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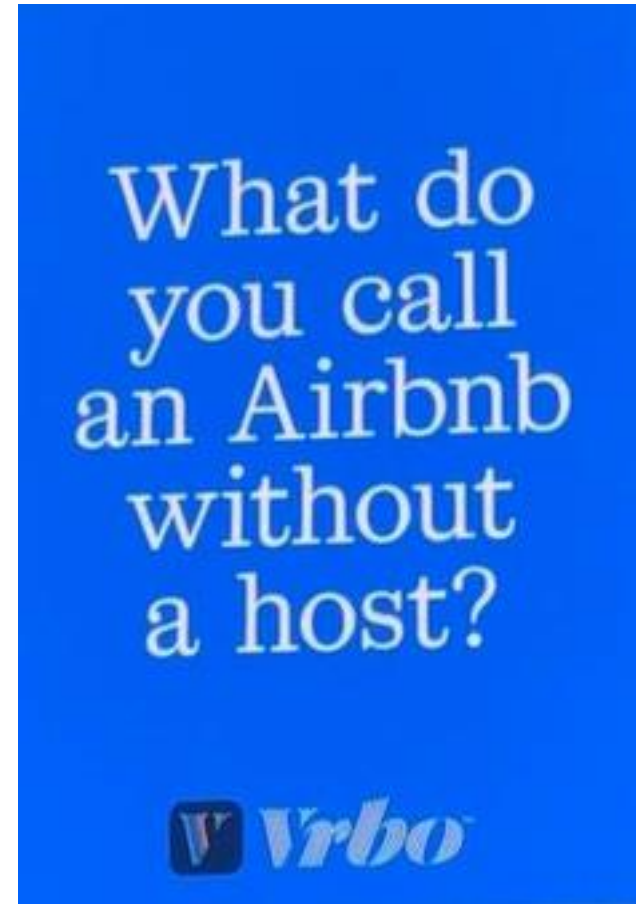
VRBO

National Advertising Division

NAD Case #7448

April 2025

Relevant Media



Summary

Airbnb, Inc. challenged claims made by Vrbo that its short-term rental services are “host-free.” NAD evaluated whether Vrbo’s “host free” campaign conveys the message that Vrbo does not have hosts that cohabit with guests and that Airbnb always has hosts that cohabit with guests during their stay. NAD determined that one message conveyed to reasonable consumers by a commercial featuring sportscaster Nick Saban is that Airbnb always requires cohabitation with hosts, a claim not supported by the record.

NAD recommended that Vrbo discontinue or modify its advertising to avoid conveying the unsupported message that Airbnb properties always have hosts that cohabit with guests during their stay.