

# Getting Found

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# Getting Found

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# Getting Found More Often

Having the perfect listing, being the perfect host and having the perfect place amount to nothing if no one knows you even exist.

Airbnb will display listings in search results that meet a guest's specified criteria. Guests looking for a place to stay are required at minimum to provide a destination for where they wish to travel.

Most guests will also enter travel dates, and many will also enter additional search criteria like room type, price range, home size and amenities.

Airbnb will display 18 listings per page, and a maximum of 17 pages (i.e. a maximum of 306 listings). This means that in big cities with lots of Airbnb listings, many places that meet a guest's search criteria won't even be displayed to a prospective guest.

Listings that do not appear on the first few pages of search results have little chance of being booked. The deeper your listing appears within the search results, the less likely you are to be seen by prospective guests.

Whilst the specific search algorithm used by Airbnb in determining listing placement remains unknown, there are a number of things that are known to assist with getting found more often:



Instant  
Book



Collections



Superhost  
Status



Airbnb  
Plus

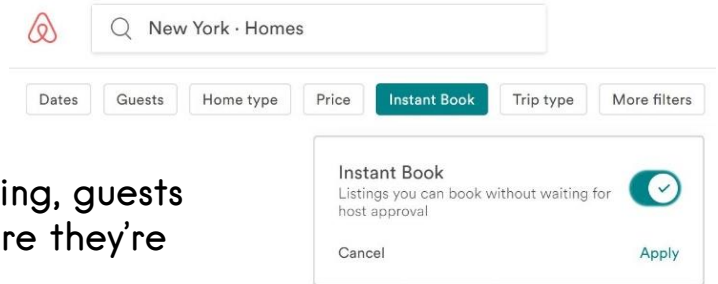


Additional  
tips + tricks

We'll run through each of these across the following pages...

# Instant Book

**Instant Book** is a booking Setting that lets guests who meet your requirements automatically book your space. If you enable the Instant Book setting, guests do not require your approval before they're able to book a stay at your place.

A screenshot of the Airbnb search interface. At the top, there's a search bar with the text "New York · Homes". Below the search bar are several filter buttons: "Dates", "Guests", "Home type", "Price", "Instant Book" (which is highlighted in teal), "Trip type", and "More filters". To the right of these buttons is a modal window titled "Instant Book" with the text "Listings you can book without waiting for host approval". It features a teal toggle switch that is turned on, with a checkmark icon. Below the toggle are "Cancel" and "Apply" buttons.

Airbnb's Instant Book feature was introduced in an effort to provide a more seamless, hassle-free booking experience for guests looking to replicate the ease of booking a hotel room quickly and simply. For this reason, Airbnb frequently prioritize Instant Book listings to prospective guests.

Instant Book provides the following benefits to Airbnb hosts:



**Convenience:** Allows you to book guests without needing to respond to each request



**More Guest Interest:** Guests can filter to search only for Instant Book listings which are more popular generally too



**Earn More Reviews:** More bookings equals more opportunities for reviews. And more reviews equals increased credibility and value



**Search Placement:** Instant Book listings receive priority placement in search results and incidentally benefits your response rate



**Gaining Superhost Status:** Assists in meeting Superhost status requirements by maintaining a high response rate



**Reduced Management Costs:** Time is money. Instant Book reduces the time you spend communicating with guests prior to bookings

# Instant Book

Before being able to use Instant Book, Airbnb require the following from every guest looking to utilize the feature:



Confirmed email address



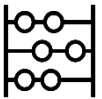
Confirmed phone number



Profile photo



Explanation of trip purpose



Number of people on trip



Agreement to house rules



Payment information

## 1. About Your Trip

Personal travel

Who's coming?

1 guest

When do you think you'll check in?

To book now, check-in between 11AM - 6PM

4PM - 6PM

What's the main purpose of this trip? ?

☒ Personal travel ☐ Business travel

Say hello to your host and tell them why you're coming:

Visiting family or friends? Seeing the sights? This helps your host plan for your trip.



### Leah's House Rules

- No smoking ✓
- Not suitable for pets ✓
- No parties or events ✓
- Not safe or suitable for children (0-12 years) ✓
- Check in time is 11AM - 6PM ✓
- No shoes on carpet

You have the option of adding additional requirements, which include also requiring guests to have provided Airbnb with a government-issued ID and/or endorsements from other Airbnb hosts.



# Instant Book

To activate Instant Book: Login to Airbnb > In **Hosting** mode, select **Listings** from the top menu > Click on your listing > Click on **Booking settings** from your listing's menu > Click the **Edit** button for the **How guests can book** section > Select **Guests who meet all your requirements can book instantly. Others will need to send a reservation request** > Click **Save**

## How guests can book

Choose how guests will book your home.

- ☒ Guests who meet all your requirements can book instantly. Others will need to send a reservation request **RECOMMENDED**

You can cancel 100% penalty-free if you're ever uncomfortable with a reservation. [Learn more](#)

- ☐ All guests must send a reservation request



### Your guest requirements

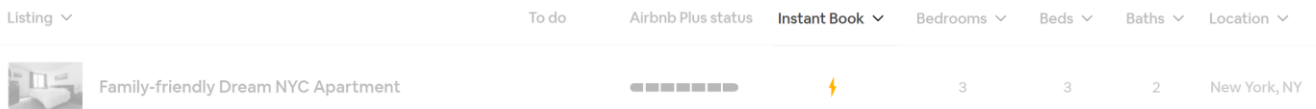
Guests who can book instantly must:

- Meet Airbnb requirements
- Agree to your House Rules & Expectations
- Acknowledge that Airbnb homes can be different from hotels

[Edit guest requirements](#)

Instant Book will apply to all available dates on your calendar.

Once Instant Book has been activated, you'll see the Instant Book lightning bolt icon on your **Listings** page:



## KEY CONSIDERATIONS AND RISKS

Despite all of its benefits, Instant Book is not without its risks or complications. It is also not always advisable for hosts with limited experience on Airbnb. Before deciding to activate Instant Book, ensure you understand the risks involved and follow simple steps to mitigate those risks.

The most effective strategy for mitigating the risks associated with Instant Book is simply communicating as much information about your listing and expectations upfront through a detailed listing that eliminates surprises for any prospective guests.

If you decide to activate Instant Book, monitor your profitability and time investment both before and after having activated it. Ensure that the feature helps, not hinders, your investments in Airbnb; and make decisions around its continued use accordingly.

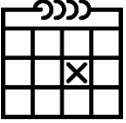
The following are some of the risks associated with the Instant Book feature and recommendations for mitigating them:



### Making Mistakes

**Risk:** Since Instant Book entails automating many of the interactions, communications and processes that would otherwise take place between a host and guest, **newer hosts risk making mistakes through the automation of these processes.** They will also miss out on a number of **key learnings** that will be useful for their ongoing Airbnb education and success.

**Recommendation:** **Not for newbies.** If new to Airbnb or still trying to learn the ropes, save use of the Instant Book feature till a time that you've familiarized yourself with the ins-and-outs of the Airbnb booking and hosting processes.



## Calendar Inaccuracies

**Risk:** Since reservations are automated, they rely on an up-to-date and accurate calendar. Some hosts list their property on multiple vacation rental sites. These hosts don't necessarily automatically sync their Airbnb calendars, or may not have updated their calendars to reflect their property's true availability. When oversights or calendar syncing mistakes are made, Instant Book may result in the need to cancel reservations you realize you're unable to accommodate.

**Recommendation:** Maintain an up-to-date calendar. Ensure that you sync your Airbnb calendar with the calendars on all other vacation rental websites you list on. Update your Airbnb calendar to reflect your true availability, including blocking out any dates that your place is unavailable.



## Impacts to Occupancy Rate

**Risk:** Activating Instant Book inevitably means losing a degree of control over your calendar and the bookings you strategically choose to accept or decline to optimize your occupancy rates. Guests have the ability to make reservations that may create undesirable gaps to your calendar and which prove difficult to fill. All of this negatively impacts your occupancy rate.

**Recommendation:** Increase your minimum stay requirement. Increasing your minimum stay requirement will ensure that potential guests don't have the ability to meaningfully disrupt your occupancy rate or profitability with a standalone short stay reservation that prevents other longer and more lucrative reservations from taking place.

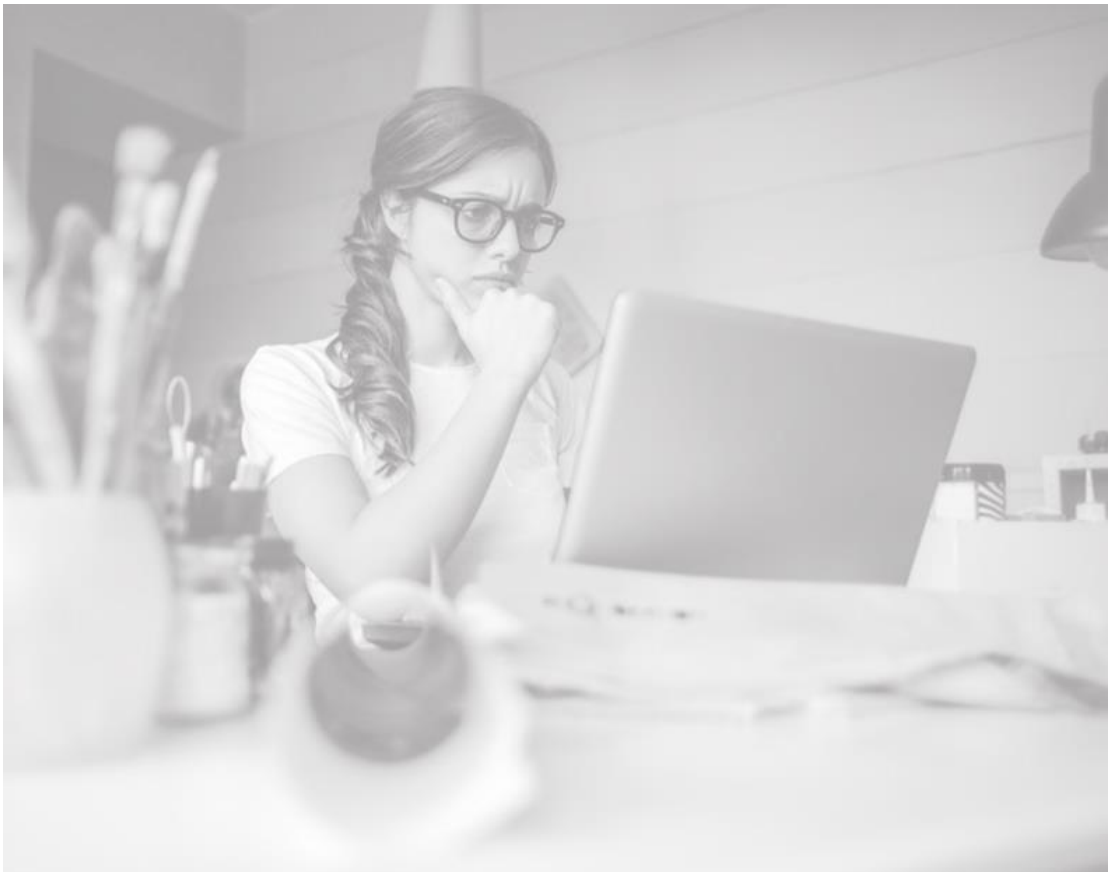




## Concerns about Instant Book Guests

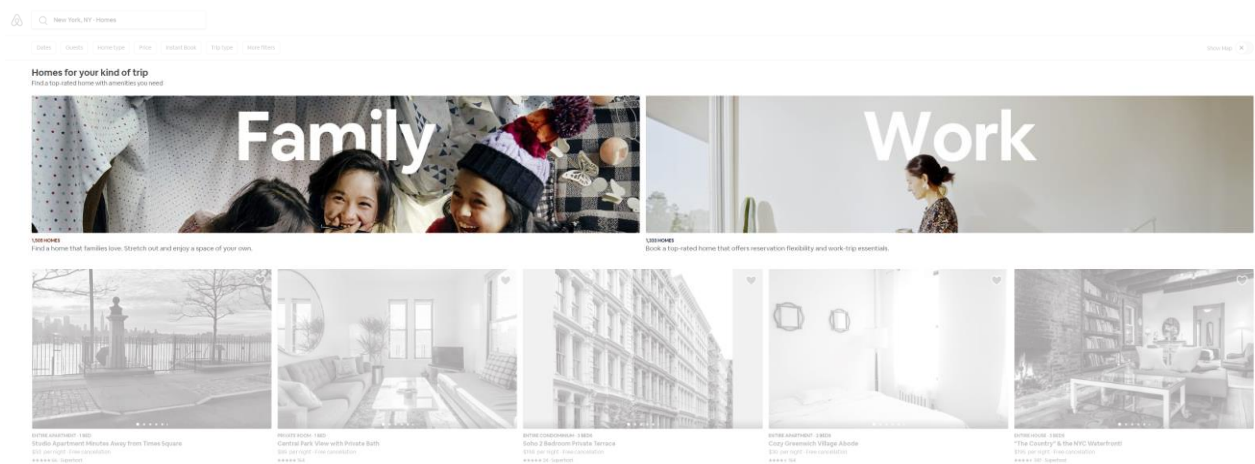
**Risk:** With the ability for guests to use the Instant Book feature to book a stay at your place without pre-approval, hosts **lose the ability to screen out potentially undesirable guests** they would otherwise not accept to host.

**Recommendation:** **Cancelling reservations without penalty.** Hosts who use Instant Book can cancel penalty-free if they have concerns with a guest's behavior before or during their trip. This includes concerns over several unfavorable reviews, failure to respond to questions you need to know about a trip, or evidence that makes it clear a guest will likely break one of your house rules. In these instances, there will be no cancellation fee, no automated cancellation review, no loss of Superhost eligibility and no blocking of dates on your calendar.



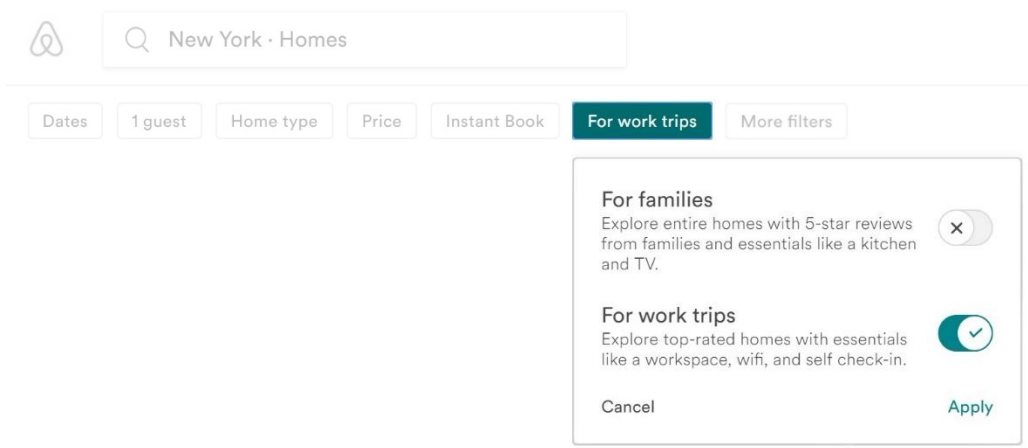


Airbnb's **Collections** are a set of homes highlighted for a specific type of trip or occasion – like work travel, family holidays, or honeymoons. Guests can discover and browse collections on the Airbnb home page, or filter for them in search results.



How will your listing will appear to guests? For most guests, your listing will appear as it normally does in search. Being in a collection does not exclude your listing from getting bookings as it normally would.

If your listing is part of a collection, it will be featured to guests when they search for that particular type of trip. For instance, if a guest is travelling for work, they can filter search results to show only homes in the work collection.





GETTING FOUND


# Collections

To check if your place is part of a collection: Login to Airbnb > In **Hosting** mode, select **Progress** from the top menu > Click on **Opportunities** from the menu

Here you will be able to confirm which collections you are a part of, or anything you're required to do to be added to a collection:


## Opportunities

Track your progress and discover new ways to help your listing stand out.




Work collection

You're almost there!



Family collection

Achieved! 

### Work collection

Get featured as a top-rated home for work travellers. [Learn more](#)

#### What to work on

Requirement	You	Target
Flexible or moderate cancellation	No	Yes
Work plans can change, so travellers need more flexible options.		
<div>Update policy</div>		

#### What you're doing well

Overall rating	4.9 ★	4.8 ★
Self check-in >	Yes	Yes
Business amenities >	7	7
Trips reviewed	41	5
Check-in rating	5.0 ★	4.8 ★

### Family collection

You're in! Your listing is featured as a home that families love. [Learn more](#)

#### What you're doing well

Requirement	You	Target
Overall rating	4.9 ★	4.8 ★
5-star reviews from families	9	2
House rules are OK with children >	Yes	Yes
Family amenities >	4	4
Trips reviewed	41	5



Listings need to meet the requirements specific to each collection to be included in it. Some requirements are performance-based (e.g. overall rating), whilst some are amenities-based. The amenities required for a collection are determined by the needs of guests for that particular type of trip.

If your listing meets all the requirements, it will be automatically added to that collection. Keep in mind that you'll need to continue to meet each requirement in order to stay in the collection. Airbnb may update or change the requirements to qualify for collections at any time.

Listings can be in multiple collections, as long as they meet all of the requirements for each collection.

## WORK COLLECTION REQUIREMENTS



### Listing and Property Type

Airbnb have limited the work collection to types of listings they think business travelers will love. Therefore, your listing must be classified as:

- An entire home
- A private room with a private bath; or
- A private room with an ensuite bath

Eligible property types include houses, apartments, bungalows, cabins, chalets, townhouses, villas, guesthouses, lofts, condos, hotels, or bed and breakfasts.



### Reviews

Your listing must maintain a 4.8 overall rating or higher in the past 365 days, with 5 or more reviews. You must also maintain an average check-in rating of 4.8 or higher.



## Cancellations

Your listing must offer a Flexible or Moderate (i.e. not Strict) cancellation policy.

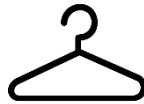


## Amenities

Your listing must offer the following amenities:



Hair Dryer



Hangers



Iron



Laptop-Friendly  
Workspace



Linens or  
Sheets



Pillows  
(min 1 per guest)



Self  
Check-In



Shampoo



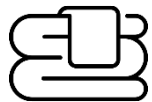
Soap



Smoke  
Detector



Toilet Paper



Towels  
(min 1 per guest)



TV



Wi-Fi



## FAMILY COLLECTION REQUIREMENTS



### Listing Type

Your listing must be classified as an entire home, since families prefer a little extra privacy and space to spread out.



### Reviews

Your listing must maintain a 4.8 overall rating in the past 365 days, with at least 5 total reviews. You'll also need at least 2 five-star reviews from families. To count as a family review, a child or infant must have been included as a confirmed guest on the booking.



### House Rules

To host families, your House Rules must indicate that your listing is suitable for children and infants.



### Amenities

Your listing must offer the following amenities:



Kitchen



Linens or  
Sheets



Pillows  
(min 1 per guest)



Smoke  
Detector



Soap



Toilet  
Paper



Towels  
(min 1 per guest)



TV



Wi-Fi

# Superhost Status

**Superhosts** are experienced Airbnb hosts who provide a shining example for other hosts, and extraordinary hospitality and experiences for their guests.

Once a host reaches Superhost status, the Superhost badge will automatically appear on their profile and listing to help guests identify them.



In the eyes of prospective guests, being a Superhost will position you as a better host than other hosts that lack the coveted title. You are therefore likely to receive more reservation requests as a result. Guests are also able to filter their search results to only display listings of Superhosts. In this way, Superhosts have an additional advantage for getting found and booked over those that are not Superhosts.

To become a Superhost, you need to have an Airbnb account in good standing, and have met the following requirements over the past year:



Hosting  
experience



Reviewed by  
half your  
bookings



High  
response  
rate



High  
overall  
rating



Commitment



# Superhost Status



## Requirement 1: Hosting experience

Superhosts must have **hosted at least 10 trips within the last year**. This requirement is assessed quarterly. At every quarterly review, Superhosts must have hosted 10 trips in the last 12 months prior to the review date.

If attaining Superhost Status is important to you, you may feel compelled to make ad-hoc compromises to reservation requests you may otherwise have rejected as assessment review dates approach. Furthermore, not all hosts live in places where meeting this requirement is easy, let alone possible. Aspiring Superhosts may consider reducing or eliminating minimum night booking requirements or lowering prices to attract bookings that would otherwise not come through.

If every quarter is a 'race to the finish-line', then these compromises and last minute efforts may be more hassle than they're worth and Superhost status may not be for you.



## Requirement 2: Reviewed by (at least) half of your bookings

Superhosts must maintain a **50% review rate or higher**. Your review rate refers to the number of guests that leave you a review out of the number of guests you've actually hosted. For example, if 9 guests leave you a review, and you've hosted 10 guests, then your review rate will be 90%. This means that at least half of the guests you host need to leave you a review.

This should not be problematic for most hosts. As long as your guest had a problem-free stay, it always helps to promptly review them ASAP after their stay. They will receive a notification that you've reviewed them, which should give them a 'gentle nudge' to then do the same for you. If they want to read what you wrote about them without waiting out the 14-day review period, they'll need to submit their review of you.

# Superhost Status



## Requirement 3: High response rate

Superhosts must maintain a **90% response rate or higher**. Your Superhost response rate is calculated on the responses you send within 24 hours to the booking inquiries and requests you've received over the past 365 days.

If attaining Superhost status is important to you, ensure that you respond to all booking inquiries and requests within 24 hours. The easiest way to prevent messages falling through the cracks and responding to them promptly is by activating text message push notifications or receiving push notifications to your phone if you've downloaded the Airbnb mobile app.

All Airbnb hosts should aspire to respond promptly to guest inquiries and reservation requests out of courtesy and respect. However, maintaining a 90% response rate may not be practical to many hosts for a variety of reasons. If a near-perfect response rate sounds unrealistic, you may wish to consider whether aspiring for Superhost status is right for you.



## Requirement 4: High overall rating

Your **overall rating** needs to be **4.8 or higher**.

This will be determined by the primary reviews you've received from guests (not the individual category reviews). This can be found in the Progress > Opportunities > Superhost section of your Airbnb Hosting dashboard.

If attaining Superhost status is important to you, then the best thing you can do is to continue providing phenomenal guest experiences and openly communicate with guests on the importance of positive reviews for your ongoing Airbnb success.

# Superhost Status



## Requirement 5: Commitment

Superhosts **don't cancel confirmed reservations.**

It may seem obvious, but cancelling a guest's reservation can have serious implications on their trip. Cancellations you make under extenuating circumstances won't count against your Superhost status, but all other cancellations will.

Extenuating circumstance cases will be contingent on proper documentation, where valid. Airbnb won't mark legitimate cancellations as "made under extenuating circumstances" unless they're reported to them within 14 days of the original check-in date. Therefore ensure that you inform Airbnb of any cancellations and the extenuating circumstances that caused them ASAP.

If attaining Superhost status is important to you, ensure that you are prepared to sign-up for honoring all confirmed reservations you've accepted. Anything less is a good indication that Superhost status might not be for you.



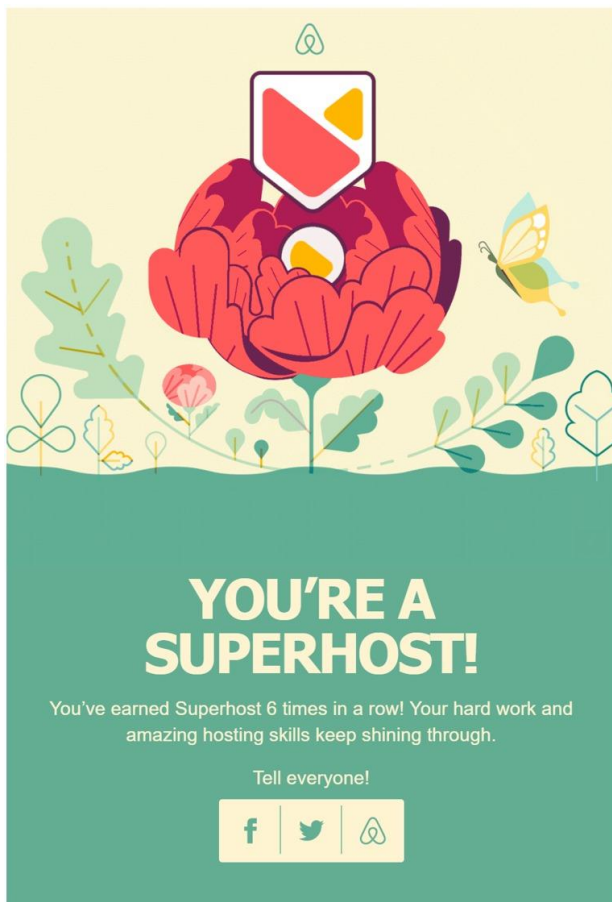


# Superhost Status

## PROCESS FOR BECOMING A SUPERHOST

You do not need to apply to become a Superhost. The Superhost requirements are measured every 3 months, and are based on your activity over the past year. The assessment dates are the first of the month in January, April, July, and October.

The process is automated, which means that Airbnb can't update your status in-between assessment dates. If you meet the program requirements on any relevant assessment date, you'll automatically qualify for Superhost status. Airbnb will notify you of your Superhost status at the end of each assessment period – usually within 2 weeks after the assessment begins.



In the past year, you've accomplished a lot to get to this moment:

**48**

Trips with no  
cancellations

**4.9 ★**

Overall rating

**100%**

Response rate

Now, it's time to celebrate! Your new Superhost rewards include:



**Profile badge**

A trusted symbol for hospitality featured to guests across the site



**Search filter**

A dedicated search filter lets guests narrow their search results to Superhosts



**Priority support**

Faster response times when you call Airbnb or tweet @AirbnbHelp



**Extra perks**

Access to exclusive discounts, services, events, [and more](#)

The next Superhost evaluation is in October 2018. Keep an eye on your [Progress](#) to track how you're doing and keep up the great work!



The Airbnb team

GETTING FOUND


# Superhost Status

Hosts who have had their Superhost status revoked may regain their Superhost status during a future qualification period if they again meet the qualification requirements for the most recent previous 12 months on that review date.

It may take a couple days for your Superhost badge to appear on your listing.

You're always able to check your progress in meeting the Superhost criteria as well as the next assessment date.


To check your progress in meeting the Superhost requirements and next assessment date: Login to Airbnb > In **Hosting** mode, select **Progress** from the top menu > Click on **Opportunities** from the menu > Click on **Superhost** > Select the current period for **Show results for**



 Home Inbox Reservations Calendar Listings **Progress** Help



Ratings Earnings Views **Opportunities**



## Opportunities

Track your progress and discover new ways to help your listing stand out.

  
Work collection  
You're almost there!


  
Family collection  
Achieved! 

  
Basic requirements  
Achieved! 

  
Superhost  
Achieved! 

### Superhost

Here's to you! You're a Superhost, and have unlock extra rewards and recognition. The next assessment date is Oct 01, 2018. [Explore your superhost rewards](#)

Show results for  
1 Oct 2017 – 30 Sep 2018 (Current) 

### What you're doing well

Requirement	You	Target
Overall rating	4.9 ★	4.8 ★
Response rate	100%	90%
Cancellations	0/yr	0/yr
Trips hosted	46	10
Trips reviewed	88%	50%



**Airbnb Plus** is a new selection of only the highest quality homes with hosts known for great reviews and attention to detail.

Every home is visited by an Airbnb representative in person for a 100+ point quality inspection prior to being accepted into the program.

Airbnb Plus hosts receive new professional photography, interior design advice, editorial tips on how to best describe their listing and premium customer support. Beyond these benefits, membership in the program also helps hosts get found more often with the following other benefits too:



A verified Airbnb Plus badge to help build trust with guests



Elevated placement and increased visibility in search results



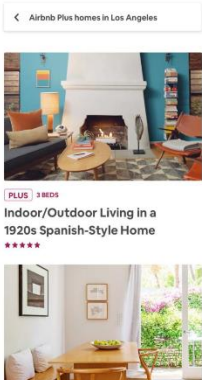
An all-new listing page designed to help you stand out



Updated photography to highlight your home's features



Immersive photo home tour to help guests visualize your space



**Airbnb Plus listings have seen an average of 9x more listing views and 70% more nights booked**



## Airbnb Plus

The Airbnb Plus program has onerous home and host requirements. Because of these requirements, the program is not suitable for everyone. Not all hosts have homes that meet the premium standards required of the program, and not all hosts may wish to invest the time and effort required to meet the program requirements.

Furthermore, given the stringent host requirements, the program is also not appropriate for new Airbnb hosts. New hosts should familiarize themselves with the program, and if they aspire to one day join the program, begin the process of preparing their home and hosting standards to meet those requirements in the not too distant future. The following is a summary of the requirements for being considered for the Airbnb Plus program...

### HOST REQUIREMENTS



#### Well-reviewed

4.8 average rating  
from guests



#### Welcoming

Accepts 95% of  
booking requests



#### Committed

No cancellations in  
past year

### HOME REQUIREMENTS



#### Interior Design

- ☐ Interior design is thoughtfully styled. Everything out in the open is either aesthetic or could be used by a guest.
- ☐ Layout of furniture is thoughtfully arranged and not cluttered. It's easy to walk around in every room.
- ☐ Dishware sets (plates, bowls, dining ware, glasses, wine glasses, etc.) aren't outdated and match.
- ☐ Wires/cables for entertainment system & other electronics organized and hidden from sight as much as possible

## Airbnb Plus



## Extra Cleanliness and Care

- ☐ Furniture is in good condition, without stains, scuffs, breaks or tears
- ☐ Walls, floors, and ceilings don't have scuffs, cracks, stains, buckling, cobwebs, or visible dust
- ☐ Carpets and rugs aren't stained or too worn
- ☐ Windows are clean and not cracked
- ☐ Air conditioning and heating works as expected
- ☐ Lights work in all guest spaces
- ☐ A neutral or pleasant aroma in every room
- ☐ No signs of pests
- ☐ Mirrors are clean and not cracked
- ☐ Shower heads and faucets don't leak
- ☐ All fixtures (e.g. showerhead, faucets, cabinet handles, toilet paper holder) are stable, not loose.
- ☐ Sinks, stoves, refrigerator, dishwasher, microwave, ovens, and any other available appliances, are working and clean, with no smells or damage
- ☐ Gardens and lawns are well-kept, with no overgrowth or dead plants
- ☐ Outdoor equipment like BBQ grills are clean and have propane or charcoal provided
- ☐ Pools and/or hot tubs have clean water

## Bathrooms:

- ☐ Shower curtains and/or shower walls are clean and not mildewed
- ☐ Medicine cabinet, counters, and shower/bath are clean and free of personal items
- ☐ Windows provide privacy (frosted glass or window coverings)
- ☐ Strong water pressure and hot and cold water
- ☐ Toilet is clean and flushes properly



## Airbnb Plus



## Comfort

- ☐ Easy check-in 24/7: There's a lockbox, digital lock, keypad, OR a door person, host, or co-host is always available to give guests a key
- ☐ Printed house manual that includes host and emergency contact info, Wi-Fi password, and checkout procedures.
- ☐ Empty drawer or shelf is available for guests' clothing
- ☐ Counters and cabinets are organized and clutter-free
- ☐ If the entire home is booked by a guest, any perishables could be consumed by the guest. If they booked a private room, the kitchen should have a space for guests' food.
- ☐ Entryway is clean and illuminated
- ☐ Door to entrance for listing closes properly and has a lock
- ☐ Private bedrooms have private bathrooms (guest only) and include a bath and/or shower

## Bedrooms in houses shared with others:

- ☐ Must have a door that locks from the inside
- ☐ Window treatments, such as curtains or frosted glass, to provide privacy are installed

## Beds and bedding:

- ☐ Mattresses that are comfortable, flat, and clean
- ☐ Soft matching bedding sets (sheets and pillowcases) without stains or holes
- ☐ 2 full and fluffy sleeping pillows for every guest
- ☐ Top covers (e.g. duvet with a cover, or comforter, quilt, or blanket) are washable, and not worn or dated.
- ☐ Cover exposed box spring bases with a base wrap, bed skirt OR extra fitted sheet

**73% of travelers said they'd be willing to pay more for a home verified for quality and comfort**

## Airbnb Plus



## Supplies and Equipment

- ☐ Fast Wi-Fi with download speeds of at least 5 Mbps (you can run a quick, free test to find your Wi-Fi speed by opening a web browser window and typing in “test Wi-Fi speed”)
- ☐ TV or projector has a remote control and gives guests access to media/entertainment (e.g. cable, Netflix, Roku).
- ☐ Kitchen supplies (if applicable): Salt, Pepper, Cooking oil, Frying pan, Sauce pan, Small pot, Medium pot, Tongs, Ladle, Spatula, Cutting board, Set of knives, Wine opener/corkscrew, Dishware sets (plates, bowls, etc.), Extra garbage bags, Paper towels, Dish cloths, Sponge, Dish soap
- ☐ Bathroom supplies: Shampoo, conditioner, body soap, hand soap, extra toilet paper that’s easy to find, hair dryer (at least one per listing), at least 2 sets of soft, plush towels including bath towels, hand towels, and washcloths available in every bathroom.
- ☐ Water, coffee, and tea supplies: Bottled or filtered water is available, there’s a coffee maker that’s clean and functional, extra coffee filters are available (if needed), and there’s coffee, tea, sugar, half-and-half/creamer
- ☐ Ironing board and iron are available or can be requested
- ☐ Closet or clothing rack includes at least eight available hangers
- ☐ Smoke and carbon monoxide detectors are installed



GETTING FOUND

# Airbnb Plus

## APPLYING FOR AIRBNB PLUS

Currently the program is only available (or coming shortly) to the following cities:

- Athens, Greece
- Auckland, New Zealand
- Austin, U.S.
- Bali, Indonesia
- Barcelona, Spain
- Beijing, China
- Cape Town, South Africa
- Chengdu, China
- Chicago, U.S.
- Crete, Greece
- Lisbon, Portugal
- Los Angeles, U.S.
- London, UK
- Melbourne, Australia
- Mexico City, Mexico
- Montreal, Canada
- Milan, Italy
- Phoenix, U.S.
- Prague, Czech Republic
- Riviera Maya, Mexico
- Rome, Italy
- San Francisco, U.S.
- Seattle, U.S.
- Shanghai, China
- Sydney, Australia
- Toronto, Canada



PLUS VERIFIED · CAPE TOWN



PLUS VERIFIED · BARCELONA



PLUS VERIFIED · SYDNEY



PLUS VERIFIED · LOS ANGELES



PLUS VERIFIED · MILAN



# Airbnb Plus

If you are an Airbnb host in any of those cities, there is a multi-step process for being accepted into the program:



## 1. Accept or request an invitation

Some hosts are invited to the program because they've raised the bar with their home and consistently given guests a great stay. In all other instances, hosts in qualifying cities may request an invitation too.



## 2. Initial virtual review

Airbnb are looking to recognize thoughtfully styled, comfortable, extra clean, and well-equipped homes. To verify each home meets these requirements, they do an initial review using current photos you share on Airbnb. If you qualify, later, you'll schedule your home visit where you'll be charged a one-time non-refundable application fee of \$149.



## 3. Home visit inspection

Once your listing is ready, schedule a home visit. An Airbnb partner will walk through your space with you and capture any last things to do to get ready for the program. You'll get a professional photo shoot of your space and a personalized report on ways to get your space ready for Airbnb Plus.



## 4. Update listing details

Airbnb Plus listings have a whole new look to help them stand out in search results. You'll get your listing ready by using your new photos and adding more details about your space.



## 5. Start earning more

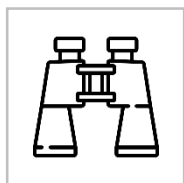
Once you're part of Airbnb Plus, Airbnb will continue to offer resources for you so your hosting and your home will shine. This includes being able to rely on their premium support team to resolve issues quickly on your behalf.



# Additional Tips and Tricks for Getting Found More Often

Whilst Airbnb hosts would like nothing more than a magic wand to wave for getting found more often, it unfortunately does not exist. There are however a few specific things that hosts are able to keep up their sleeves for increasing the likelihood of getting found in search results.

Below are 10 additional tips and tricks you can implement to help your listing get found more often on Airbnb:



## Relevance to Search Factors

Ensure that you provide Airbnb with as much information about your place as possible. Airbnb will match any search filters entered by guests to listings that best line up with what those guests are looking for.

The easiest way to score a quick win here is to simply specifying as many of the amenities you provide at your place on your Airbnb listing:

### What amenities do you offer?

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Essentials<br>Towels, bed sheets, soap, toilet paper, and pillows | <input checked="" type="checkbox"/> TV<br><input checked="" type="checkbox"/> Cable TV   |
| <input checked="" type="checkbox"/> Kitchen<br>Space where guests can cook their own meals            | <input checked="" type="checkbox"/> Indoor fireplace   |
| <input checked="" type="checkbox"/> Air conditioning  | <input checked="" type="checkbox"/> Private entrance<br>Separate street or building entrance   |
| <input checked="" type="checkbox"/> Heating<br>Central heating or a heater in the listing             | <input checked="" type="checkbox"/> Shampoo  |
| <input checked="" type="checkbox"/> Hair dryer  | <input checked="" type="checkbox"/> Bed linens   |
| <input checked="" type="checkbox"/> Hangers   | <input checked="" type="checkbox"/> Extra pillows and blankets   |
| <input checked="" type="checkbox"/> Iron  | <input checked="" type="checkbox"/> Wireless Internet<br>Continuous access in the listing  |
| <input checked="" type="checkbox"/> Washer<br>In the building, free or for a fee                      | <input checked="" type="checkbox"/> Ethernet connection  |
| <input checked="" type="checkbox"/> Dryer<br>In the building, free or for a fee                       | <input checked="" type="checkbox"/> Pocket wifi  |
| <input checked="" type="checkbox"/> Hot water   | <input checked="" type="checkbox"/> Laptop friendly workspace<br>A table or desk with space for a laptop and a chair that's comfortable to work in |

# Additional Tips and Tricks for Getting Found More Often



## Responsiveness to Booking Requests

Airbnb look favorably upon hosts that respond quickly to reservation requests as it demonstrates a commitment to the Airbnb community. Airbnb presume that these good habits will likely continue throughout a guest's stay and will reward hosts they think will provide guests with superior experiences.

**To check your response rate:** Login to Airbnb > In **Hosting** mode, select **Progress** from the top menu > Click on **Opportunities** from the top menu > Click the **Superhost** button > Review your **Response Rate** in the **What you're doing well** section



## Booking Acceptance

The flip-side of this are hosts that receive reservation requests that they continually reject. This demonstrates a lack of commitment to the Airbnb community.

Hosts may inevitably reject reservation requests for a whole variety of reasons. However a consistent pattern of declining the majority of reservation requests is frowned upon by Airbnb. Airbnb favor hosts that they believe are more committed to accommodating guests, and will display listings from these hosts higher up in search results. Airbnb's target acceptance rate for reservations is 88%.

**To check your acceptance rate:** Login to Airbnb > In **Hosting** mode, select **Progress** from the top menu > Click on **Opportunities** from the top menu > Click the **Basic requirements** button > Review your **Accepted reservations** in the **What you're doing well** section



# Additional Tips and Tricks for Getting Found More Often



## Experience

Airbnb assume that a host with a long track record of hosting will naturally be a better host than a new host still learning their way around the Airbnb ecosystem. To ensure optimal guest experiences, Airbnb favor hosts that possess a solid track record of previous bookings. Do everything in your power to maximize the number of bookings you receive as quickly as possible. Whilst largely outside the direct control of a host, one way new hosts are able to do this is to...



## Reduce Your Pricing

When starting off on Airbnb, you'll want to reduce your regular prices anywhere from 20-40% for your first few bookings. Once you've hosted 5-10 bookings and have a few positive reviews against your name, you're no longer the 'new kid on the block' and you'll be able to boost your prices back to normal.



## Maintain 5-Star Reviews

Airbnb naturally want to link guests with hosts that will create the best possible experiences for their customers. The more your reviews suggest that you are the type of host likely to provide a 5-star experience, the more likely Airbnb will be in wanting to promote you to guests looking for a place to stay.

**449 Reviews** ★★★★★

Accuracy



Location



Communication



Check-in



Cleanliness



Value



If you're a new host, it's worth under-charging and over-delivering to get some 'quick wins' on the board.

# Additional Tips and Tricks for Getting Found More Often



## Great Photos

Ensure the photos you display are professional high-quality photos, and that you showcase no less than 10 photos of your place for your listing.

Airbnb naturally favor listings that enable guests to envisage what it would be like to stay in a place, and there's no easier way of doing that than with photos that show off your place in its best light.



## Demonstrate Trustworthiness and Reliability

Airbnb want guests to feel instant comfort with the hosts they're considering to stay with.

Providing multiple forms of verified ID (connecting your Airbnb profile to social networks, uploading official ID and confirming personal details) will assist Airbnb in portraying you as a reliable and trustworthy host from the instant a guest considers staying at your place.



Hi, I'm Thomas

Joined in 2013 · [Edit profile](#)

97 Reviews

ID checked

Superhost

Thomas added a government ID. We want you to be confident that people on Airbnb are who they say they are.

[What does ID checked mean?](#)

Airbnb will prioritize hosts that have multiple forms of verified ID in search results.

# Additional Tips and Tricks for Getting Found More Often



## Avoiding Cancellations

Receiving cancellations reflects poorly on Airbnb's reliability as a platform for booking short-term travel accommodation. Airbnb wants to ensure that if a guest looks at a host's calendar and sees that a place is available, then the place that they're looking at will actually be available to then book.

Make sure to login frequently and review or update your calendar. Even if you make no changes, simply visiting your calendar will provide Airbnb with an indication that the calendar is being actively monitored and is accurate.



## Use the Social Connections Feature

Guests naturally trust friends of friends more than strangers. If you happen to be connected to a prospective guest through mutual Facebook friends, then they can be informed of this. Connect your Facebook account to your Airbnb account to take advantage of the Airbnb Social Connections feature.

**To activate Social Connections:** Login to Airbnb > Click on your account profile photo in the top right corner > Click **Edit Profile** > Select **Trust and Verification** > Next to **Facebook**, click **Connect** (ensure your Facebook privacy settings enable 3<sup>rd</sup> party websites to access account data)

Your social accounts

### Facebook

Sign in with Facebook and discover your trusted connections to hosts and guests all over the world.

Connect

## Listing on Other Sites

The last couple of decades have seen the emergence and growth of Online Travel Agencies (OTAs). These are websites, like Airbnb, that allow its visitors to book travel-related services, such as short-term rental accommodation.

Airbnb hosts obviously list their properties on Airbnb, however some hosts choose to list on other sites too. Examples of these other sites include...

**Booking.com**

 **Expedia**

 **FLIPKEY**

 **HomeAway**

 **onefinestay**

**roomorama**

**TurnKey**  
VACATION RENTALS

**VacationRentals.com**

**VRBO**

Some of these sites charge a listing fee, whilst Airbnb charge none. These listing fees typically range anywhere between \$100 – \$1,000.

Instead of charging a listing fee, Airbnb charge a 3% “service fee” to hosts and a service fee that ranges between 0–20% of the total booking cost for guests.

For hosts looking for simplicity, they may choose to list exclusively on Airbnb. This gives the additional benefit of consolidating reviews exclusively within Airbnb, leading to greater credibility and additional bookings.

However advertising your listing on multiple sites enables additional eyeballs to be cast over your listings from travelers that are looking for somewhere to stay on other platforms and booking websites too.

## Listing on Other Sites

Many of these sites are specifically geared towards hosts that either charge higher nightly rates, take longer-term bookings, or typically list bigger properties that cater to larger-sized parties.



If deciding whether or not to list on multiple sites, hosts should consider what type of property they have and their motivations for hosting. This will determine the upside opportunity in listing your place on other sites (and on which other sites that should be too).

Airbnb hosts listing on multiple sites should also ensure that they sync their external calendars with their Airbnb calendar to avoid accidental acceptance of secondary bookings they are unable to accommodate.





Your one-stop-shop for getting found more often,  
selling your space and making more money on Airbnb

## Other Airbnb Cheat Sheets in this series:

- Deciding to List your Place on Airbnb
- Safety, Security & Protecting Your Property
- Listing Your Place on Airbnb
- Pricing
- Booking Settings
- Communications
- The Check-In Process
- Providing a Phenomenal Guest Experience
- Check-Out, Cleaning & Turnover
- Payment & Taxes
- Reviews & Credibility
- Continuous Improvement

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