



Vrbo's new 12 % costs an Ibiza owner closer to 17,5 %

Every host moves to the same rate on the same day. Owners who cannot recover IVA pay more than the headline, and a night left at its old price quietly pays about 9 % less.

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SHORT ON TIME? THE 60 SECOND SUMMARY

What happened. From 29 October 2026 Vrbo charges every host a single 12 % commission. Until now hosts connected through a channel manager paid 5 %, and other hosts paid 8 % including payment processing.

What the rule actually does. The 12 % applies to the rent and to any fee you add, such as cleaning. Vrbo's own help page still lists a separate 3 % payment processing fee and says VAT is charged on top of the commission in Europe. Carrying on using Vrbo after 29 October counts as accepting the new terms.

What it means for an Ibiza villa. If you cannot recover IVA, as most owners letting a holiday home cannot, the 12 % becomes 14,52 %. Add processing and Vrbo costs about 17,5 % of a booking, against about 9 % before. At an unchanged nightly price your payout falls by roughly 9 %.

What to do about it. Reprice Vrbo before 29 October so the payout stays where you want it, and check that the price on your own website is still the lowest a guest can find.

On 29 October the money you receive for a night on Vrbo drops by about 9 %, without you changing anything.

That is the effect of Vrbo's move to a single 12 % commission, reported by Dennis Schaal at Skift on 29 September. It replaces a structure that was cheap for hosts using a channel manager, who paid 5 %. According to AirDNA figures in the same report, that is about 55 % of Vrbo listings worldwide.

WHAT ACTUALLY CHANGES

The commission. 12 % for every host, on the rent plus cleaning, pet and any other fee you add.

Payment processing. Vrbo's help centre still lists a separate 3 % fee on the total payment received.

VAT. Charged on top of the commission in Europe. Vrbo also says some European hosts on a channel manager may see 12 % to 15 %; the owner dashboard shows the rate that applies to each listing.

The guest fee. Vrbo says the service fee travellers pay at checkout, currently about 11 % to 14 %, will come down. It will not disappear, and no new rates have been published.

12 %

Headline commission from 29 October

17,5 %

Real cost without IVA recovery

-9 %

Payout at an unchanged price



WHY AN IBIZA OWNER FEELS IT MORE

The headline rate is the same everywhere. What differs is whether you can recover the IVA on Vrbo's invoice. A VAT-registered business deducts it. An owner letting a villa without charging IVA cannot, so the 21 % IVA on the commission is a real cost.

That turns 12 % into 14,52 %. With the 3 % processing fee it comes to about 17,5 %, which is close to what Airbnb's host fee costs the same owner once IVA is added. The cheap channel has become a normal one.

Leave the old price in place and you pay for the commission change yourself.

THE CLAUSE WORTH READING BEFORE YOU REPRICE

The updated host terms, section 4.5.7, ask that your Vrbo prices, fees and availability be at least as good as on your other channels, **including your own website**. The obvious answer to a higher commission is to raise only the Vrbo price, and this clause pushes against exactly that. Read it before deciding how far to move.

HOW TO WORK OUT YOUR OWN NUMBER

You need two figures: what a night must pay you, and what the channel really costs.

1. Take the payout you want for the night. 2. Divide it by one minus the channel's full cost: at 17,5 %, divide by 0,825. 3. That is the price the channel has to show for the payout to arrive intact.

At about 9 %, a 1.000 euro payout needed a Vrbo price of about 1.100 euros. At 17,5 % it needs about 1.212. Then put the channels side by side for one date and check the order a guest would see: your own site first, then the platforms. It is the same habit with which we set our own calendar, from our own record rather than from what a channel suggests.

KEY TAKEAWAYS

- From 29 October 2026 Vrbo charges every host a 12 % commission, up from 5 % for channel-manager users and 8 % including processing for other hosts.
- Vrbo's help centre still lists a separate 3 % payment processing fee, and VAT is charged on top of the 12 % commission in Europe.
- For an Ibiza owner who cannot recover IVA, Vrbo's real cost from 29 October 2026 is about 17,5 % of a booking, up from about 9 %.
- Left at its current price, a Vrbo night pays an Ibiza owner roughly 9 % less from 29 October 2026.
- To keep the same payout at a 17,5 % channel cost, divide the payout you want by 0,825 to get the Vrbo price.
- Section 4.5.7 of Vrbo's new host terms asks for Vrbo prices at least as low as on the host's other channels, including their own website.

WHAT THIS NOTE DOES NOT COVER

It does not assess whether any particular villa should stay on Vrbo, the annual subscription plans some long-standing hosts still hold, or whether the price-matching clause is enforceable in Spain. Vrbo has not yet published its new guest fees or confirmed in its host communications whether the 3 % processing fee survives beside the 12 %; either could change the arithmetic above.

This note is our own research and our reading of the subject, published for educational purposes only. It is not legal or tax advice: it describes the rules as we understand them and names the papers that answer the question, it assesses no particular property, and reading it creates no professional relationship. Take what you find to your own abogado, tax adviser or administrador de fincas.



ABOUT THIS NOTE

Wingman Ibiza has been letting and running villas on the island since 2014, and holds its own booking and achieved-rate record going back a decade. Our calendar is priced directly from that record rather than from a channel's suggestion. We publish the method and not the figures: what a note like this shows is how a question is answered, not what our own numbers say.