

Airbnb Algorithm Tips for Hosts

The settings that put your listing in more searches, checked against what Airbnb has published as of October 2026.

01 How search works

- Airbnb names four factors: **quality, popularity, price and location**.
- Filters and settings act first. If your home fails the guest's dates, group size, pets or a filter, it may not appear at all.
- Results are personalized for each guest. No listing holds one fixed position.

02 Promotions: always keep one running

- Airbnb's own host pages say promotions and discounts **can help improve search ranking**.
- Weekly and monthly discounts of **10% or more** earn a callout in results. Keep them on all year.
- Turn on a last-minute discount (10% or more) and an early-bird discount (3% or more).
- Run custom promotions of **15% or more** on your slowest dates, on up to half the nights in a month.
- Raising the price first does not work. Discounts are measured against your median price over the last 60 days.

03 Filters: be in more searches

- Tick every amenity you offer. Most searched in 2025: pool, free parking, wifi, air conditioning or heating, kitchen, hot tub, washer or dryer, self check-in, TV and BBQ grill.
- Consider Instant Book, self check-in and a flexible or moderate cancellation policy.
- **Allow pets if you can**. Guests add pets with their guest count, and homes that refuse them drop out of those searches. Run a 90-day trial.

04 Minimum nights

- Start with **1 night for weekday check-ins and 2 nights for Friday and Saturday**, then adjust from local data.
- In the 50 largest U.S. markets, 49% of Friday check-ins were two-night stays (AirDNA, 2025). A three-night minimum never sees them.
- Where guests stay a week, keep a longer minimum in season and open short stays to fill the gaps.

05 Photos and details

- Caption every photo: the feature, a detail, who it suits. Example: "Hot tub on the deck with a lake view, seats six."
- The first photo is the one shown in search. Every room needs at least one photo.
- Fill in every field: title, description, beds, amenities, accessibility and house rules. AI search reads them.
- Open your calendar 12 months ahead.

06 Price and tracking

- Review your rates after the move to the single host fee (15.5%; 16% in Brazil and Mexico).
- Compare your total price, cleaning fee included, with similar homes for 1, 2 and 7 nights.
- Watch Airbnb's free performance data. Few impressions: settings or price. Few clicks: photo, title or total. Few bookings: the listing page.
- Use AirDNA or PriceLabs for your market's length of stay and booking lead time. Read rank trackers as a trend.

07 A 30-day plan

Week 1	Settings	Rates, minimum nights, pets, amenities, Instant Book, cancellation
Week 2	Discounts	Weekly, monthly, last-minute, early-bird, then a custom promotion
Week 3	Photos and details	Captions, photo tour, title, description, calendar
Week 4	Measure	Impressions, conversion, market data, adjustments

The full guide

Read the complete guide, with every source, at cavmir.com/learn/airbnb-algorithm-tips

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