



Dec 13, 2025 - Sports

# Where U.S. Airbnb hosts could earn the most during the World Cup



Sami Sparber



Add Axios on Google

Add Axios as your preferred source to see more of our stories on Google.

Check out what people in Dallas are reading today →

# Estimated Airbnb earnings during the 2026 World Cup

Average projected host earnings in U.S. host cities and surrounding areas

New York-New Jersey	\$5.7k
Boston	5.2k
Los Angeles	5.1k
Miami	5.0k
Dallas	4.4k
Seattle	3.8k
Atlanta	3.7k
Kansas City	3.5k
San Francisco Bay Area	3.0k
Houston	3.0k
Philadelphia	1.9k

Data: [Deloitte study commissioned by Airbnb](#); Chart: Axios Visuals

Airbnb hosts in U.S. [World Cup](#) cities could earn \$4,000 on average by renting out their homes during the tournament, company research shows.

**Why it matters:** [Visiting fans](#) are expected to boost local economies, with Airbnb guests pouring \$865 million into accommodations, food, shopping and more nationwide, according to a Deloitte [study](#) commissioned by the platform.

**The big picture:** Roughly 2.1 million tourists needing a place to stay will visit the 11 host cities next year, including an estimated 232,000 Airbnb guests, per the report

- New York-New Jersey, with nearly \$6,000 in average



Check out what people in Dallas are reading today →

group.

**What they're saying:** By welcoming visitors, "I can play my part in ensuring that the economic benefits of this once-in-a-lifetime event are felt across the entire Houston community," Airbnb host Sébastien Long said in a [news release](#).

- The company has partnered with FIFA to support host cities.

**Caveat:** As seasoned hosts prep and first-timers consider joining in, homeowners should review [local rules](#) before renting out their spaces.

**Between the lines:** Tourism is the main moneymaker for World Cup cities, Andrew Zimbalist, a professor emeritus of economics at Smith College in Massachusetts, previously told Axios.

- While local businesses (and short-term rental hosts) may see a boom, economists say the tournament's impact is more [complicated](#) than organizers project.


**What we're watching:** The first match played in the U.S. — USA vs. Paraguay — kicks off June 12 in Los Angeles.

- Bookings for that date already average \$376, per AirDNA, a short-term rental analytics firm.

*Go deeper:*

- [U.S. wants to mandate social media checks for tourists](#)
- [New U.S. visa fee could cur...](#)





Check out what people in Dallas are reading today →