle (Dallas overpricing risk, Kansas City match-day spikes, NY/NJ flat-supply absorption). For South American outlets, Mexico's role as the cheapest cluster and the geographic gateway to the rest of the tournament is a natural lede. For broadcast outlets running tight chyron specifications, the headline +109% across all 16 host cities and the +349% Monterrey city-day average (peaking at +387% on SWE vs TUN) are the two stat anchors most copy desks will lift first.

The full per-city, per-metric CSV and the stadium-radius GeoJSON are available at <https://www.airroi.com/world-cup-2026-airbnb-data/press-kit> and are licensed for editorial reuse on the terms set out in Section 8.