



Last-minute promotion

Boost your occupancy with smart last-minute deals

Even a short-term discount drives real revenue on dates that would stay empty.



Last-Minute promotions offer a percentage off for guests booking close to their travel date - perfect for those needing immediate accommodation.

With an average discount of just approximately 20%, you can fill unsold nights efficiently while maintaining margin.

Who is my target?

Last-minute travelers are high-intent, low-cancellation, and ready to book. Whether it's a quick getaway or unexpected trip, a last-minute deal helps you capture demand and fill empty nights fast.

Nearly **50%** of bookings use a promotion.
Last-minute travelers make up **11%**
- and they cancel less.

How do I benefit from the last-minute promotion?

Improve occupancy and profitability without heavily discounting or compromising your margins. By aligning with real guest behavior (where 11% of bookings are last-minute), you increase your chances of filling unsold nights.

How do my guests benefit?

Guests gain access to great stays at reduced prices, especially when they're booking on short notice.

[Learn more about Discounts and promotions stacking](#)

Add New Promotion

Type



Last-minute

Offer guests an extra discount when they book your property at the last moment, just before check-in. Increase occupancy by filling leftover nights. Reach guests who prefer to book spontaneously.

[Read more](#)



Change promotion

€ 218 for 3 nights

CHECK-IN
10/19/2025

CHECKOUT
10/22/2025

GUESTS
1 guest



Reserve

You won't be charged yet

€ 118 x 7 nights

€ 828

How promotions are displayed in search results

Promotions of 10% or more will be displayed in search results, and all discounts will be highlighted next to your original price in the price breakdown on your listing. After the promotion is applied, your minimum daily price must be at least \$10 USD per day.

Total

€ 786

Facts: Airbnb 2025 market trend: Long-term stays (28 days +) continue to grow, with Airbnb reporting sustained demand and over \$25 billion in guest spending in Q1 2025. [Read more here](#)

[Activate Now](#)