

Lodgify Winter 2024 Report Shows Last-Minute U.S. Vacation Rental Bookings can Offer the Best Deals

BARCELONA, Spain, Oct. 30, 2024 — As the holiday season approaches, [Lodgify](#), the vacation rental platform for independent hosts and property managers, has released its [2024 winter report](#), revealing a surprising trend that challenges the age-old advice that booking early can offer better deals. According to the data-driven seasonal report, which analyzed over 72,300 U.S. bookings made for major winter holidays between 2021 and 2023 — including direct reservations and those made through major online booking sites like Airbnb, Vrbo, and Booking.com — travelers who made reservations just 0-7 days before check-in consistently had the lowest nightly rates.

The Lodgify report also highlights how factors such as excess supply, post-pandemic shifts in traveler behavior, frequent cancellations and re-listings have contributed to this last-minute booking trend. With those who book closer to their travel dates benefiting from favorable rates during the winter months, the report breaks down additional trends and key findings by holiday:

- **When to book for Thanksgiving:** Travelers can save the most by booking 0-7 days before check-in, with the highest prices found 61-90 days prior to arrival. In 2023, the average daily rate (ADR) for Thanksgiving was \$346.27, with travelers staying an average of 3.4 days. Based on the last three years of data, booking strategies for Thanksgiving favor those who wait until the last minute to lock in better deals.
- **When to book for Christmas:** Prices around Christmas typically start to drop 30 days before the holiday, with the lowest rates consistently seen in the final week (0-7 day window) leading up to check-in. In 2023, the ADR for Christmas was \$394.67, with an average stay of 4.7 days. Early bookings (91+ days out) saw a mix of rates: in 2021, this window offered the second-lowest rates, while in 2022 and 2023, it was among the most expensive. Travelers booking for Christmas can either book last-minute for the best rates or take a gamble on early bookings, which may yield fluctuating prices.
- **When to book for New Year's Eve:** While last-minute bookings offered the lowest rates in 2022 and 2023, 2021 was an exception—with only a small price difference of 60 cents. In 2021, booking 91+ days in advance had the lowest average nightly rate of \$89.40, compared to \$90.00 for last-minute bookings. For both 2022 and 2023, booking 91 days or more out also yielded the second-lowest rates. This suggests that for New Year's Eve, travelers have two optimal strategies for booking vacation rental accommodations: book well in advance (91+ days) or wait until the final week. With New Year's Eve now about 10 weeks away, those who haven't secured their plans may wait for potential last-minute deals.

"We're seeing a fundamental shift in the way people approach holiday travel," said Alex Vuilleumier, chief operating officer for Lodgify. "Our data from the last three years questions conventional wisdom that early bookings are always best and highlights new opportunities willing and able to wait to get great deals even when they book at the last minute."

To see the full report and more details on the methodology, visit <https://www.lodgify.com/blog/winter-2024-report/>.

About Lodgify

Lodgify is the all-in-one vacation rental platform that empowers independent hosts and small property managers with tools to start and grow their businesses. The platform enables hosts, regardless of their level of technical knowledge or experience, to easily create their own website, accept direct bookings and payments, and synchronize all of their property data, reservations, and guest communications across major OTA channels like Airbnb, Vrbo, Booking.com, Expedia, Google Vacation Rentals, and more. It centralizes all property management tasks so hosts can prioritize increasing occupancy and visibility and providing excellent service to their guests. Lodgify was founded in Barcelona, Spain in 2012 and now has

over 330 employees working remotely across the world. For more information, visit www.lodgify.com.

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