

Ornate Home Targets World Cup 2026 Rental Demand With Turnkey Furniture Packages

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SANTA ANA, CA - May 19, 2026 -
Ornate Home, a nationwide furniture and mattress retailer headquartered in Santa Ana, California, has introduced a specialized program offering furniture packages designed specifically for short-term rental hosts preparing properties ahead of the World Cup 2026 tournament, which runs from June 11 through July 19, 2026.

The program launch comes as data from multiple sources indicates significant demand growth for short-term rental accommodations across tournament host cities. According to publicly available pricing data from AirROI, which analyzed 16,000 active listings, average daily rates for the tournament window have more than doubled compared to 2025, rising from approximately $216 to $450. California will host 14 of the tournament's 104 matches across two venues: eight at SoFi Stadium in Inglewood and six at Levi's Stadium in Santa Clara.

The company's rental furniture packages include three pre-configured tiers available in studio through

four-bedroom configurations. Each tier includes bedroom, living room, and dining pieces with white-glove delivery and on-site assembly at no additional charge. The top tier adds mattress upgrades, outdoor pieces, a decor package, priority fulfillment, and a dedicated stylist consultation.

"Coordinating orders across multiple vendors with separate delivery windows doesn't align with the compressed timeline hosts are facing," said Mehmet Uncuoglu, CEO of Ornate Home. "With the U.S. Men's National Team opening at SoFi Stadium on June 12, California hosts need guest ready turnkey furniture solutions that can be delivered and installed within weeks, not months."

Airbnb has publicly reported that searches for stays in tournament host cities are running approximately 80 percent above year-over-year levels. The platform has also launched what it describes as its largest-ever new host incentive program, offering $750 to new entire-home hosts in tournament cities who welcome their first guests by July 31, 2026.

A Deloitte study commissioned by Airbnb and published on the Airbnb newsroom estimates average host earnings of $3,000 to $4,000 across U.S. host cities during the tournament, with total short-term rental-related spending projected at $865 million. Meanwhile, the organizator has canceled thousands of pre-allocated hotel room reservations, and U.S. hotel operators have reported softer-than-expected bookings, according to NBC DFW.

The program is available nationwide across all 16 World Cup host cities and beyond. California properties can reach move-in condition in approximately 10 days for eligible in-stock items, with fulfillment in other markets within three to four weeks. Packages draw from a catalog of more than 50,000 items across suppliers including Ashley, Bernhardt, Moe's Home Collection, Modus, and Universal Furniture.

Hosts seeking custom configurations can schedule a complimentary 30-minute video design consultation. Full program details, tier pricing, and consultation booking are publicly accessible at ornatehome.com with no account or purchase required.

Founded during the pandemic by Mehmet Uncuoglu and Oguzhan Ozkan, Ornate Home operates full-service showrooms in Santa Ana, California, and Charlotte, North Carolina, alongside a comprehensive e-commerce platform at ornatehome.com. The company provides white-glove delivery, flexible financing through Affirm and Shop Pay Installments, and a 30-day return policy.

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Ornate Home, Santa Ana, CA

Ornate Home is a U.S. furniture retailer offering stylish, quality furnishings online and in-store. With showrooms in CA & NC and nationwide shipping, our site features over 20,000 products from top brands like Ashley Furniture.

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