

Workshop invitation email



The 2026 strategy that drives more bookings

Thursday, February 12, 2026 | 5:00 PM CET

Secure your seat now!

As a professional property manager, your goal is simple: increase bookings and revenue. In 2026, Airbnb rankings are increasingly driven by two core performance signals:

- *Booking probability*
- *Predicted guest satisfaction*

If you don't adapt your pricing and promotion strategy now, your listings will quietly lose visibility. That's why we're hosting a free Airbnb expert workshop showing exactly how to use the **promotions available through Rentals United** to increase bookings and outperform your competition.

In this live session, you'll learn how to:



How to align your pricing with Airbnb's 2026 ranking framework.



Which **Rentals United promotions** most improve booking probability.



How to **strengthen guest-satisfaction signals** Airbnb prioritises.



How to build a smarter, future-proof pricing strategy for 2026.

Event details:



Karolina Bragiel
Rentals United



Martyna Borowy
Rentals United



Paolo Mariani
Airbnb

Led by: Airbnb & Rentals United specialists

Date: 12th of February

Time: 5:00 PM CET - 12:00 PM EDT - 9:00 AM PDT

Join us to learn about

✓
Airbnb
pricing for
2026
rankings

✓
Rentals
United
promotions
that boost
bookings

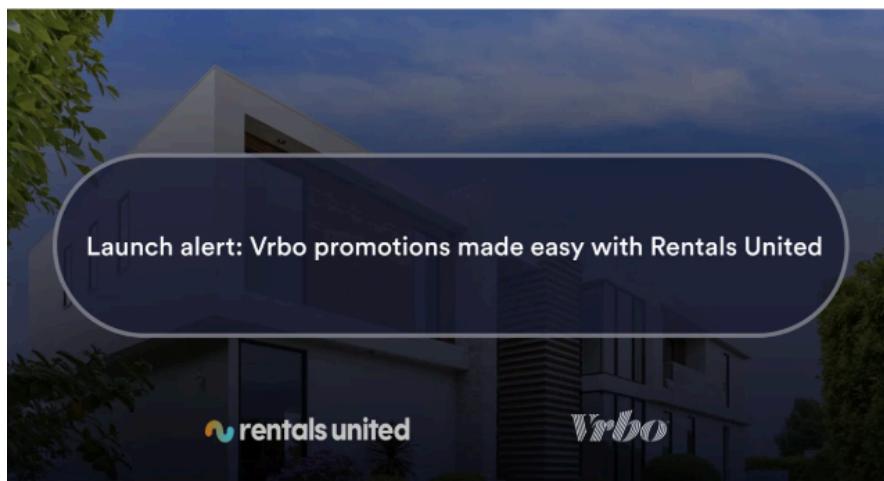
✓
Guest-
satisfac-
tion
signals
Airbnb
prioritises

✓
Future-proof
pricing
strategies for
2026

👉 Secure your seat - Registration is free but limited!

💡 Bonus: Every attendee gets a free resource pack (templates, checklists & pro tips).

New product feature launch mail



Hi there,

New Vrbo promotions are here!

We have launched **Vrbo promotions** to help you stay competitive - meaning being visible, responsive, and proactive with your offers.

Here's why you need promotions:

Running a promotion is no longer optional - it's essential to stay competitive and capture more bookings.

- **Last-minute promotions** are highly effective, converting roughly 60% of prospects into paying guests.
- **Early-bird promotions** attract high-value planners, delivering a 70% conversion rate, 150-day bookings, and 25% longer stays
- **Mobile-only promotions** reach travelers where **60% of traffic** and **50% of bookings** happen.
- **Member-only promotions** engage loyal guests who spend **40% more annually** and book **10% longer stays**.

👉 Find out all about [Vrbo promotions at RU](#)

Why Rentals United for Vrbo promotions?

You can fetch your current Vrbo promo setup in just a few clicks and minutes, and start managing all your OTS promotions using Rentals United promotion tabs.

👉 [Learn more here](#)

See your connected properties and your current connection status. Manage synchronisation settings and take action when necessary.

PROPERTY SETTINGS PROMOTIONS CHANNEL SETTINGS

Search by Filter by [How do my promotions stack?](#)

NAME & TYPE	DISCOUNT %	RESTRICTIONS	PROPERTIES ADDED	STATUS	ACTIONS
20% off 30 days before arrival Early-bird	20%	60-100 days before arrival	4 properties	Active	Edit Archive Delete
7 days before - 10% off Last-minute	10% - 15%	5-20 days before arrival	1 property	Active	Edit Archive Delete
Mobile-only -10% off Mobile-only	10% - 15%	Mobile-only	1 property	Active	Edit Archive Delete
Silver -22% off Member-only	10% - 15%	OneKey Membership only	1 property	Active	Edit Archive Delete

Showing 10 | 50 | 100 properties per page | 4 total in this search

[See how it works](#)

See how it works

Listings in the top 10 positions on Expedia Group sites receive **60% of clicks** and **80% of bookings**. With Rentals United, your promotions get the exposure they deserve.

Last-minute promotions



Capture spontaneous demand.

- **50% of bookings** occur **1-14 days pre-stay**, and **40% are family trips**.
- Properties with Last-minute promotions see a **60% conversion rate**.

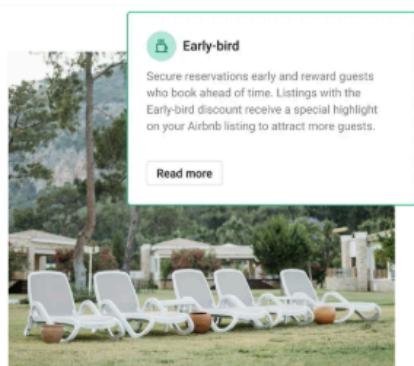
[Read more](#)

Early-bird promotions

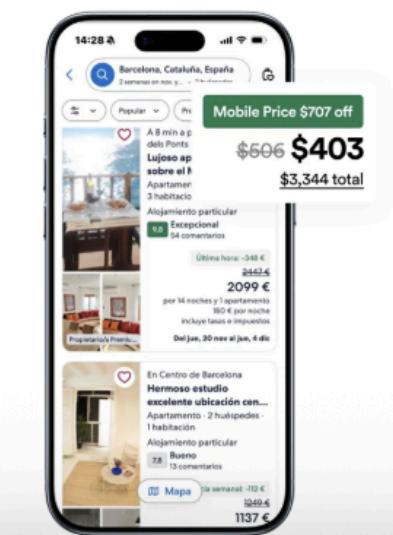
Engage planners early.

- Early bookers reserve **150 days ahead**, stay **25% longer**, and mix weekdays with weekends **80% of the time**.
- Nearly half prefer early-booking discounts, with a **70% conversion rate**.

[Read more](#)



Mobile-only promotions



Adapt to mobile.

- Mobile drives **60% of traffic** and **50% of bookings**, with **28% more families booking via mobile** than desktop.
- This is the **second most preferred discount type** (42% of travelers).

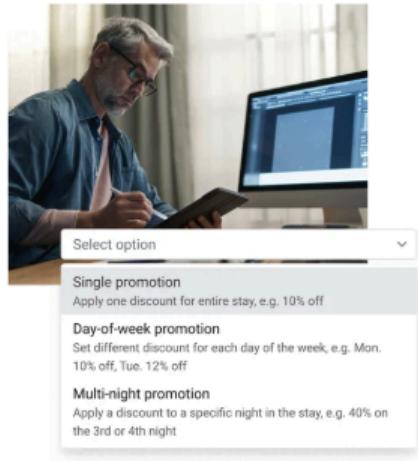
[Read more](#)

Member-only promotions

Reward loyalty.

- 168M members spend 40% more annually and book 10% longer stays than non-members.
- Perfect for keeping your best guests coming back.

 [Read more](#)



Get started today

Save time, reduce mistakes, and boost bookings across all your Vrbo listings with Rentals United. Managing promotions has never been this simple - or this effective.

[Activate Vrbo promotions](#)

Best regards,

Claire Mercier

Senior Short-Term Rental Consultant

rentals united

f in X @

Rentals United AB, Styrmansgatan 2, 2tr, Stockholm, - 11454, Sweden

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Product newsletter



Year in review: a year of building more revenue for you - and what comes next

Dear

2025 was the year of 3x revenue for many of our users.

Here is how you can do the same in 2026.

Short on time? Get the 3-minute Audio summary

Hear the top revenue-boosting updates and 2026 roadmap highlights while you're on the move [- listen to the updates.](#)

Expanding your revenue horizon

From early-bird discounts to last-minute prices, Airbnb promotions continue to drive strong performance - **and nearly 50% of all RU Airbnb bookings now use at least one promotion.**

We began the year with a clear objective: help you unlock new streams of revenue from the channels you already use.

The results have been exceptional.

Multi-rooms and Multi-rates for Booking.com and Expedia

Unlock 3x more revenue - property managers using these configurations are seeing revenue growth thanks to support for flexible cancellation policies, non-refundable or mobile rates - [read more.](#)

[Enable multi-rates](#)

Integrated channel promotions

Boost bookings - properties leveraging these promotions are seeing immediate, measurable results. Pick a "Quick Win" and activate it today:

- **Airbnb New Listing Promotion:** Speed up your first bookings by **20%** and see up to a **21% drop in unbooked listings.** [Click here](#)
- **Airbnb Non-Refundable Discount:** Capture **31% more views** and experience 4x fewer cancellations by offering guests more flexibility. [Click here](#)
- **Length of Stay (LOS) & Early-bird:** Attract profitable weekly and monthly stays while driving up your occupancy by **15%.** [Click here](#)

[Explore all promotions in Rentals United](#)

Security, performance & peace of mind

More bookings shouldn't mean more risk. This year, we introduced Screen & Protect, giving managers **17% more bookings per unit while removing the need for security deposits.** With dual-layer protection and up to €50,000 in damage compensation, it's truly a win-win. [Read more](#)

Operational excellence & time savings

Revenue matters - but your time is priceless. That's why we invested heavily in tools that streamline your workflows:

Advanced Bulk Actions:

Update hundreds of listings in seconds, from rate plans to channel data.

Cleaner Workspace:

Hide Archived Properties for instant clarity and faster navigation.

Guest Communication API 2.0:

A centralized inbox across all channels, automated messaging, and integrated review monitoring - so you never miss a guest interaction.

Guest Planner Enhancements:

More essential data in one place, including integrated messaging and rich export fields such as channel commission and guest emails.

Looking ahead: the future of direct bookings

We are already building the tools you'll need to win in 2026. Get an exclusive first look at what's coming next.

- Website Strategy: Book a call to learn how to turn your website into your #1 direct booking channel with our upcoming Website Suite solution - [click here](#).
- AI-Powered Analytics: Use our new (Free) AI tools to crunch the numbers and identify exactly where you are leaving money on the table.

This year, we shipped 162 updates, all documented in our RU Docs & Changelog - your 24/7 source of product knowledge.

Every feature, every integration, and every line of code had a single purpose: helping you grow revenue and operate more efficiently.

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End of year product workshop

If you missed the full story, we invite you to watch the full workshop recording for real results, data insights, and case studies. It's the perfect way to prepare your portfolio for the year ahead.

We can't wait to see what we build together in 2026!



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