

Short-term rents up **109%** across 16 World Cup 2026 host cities, AirROI finds.

NEW YORK, May 7, 2026 — Average daily rates across short-term rentals in the 16 FIFA World Cup 2026 host cities have more than doubled compared with the same calendar window a year ago, rising 109% from \$216 to \$450 between June 11 and July 19, according to a new dataset published today by AirROI. The figures cover roughly 16,000 listings — the 1,000 closest qualifying units to each tournament stadium, sampled within city-specific radii.

The steepest move is in Mexico. The three Mexican host cities — Mexico City, Guadalajara and Monterrey — show a combined +184% year-on-year jump in ADR, ahead of the Canadian cluster at +117% (Toronto and Vancouver) and the eleven US hosts at +102%. “Mexico is the loudest part of the price signal,” said Jun Zhou, founder of AirROI. “Three cities, the lowest baseline supply of the tournament, and the steepest climb. The market reads the way you’d expect when supply is constrained and demand is calendar-fixed.”

A second pattern in the data is the spread between what hosts are asking and what guests have already paid. Across the 16 cities, the average asking rate for unbooked inventory sits 56% above the average rate of nights already on the books for the same window. Dallas leads the gap at +126% — meaning available calendars are priced 2.26x the rate of comparable booked nights. Kansas City and Houston also clear +80%, with Atlanta close behind at +76%. AirROI flags the spread as a leading indicator of late-cycle discounting risk, with the gap typically compressing as the tournament approaches.

Match-day premiums concentrate where supply is thinnest. Monterrey averages +349% across its city-day match windows over the same day-of-week in 2025, with a single-match peak of +387% on the SWE vs TUN fixture; Kansas City and Guadalajara also clear +200%. Deeper-supply markets absorb the same demand without the spike: the New York / New Jersey, Los Angeles and Miami metros show little single-day movement, even on knockout dates including the July 19 final at MetLife Stadium. The 2026 tournament is the first to use a 48-team, 104-match, three-host format — a structural step up from the 32-team, 64-match Qatar 2022 edition that helps frame the lift.

About AirROI

AirROI is a real estate analytics platform for short-term rental hosts, property managers and institutional investors. Its Atlas search and dynamic pricing engine track more than 14 million active listings worldwide, refreshed daily, with an MCP server for AI-driven analysis. The World Cup 2026 dataset is published as part of AirROI’s editorial data program and is licensed for permissive editorial reuse with the attribution “Source: AirROI” and a hyperlink to airroi.com. Full methodology, the aggregated city-level CSV, the chart pack and stadium-radius GeoJSON are available at the press-kit URL below. AirROI is headquartered in the United States; press inquiries route to admin@airroi.com.

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Data + assets

Full press kit, raw aggregated data (CSV), methodology, chart pack, and stadium-radius GeoJSON:

<https://www.airroi.com/world-cup-2026-airbnb-data/press-kit>

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