

The Manual Pricing *Override* Checklist

What you'll know how to do after this: override Airbnb's native Smart Pricing for any high-demand event, before it discounts your highest-value nights.

SCOPE

This is about Airbnb's built-in Smart Pricing only. Not PriceLabs, not any other pricing software you already use. Those stay on.

01

BEFORE THE EVENT

Spot the event before your pace does

Big game, festival, convention, anything pulling outside demand into your market. If search interest for those dates is climbing but your own bookings aren't, that gap is the signal. Mark the dates now.

02

IN YOUR CALENDAR

Turn off Smart Pricing for those dates only

Select the specific dates in your Airbnb calendar and turn Smart Pricing off for them. Everything else on your calendar keeps running normally.

03

SETTING YOUR RATE

Set your own floor

Pull 3 to 5 comparable listings for those same dates. Price just under the median. That's your floor.

04

STAYING DISCIPLINED

Hold the line until the real window opens

Don't touch the price again until you're inside 30 days of the event. That's when real demand shows up, not before. You can always come down. You can't go back up on a booking you already accepted.