

Airbnb Discounts and
Promotions:



Maximize Your STR Revenue

Introduction

Welcome to our guide on mastering Airbnb custom promotions and discounts!

At Freewyld Foundry, we specialize in Done-For-You revenue management for Short-Term Rental portfolios generating \$1M+ annually. Our lead Revenue Manager, Jasper Ribbers—host of the "Get Paid for Your Pad" podcast with over 1.5M downloads—has distilled years of experience into this guide.

Let's dive in and unlock the potential of your STR business!



The Current STR Landscape



Increased
inventory in the
market



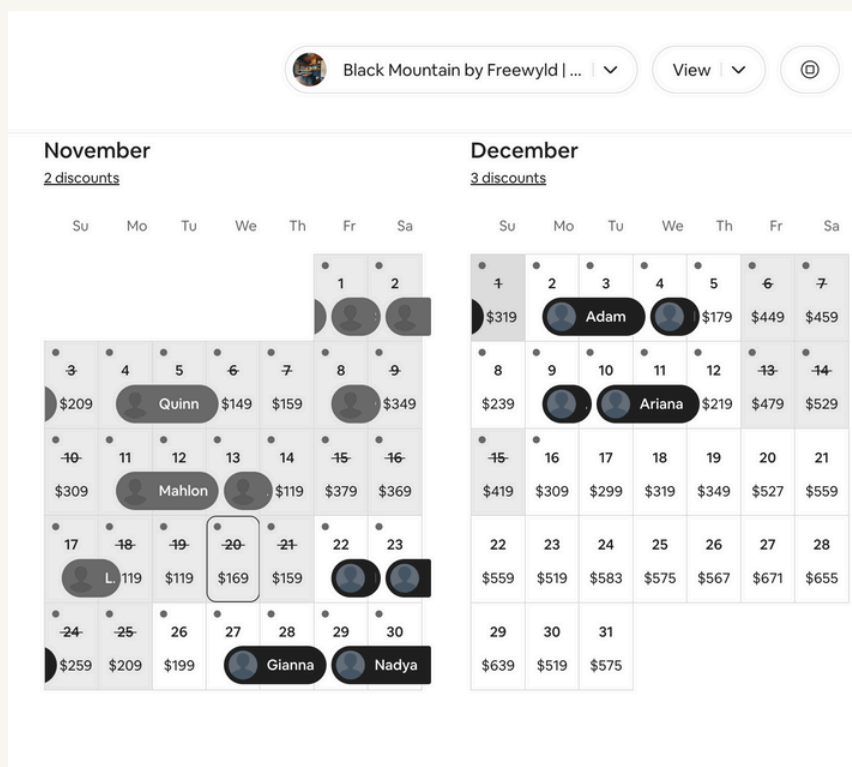
Travelers
seeking good
deals due to
economic
uncertainty



High competition
requires excellence in
all aspects of STR
management,
especially pricing and
revenue management

Overview of Airbnb Discounts

Airbnb offers four main types of discounts, each designed to help hosts attract bookings in different scenarios. Understanding these discounts and their unique benefits is crucial for optimizing your pricing strategy.



Discounts

Adjust your pricing to attract more guests.

Weekly

For 7 nights or more

13%

Weekly average is \$1,305

Monthly

For 28 nights or more

20%

Monthly average is \$5,120

More discounts

Early bird, last-minute, trip length

Promotions

Set short-term discounts to get new bookings.

Custom promotion

Choose the dates and discount

01 Custom Promotions

Flexibility: Can be applied to specific date ranges

Visibility: Highly visible to potential guests

Marketing Benefits:

- Price line item in booking breakdown
- Strikethrough pricing on listing
- Call-out on listing page
- Potential inclusion in Airbnb marketing emails

Best for: Targeting specific low-demand periods or filling gaps in your calendar

02 Early Bird Discounts

Purpose: Encourage advance bookings

Setup: Applied automatically to bookings made a certain period in advance

Marketing Benefits:

- Price line item in booking breakdown
- Strikethrough pricing on listing

Best for: Securing occupancy well in advance

03 Length of Stay Discounts

Purpose: Encourage longer stays

Setup: Applied automatically based on the number of nights booked

Marketing Benefits:

- Price line item in booking breakdown
- Sometimes includes strikethrough pricing (may vary)

Best for: Reducing turnover costs and increasing overall occupancy

04 Last Minute Discounts

Purpose: Fill empty nights close to the stay dates

Setup: Applied automatically to bookings made within a short timeframe of the stay

Marketing Benefits:

- Limited; typically only shows as a price line item

Best for: Maximizing occupancy, but use with caution to avoid devaluing your listing

Marketing Benefits

		Pricing Line Item	Strikethrough	Callout	Marketing Emails
Airbnb Discounts	Custom Promotions	✓	✓	✓	✓
	Early Bird Discount	✓	✓	✗	✗
	LOS Discounts	✓	✓	✗	✗
	Last Minute Discount	✗	✗	✗	✗

Key Considerations:

- Discounts don't stack: Only one discount type will typically apply to a booking
- Impact on base price: Be mindful of how discounts affect your overall pricing strategy
- Seasonality: The effectiveness of each discount type may vary depending on your market's high and low seasons
- Guest perception: Discounts can make your listing more attractive, but overuse may devalue your property in guests' eyes

Understanding how to leverage each of these discount types effectively is crucial for maximizing revenue. In the following sections, we'll explore each discount type and provide strategies for its optimal use.

Custom Promotions: The Power Player

Custom promotions are the most flexible and powerful tool in your Airbnb pricing arsenal.

Key Benefits:

Price line item

Strikethrough pricing

Call-out on the listing page

Inclusion in Airbnb marketing emails

How to Set Up Custom Promotions:

01. Go to your Airbnb calendar

02. Select the date range for the promotion

03. Choose the discount percentage

04. Apply the promotion

View |

Custom promotion
Dec 17 – 19 selected

Sa
\$459
<div><div></div><div>14</div></div>
\$529
21
\$559
28
\$655

\$201 - \$241

Original price: \$279-335

Set a discount

Tip: To get all 4 benefits, try 20%

28%

0%

99%

What you get

✓

New line item on your price breakdown

✓

Strikethrough styling on search pages and your listing

✓

Special callout on your listing page

✓

Placement in emails to guests

Apply promotion

Pro Tip: Use custom promotions strategically during low-demand periods to boost bookings without significantly lowering your base price.

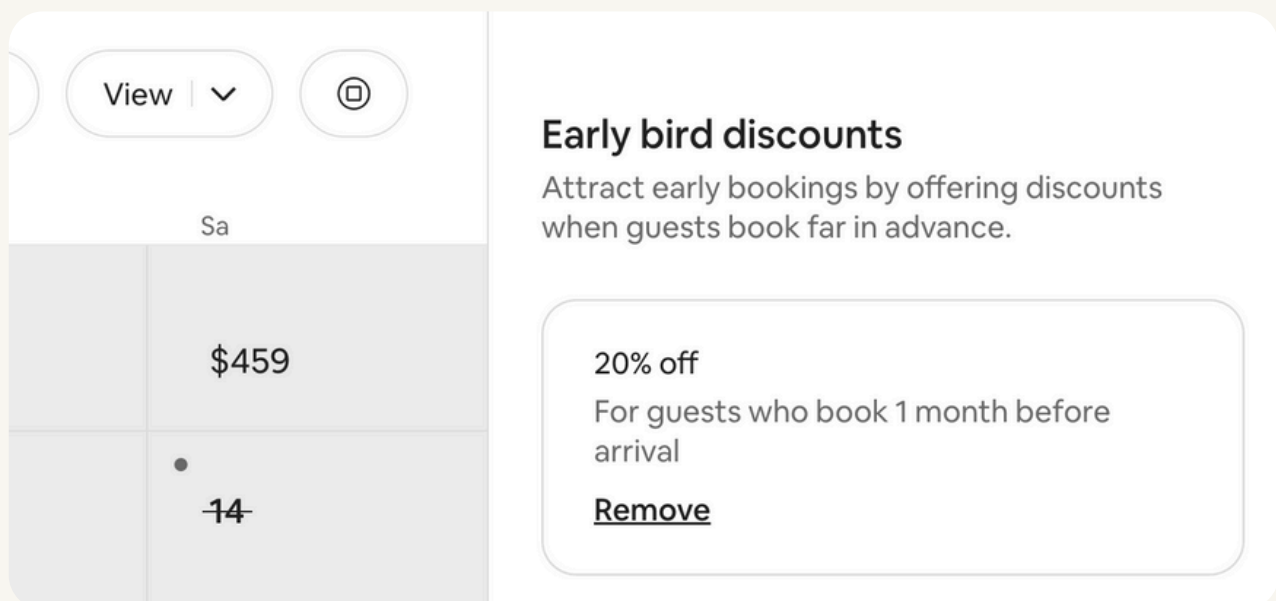
Early Bird Discounts: Encourage Advance Bookings

Early bird discounts incentivize guests to book well in advance, securing occupancy for future dates.

Setting Up Early Bird Discounts:

01. Go to your Airbnb pricing settings

02. Set the percentage discount for bookings made in advance (e.g., 20% off for bookings 1+ months in advance)



Strategy: Combine early bird discounts with a far-out premium in your pricing tool to offer perceived discounts without actually lowering your price.

Length of Stay Discounts: Encourage Longer Bookings

Length of stay discounts reward guests for booking longer stays, potentially reducing your turnover costs.

Setting Up Length of Stay Discounts:

01. Go to your Airbnb pricing settings

02. Set discount percentages for different stay lengths (e.g., 5% for 3+ nights, 10% for 7+ nights)

\$219	\$479	\$529	Trip length discounts Offer discounts based on the length of a booking. If you offer multiple discounts, the longest will apply. <div>15% off For guests who book a 2 weeks stay Remove</div> <div>17% off For guests who book a 3 weeks stay Remove</div>
19	20	21	
\$349	\$527	\$559	
26	27	28	
\$567	\$671	\$655	

Note: Length of stay discounts may override early bird discounts, so consider your priorities when setting these up.

Last Minute Discounts: Fill Empty Nights

Last-minute discounts can help you fill otherwise empty nights, but they offer fewer marketing benefits on Airbnb.

Setting Up Last Minute Discounts:

01. Go to your Airbnb pricing settings

02. Set the discount percentage for last-minute bookings

Bookings are limited

Black Mountain by Freewyld | ... View

	Th	Fr	Sa
11 Mitchell	\$179	\$449	\$459
12		13	14
18	\$219	\$479	\$529
19		20	21
	\$349	\$527	\$559

< Last-minute discount
For reservations booked 1 to 28 days before arrival.

Days before arrival
0

Discount
0%

Save

Cancel

Pro Tip: Instead of relying on Airbnb's last-minute discounts, consider using custom promotions for more control and better visibility.

Maximizing Your Discount Strategy

01. Use custom promotions strategically during low-demand periods

02. Combine early bird discounts with far-out premiums in your pricing tool

03. Set length-of-stay discounts to encourage longer bookings

04. Use custom promotions instead of last-minute discounts for better visibility

05. Regularly review and adjust your discount strategy based on performance

Conclusion

Mastering Airbnb discounts and promotions can significantly impact your bottom line. By implementing these strategies, you'll be well on your way to maximizing your STR revenue.

Ready to take your STR business to the next level?

For portfolios generating \$1M+ annually: Apply for our Done-For-You revenue management services



For portfolios under \$1M: Explore our Cashflow Mastery course for a comprehensive DIY approach



We offer a free Revenue Review for qualified clients. Our experts will analyze your pricing strategy and identify potential missed opportunities.



To learn more about our services or
schedule your free Revenue Review:

Visit our website at

FreewyldFoundry.com

Or email us at rpm@freewyld.com

Thank you for reading, and
cheers to your STR success!