



Get your first bookings faster with new listing promotion

Opt-in

Help increase occupancy with your new listings

Our new listing promotion allows Hosts to easily apply a 20% discount to any eligible listings for the next three bookings. In order to be eligible, a listing must have fewer than three bookings, and smart pricing disabled. See which of your listings are eligible [here](#).

This promotion gives you the ability to merchandise discounts to guests, which is a great way to make your listings stand out—especially during shoulder seasons. Plus, there is no commitment, so you can opt-out at any time if you feel like the promotion isn’t working for you.

~20% Decrease in time it takes to get first booking by Hosts who have enabled new listing promotion. ¹

How it works

Once promotion is applied, your next three bookings will get 20% off your nightly price. This special offer can attract new guests and help you get the 3 reviews you need for a star rating.

Approximately ½ of all listings that received a first booking on Airbnb in the second half of 2023 had a New Listing Promotion applied.²

¹ Average observed decrease in the amount of time between listing and first booking for Hosts globally who received their first booking on Airbnb between July 1st, 2023 and December 31st, 2023. Not a guarantee as actual results may vary for each Host or by listing.

² According to internal Airbnb data collected between July 1st, 2023 and December 31st, 2023 across all listings globally.

€110 € 88 night

CHECK-IN 5/6/2023	CHECKOUT 15/6/2023
GUESTS 1 guest	

Reserve

You won't be charged yet

€ 110 x 10 nights	€ 1,096
Special offer	-€ 219
Airbnb service fee	€ 152
Total	€ 1,029

Special offer: save € 219. This Host is offering a deal on their first 3 bookings.

How your discount is highlighted

- ✓ New line item on your price breakdown
- ✓ A spot in the emails we send to guests
- ✓ A message on your listing page that highlights the deal you’re offering
- ✓ Strikethrough price in search results and on the listing page