

Lodgify Launches AI-Powered Tools for Independent Hosts to Win in the New Era of Travel Discovery

After 14 years championing independent vacation rental hosts, Lodgify is entering a new chapter with the release of a completely refreshed brand identity and major platform updates built to give hosts more control over their direct bookings, their time, and their margins in an industry being reshaped by AI.

BARCELONA, May 12, 2026 – [Lodgify](#), the leading all-in-one software platform for independent vacation rental hosts, today revealed a new brand identity alongside the launch of several AI-powered tools and a redesigned product experience built to help hosts typically managing 1-5 properties grow their direct bookings, increase visibility within AI-driven travel discovery experiences, and reduce the “invisible work” involved in day-to-day hosting.

This new phase in Lodgify’s evolution comes at a time when travelers are increasingly turning to AI tools like ChatGPT to research and book accommodations. Travelers are no longer just scrolling through listings. They’re increasingly asking AI to help them find the perfect stay, creating new opportunities – and competitive pressures – for independent hosts. In the past year, 56% of U.S. travelers reported [using AI for travel planning](#), up from 33% in early 2025. At the same time, average U.S. short-term rental occupancy hovered around 54% in 2025 as the market normalized following pandemic-era highs, while major booking platforms still dominate global short-term rental revenue.

Lodgify’s latest platform updates

- **Lodgify AI Co-Host**, currently in beta, is an always-on operator designed to reduce the “invisible work” of hosting by proactively scanning bookings, messages, and upcoming stays and surfacing only what needs a host’s decision – from early check-in requests to pending payments. Available across Lodgify, WhatsApp, and iMessage, early access is opening now at cohost.lodgify.com, with the first capabilities rolling out gradually this summer.
- **Direct booking website optimization for AI-driven discovery.** Lodgify is piloting a direct connection between independent hosts’ direct booking sites and ChatGPT. When a guest describes the type of stay they’re looking for, ChatGPT can match them with a Lodgify host’s property and send them straight to the host’s direct booking page, commission-free. As part of this feature, hosts can also access a free diagnostic tool at <http://aiready.lodgify.com> (coming soon) that scores their rental websites for AI-readiness, with select hosts already seeing AI-search visibility gains of up to 115% during early rollout testing.
- **Lodgify MCP (Model Context Protocol)**, a new capability for the power users and hosts who love connecting tools and shaping their own setups. By opening up the platform itself, Lodgify allows AI tools hosts already use, such as ChatGPT, Claude, or other AI agents of their choice, to connect directly with a host’s Lodgify account to read bookings, update settings, automate workflows and trigger actions using natural language. On the host’s terms, with the host’s data. Waitlist now open, with

early access invitations rolling out this summer.

- **New Lodgify calendar** scans for bookable gaps and orphan nights hidden by minimum-stay rules, helping hosts recover missed revenue opportunities in a single tap. Available now for new customers, expanding to all Lodgify hosts this summer.
- **Dynamic Pricing, powered by [Beyond](#)**, combines Lodgify's AI with Beyond's real-time market data and dynamic pricing technology to help hosts optimize nightly rates and improve revenue performance. Prices update automatically so hosts can stay on top of the market without spending extra time monitoring and manually updating rates. Available this summer.

A new brand identity built for independent hosting

To support the release of these new tools, Lodgify unveiled its new brand identity built around the concept of "minimum hassle, maximum independence."

The new Lodgify identity includes an updated logo with a hidden symbol ("<") embedded within the letter "L," representing the company's belief that independent hosts should always get back more than they put in.

Two new ways to start

Lodgify is opening hosting to a much wider audience with two new plans intended to lower barriers to entry while supporting greater direct booking independence for hosts:

- **Lodgify Basic**, the simplest and most affordable plan with listing synchronization and a unified inbox
- **Lodgify Direct**, a free, AI-generated direct booking website optimized for AI search from day one, with no PMS subscription required.

Lodgify only earns when hosts earn from direct bookings.

Executive perspectives

Why an AI Co-Host, not just AI features

"Until now, property management software solved workflows for calendars, inboxes, reservations, and payments, but hosts still had to constantly monitor everything. That's the hidden cost of hosting: not the tasks themselves, but the mental load. So we started asking what it would look like if software didn't just organize work, but actually helped carry it."

— Gus Machado, Chief Product Officer, Lodgify

Why open Lodgify up to other AI tools

"Opening up Lodgify is not a new idea for us. Lodgify's marketplace is already one of the largest in the vacation rental space, because we have always believed hosts deserve choice and flexibility. The MCP takes that to a different level. Instead of picking from a menu of integrations, hosts get to define what is possible. And when a host builds something great, a workflow, an automation, or a custom assistant, they can share it with the rest of the community. Hosts solving problems for hosts. That is exactly the kind of company Lodgify wants to be in this new AI era."

— Shaun Shirazian, CEO, Lodgify

Why direct bookings matter more in an AI world

“AI agents don’t search the way humans do. They don’t browse photos or scroll reviews, they read data. Meanwhile, booking platforms flatten every property into a template, which is the wrong shape for AI. The richest, most valuable data about a property lives on a host’s direct booking site. Get found by AI. Get booked directly. Keep your independence.”

— Anila Hasaj, Product Director, Lodgify

A new identity built on a simple promise

“We have completely reimagined what it means to be a partner to independent hosts in this era of technology, not just the product, but the experience around it. The way it works. The way it feels. Even the way it looks. Our promise is to minimize the hassle of hosting so we can maximize their independence. Minimum hassle. Maximum independence. That’s the promise.”

— Shaun Shirazian, CEO, Lodgify

About Lodgify

Founded in Barcelona in 2012 by Dennis Klett and Marco de Gregorio, Lodgify is the AI-powered, all-in-one software platform that helps independent vacation rental hosts and small-scale property managers run their business from a single hub. With over 300 employees, thousands of hosts in 180+ countries and Preferred Partner status with Airbnb, Premier Connectivity Partner status with Booking.com and Elite Partner status with Vrbo, Lodgify combines property management system, channel manager, a no-code website builder, unified inbox, dynamic pricing, payments and an AI Co-Host into one connected system. Lodgify charges no booking commissions on its new plans, offers transparent public pricing and includes free 1:1 onboarding on every plan. Learn more at lodgify.com.

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