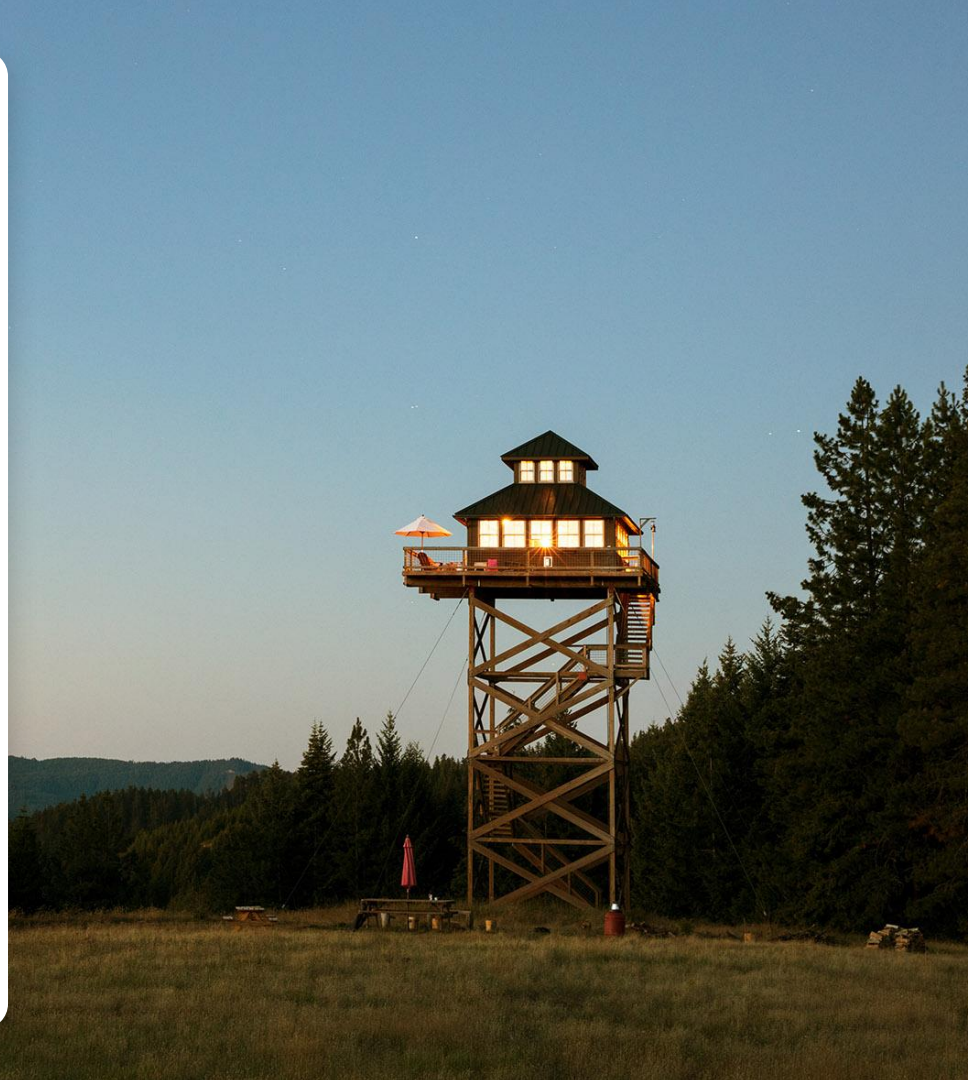




# **Airbnb listing optimisation and promotions guide**

June 2020



# **New trends**

**How can PMs leverage it to increase visibility?**



# Main trends



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## Nearby stays

Demand destination is getting closer to origin



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## Cancellation Policies

Guests are looking for flex or moderate



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## Long Term Stays

Significant increase in stays > 28d



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## Discounts & Promotions

Activate your summer deals!



# Nearby Stays



# Nearby stays

## ***Statistics & Trends***

- Despite restrictions, travel to bounceback
- “Nearby” bookings is on the rise
- From Airbnb: Site updates and Go Near campaign

## ***Recommendations***

- Adapt your property
- Take advantage of the extra visibility! Summer deals coming!

*Stay tuned for more info!*

## Nearby stays

*Stay tuned for more info!*



### Nearby getaways

Unplug or reconnect on a trip that's just a short drive away.

# Flexible Cancellation Policies



# Flexible & Moderate Cancellation Policies

## *Statistics & Trends: What listings guests tend to book?*

- Guests searching for listings that offer more cancellation flexibility.
- Bookings with a flexible policy is **15% higher** right now than it was before COVID-19.

## *What can you do:*

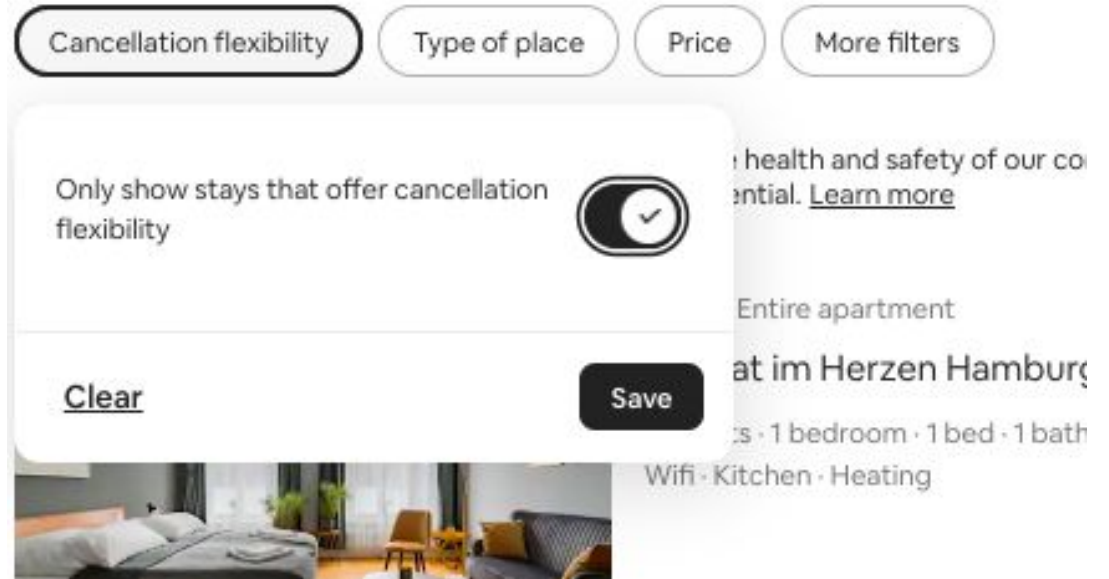
- Offer flexibility to encourage guests to book now. Consider:
  - **Flexible** or **Moderate** cancellation policy or
  - **Temporary Flexible** or **Moderate** cancellation policy to a specific timeframe until June 30 (except US)



# Flexible & Moderate Cancellation Policies

## Cancellation Flexibility Filter

Airbnb **highlights** listings with flexible and moderate cancellation policies so guests can find them more easily:



# Long Term Stays



# Long Term Stays

## *Statistics & Trends: What listings guests tend to book?*

- **20% increase** in LTS bookings as compared to last year!
- Number of guests booking LTS within their same cities nearly **doubled** since February 2020.
- LOS records? RU now allows to send >28d

## *What do you can do:*

- Check your listing's availability setting to **increase/remove MAX length of stay**.
- **Half of Airbnb's listings provide discounts** for stays of one month or longer

## Long Term Stays



### Monthly stays

Make an Airbnb your home, for stays of a month or longer.

# Long Term Stays

**Step 1.** Remove or increase maximum stay limit in listings availability settings:

Listing details   Booking settings   Pricing   **Availability**   Local taxes and laws   Co-hosts

---

### Reservation preferences Edit

Advance notice	At least 1 day's notice
Preparation time	None
Availability window	All future dates

---

### Trip details Edit

Minimum stay	1 night
Maximum stay	10 nights
Additional requirements	None

**Step 2.** Apply weekly or monthly discount in bulk: for hosts with more than one listing, you can make these adjustments across all of your listings at once from your **Listings page** directly on Airbnb.

The screenshot shows the Airbnb Listings page with a modal open for editing selected listings. The modal is titled "Length-of-stay discounts" and contains the following elements:

- 3 listings selected** (top left)
- Edit selected** (top right, highlighted with a red box)
- Cancel** (top right)
- Give feedback** (top right)
- Length-of-stay discounts** (title)
- Encourage travelers to book longer stays by offering a discount.
- Weekly discount** (label)
- 10 % (input field)
- Monthly discount** (label)
- 20 % (input field)
- Back** (bottom left)
- Save** (bottom right, highlighted with a red box)

The background shows a list of listings with checkboxes and a red box highlighting the first three rows, which are selected.

# More competitive pricing



# Discounts & Promotions

What are the tools we can use to apply them in bulk in Airbnb?





# Discounts & Promotions



# Discounts & Promotions

Apply to increase chances of maximum occupancy



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## Custom Promotion

New way to grab guests attention. Set up custom promotions - give guests a deal and get perks to help you show off your listing on Airbnb.

## New Hosting Promotion

Provide 20% off for the first 3 guests who book with you in the next 30 days.



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## Last Minute discount

Modify adjusted seasonal price by a percentage or fixed amount if guests book within a specified date/time of their stay. Max 29 days ahead.

## Early Bird discount

Booking-ahead discount - Deduct a percentage or fixed amount from the adjusted seasonal price if they book before a specified date/time before their stay. 1 to 36 months in advance.



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## LOS discount

A percentage or fixed amount applied to the adjusted seasonal price if they stay a specified length of time. Overwrites weekly/monthly discounts.

# New Merchandising Options for your Listing

How we'll style your listing when an eligible promotion or rule-set is applied

## **Offer 10-25% off | Get:**

A new line item on your price breakdown  
Strikethrough styling on search pages and your listing

## **Offer 15-25% off | Get everything above, plus:**

A message on your listing page that highlights the deal you're offering

*For promotions, we base discounts off of the 30-day median price for each date. We do this to make sure that each promotion is a true discount off of common nightly prices for this time of year.*

# Merchandising



# Merchandising Example

10-25% off  
Strikethrough on your  
“original” price

Terms: New Hosting Promotion is not eligible for this styling option. Guests searching nights that are ≥100 days away will not see merchandising

Entire apartment ★ 4.82 (496)

### NYC style apartment - Moscow center

4 guests · 1 bedroom · 2 beds · 1.5 baths  
Wifi · Kitchen · Washer · Heating

**New lower price**

~~\$48~~ **\$31 / night**  
\$218 total

Price breakdown	
\$31 x 6 nights	\$187
Cleaning fee	\$4
Service fee	\$27

This place is \$104 less than its median 30-day price for your trip dates.

# Merchandising Example

## 10-25% off

A new line item on the price breakdown

*Terms: Last Minute discount is not eligible for this merchandising option.*


~~€13~~ €7 / night 1 review

<b>CHECK-IN</b> 05/05/2020	<b>CHECKOUT</b> 14/05/2020
<b>GUESTS</b> 1 guest <span>∨</span>	

**Reserve**

You won't be charged yet

€13 x 9 nights	€118
<u>50% weekly price discount</u>	<b>-€59</b>
<u>Service fee</u>	€0
<b>Total</b>	<b>€59</b>

**This price is lower than usual** Book now for €27 less than the average nightly rate from the past month. 

# Merchandising Example

## 15-25% off:

A message on your listing page that highlights the deal you're offering

*Terms: Early bird and length-of-stay pricing are not currently eligible for merchandising. For New Hosting Promotion guests searching nights that are ≥100 days away will not see merchandising.*

~~\$100~~ \$85 / night  
★★★★☆ 268

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Dates  
09/01/2019 → 09/03/2019

Guests  
3 guests


\$85 x 3 nights ?	\$255
Special offer: 18% off ?	- \$45
Cleaning fee ?	\$80
Service fee ?	\$43
Occupancy taxes and fees ?	\$5
<b>Total</b>	<b>\$338</b>

[Book](#)

You won't be charged yet

**This is a good deal**

This place is 22% less than its 30-day median price for your trip dates.



# **Ways to enable Merchandising by setting up discounts**





# How to create a Custom Promotion?

Review your available promotions on the listing level by going into listing's calendar.

A sidebar will appear on your right offering the promotion options available - *Custom Promotion* or *New Hosting Promotion*.

The screenshot shows the Airbnb Promotions Calendar Tool interface. The browser address bar displays 'Airbnb, Inc.'. The navigation menu includes Home, Inbox, Reservations, Calendar (selected), Listings, Progress, and Help. The listing title is 'Beautiful Studio with a view'. The calendar is set for June 2018, showing a grid from Sunday to Saturday. The current date is June 10, marked as 'Today'. The calendar displays various booking events and pricing:

- June 5: Peter - \$390 Confirmed
- June 10: Today
- June 11: Prep day
- June 12: Peter - \$390 Confirmed
- June 14: \$190
- June 15: \$200
- June 16: \$200
- June 17: \$200
- June 18: \$200
- June 19: \$200
- June 20: \$200
- June 21: \$200
- June 22: Peter - \$390 Pending
- June 23: \$200
- June 24: \$200
- June 25: Jose - \$200
- June 26: \$200
- June 27: \$200
- June 30: \$500
- June 31: \$500

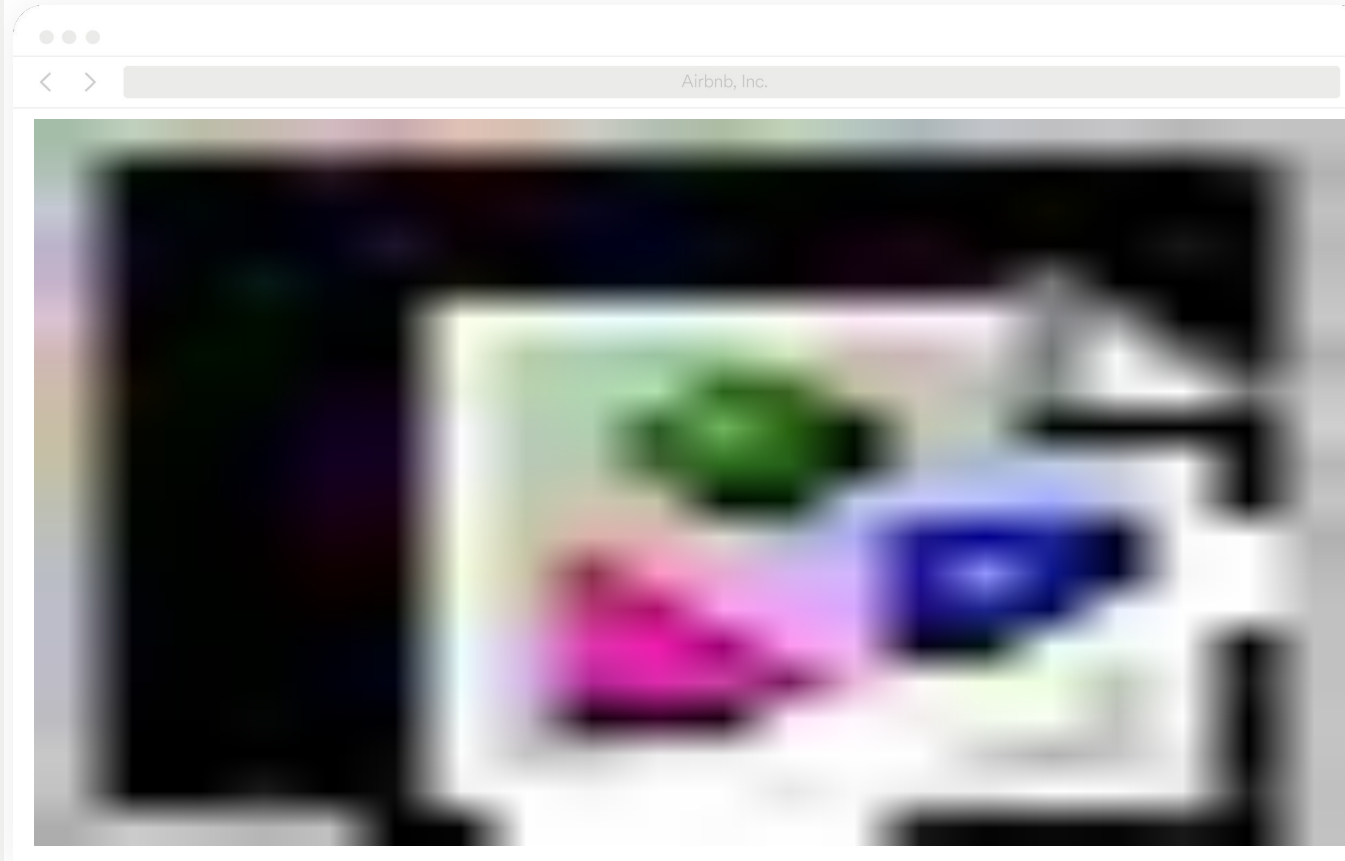
On the right sidebar, there is a 'Promote your listing' button with a 'New' tag, accompanied by a percentage icon. Below it, text reads: 'You're always in control of your listing, price, and availability. [Read more](#)' and 'Give feedback'.

# Custom Promotions

Listings that add a custom promotion see a **27% lift** in booked nights over the next 30 days.

## Call outs:

- Single listing calendar only
- Can be set up in batches of 14 days



# Measure promotion performance

Hosts are now able to access all aspects of promotion creation and management from the listing calendar side panel

The screenshot displays the Airbnb listing calendar for 'Beautiful Studio with a view'. The main calendar shows dates from June 1 to 31, 2018. A promotion of '20% off' is active from June 15 to 19. The side panel on the right provides a detailed view of the promotion performance for the period June 15, 2019, to June 19, 2019. It shows 546 views and 0 nights booked. The panel also lists benefits such as strikethrough styling on search pages and a new line item on the price breakdown. A 'Delete promotion' button is visible at the bottom of the side panel.

Home Inbox Reservations **Calendar** Listings Progress Help

Beautiful Studio with a view Preview listing

June 2018 Month Year Today ? Pricing settings Availability settings

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10 Today	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2019

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
					150	180
4	5	6	7	8	9	10

Fill your calendar promotion: 20% off  
Jun 15, 2019 - Jun 19, 2019  
[Open price calculator](#)

Promotion performance

**546** Views    **0** Nights booked

What you get

- ✓ Strikethrough styling on search pages and your listing (ex: ~~\$200~~)
- ✓ New line item on your price breakdown

[Show examples](#)

[Delete promotion](#)

# New hosting promotion

Helps increase occupancy with unbooked listings by allowing hosts to easily apply a 20% discount to any eligible listings for the first three bookings.





**30% decrease\*** in time it takes to get first booking by hosts who have adopted this new listing promotion.

\*Average observed for hosts globally. Not a guarantee as actual results may vary for each host.

**\$204** per night


**Date:**  
06/18/2019 → 06/20/2019

**Guests:**  
1 guest

\$255 x 3 nights	\$765
Special offer: 20% off 	-\$153
Cleaning fee 	\$100
Service fee 	\$100
Occupancy taxes and fees 	\$100
<b>Total</b>	<b>\$1,012</b>

**Book**

You won't be charged yet.

**Special offer: 20% off this home** 

This host is offering a one-time deal to the first 3 guests who book a trip between now and Aug 18.

Or in the calendar of an eligible listing:

The screenshot shows the Airbnb calendar interface for a listing titled "3-bed room . Hostel na Baamana". The navigation bar includes Home, Inbox, Reservations, Calendar (selected), Listings, Performance, Team, and Help. A "Create new listing" button is visible in the top right. The calendar shows dates from May 1st to 31st, with a price of 3,000€ per night. A red box highlights a "Promote your listing" button with a tag icon and a "New" badge. An arrow points from this button to a promotional overlay on the right. The overlay has a back arrow and the heading "A new way to promote your listing". Below the heading is a paragraph: "Promotions offer brand-new ways for you to grab guests' attention. It's simple: give guests a deal and get new perks that help you show off your listing on Airbnb—from new styling for your listing in search to a spot in emails we send to guests." Underneath is a section titled "Available promotions" with a "New listing promotion" button, which includes a house icon and the text "Get your first guests in the door".

Home Inbox Reservations **Calendar** Listings Performance Team Help [Create new listing](#)

**3-bed room . Hostel na Baamana** [Preview listing](#)

May 2020 [Month](#) [Year](#) [Today](#) [?](#) [Availability settings](#) [Pricing settings](#)

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
<b>3 Today</b>	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Promote your listing** [New](#)  
A new way to get noticed

<

## A new way to promote your listing

Promotions offer brand-new ways for you to grab guests' attention. It's simple: give guests a deal and get new perks that help you show off your listing on Airbnb—from new styling for your listing in search to a spot in emails we send to guests.

### Available promotions

[New listing promotion](#)  
Get your first guests in the door

# Enable discounts on Airbnb on a listing Level

- **Early Bird**
- **Last Minute**
- **Length of Stay**

Setting up discount on Airbnb via Manage your Space can be done in:

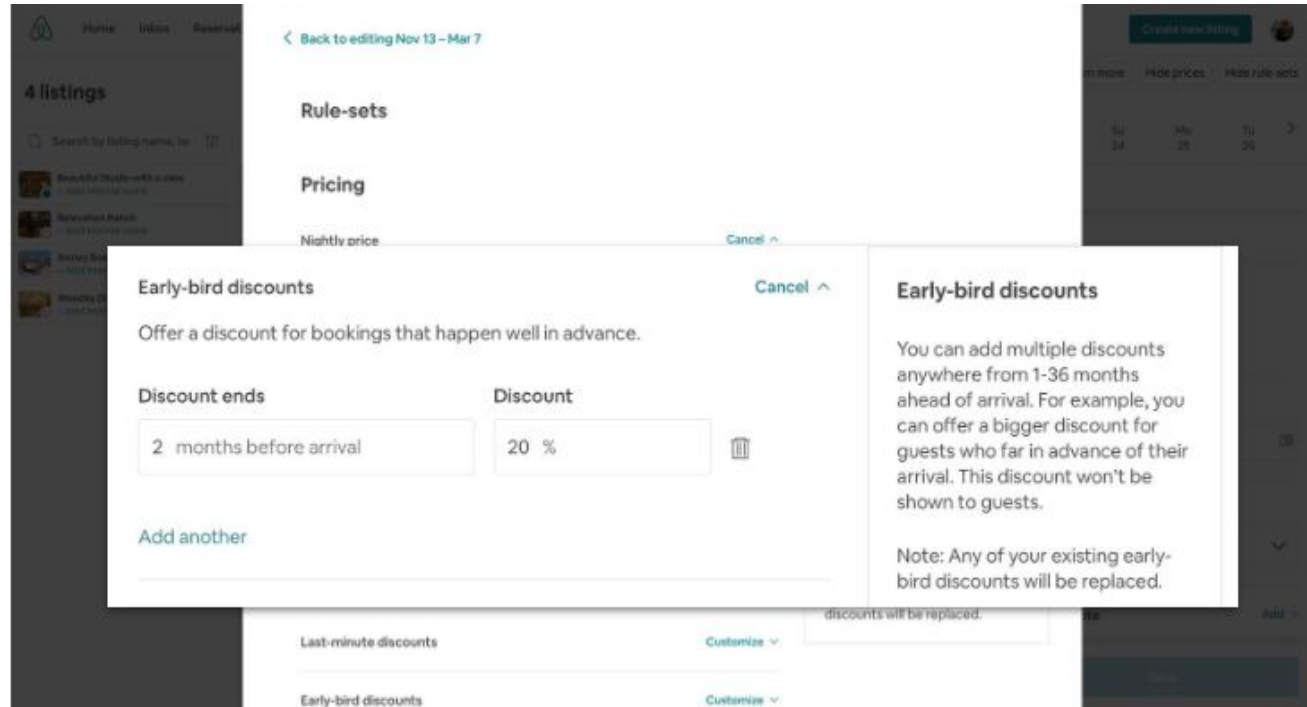
## 1. Listing's Pricing Settings for individual listing:

The screenshot shows the Airbnb listing management interface. At the top, there is a navigation bar with tabs: "Listing details", "Booking settings", "Pricing" (highlighted with a red box), "Availability", "Local taxes and laws", and "Co-hosts". To the right of the tabs are two buttons: "Preview listing" and "View calendar". Below the tabs, the "Pricing" section is visible. It includes a "Nightly price" field with an "Edit" button, "Smart Pricing" set to "Off", and a "Base price" of "\$85". A note states: "You are responsible for choosing the listing price. Learn more." Below this, three discount sections are highlighted with red boxes: "Length-of-stay discounts" (with "Weekly" and "Monthly" options set to "None"), "Early bird discount" (set to "No discount set"), and "Last-minute discounts" (set to "No discount set"). Each section has an "Edit" button.

# Set up discounts on Airbnb

## Early Bird

Discount for bookings further in advance.



# Set up discounts on Airbnb

## Length of Stay

You can discount by the week, month, or a custom timeframe that you create.

(!) Limitation: promo available only if LOS record is not enabled

*Terms: only weekly and monthly LOS discounts eligible for merchandising*

Home Inbox Reservations

4 listings

Search by listing name, or

Beautiful Studio with a view

Relaxation Retreat

Stylish Downtown

Woodsy Retreat

Back to editing Nov 13 - Mar 7

### Rule-sets

#### Pricing

#### Length-of-stay discounts

Cancel ^

Set discounts based on weekly or monthly stays, or customize your own.

#### Add a custom discount

- ✓ Select nights
- 2 nights
- 3 nights
- 4 nights
- 5 nights
- 6 nights
- Weekly
- 14 nights
- 21 nights
- Monthly

Customize v

Customize v

#### About length-of-stay prices

Each length-of-stay discount applies to the length you choose or longer. For example, weekly discounts are 7 days or longer. Monthly discounts are 28 days or longer.

Note: Any of your existing discounts will be replaced.

#### Last-minute discounts

Customize v

#### Early-bird discounts

Customize v

Note: Any of your existing discounts will be replaced.



## 2. By setting up pricing rule-sets in listing's calendar:

Calendar

ARMT-Stunning view apt on Republic Street 18/2-94

May 2020

Selected dates: Tue, May 12 → Fri, May 15

Date	Nightly price (before discounts)
12	\$143
13	\$144
14	\$146
15	\$147

Rule-sets: None

# Create Pricing Rule Sets

- Early Bird
- Last Minute
- Length of Stay

✕

[← Back to editing May 12 – May 15](#)

## Rule-sets

### Pricing

Nightly price [Customize](#) ▾

**Length-of-stay discounts** [Customize](#) ▾

**Last-minute discounts** [Customize](#) ▾

**Early-bird discounts** [Customize](#) ▾

Pricing rules will not affect listing prices when Smart Pricing is on. [Learn more](#)

#### Here's how to create rule-sets

- 1 Give your rule-set a name and choose a color to represent it on your calendar.
- 2 Set any pricing discounts, availability requirements, and promotions.
- 3 Choose dates and listings you want to apply the rule-set to on your calendar.

[Learn more about rule-sets](#)

### 3. By applying rule-sets on multiple listings in multi-calendar:

The screenshot displays a multi-calendar interface for managing listings. The top navigation bar includes 'Home', 'Inbox', 'Reservations', 'Calendar', 'Settings', 'Performance', 'Team', and 'Help'. The 'Calendar' tab is active. Below the navigation, there are filters for 'May 2020' and 'Today'. The main calendar view shows a grid of dates from May 2nd to May 19th. A red box highlights a 3x12 grid of prices for a specific listing, starting from Saturday, May 2nd. The prices are as follows:

Day	Price	Day	Price	Day	Price	Day	Price	Day	Price	Day	Price	Day	Price	Day	Price	Day	Price
Sa 2	\$37	Su 3	\$37	Mo 4	\$37	Tu 5	\$37	We 6	\$60	Th 7	\$60	Fr 8	\$60	Sa 9	\$60	Su 10	\$60
Mo 11	\$60	Tu 12	\$60	We 13	\$60	Th 14	\$60	Fr 15	\$33	Sa 16	\$33	Su 17	\$34	Mo 18	\$34	Tu 19	\$34
We 13	\$16	Th 14	\$17	Fr 15	\$18	Sa 16	\$20	Su 17	\$21	Mo 18	\$21	Tu 19	\$22	Mo 20	\$22	Tu 21	\$22

The sidebar on the right contains filters for 'Selected dates' (5/3/2020 to 5/14/2020), '3 listings', 'Availability' (Available/Blocked), 'Nightly price' (\$23-60), and 'Rule-sets' (None). The 'Rule-sets' dropdown is highlighted with a red box.

# Question

**Does having extra fees and promotions make it better or is it better to have a final aggregated price?**

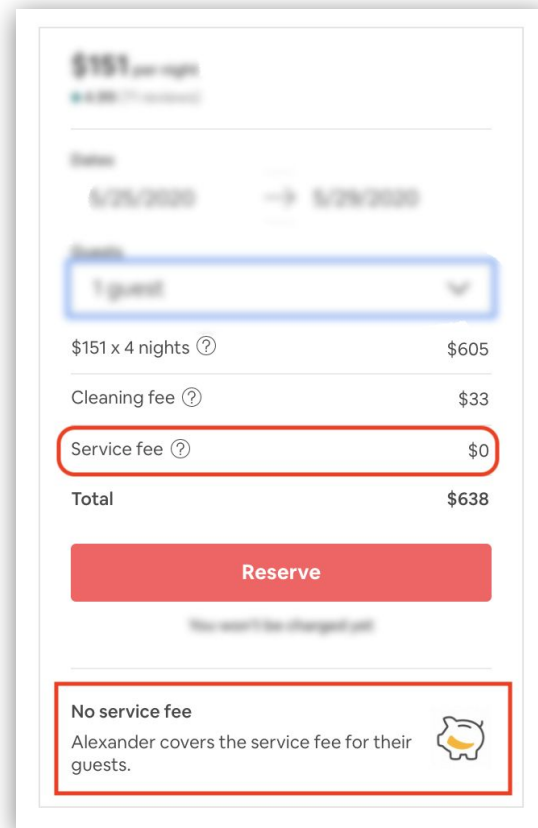


# Host-Only Fee



# Advantages of new fee structure

- You're in control of your final prices, as service fee is fixed.
- Promoting your listing: guests see they pay 0 service fee.
- Drive bookings: +18% increase on average in hosts that adopted this feature.
- Competitive service fee taking into account other platforms.



The screenshot shows a booking summary for a stay from 6/25/2020 to 6/29/2020 for 1 guest. The price breakdown is as follows:

Item	Amount
\$151 x 4 nights	\$605
Cleaning fee	\$33
Service fee	\$0
<b>Total</b>	<b>\$638</b>

A red box highlights the 'Service fee' row, showing '\$0'. Below the table is a red 'Reserve' button. At the bottom, a red-bordered box contains the text: 'No service fee. Alexander covers the service fee for their guests.' accompanied by a piggy bank icon.



Entire apartment ★ 4.87 (12)  
Двухкомнатные апартаменты на ул. Архызская  
Квартира 1bedroom 1bath 13sqm  
with Kitchen Washer Heating

**\$44 / night**  
\$44 total ?



Entire apartment  
Апартаменты на Девятинской  
Квартира Studio 1bath 13sqm  
with Kitchen Washer Heating

Price breakdown	×
\$44 x 1 night	\$44
Service fee	\$0

**\$46 / night**  
\$53 total ?



APARTMENT Entire apartment  
Уютная студия ЖК Лас  
Квартира 1bedroom 1bath 13sqm  
with Kitchen Washer Heating

Price breakdown	×
\$46 x 1 night	\$46
Service fee	\$7

**\$53 / night**  
\$60 total ?

### Price breakdown:

- Price per night takes into account service fee

**Often guests prefer listings with no hidden charges.**

**These listings get better search rankings.**

# Host Only Fee How to opt in?

Go to **Account > Payments & payouts > Service Fee**

Account > Payments & payouts

## Payments & payouts

PAYMENTS

PAYOUTS

TAXES

**SERVICE FEE**

GUEST CONTRIBUTIONS

### Choose how to include the Airbnb service fee in your price

The service fee helps operate the Airbnb platform, including services like 24/7 customer support and credit card processing.

If you want to control your listing's final price before taxes, or if you host on other websites, you can include the service fee in the price you set.

- Include all Airbnb service fees in your price **RECOMMENDED**  
No service fees will be added to your nightly price. You'll pay a 14% service fee out of the price you set.
- Add Airbnb guest service fees to your price  
You'll pay a 3% service fee out of the price you set. Your guests will pay a service fee of up to 20%, which will be added to your nightly price.

Note:

- Airbnb's service fees apply to the booking subtotal, which includes base rate, cleaning fees, and any additional guest charges.
- Airbnb collects an additional 2% service fee on all bookings of listings with a SuperStrict cancellation policy (under either fee option above).

Save

Give feedback



# Cleaning Protocol

We've heard a lot about the new cleaning protocol from Airbnb. Can you tell us more about it?



# Enhanced Cleaning Initiative

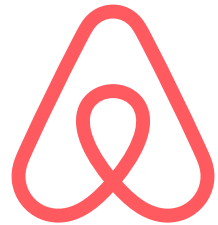
*Bulk opt-in for listings and  
API integration are coming...  
Stay tuned for more info!*

## ***Airbnb's cleaning protocol***

- Partnered with experts to bring you enhanced cleaning guidelines
- Developed step-by-step [guide](#) with specific guidance on how to clean, what to sanitize, and what supplies to have on hand.

## ***How to opt-in***

- Hosts with eligible listings can opt-in into the program
- Simple process
  1. Read and commit to our guide
  2. Take our short quiz
  3. We will highlight opted-in listings to guests
- Alternatively, hosts can set a 72h booking buffer



**Thank you!**