

# Get up to 17% more bookings with simplified pricing\*



Switch now\*

## Control your final price

With simplified pricing, what you set is what guests pay. It removes the service fee from the price displayed to guests, so you can easily set competitive prices across all of your booking channels. A 15% service fee will be deducted from your payouts, and no fee will be added to the price you set. That means guests won't see any service fee during the booking process.

## Check up on your prices

If you've been setting lower prices on Airbnb to account for the guest fee, you should check your prices after you switch to simplified pricing. Since we'll no longer be adding a guest fee on top of the price you set, your final prices may end up being lower than you expect. If that happens, consider adjusting your prices on Airbnb.

If you adjust your prices, keep in mind that it's important to stay competitive—hosts who switched to simplified pricing and kept their prices competitive got an average of 17% more bookings\*.

## How to adjust your prices




1. Your new service fee structure will be applied on December 7th at 00.00h UTC. Wait until right before then to make any adjustments.
2. Use your channel management software to check the prices on all of the platforms you use.
3. Check that your prices are what you expect. You can test this by searching for the same trip dates across the different platforms you use. For example, compare the prices for a trip from December 5-10 to make sure your prices are still consistent.
4. Finally, keep in mind that there may be additional factors like discounts and promotions that are causing price differences.

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**Using the new Airbnb fee structure has been very positive for us, since we experienced a notable increase in the number of reservations after we adopted it.**

— **Cristina R**, Spanish property manager with 150+ listings

## The Airbnb service fee covers:

-  24/7 customer support
-  \$1M host guarantee
-  Credit card processing costs

**17%**  
increase\*

in bookings by hosts who have adopted this new fee structure.

\* Average observed bookings increase for hosts using simplified pricing in Europe between Nov 2019 and Feb 2020. Actual results may vary for each host.

