

Premier Host Program Terms

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Vrbo Premier Host Program Terms

All property owners and authorized property managers who list and manage through the Vrbo platform at least one vacation or short-term rental property located within a participating region (“**hosts**”) are eligible to become a Premier Host as part of the Vrbo Premier Host program (the “**Program**”).

Eligibility and Qualification

Qualification for the Program will be assessed for each eligible listing, and will be based on the attainment of certain [quality and performance standards](#) (the “**Performance Standards**”) that are critical to the traveler experience. The Performance Standards are based on the host as well as each individual listing. Upon becoming a Premier Host, the Premier Host badge and designation will be displayed on each listing that qualifies.

Program eligibility requirements and Performance Standards may be modified from time-to-time at Vrbo’s reasonable discretion with prior written notice as set forth here.

Periodic Evaluation

Qualification for Premier Host status will be evaluated every three months for each listing. Current Premier Hosts that continue to meet the [Performance Standards](#) at each evaluation will retain their “Premier Host” designations and associated badges for each of their listings that qualify. Current Premier Hosts that fail to meet the [Performance Standards](#) at an evaluation will lose their “Premier Host” designations and associated badges for each listing that no longer qualifies.

In addition, Vrbo may revoke such “Premier Host” designations and associated badges at any time if it should come to Vrbo’s attention that a host or listing does not meet the Performance Standards, or if a host has failed to adhere to these Program terms, the Vrbo Host Terms of Service and Privacy Policy applicable to the host’s region, or the terms of any listing agreement applicable to such host (all of the above, “**Vrbo Terms**”) will apply. Hosts for which Premier Host status were revoked may regain the “Premier Host” designation and associated badges in the future, provided that they remain in good standing and meet the [quality and performance standards](#) applicable at the time of such review.

Premier Host Designation and Badge

Premier Hosts will automatically receive a “Premier Host” designation in the display of each of their listings that qualify on the Vrbo platform, and each such listing also will be identified with a distinctive badge to further indicate Premier Host status to travelers. Hosts who have attained such status will be entitled to use the term “Premier Host” and to display the Premier Host badge on each qualified listing as well as in platform-based communications with travelers for the specific listing.

To that end, Vrbo grants to each Premier Host a limited, worldwide, revocable, non-transferrable license to use the “Premier Host” designation and associated badge solely and exclusively as described above, and only in connection with the account and listing for which the host has attained and continues to maintain all the Performance Standards. From time to time, Vrbo may develop and distribute materials to promote the Program to travelers or may provide to Premier Hosts preapproved marketing collateral for use in connection with the Program. All such materials will be subject to the limited license granted herein and may be used only as expressly permitted by Vrbo.

Nothing in this section is intended or should be construed to transfer any interest in or to the Premier Host name, badge, or any other intellectual property of Vrbo or its affiliates, and Vrbo retains all rights, title, and interest in and to the “Premier Host” name and badge, and all other logos, trademarks, copyrighted materials, and other proprietary information associated with the Program, except as expressly set forth above. All rights and licenses granted by Vrbo in connection with the Program will be revoked automatically—at the account-level or listing-level, as applicable—upon a loss of Premier Host status, removal, suspension, or dormancy of a previously qualified account, termination of the host relationship, or discontinuation of the Program.

Benefits

The “Premier Host” designation and badge recognizes high-achieving hosts and highlights the qualified listings to travelers. Additional benefits of the Program include priority customer support, increased search visibility, inclusion in the Premier Host filter on Vrbo sites, and eligibility for inclusion in exclusive Vrbo marketing campaigns.

Disclaimer

Neither the attainment of Premier Host status nor the designation with or use of the Premier Host badge is intended or should be construed as an endorsement by Vrbo of any host, property, or listing. Any suggestion of such an endorsement or misuse of the “Premier Host” title or badge will be deemed a material breach of the Vrbo Terms and will subject the host to exclusion from the Program, removal of any associated listing, or termination of the host relationship. Premier Hosts who wish to decline participation in the Program should contact Vrbo directly.

Incorporation of Vrbo Terms

The Vrbo Premier Host Program is subject to and governed by these Program terms as well as the Vrbo Terms (as defined above), including in particular all limitations of liability and indemnity provisions set forth therein; and all Vrbo Terms are hereby

incorporated by reference into these Program terms. Any breach or violation of the Vrbo Terms will be considered a breach of these Program Terms and will subject the host to exclusion from the Program, removal of any associated listing, or termination of the host relationship.

Updates to Program Terms

Vrbo may revise or update these Program terms and the Performance Standards, with prior, reasonable notice, at any time by posting such revised or updated Program terms on this page and on other Vrbo websites, web pages, or applications in which the Program terms appear. All such revisions and updates will take effect upon posting or as soon thereafter as is deemed reasonable notice under applicable law. Hosts who continue to participate in the Program after such revisions or updates take effect will be subject to and bound by all new Program terms and Performance Standards. Hosts who do not agree to or accept the revised or updated terms should promptly inform Vrbo that they no longer wish to participate in the Program.