

A PRACTICAL STUDY FOR HOSTS

Decoding OTA Algorithms

46 Factors that Drive
Visibility, Clicks & Bookings



PREPARED BY
Your.Rentals

BASED ON
100,000s of 2025 bookings

ACROSS CHANNELS

Booking.com

Airbnb

Expedia

Vrbo

Agoda

Trivago

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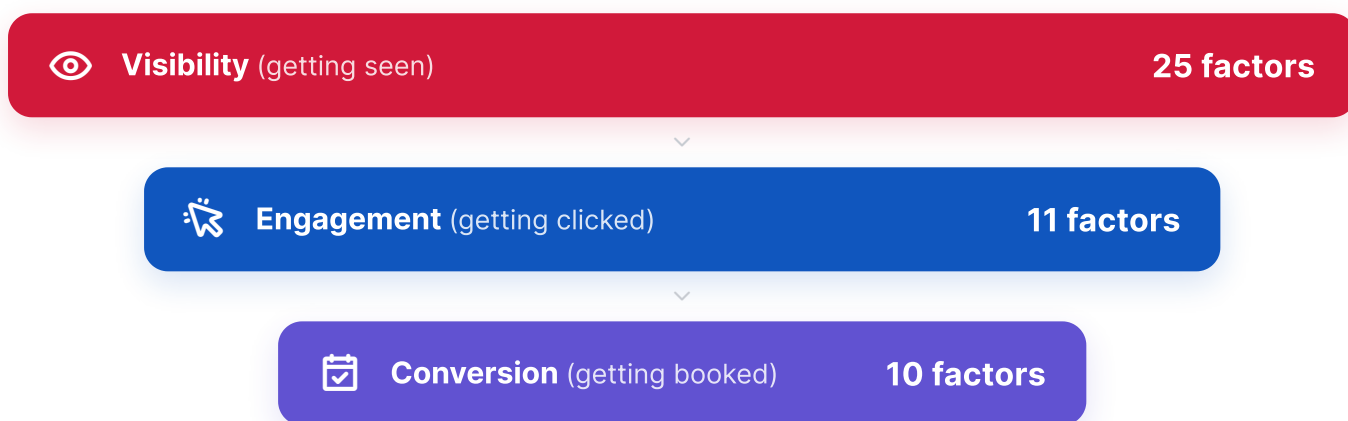
Key Takeaways

How Your.Rentals helps you implement this

About this guide

At Your.Rentals, we process thousands of short-term rental bookings every day and partner with the largest sales channels—Booking.com, Airbnb, Vrbo, Expedia, and more. That scale gives us real-world insight into what actually drives visibility and conversion.

OTAs (Online Travel Agencies) don't publish their ranking algorithms, but consistent patterns emerge across platforms, our aggregated outcomes, and partner feedback. We've distilled those patterns into 46 practical factors arranged as a simple funnel:



How to use this guide

Work the whole funnel

Improving one stage without the others won't move results. Aim for balanced improvements across visibility, CTR, and conversion.

Make changes in sensible batches

Start with fundamentals (photos, completeness, accuracy), then strengthen your offer (amenities, policies, pricing/programs), then fine-tune conversion (payments, cancellation mix, booking steps).

Expect different speeds

Ranking changes can take weeks to reflect. Don't roll back early.

Review performance

If bookings increase after a change, keep it; if not, adjust and test again.

[Get started free at your.rentals →](#)

Methodology

Our analysis is based on portfolio-level performance across hundreds of thousands of bookings processed in 2025, spanning multiple distribution channels. This multi-channel scope allows us to identify patterns that are directionally universal, rather than tied to the mechanics or quirks of a single OTA. That's intentional: our goal is not to optimise for one platform in isolation, but to help your listings rank and convert successfully across channels.

We combined OTA documentation, our own expertise and aggregated data, and established industry learnings to identify 46 factors that are both actionable and feasible to measure.

The goal: a practical, data-informed framework that scales beyond any single platform.

THE FUNNEL AT A GLANCE

46 ranking, click & conversion factors

Visibility	25
Engagement	11
Conversion	10

Limitations

Not all ranking factors can be confirmed or measured. OTA search is influenced by many signals at different funnel stages. Because OTAs update their algorithms continuously and don't disclose them, we focused on factors drawn from OTA documentation and our own listing optimisation expertise.

Personalization and query context. Rankings aren't universal — they vary based on guest profile, dates, length of stay, device, and location. This study describes broad patterns across our portfolio and can't break down impact at a granular query-type level.

Correlation vs causation ("chicken or the egg"). Ranking and conversion influence each other — higher-ranked listings get more visibility, which can reinforce performance. The relationships we show should be read as correlations, not proof of direct causation.

Behavioral signals may be both inputs and effects. Engagement data (clicks, conversions, booking velocity) may be used by OTAs in ranking and can also be inflated by already-high rankings.

The shift to AI-powered search. OTAs are already moving from filter-based to AI-driven search — Booking.com's AI trip planner is an early example. As guest adoption accelerates, the factors that determine visibility will increasingly depend on how well listing content matches natural-language queries, not just structured fields and filters.

That's why we encourage a holistic approach: improving listing quality, availability, pricing, and content together is more reliable than trying to optimise any single metric.

Visibility

Visibility is the foundation of performance. If travelers never see your listing, they can't click or book. Your main job at this stage: complete your listing as thoroughly as possible. OTA search is increasingly filter-driven — the more fields you fill out, the more searches you can appear in.



Booking Rules

Booking Rules define when and how guests are allowed to book your property — and they can block visibility if they don't match common travel patterns.



01

Minimum Stay

~36%

of 2025 bookings are 1–2 night stays

Our data shows that 1–2 night stays represent ~36% of bookings (2025), which means restrictive minimum-stay rules can exclude your listing from a large share of guest searches. If someone searches for a 2-night trip and your minimum is 4 nights, your listing won't appear.

This is one of the most overlooked "conversion blockers" because it happens before the guest even sees your listing.

Tip: Reduce minimum stays in low-demand periods to boost impressions. Protect margins with cleaning fees or dynamic rules.

[Read our pricing strategies guide for vacation rental hosts.](#)



02

Short-Notice Bookings

16% → 31%

U.S. reservations booked within 5 days of check-in, Aug 2023 → Jan 2025 (AirDNA)

17.6% → 24.4%

Your.Rentals bookings made within 5 days of arrival, 2023 → 2025

Last-minute booking behavior is growing fast. According to AirDNA, traveler behavior has shifted sharply toward shorter booking windows: in August 2023, only 16% of U.S. reservations were made within five days of check-in, but by January 2025 that figure had nearly doubled to 31%. In other words, almost one in three guests is now booking at the last minute.

We see a similar pattern across the Your.Rentals platform. In 2023, 17.6% of bookings were made within five days of arrival. By 2025, that share had increased to 24.4%. The trend is clear: short-notice demand is rising materially.

Tip: Enable same-day and next-day bookings wherever your operations allow. Define a clear daily cutoff time (for example, bookings accepted until 18:00 for same-day arrival). Pair this with reliable self check-in, clear arrival instructions, and real-time calendar sync to avoid operational risk.

For properties with tighter turnaround constraints, consider enabling short-notice bookings only on certain days of the week, or activating them dynamically when occupancy is low.

[AirDNA Outlook Report — short-notice booking trends](#)



03

Check-In Availability (Days Allowed)

62%

of arrivals happen Monday–Thursday (vs ~38% Fri + Sat)

5+ days

check-in per week on higher-performing listings

OTAs favor listings that are easy to fit into travel plans. One overlooked blocker is restricting check-in to too few days of the week. If a guest's desired arrival day isn't allowed, your listing simply won't appear — regardless of price or quality.

Across our platform, we consistently see higher-performing listings allow check-in on 5 or more days per week, giving them access to a much broader share of searches and itineraries.

Another trend we observe across our portfolio is that check-ins skew strongly toward weekdays. Roughly 62% of arrivals happen Monday–Thursday, versus about 38% on Friday + Saturday. In other words, guest demand isn't concentrated on weekend-only patterns — so restricting check-in to just one or two days can quietly remove you from a big share of real searches.

Tip: Allow check-in on at least 5 days per week where operations permit. If full flexibility isn't possible, avoid hard blocks like "Saturday-only check-in" outside peak season. Use softer rules instead (minimum stays, pricing adjustments) to guide demand without removing yourself from search eligibility.

CHECK-IN DISTRIBUTION ACROSS PORTFOLIO

62%



Weekdays
(Mon–Thu)

38%



Weekend
(Fri–Sat)

House Rules

House rules directly affect visibility, not just guest expectations. Many travelers filter search results by rules like pets allowed, family-friendly, or non-smoking. If these rules are missing, unclear, or not set in the correct fields, OTAs can't match your listing to those filters — and your property may not appear in relevant searches at all.



04

Family & Children Policy

17.2%

of 2025 bookings included children or an infant

1 in 6

guests are actively looking for family-suitable stays

According to Booking.com, families were the fastest-growing traveller segment in 2024 for short-term rentals.

We see that reflected in Your.Rentals data too: in 2025, 17.2% of bookings included children or an infant—meaning roughly 1 in 6 guests are actively looking for family-suitable stays.

Tip: Specify whether all ages are welcome, and list available amenities such as cribs, high chairs, child-proofing features, and bathtub or step stools. Be transparent about stairs, balconies, or hazards. If you charge extra or require notice for baby gear, state it clearly.



05

Pet Policy

+24%

RevPAR premium for pet-friendly listings
(\$204 vs \$165)

Pet clarity prevents disputes and improves filter accuracy. Pet-friendly listings were found to earn an average nightly revenue per available room (RevPAR) of \$204 versus \$165 for non-pet-friendly ones — about a 24% premium.

Tip: Clearly state whether pets are allowed, any size or breed restrictions, applicable fees or deposits, and which areas are off-limits (e.g., "no pets on beds or sofas"). Mention cleaning expectations and highlight pet-friendly amenities like bowls, mats, or enclosed outdoor space.



06

Smoking Policy

Many disputes happen because guests assume "no smoking" only applies indoors — while hosts also mean balconies, terraces, and even vaping devices.

Tip: State the rule in plain language and make the scope explicit: indoors, balconies/terraces, and shared outdoor areas. Also specify whether your policy includes vapes/e-cigarettes and heated tobacco devices (e.g., IQOS). If you allow smoking only in a designated outdoor spot, describe exactly where it is, and what happens if the rule is broken (fees, extra cleaning, odor treatment).

Rooms & Amenities

Many amenity fields are filter-based visibility gates — if they're incomplete, your listing won't appear for relevant searches. Complete them accurately and consistently.



07

Bed Sizes & Room Dimensions

OTAs use bed configuration and size fields — not just "max guests" — to determine search match. Vague or missing data can exclude a listing from capacity-related searches.

Tip: List exact bed sizes with both metric and imperial measurements (e.g., "Queen 160×200 cm / 63×79 in"). Add room dimensions and ceiling height for lofts or attics. Support with a floor plan or confirming photo where available.



08

Floor Plan & Layout Clarity

Labeled floor plans and clear descriptions of room flow help algorithms classify your listing and reduce guest confusion ("Is the bedroom separate?" "Where is the kitchen?").

Tip: Upload a labeled floor plan if available. Free tools like Floorplanner, or Planner 5D make this straightforward with no download required. If a floor plan isn't possible, include a layout photo and a short text flow (e.g., "Kitchen opens to living room → Hallway to 2 bedrooms → Shared bathroom"). Ensure room counts match what's shown in photos.

[Floorplanner \(free\)](#) [Planner 5D \(free\)](#)



09

Room-Level Amenities

OTAs increasingly rely on room-level data to match listings to specific searches ("bedroom with ensuite," "workspace in room"). Stating that a property has a TV or desk isn't enough — platforms want to know which room.

Tip: Complete all per-room fields for every bedroom and bathroom. Mirror the structure in your written description (e.g., "Bedroom 1: queen bed, ensuite bathroom, blackout curtains, desk and wardrobe"). Consistency between structured fields, photos, and text helps OTAs classify your listing correctly.



10

Accessibility & Amenities

Blank accessibility fields are treated as "not available," automatically excluding listings from filtered searches — even if the feature exists.

Tip: Complete every accessibility field: elevator access, step-free access, number of steps, door widths, parking access. If full accessibility isn't provided, be explicit — vague information increases hesitation for guests with specific needs.



11

Workspace Availability

Remote work has permanently changed how people travel. A growing share of guests now filter specifically for work-friendly stays, even when the trip isn't strictly "business."

For OTAs, workspace fields and related amenities (desk, Wi-Fi quality, power access) help classify your listing for searches like "work-friendly," "business travel," or "long stay." For guests, vague claims like "laptop-friendly" aren't enough — they want to know whether they can actually work comfortably for several hours.

Tip: Specify whether it's a proper desk or dining table, chair type, lighting, outlet access, and whether it's in a bedroom or shared space. Add a clear photo of the setup.



12

Wi-Fi Availability

Wi-Fi is a hard filter for many guests. In an Airbnb review text-mining study, Wi-Fi/connection problems were one of the core negative-review topics — a repeat offender even when other parts of the stay are fine.

[Research: Wi-Fi & guest review sentiment](#)

Tip: Publish real upload/download speeds (e.g., "100 Mbps down / 20 Mbps up"), not theoretical plan limits. Confirm router location and whether coverage is extended via mesh or repeaters.



13

Bathroom & Privacy

Bathroom mismatches between what's listed and what's delivered quickly lead to cancellations and refunds.

Tip: Mark every bathroom precisely: private vs shared, ensuite vs corridor access, WC-only vs full bath. Confirm the count matches photos and text. Include practical details: shower or tub, water pressure, heated towel rail, hair dryer location.



14

Cooking Facilities

Kitchen expectations vary widely by market and traveler type, but clarity is universal.

Tip: List every appliance clearly (hob type, oven, microwave, dishwasher, fridge/freezer size, coffee machine type). Specify what's provided on arrival. If the setup is limited, label it honestly as a kitchenette rather than a full kitchen.



15

Heating & Air Conditioning

Unclear claims ("has AC") are a frequent source of sleep-related complaints.

Tip: Specify system type and coverage per room. Note if it's quiet or individually controllable. Add seasonal guidance (e.g., "AC in bedrooms only," "fans available in summer").

Location & Access



16

Parking & Access

Blank parking fields are treated as "not available," excluding listings from parking-filtered searches.

Tip: Specify on-site/street/garage, free/paid, reserved/first-come-first-served. Include height/size limits, access restrictions, and EV charging details. Add a map pin or annotated image showing the entrance.



17

Location Context

2.83%

urban conversion

2.43%

mountain conversion

2.30%

coastal conversion (Focus Digital)

OTAs match listings to filter-driven searches (beachfront, city center, mountains) based on location fields. A Focus Digital study found conversion rates vary by location type (urban $\approx$ 2.83%, mountain $\approx$ 2.43%, coastal $\approx$ 2.30%).

[Source: Focus Digital — conversion rates by location type](#)

Examples:

- "Beachside apartment — 3-minute walk to the sand, cafés, and surf shops"
- "Historic city loft — 5 mins to main square, metro stops at your doorstep"
- "Forest cabin — hiking trails from the back porch, serenity just 25 mins from downtown"

Tip: Select the most accurate location type and support with concrete, searchable details: walk/drive times to landmarks, transport, and shops. Use factual phrasing like "5-minute walk to metro" or "10 minutes by car to the beach."

Photos

Photos affect both visibility (quantity, tagging, classification) and conversion (quality, staging, first impression). Better photo structure helps you appear in more searches; better photo presentation helps you win the click.



18

Photo Count

21+

images consistently outperform fewer (HomeToGo)

< 6 photos

for 30+ days can trigger a Vrbo suspension

More photos help—but only if they add new info. According to HomeToGo, listings with 21+ images consistently outperform those with fewer in booking performance. Vrbo explicitly warns that having fewer than 6 for more than 30 days can trigger an indefinite suspension penalty. Vrbo also notes that your first photo is what travelers see in search results, so order matters for visibility and CTR. Additionally, Vrbo rejects duplicated or near-duplicate photos, reinforcing that "more" only helps when each image adds new information.

[HomeToGo: STR imagery study](#) [Vrbo: managing listing photos](#)

Tip: Upload enough photos to fully cover the property without repetition. Put your strongest "click-winner" first, then show the space in a logical flow (exterior → living → kitchen → bedrooms → bathrooms → outdoor → details). Avoid near-duplicates (same room, minor angle changes), because they add noise instead of confidence.

Right-size the gallery: Smaller properties can perform well with 15–20 strong images; larger homes need 30+.



19

Photo Quality

+17.5%

more bookings with high-quality verified photos (~\$2,521/yr)

OTA algorithms down-rank blurry, dark, or irrelevant images. One study found that Airbnb listings with high-quality "verified" photos saw a ~17.5 % increase in bookings (and about US \$2,521 more per year) compared to those without.

Tip: Use full-resolution (e.g., 4032×3024 px on iPhone 13), avoid showing people or pets, keep aspect ratios consistent, and replace soft or grainy photos. Avoid extreme filters. Use AI or a professional photographer to retouch dark photos if needed.

[Source: RankBreeze — verified photos and booking impact](#)



20

Photo Tagging & Classification

OTAs don't just look at how good your photos are — they look at what each photo represents. When images are correctly tagged (for example: kitchen, bedroom, pool, balcony, exterior), platforms can confidently match your listing to filtered searches and display the right images in preview carousels. Untagged or mis-tagged photos reduce filter eligibility and weaken how your listing appears when guests browse by amenities.

Tip:

- Tag every photo by room or feature (kitchen, bathroom, pool, exterior, balcony, workspace).
- Make sure the first photo in each category is your strongest, because OTAs often surface that image in filter results and gallery shortcuts.
- Review tags whenever you update photos.
- To save time, use tools like Your.Rentals with an integrated AI tool that automatically tags photos with the most important categories



Your.Rentals: One Universal Listing Builder

Your.Rentals lets you fill out your listing once and publish it across all sales channels — Booking.com, Airbnb, Vrbo, Expedia, and more — while keeping everything consistent and up to date. Because channel requirements (especially legal and mandatory fields) differ and change often, our Listing Builder updates them in real time, so your listings stay complete, compliant, and optimised everywhere. The Listing Builder also includes an AI-powered photo tagging feature that automatically categorises your images, ensuring they appear in the right filtered searches across all channels.

The screenshot shows the Your.Rentals Listing Builder interface. At the top, there's a navigation bar with links to Dashboard, Guests, Listings, Calendars, Channels, Bookings, Reports, and Tools. A search bar shows 'Luxury Apartments in Singapore (969107)' with a 'Preview listing' button. Below the search bar, a progress bar indicates 'Listing 100% completed'. A 'Listing Quality Score: Average (62/100)' is displayed with a link to 'Improve your Quality Score'. The main section is titled 'What amenities do you offer?' and includes a 'Copy settings' button. The amenities are categorized into 'Essentials' and 'Other'. The 'Essentials' section includes: Internet* (Wired internet), Washing machine* (No washing machine), Air-conditioning* (Central air-conditioning), and Wheelchair access* (No access for wheelchairs). The 'Other' section includes: Swimming pool* (No swimming pool), Heating* (2-way air conditioner), Parking* (Covered parking on site), and Noise monitors (Select). A 'Save changes' button is at the bottom right. On the left, a sidebar lists various listing details with green checkmarks indicating completion: Location, Property details, Amenities, Photos (2 recommendations), Description (1 recommendation), Pricing, Dynamic Pricing, Cancellation policies, Promotions, and Booking rules.

Compliance & Legal Eligibility

Compliance is a visibility gate. Missing or incorrect registration, tax, or safety data can make your property invisible in search, inactive, or blocked from taking reservations — and in some markets can lead to fines.



21

Registration Codes (License Numbers)

€800–€8,000

Italy fines for active listings missing a CIN

If a channel requires a registration number and it's missing or incorrect, your listing can be made inactive, removed from search results, or blocked from accepting bookings. In some markets, non-compliance can also lead to financial penalties or fines, not just delisting.

Tip: Add the required registration code in the dedicated field (not just the description) and match the exact official format.

- Spain example: Missing an NRA registration number can keep your listing inactive until provided.
- Italy example: Listings without a CIN that remain active may be subject to fines ranging from €800 to €8,000, and sales channels have started auditing.



22

Safety, CO and Gas

Platforms increasingly require hosts to explicitly confirm safety features, and listings that clearly document them are less likely to face restrictions, suspensions, or reduced visibility.

Tip: Install smoke alarms in required locations and carbon monoxide (CO) alarms wherever gas appliances or solid-fuel systems are present. Upload clear photos showing the devices in place and confirm their locations in the listing fields. If your property has no gas appliances, state this explicitly — it removes ambiguity and reassures guests.



Your.Rentals handles compliance across all your channels — from chasing missing license numbers to DAC7 tax reporting — and keeps the Listing Builder updated with the latest channel requirements so you're always covered.

Visibility & Loyalty Programs

While visibility programs are a big conversion factor too—because they add badges and trust signals and display discounts—they're also a major visibility factor: they can push you higher in search results, unlock extra placement modules with boosted exposure, and make you eligible for additional traffic sources (like loyalty users and preferred placements).



23

Genius loyalty program

+70%

more views

+45%

more bookings

+40%

more revenue (Genius)

Booking.com's Genius gives access to high-intent, repeat travellers and can deliver up to 70% more views, 45% more bookings, and 40% more revenue.

[Becoming a Genius partner on Booking.com](#)

Tip: To qualify, your property needs at least three guest reviews with an average score of 7.5 or above. Once eligible, you can join Genius Level 1 and activate discounts strategically during shoulder or low-demand seasons.



24

Preferred Partner Program

+65%

more visibility

+20%

more bookings on Booking.com

Badges like Preferred Partner signal credibility and improved placement—up to 65% more visibility and up to 20% more bookings on Booking.com.

Tip: To qualify, maintain a performance score $\geq 70\%$, a review score $\geq 7.0/10$, and externally competitive prices (for wide/narrow parity countries). Check eligibility in the Extranet under Boost performance → Preferred Partner Programme.

[Booking.com: Preferred Partner Programme](#)



As a trusted Booking.com partner, Your.Rentals can help hosts access these programs with relaxed entry requirements, so they can unlock the benefits sooner. Across the Your.Rentals platform, listings that activate Genius and Preferred Partner consistently outperform baseline listings on every key metric — visibility, conversion, bookings, and revenue.



25

Host Reliability & Cancellation Rate

≤ 1%

host cancellation rate required for Vrbo Premier Host

OTAs treat host-initiated cancellations as a core quality and ranking signal. Even though guests usually don't see a host's cancellation rate directly, platforms use it to decide how widely your listing is distributed and whether you qualify for high-visibility programs.

On Vrbo, Premier Host eligibility requires a host cancellation rate of 1% or lower, reinforcing that reliability is a visibility gate, not just an operational metric.

Airbnb explicitly states that host cancellations damage guest trust and applies penalties, fees, and potential distribution limitations when a host cancels confirmed reservations.

In short: listings that cancel less are shown more.

Tip: Keep host-initiated cancellations as close to 0% as possible. Use real-time calendar sync, maintenance blocks, and pre-arrival checks to prevent avoidable issues. If a problem does occur, communicate immediately, offer alternatives, and document the resolution.

Boost your visibility — get started free →

PART II · GETTING CLICKED

Engagement

Engagement is what happens after you've been seen. Once your listing appears in search results, the guest decides whether to click your card or scroll past it.



At this stage, your goal is to make your listing look like the best option at a glance — more attractive, more trustworthy, and better value than nearby alternatives. Focus on your title, cover photo, photo quality, pricing presentation, and review strength.

Visual Appeal & First Impressions

First-impression factors determine whether your listing stands out in a crowded results page or gets scrolled past. OTAs typically show only a title, a hero image, price, and a few highlights, so these elements must instantly communicate value, relevance, and quality.

Aa

26

Listing Title

~32 chars

Airbnb-suggested title length to display fully on mobile

Your title is the first piece of text most guests read in search results. It isn't a feature list — it's a fast "does this match what I want?" signal that drives clicks in search results.

OTAs explicitly recommend using the title to highlight what's unique and set expectations (not to "poetically describe" the place). Airbnb notes that short titles display better across devices and should call out what makes the space stand out. Booking.com similarly advises avoiding generic names/abbreviations and focusing on clarity so guests instantly understand what they're looking at. Vrbo also frames the headline as both accurate and attractive, with clear length guidance to keep it readable in search.

Rule of thumb: 1 property type + 1 key differentiator + 1 location cue. Only mention features that are highly searched or filter-relevant and genuinely differentiating (e.g., parking, hot tub, sea view, pet-friendly). Avoid generic adjectives like "beautiful" or long amenity lists—those belong in your structured fields and description.

Example: "Sea-View Apartment with Balcony & Parking" beats "Beautiful Cozy Apartment with Everything You Need." Read more in our article on how to make your Airbnb name stand out.

Here are some examples of good and bad headlines from VRBO:

- Spacious 3-bedroom, pet-friendly apartment in central Austin
- 2-bedroom chalet in Aspen adjacent to ski slopes – with hot tub!

Examples of a bad headline:

- Big house in Detroit
- Condo in Chicago on high floor

Tip:

- Identify your top 2–3 differentiators and put them first (e.g., "Walk to metro • Balcony • Fast Wi-Fi").
- Keep it specific, scannable, and honest: lead with the property type + key hook + location cue.

- Avoid filler adjectives like "beautiful/amazing" and replace them with proof points (hot tub, sea view, parking, workspace, family-friendly).
- Keep it short enough to display fully on mobile (Airbnb suggests ~32 characters as a safe target).

[Airbnb: listing title guidelines](#) [Booking.com: 7 tips for naming your property](#)

[Vrbo: listing best practices](#) [Your.Rentals: how to make your Airbnb name stand out](#)



27

Hero Image

Your hero image is the thumbnail travelers judge you on in search—it's often the single biggest driver of whether they click. On Vrbo, the platform explicitly states that your first photo is the one travelers see in search results, so the "hero" is literally determined by photo order. Academic research on Airbnb also shows that cover-photo presentation measurably impacts consumer decisions like click-through and booking intention, reinforcing how high-stakes this first image is.

One study found that panoramic hero images drive inspiration and clicks for experience-focused travelers, while close-range hero images reduce perceived risk and convert more cautious guests — the strongest listings balance both.

[Research: impact of cover photo presentation on bookings](#)

Tip:

- Choose a wide, bright, instantly understandable shot of your strongest "headline" feature (main living space, view, terrace, pool).
- Use one strong hero image (panoramic or close-range). Follow immediately with the other style in the next 1–2 photos → This captures both inspiration-seekers and risk-averse guests.
- If you have seasonal appeal (fireplace vs. pool), rotate the hero seasonally and monitor CTR shifts.
- Avoid bathrooms, dark corridors, or "confusing" angles.
- Keep vertical lines straight, remove clutter, and make sure the hero still looks great in thumbnail size (mobile especially).

[Your.Rentals Photography Guide](#)



28

Staging & Presentation

A well-staged listing helps guests picture themselves there in seconds — which directly improves clicks and reduces hesitation at checkout.

[For a full pre-shoot checklist and staging examples, see our Vacation Rental Photography Guide.](#)

Tip

- Tidy before you stage. Open curtains, remove personal items and clutter, smooth every bed, wipe every surface. Outside: move cars out of frame, set the terrace table, remove the pool cover. This does more than any prop.
- Add color and life. Cut flowers, a bowl of fruit, bright folded towels, two wine glasses on the terrace — small additions that read as "fresh and cared for." Shoot under blue skies, open the doors and windows, and swish the pool water just before the shot.
- Stage for the guest you want. Couples respond to candles and robes; families to inflatables and board games; remote workers to a clean, well-lit desk. The same room dressed differently attracts a completely different audience.



29

Premium Feature Highlighting

Pools, jacuzzis, terraces, fireplaces, and standout views drive clicks, saves, and shortlist behaviour — all of which signal strong performance to OTA algorithms.

Tip: Highlight each premium feature with at least two images: one wide contextual shot, one detail shot. Add evening/ambiance photos (pool lighting, fireplace on). Tag correctly so images appear when guests filter for those features.



Your.Rentals includes AI photo enhancement, automatic photo tagging, and an AI description generator to speed up listing optimisation.

Price, Discounts & Promotions

Once your listing appears in search, price is often the very first thing guests notice. At this stage, travelers are scanning quickly and comparing multiple options side by side—small differences in price, discounts, or perceived value can determine whether they click on your listing or skip past it.



30

Pricing Competitiveness

+37%

more booked after switching on dynamic pricing (Your.Rentals 2025)

Pricing is one of the strongest drivers of visibility and clicks. OTAs want to surface listings that are likely to get booked, and price is a core part of that equation: if you're consistently overpriced versus comparable options for the same dates, guests scroll past — and your listing sends "low conversion" signals back to the platform.

In our 2025 Your.Rentals pricing study, listings that switched on dynamic pricing became 37% more booked compared to their performance before using it.

[Your.Rentals 2025 dynamic pricing study](#)

Tip:

- Use dynamic pricing that adjusts automatically based on local demand, seasonality, day-of-week patterns, booking pace, lead time, and local events (concerts, holidays, conferences).
- Set smart guardrails (base price + minimum + maximum) so you stay competitive in the low season without underpricing peak dates. Here's how to do it.
- Then review weekly: if you're getting views but no bookings, you're likely priced too high; if you're fully booked far in advance, you may be priced too low.



Your.Rentals offers built-in dynamic pricing, powered by leading providers PriceLabs and AirDNA, included in your platform fee (no extra subscriptions). You also get performance analytics to track whether your strategy is working—total revenue, ADR, occupancy, and booking pace. For larger operators, we provide a hands-on revenue management service, working directly with your team on pricing with guaranteed results.

Enable Dynamic Pricing — get started free →



31

Mobile Rates

4.4×

more visibility

4.3×

more bookings

+30%

mobile bookings from
mobile-only rates
(Booking.com)

Mobile users behave differently: they book closer to arrival, compare fewer listings, and respond strongly to visible discounts. OTAs actively promote mobile deals with badges and boosted placement in mobile search.

According to a Booking.com partner resource, using mobile-only rates can increase bookings from mobile users by up to 30%.

Our data shows that mobile rates dramatically increase exposure and booking volume: listings with a mobile rate get ~4.4× more visibility and ~4.3× more bookings.

[Booking.com: setting mobile rates](#)

Tip: Offer a modest mobile-only discount (around 5–10%). Monitor conversion and revenue — mobile discounts should increase total bookings, not just replace full-price desktop bookings.



32

Early & Last-Minute Deals

32%

of last-minute bookings include a last-minute discount

26.4%

of 90+ day advance bookings include an early-bird discount

Last-minute discounts help convert distressed inventory as arrival nears, while early discounts target advance bookers, helping secure occupancy and steady cash flow long before peak periods.

What we observe across our portfolio:

- A meaningful share of last-minute bookings (32%) include a last-minute discount, showing that price incentives are effective at unlocking demand close to check-in.
- For advance bookings, the likelihood of a discount being applied rises steadily the further out the booking is made. Guests booking 90+ days in advance are significantly more likely to expect — and respond to — early-bird pricing than those booking 30–60 days out:
- Early-bird (>30 days): about 13.9% include an early-bird discount.
- Early-bird (>60 days): about 20.4% include an early-bird discount. Early-bird (>90 days): about 26.4% include an early-bird discount.

In short: the earlier guests plan, the more they actively look for early-bird deals, while late bookers respond best to targeted, time-sensitive price drops.

Tip: Use two smart discount ladders to shape demand: early-bird offers (e.g., 15% at 90+ days, 10% at 60–89, 5% at 30–59 with peak-date blackouts) pull bookings forward and stabilise pacing, while last-minute cuts (5% at 7 days, 10% at 3 days, 15% inside 24–48h) convert distressed inventory.

Always protect margin by never crossing your Minimum Price, make short gaps bookable with orphan-night discounts and temporary lower min-stays, create urgency with time-limited messaging, and review weekly to ensure discounts expand demand rather than cannibalise full-price sales.



33

Longer-Stay Discounts

~30%

of 7+ night bookings get a longer-stay discount

~50%

of 2025 bookings had at least one promotion added

Extended stays reduce turnover and increase guest lifetime value — OTAs favour listings offering small discounts for weekly or monthly bookings.

What we observe across our portfolio: For bookings of 7+ nights, nearly 30% profit from a longer-stay discount.

Across our booking portfolio, around 50% of the completed bookings in 2025 had at least one promotion added.

Tip: Offer modest discounts for stays of 7+ nights (weekly) or 30+ nights (monthly). Structure rules clearly (e.g., "7+ nights: 10% off; 30+ nights: 20% off"), include a mid-stay cleaning or linen refresh for >14-night stays to uphold quality, and highlight the "long-stay-friendly" feature in your description.



34

Rate Parity Across Channels

Significant price gaps across OTAs create friction ("Why is it cheaper there?") that lowers click-through and conversion.

Tip: Keep pricing broadly consistent across channels. Use structured discounts (mobile, last-minute, early-bird) rather than different base prices. When a price difference is intentional, make the reason clear (e.g., stricter cancellation = lower price).



Your.Rentals calendar instantly syncs availability, bookings, and rates across all connected channels to help maintain rate parity and avoid inconsistent pricing.

Trust Signals

Guests have already found your listing in search. Now they're scanning quickly, asking: "Can I trust this place?". Trust signals reduce perceived risk and strongly influence whether a guest clicks to learn more. Let's see which factors can influence your trustworthiness.



35

Rating Score

72%

chose a higher-scoring option when only the score differed

60%

chose the highest-scoring option (TrustYou/NYU)

In search results, guests use the rating as a fast shortcut to decide whether a listing is worth opening. Before they read reviews or see full details, the score helps them shortlist.

In a TrustYou/NYU study where price was held constant and only review scores differed (80/85/90 out of 100), 72% of respondents chose the higher-scoring options, and 60% chose the highest-scoring option, showing that even small score gaps change selection behavior.

[TrustYou/NYU study: how review scores affect choices \(PDF\)](#)

Tip: Treat your rating as a CTR asset: prioritize the subscores guests care about most (cleanliness, check-in, comfort), fix repeated issues fast, and respond professionally to negative feedback. Even moving from "good" to "very good" can put you in a stronger comparison set and win more clicks.



36

Verified Host / Platform Trust Badges

Badges act as visual shortcuts for trust in search results and listing cards.

Examples:

- Verified Host / Identity Verified
- Preferred Partner (Booking.com)
- Premier Host (Vrbo)
- Superhost (Airbnb)

These signals increase CTR, reduce fear of scams or cancellations, and signal platform endorsement.

Tip: Prioritize meeting the operational requirements behind badges (low cancellations, fast response times, accurate listings). They influence both visibility and engagement.

[Turn clicks into bookings — get started free →](#)

Conversion

Conversion is what happens after the click. Once a guest opens your listing, they decide whether to book now, save it, or leave.



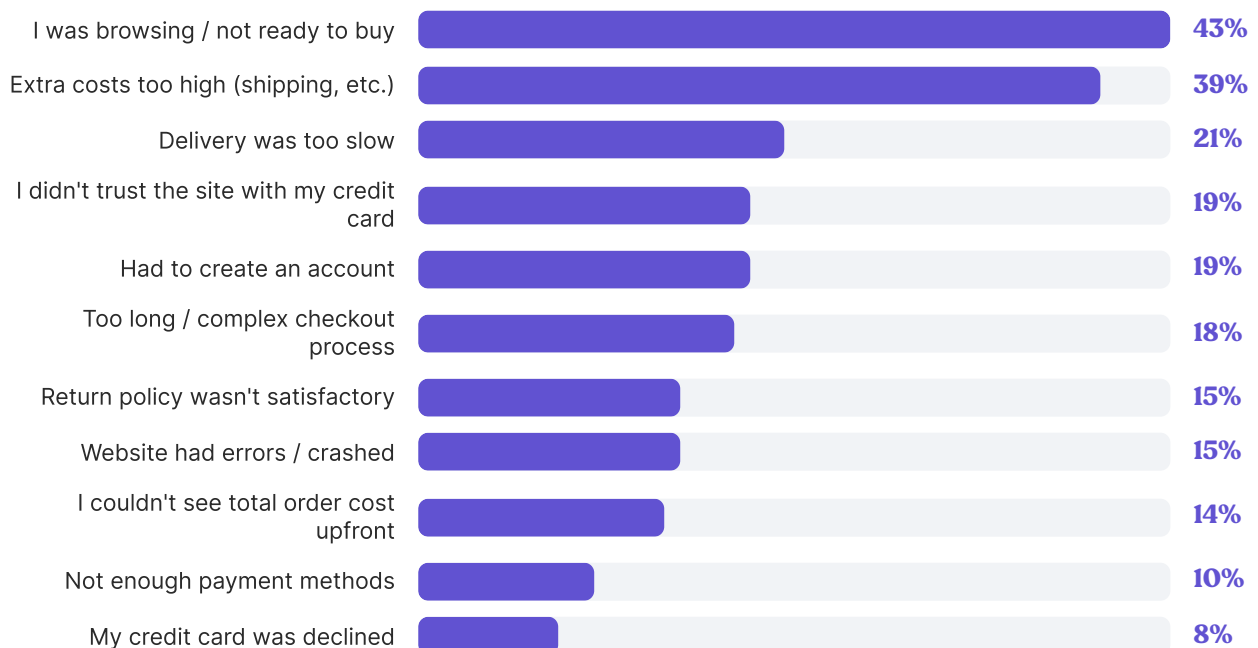
At this stage, your goal is to remove hesitation and make the booking feel safe, clear, and easy. Focus on flexible cancellation options, transparent fees, strong amenities and descriptions, smooth check-in, and trusted payment methods.

OTAs reward listings that convert well — because they want to show results that turn into bookings.

Even outside travel, checkout friction and uncertainty are the biggest drivers of drop-off. Here's useful reference point: even though it comes from broader e-commerce, Baymard Institute's checkout research highlights the same blockers that appear in travel bookings:

Reasons for Abandoning Online Purchases at Checkout

% of respondents selecting each reason in the prior 3 months (multiple options allowed) · [Source: Baymard Institute](#)



Safety & Reassurance

At this point, guests are asking: "Is this a safe choice?" Safety and reassurance factors reduce perceived risk and help guests feel confident that nothing will go wrong after they click "Book." Clear cancellation terms, transparent pricing, recent reviews, and reliable host behavior all signal professionalism and predictability.



37

Cancellations Policy

4% → 36%

non-refundable bookings, 2021 → 2025

~20%

typical non-refundable discount vs the refundable price

Flexibility increases both visibility and conversion by reducing the perceived risk for guests.

A flexible cancellation policy simply means guests can cancel for free up to a clear cutoff before check-in. The most flexible version is free cancellation until 1 day before arrival (or even same-day on some channels), which OTAs often reward with higher visibility because it converts more uncertain travelers.

Our numbers show that guests are increasingly choosing non-refundable rates when the price gap feels fair. Non-refundable has grown from just 4% in 2021 to 36% in 2025:

How much cheaper should non-refundable policy be?

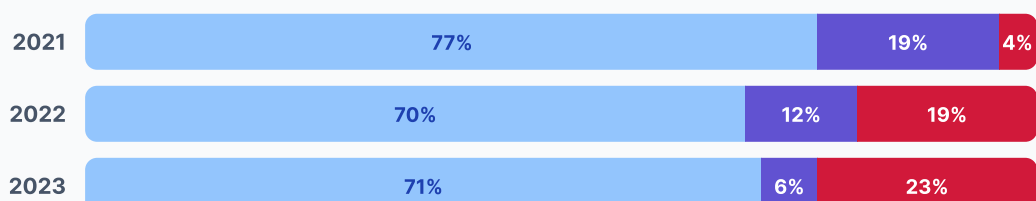
Short answer: around 20% below the fully refundable price is a strong starting point. Anything less and it doesn't feel worth the risk to a guest. Anything more and you might be leaving money on the table.

[Read our guide to the cancellation policy mix that converts best.](#)

Tip: Start with two tiers: Non-refundable (lowest price, guest takes the risk) and Fully refundable (highest price, free cancellation until a clear cutoff). If your channel supports it, add a third Partially refundable option (usually ~5–10% cheaper than fully refundable, e.g., 50% refund up to 14–30 days before check-in). This "middle" tier reduces the jump between all-flex and no-flex, and often helps fence-sitters convert.

BOOKINGS BY CANCELLATION POLICY TYPE (2021–2025) — YOUR.RENTALS PORTFOLIO

■ Fully refundable ■ Partially refundable ■ Non-refundable





38

Review Content & Recency (Not Just Rating)

Guests don't look at the score alone—they look at how recent and relevant the reviews are.

Even with a high average rating, listings with old or sparse reviews can feel riskier to guests. Research in hospitality shows that review recency is associated with higher trust and booking intention, so maintaining a steady flow of fresh, detailed reviews can improve conversion.

[Research: review recency and booking intention](#)

Tip: Aim for a steady flow of recent reviews by prompting guests shortly after checkout. Encourage detailed feedback (cleanliness, check-in, Wi-Fi, comfort), and always respond professionally—especially to critical reviews. Thoughtful responses show accountability and reassure future guests that issues are handled quickly.



39

Listing Description

Your description is one of the strongest conversion levers because it reduces uncertainty: guests are trying to confirm they're choosing the right place and won't run into surprises.

Research on Airbnb demand shows the unstructured text in listing descriptions materially influences demand — meaning how you write (not just what you tick in amenities) can affect performance.

Booking.com has launched an AI trip planner that surfaces listings based on how well descriptions match a traveller's query. As AI-powered search tools become standard across OTAs, descriptions that are comprehensive, specific, and keyword-rich will increasingly determine whether your listing gets surfaced at all.

Tip:

- Write for skimming: short paragraphs, bullets, and clear sections (layout, sleeping setup, workspace, parking, check-in, house rules).
- Identify your 3 strongest selling points and put them in the first 2–3 lines (e.g., "walk to metro in 3 min," "private terrace," "dedicated workspace + fast Wi-Fi").
- Use specific, searchable keywords — "two-minute walk to the beach," "king bed," "EV charger in private garage," "self check-in," "pet-friendly." These are the phrases AI trip planners and OTA search tools match against guest queries. The more your description contains the exact terms guests search for, the more likely it is to be surfaced.
- Avoid generic adjectives like "beautiful" or "amazing"—replace them with verifiable specifics (sizes, distances, what's included, who it's ideal for).
- Remove friction: answer common pre-booking questions upfront (stairs, noise, bathroom privacy, AC coverage, fees, and cancellation terms) so guests don't hesitate at checkout.



With Your.Rentals, you can generate and refine AI-powered listing descriptions that are built to convert: the tool pulls your strongest amenities and location advantages into the opening lines, structures the text for skimming (sections + bullets), and avoids vague "fluffy" wording.



40

Response Time (Speed to Reply)

Slow replies kill bookings. When a guest sends an enquiry, they're usually messaging multiple listings at once — every extra minute you take is more time for them to compare alternatives and book elsewhere.

OTAs also treat responsiveness as a reliability signal: consistently slow response times (or missed messages) can reduce your placement and conversion over time.

Tip: Aim to respond to all enquiries well within 24 hours at a minimum — and ideally within minutes during your main booking hours. Use saved replies for common questions, enable instant notifications, and set up an auto-acknowledgement ("Thanks — I'm checking and will confirm in X minutes") so guests know you're active. If you can't reply quickly, consider enabling instant booking where possible to remove the need for back-and-forth before confirmation.



Your.Rentals helps hosts stay fast, consistent, and responsive without being glued to their inbox. Automated guest messaging with customizable templates covers the full guest journey — from booking confirmation and pre-arrival instructions to mid-stay check-ins and checkout — reducing response time while keeping communication personal.



41

Taxes & Fees Transparency

Guests are highly sensitive to price surprises, and many abandon bookings when the total cost increases late in the checkout process.

Tip: Show the total price early and break it down clearly (nightly rate, cleaning, taxes, deposits, extras). For destinations with mandatory government or city taxes (e.g., tourist/climate taxes charged per person per night), don't hide them—spell them out in plain language: who pays, how much, when it's collected (online vs at check-in), and whether it's included in the displayed total. If the OTA can't include a local tax in the upfront price, add a short, prominent line near the top of the description and in check-in messages so guests aren't surprised at arrival.



42

Damage Deposit

Deposits can be a conversion blocker if they feel unclear or "risky." Guests hesitate when they don't understand how much will be held, when it's charged, what counts as damage, and how/when they get it back—especially if the process looks manual or inconsistent.

Tip: State the deposit terms in plain language and keep them consistent across your listing and messages: the amount, how it's collected (pre-authorization/charge/OTA-managed), when it's taken, what it covers, what evidence is used for claims, and the exact timeline for release/refund (e.g., "released within 48–72 hours after checkout if no issues"). If you don't require a deposit, say so clearly—"No damage deposit" is a strong reassurance signal.



Your.Rentals handles guest questions, complaints, security deposits, and issue resolution directly with the channel, saving hosts time and eliminating the need to contact OTAs themselves.

Booking and Check-in convenience

Once a guest decides they want your place, the final question becomes: "How easy is it to actually book and arrive?" Any friction at this stage — extra steps, slow replies, limited payment options, or unclear check-in — can cause abandonment.

1=
2=

43

Steps to Book

The fewer steps and questions, the higher the conversion. Every extra step between "I want this" and "Confirmed" creates a drop-off.

Tip: Keep the pre-book flow as short as possible: avoid host approval where you can (see next Factor), remove long pre-booking questionnaires, and ask only what's essential to accept the reservation (think 0–3 short questions max). Move "admin" steps—ID checks, deposits, signatures, detailed guest info—to after booking but before arrival using an automated digital check-in message.



44

Booking Confirmation (Instant Booking vs. On Request)

4×

more bookings with Instant Booking vs On Request (Your.Rentals)

+35%

higher conversion with Instant Booking (Expedia Group)

+25%

more net revenue (Expedia Group)

Booking confirmation mode is a high-impact conversion factor because it directly affects booking friction.

When a guest sees "Instant Book" they can confirm immediately; when they see "Request to Book / On Request," they must wait for host approval — and many drop off during that delay.

In Your.Rentals performance data, listings with Instant Booking get up to 4× more bookings than comparable listings set to On Request.

Expedia Group reports that enabling Instant Booking delivers ~35% higher conversion and ~25% more net revenue versus request/approval flows—because guests can confirm instantly instead of waiting for a host decision.

Instant Booking reduces uncertainty and removes steps in the booking path. Guests often compare multiple listings and tend to choose the one that can be booked right away (especially for short stays, last-minute trips, and weekends).

[Your.Rentals Guide to Instant Booking](#)

Tips:

- Default to Instant Booking when possible. Try and use rules to manage risk instead of switching to On Request (lead time, minimum advance notice, deposits, cancellation policies).
- If you must use On Request, avoid delays. Response time becomes a conversion lever — the faster you approve, the less drop-off you'll see.
- Measure before/after. Track: conversion rate, impressions, channel coverage, response rate/time, and booking velocity.

[Expedia Group: instant booking for vacation rentals](#)



45

Payment Methods

~10%

of travelers under 34 abandon if mobile wallets aren't available

Limited or unfamiliar payment options create friction at the final step of booking. Guests are far more likely to complete a reservation when they can pay using a method they trust and already use.

OTAs consistently show higher conversion when multiple payment options are available, and flexible payment structures (such as pay-later or split payments) reduce hesitation for longer or more expensive stays.

Travel payments research shows that friction at checkout is a real booking killer. A consumer survey cited by Financial IT reports that nearly 10% of travelers under 34 abandon a booking if mobile wallets (like Apple Pay or Google Pay) aren't available.

[Research: payment challenges in travel \(2025\)](#)

Tip: Enable all payment methods supported by the channel (major credit cards, local cards, and wallets where available). Avoid restricting payments unnecessarily. If possible, offer platform-managed payments (e.g., OTA Payments) and flexible payment timing for longer stays, and clearly communicate when and how guests will be charged to build confidence at checkout.



46

Check-in Convenience (Time + Method)

Guests abandon if check-in looks complicated or limited.

Travelers want reassurance that arrival will be easy, flexible, and stress-free, especially when arriving late, traveling internationally, or dealing with delays.

Tip: Offer self check-in where possible (smart lock, lockbox, keypad), allow flexible arrival windows, and explain the process clearly with step-by-step instructions and photos, and a backup contact. Highlight this early in your listing ("24/7 self check-in") so guests know, at a glance, that arrival will be predictable.

[Check out best practices for writing check-in instructions](#)

Make booking effortless — get started free →

Key takeaways

1

OTAs reward listings that perform well across the whole funnel

The study's core takeaway is that OTA performance isn't "one algorithm." It's a funnel: get seen → get clicked → get booked. Improving just one layer (for example, ranking) won't help much if your listing doesn't win the click or remove booking friction.

2

The biggest wins come from removing "invisible blockers"

Many of the most damaging issues happen before a guest ever sees the listing. Overly restrictive booking rules, limited check-in options, or missing structured info can quietly prevent a listing from appearing in common searches. The most effective strategy is to make your listing eligible for as many relevant searches as possible.

3

Completeness beats cleverness because search is filter-driven

OTAs depend heavily on structured fields (amenities, rules, room details, policies). If a field is missing, platforms often treat it as "not available," which reduces where you appear and makes guests less confident once they land on the page. The study's conclusion is simple: fill everything out accurately and consistently, especially the fields guests filter for.

4

Clarity is a conversion strategy

Once a guest clicks, they're looking for certainty. The study repeatedly points to the same pattern: clear details reduce hesitation. That means precise room setups, bathroom privacy, Wi-Fi/workspace reality, kitchen capabilities, parking specifics, and check-in instructions that match what guests experience.

5

Photos are both a ranking signal and a persuasion tool

Photos don't just "make the listing look nice." Their structure (coverage, order, correct categorization) helps platforms classify the listing and surface it in the right contexts — and their quality and first impression determine whether guests click and trust the property.

6

Compliance is not optional — it's eligibility

Regulatory and safety fields act like gates. If something required is missing or incorrect, the listing can lose distribution or even go inactive. The key conclusion: compliance protects visibility.

7**Trust signals and programs multiply performance**

Badges, quality signals, and partner programs matter because they reduce perceived risk and help a listing stand out in crowded search results. The study treats trust as a flywheel: more trust → better engagement → stronger performance signals.

8**Pricing and promotions shape both clicks and bookings**

Guests compare quickly. Competitive pricing and clear offers make listings easier to choose, while smart discounting helps capture demand that would otherwise go elsewhere. The guiding conclusion: price is one of the fastest levers to influence both CTR and conversion.

9**Booking friction kills conversion**

Guests abandon when something feels risky or complicated: unclear totals, restrictive policies, limited payment options, slow replies, or complicated check-in. The conclusion is to remove friction by making booking feel safe, clear, and effortless.

Put all 46 factors into practice — get started free →

PUT IT INTO PRACTICE

How Your.Rentals helps you implement this

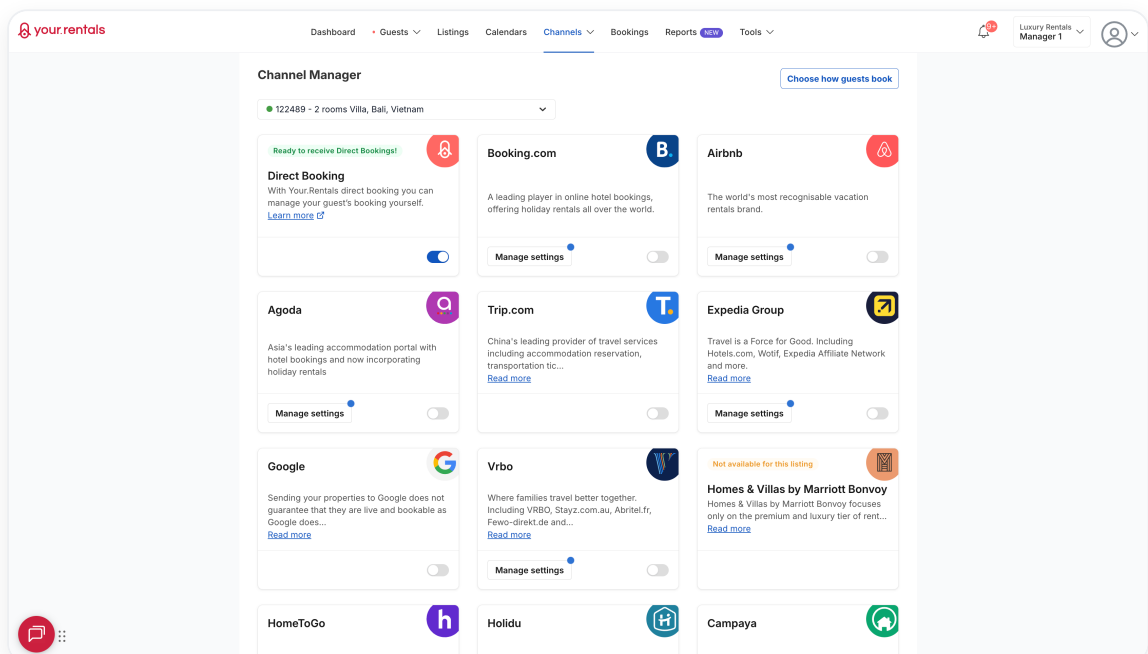
46 factors across three stages of the funnel. That's a lot to manage — especially across multiple listings and channels simultaneously.

Here's the good news: most of it can be done once, from one place.



Connect your channels once — changes sync everywhere

When you manage your listings through Your.Rentals, you fill out your listing once and we publish and update it across Booking.com, Airbnb, Vrbo, Expedia, and more in real time. Channel requirements change often — we track them so you don't have to.





Your listing quality, handled by the Builder

The Listing Builder walks you through every field that affects visibility: amenities, room details, photos, house rules, compliance, accessibility. It's designed to make sure nothing gets left blank — and that your listings stay complete and eligible across every channel.

The screenshot shows the 'your.rentals' Listing Builder interface. The top navigation bar includes 'Dashboard', 'Guests', 'Listings', 'Calendars', 'Channels', 'Bookings', 'Reports' (marked as NEW), and 'Tools'. The main header shows the listing title 'Luxury Apartments in Singapore (969107)' and a 'Preview listing' button. On the left, a sidebar lists various listing fields with green checkmarks indicating completion: Location, Property details, Amenities, Photos (2 recommendations), Description (1 recommendation), Pricing, Dynamic Pricing, Cancellation policies, Promotions, and Booking rules. The main content area is titled 'What amenities do you offer?' and features a 'Listing Quality Score: Average (62/100)' with a link to 'Improve your Quality Score'. Below this, there are several dropdown menus for amenities: Internet* (Wired internet), Swimming pool* (No swimming pool), Washing machine* (No washing machine), Heating* (2-way air conditioner), Air-conditioning* (Central air-conditioning), Parking* (Covered parking on site), Wheelchair access* (No access for wheelchairs), Noise monitors (Select), and Security cameras. A 'Save changes' button is at the bottom right.



Stay responsive without being glued to your inbox

Automated guest messaging with customisable templates covers the full guest journey — from booking confirmation and pre-arrival instructions to mid-stay check-ins and checkout — reducing response time while keeping communication personal. Your.Rentals also uses AI to suggest replies in real time, so you can respond faster with less effort.

The screenshot shows the 'your.rentals' Messages interface. The top navigation bar includes 'Guests', 'Listings', 'Calendars', 'Channels', 'Bookings', 'Insights', and 'Tools' (marked as NEW). The main header shows the user profile 'Vacation Villas Cauliflower...'. The interface is divided into three sections: 'Messages', 'Details', and a 'Suggested reply' section. The 'Messages' section on the left lists incoming messages from guests like Aisha Patel, Liam O'Sullivan, Sofia Kim, Mateo Garcia, Zara Khan, Nia Johnson, and Alexandre Dupont. The 'Details' section on the right shows the details of a booking request from Aisha Patel, including the property name, dates, number of guests, and price. The 'Suggested reply' section in the center provides a template for responding to the guest, with a 'Generate reply' button and a 'Quick replies' button. The 'Suggested reply' text is: 'Good evening Bev, Thank you for letting us know! Our standard check-in time is 4:00 PM. We will do our best to accommodate your request for 1:30 PM on December 9th. Please check back with us on the morning of your arrival, and we can confirm the possibility based on cleaning availability.' The 'Details' section also includes a 'You received a new booking request' notification and a 'Decide within 20:49:10 or this request will expire' warning, with 'Decline' and 'Accept' buttons.



Know exactly what to enable to get more bookings — with Opportunities

Once your listing is live, Opportunities shows you what's still holding it back. Not generic advice — specific actions based on your current settings and what you're eligible for. Instant Booking, mobile rates, Genius, Preferred Partner, flexible cancellation, discounts. Each one explained, each one enabled in one place without touching individual channels.

your.rentals Dashboard • Guests ▾ Listings Calendars Channels ▾ Bookings Reports **NEW** Tools ▾

ACME Group Vacation villas

Reports

- Overview
- Opportunities** **NEW**

Opportunities

Recommended for you
These opportunities will have the biggest impact on your bookings.

- Let guests book instantly**
Rank higher in searches and capture last-minute demand without manual approvals.
Enable
- 4 listings qualify for Genius**
Activate them now to boost visibility and get 45% more bookings on average.
Opt in
- Stop adjusting prices manually**
Earn more when demand is high, stay competitive when it's low.
Enable ➔

All Stand out Pricing Flexible booking

- 4 listings qualify for Genius**
Activate them now to boost visibility and get 45% more bookings on average.
Opt in
- 6 listings can request Genius exclusive access**
Apply within 90 days of publishing through Your.Rentals. Genius listings get 45% more bookings on average.
Request access
- Offer a mobile discount**
Capture bookings from guests using mobile devices across channels.
Add



Let pricing work for you — with Dynamic Pricing

Rather than manually adjusting rates, Dynamic Pricing — powered by PriceLabs and AirDNA — adjusts your rates automatically based on demand, seasonality, local events, and booking pace. Included in your platform fee, no extra subscriptions.

your.rentals Dashboard • Guests ▾ Listings Calendars Channels ▾ Bookings Reports **NEW** Tools ▾

Luxury Rentals Manager 1

June, 2026 Today < >

111842 - 1 room Apartment, Ma X ▾ View ▾

PriceLabs

Rate settings
Set a minimum and maximum rate to keep your prices within your preferred range. [Learn more](#)

Base rate ⓘ
EUR 160

Minimum rate ⓘ
EUR 150
Your payout €112.59

Maximum rate ⓘ
EUR 0

Cancel **Enable**

June, 2026

MON	TUE	WED	THU	FRI	SAT	SUN							
1	€160	2	€160	3	€160	4	€160	5	€160	6	€160	7	€160
8	€160	9	€160	10	€160	11	€160	12	€160	13	€160	14	€160
15	€160	16	€160	17	€160	18	€160	19	€160	20	€160	21	€160
22	€160	23	€160	24	€160	25	€160	26	€160	27	€160	28	€160
29	€160	30	€160										

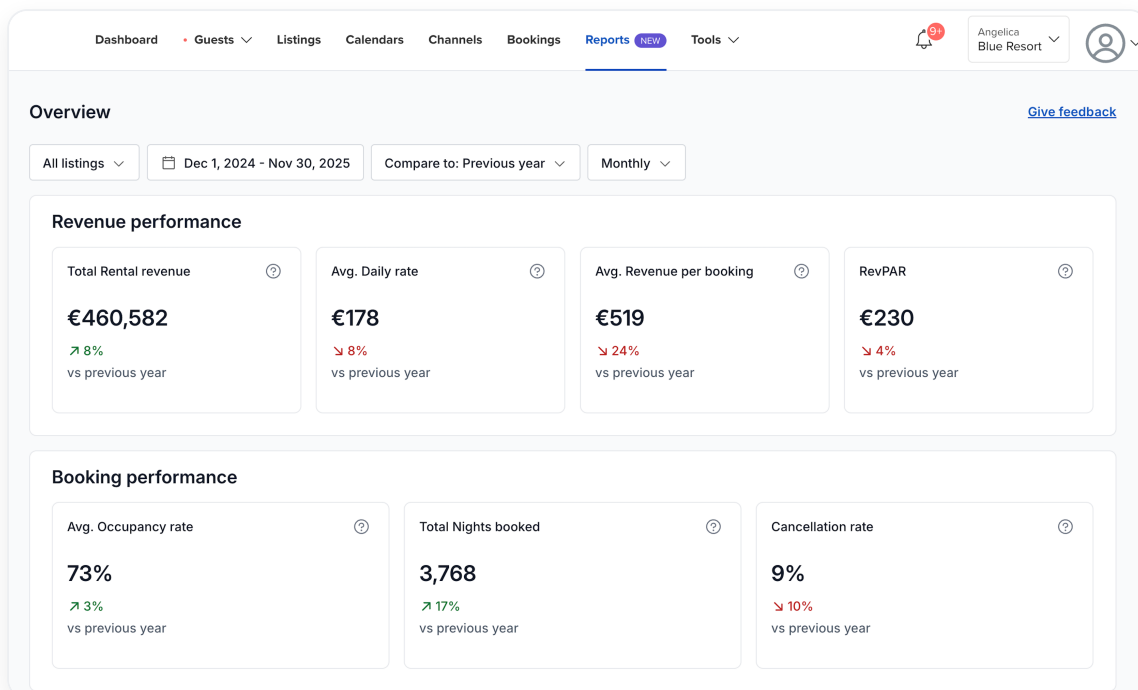
July, 2026

	1	€160	2	€160	3	€160	4	€160	5	€160			
6	€160	7	€160	8	€160	9	€160	10	€160	11	€160	12	€160
13	€160	14	€160	15	€160	16	€160	17	€160	18	€160	19	€160
20	€160	21	€160	22	€160	23	€160	24	€160	25	€160	26	€160



Track the impact — with Reports

Once changes are live, Reports shows you the results: revenue, occupancy, ADR, RevPAR, and booking trends — across all channels in one view. See what's working, spot dips early, and act before they affect performance.



Need more? We can work alongside you.

For property managers processing higher booking volumes, our dedicated revenue management team works directly with you across every lever covered in this study — pricing, discounts, booking rules, availability, and listing quality — with a results guarantee.

[Read our customer case study.](#)



Fill it out once. Rank and convert everywhere.

One login publishes complete, compliant, optimised listings across Booking.com, Airbnb, Vrbo, Expedia, and more — with dynamic pricing, opportunities, and reporting built in.

[Get started at your.rentals →](#)