

Providing a Phenomenal Guest Experience





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Providing Little Touches for Big Rewards

Airbnb guests are not looking for cookie-cutter accommodation options. They are discerning travelers frequently wanting one-of-a-kind experiences with personalized touches.

Great Airbnb hosts go the extra mile and provide additional amenities or value for their guests.

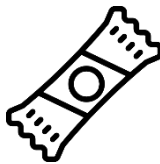
These are often small, inexpensive things such as...



A welcome basket of snacks



Public transport travel card



Chocolates on the pillow



Toiletries or beauty products



Complementary tickets to a local tourist attraction



These little perks go a long way in impressing guests. They greatly increase the likelihood of receiving positive reviews and put credit in the 'goodwill bank' for when small things go wrong (which inevitably happens on occasion). They also enhance your home's desirability by allowing you to mention them on your Airbnb listing and thus provide a differentiating dimension of your place from your competition.

Whilst providing little perks inevitably come at a small cost, they almost always pay for themselves many times over through positive reviews, an increase in bookings and a higher price you can command for your place as a result.

House Manuals

Your **House Manual** explains features of your listing, such as how to turn on the hot water heater or where guests can find an extra blanket. Guests receive this information once you've confirmed the reservation – it isn't included on your listing page.

House manual

Give guests tips about your listing, like how to access the internet or turn on the hot water

ACCESS TO HOME:

One key provides access to both the front door of the building, as well as the apartment located on Level 2 within the building. Guests are provided with 2 keys to access the building / apartment. If they have a car, they are also provided with a remote control to open the parking lot gate and roller-shutter garage within the parking lot. Access to the building is also possible via the back door of the ground floor lobby from the carpark using the same key.

ALARM CLOCK:

Each room has two alarm clocks – located on the bedside tables next to each bed. The alarm clock has a hi-low dimmer, dual alarm, FM/AM radio, snooze control, sleep functions and nap function.

BUZZER & INTERCOM:

The intercom / buzzer is located next to the front door of the apartment. You will hear a loud buzz sound if a visitor rings from outside. To speak with the visitor, simply lift the telephone off the intercom device and start talking (you do not need to press any buttons whilst talking). To enable visitor access into the building, press the small rectangular black button on the right at the top of the intercom device.

CLEANING SUPPLIES:

Cleaning supplies are stocked under the kitchen sink. You'll find disinfectant spray and liquid, window and mirror spray, carpet stain remover, sponges and scourers, a dustpan and brush. A mop and bucket can be found on the shelves in the laundry room.

To create a House Manual: Login to Airbnb > In **Hosting** mode, select **Listings** from the top menu > Click on your listing > Click on **Listing details** from your listing's menu > Click the **Edit** button for the **Guest resources** section > Enter the details of your house manual in the **House manual** input box > Click **Save**

House Manuals

Your House Manual should include information on the following topics...



Access to Home

Explain how to access your home; including keys, entry codes, gates and locks



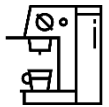
Buzzer and Intercom

Explain how to operate the intercom and let people into the building



Electricity

Explain where the electrical box is located and how to reset electricity in the event of a short-circuit



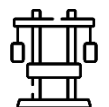
Food, Drink and Coffee

Tell guests about any foods you provide like breakfast, coffee and tea or anything else they're able to help themselves to



Garbage and Recycling

Explain the location of garbage chutes and bins. Provide info on garbage pickup days and where you store extra garbage bags



Gym

Provide instructions for accessing the gym, hours of operation and anything else they need to know for using gym facilities



Heating and Air-Conditioning

Explain how to operate and control any heating or air-conditioning units and thermostats within the home

House Manuals



Home Amenities

Explain where guests are able to find additional amenities they may require such as extra blankets or towels



Internet and Wi-Fi

Provide your network name, Wi-Fi code and instructions on how to reset the router in the event that the internet stops working



Kitchen

Explain how to operate any major appliances such as ovens and stoves



Laundry

Explain how to operate washing machines and dryers, and provide instructions on where to find laundry products provided



Parking

Explain where cars are to be parked and instructions on how to access the garage



Pool and Hot Tub

Provide instructions for accessing the pool and hot tub, hours of operation and anything else to know for using these facilities



Shower

If you have a complicated shower, explain how to operate it



TV and Media

Explain how to operate your TV, use any remotes and access cable channels, streaming media services or home media






Guidebooks

The incredible hole-in-the-wall sandwich shop tucked hidden away in that narrow lane may be your local go-to lunch spot, but remains unknown to all but locals.

Many guests will not be from your city, and almost none will be from your local neighborhood. Guests will rarely know the local 'go-to' spots that you most likely know like the back of your hand. After all – it's your local area and these are the places you likely frequent all the time.

Good Airbnb hosts adopt the role of the concierge at the front desk of a hotel – able to assist guests by providing answers to their most frequently asked questions.

And the good news is that more times than not, these questions are very commonly the same...

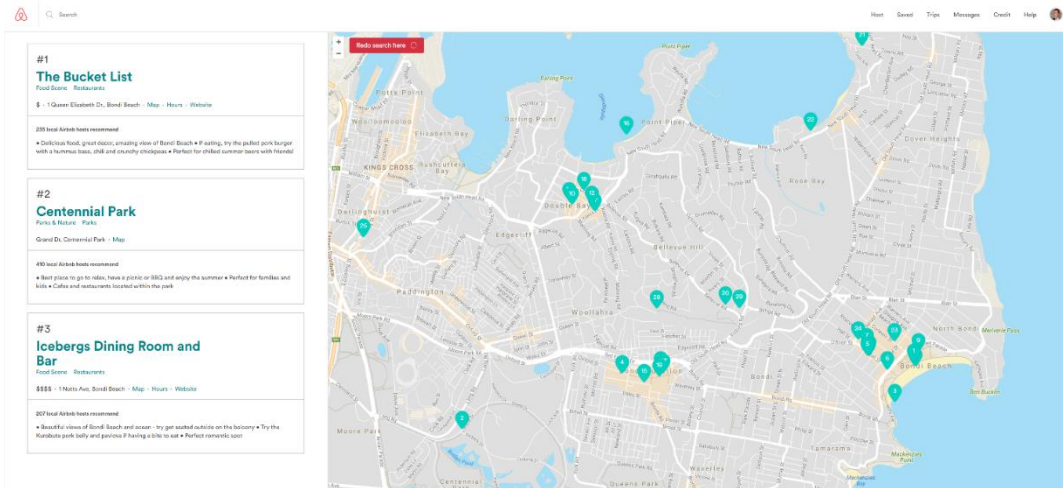
-  I'm looking for a good bite to eat.
Where should I go? Any standout dishes on the menu?
-  This is such a big city!
What sightseeing attractions should I check out?
-  I'm sick and need cold and flu medicine.
Is there a 24hr pharmacy?
-  I'm craving a good cappuccino.
Does that exist around here?
-  I need to keep the kids happy.
Any ideas?



Guests often choose to stay with Airbnb hosts largely for their ability to provide these insider tips and use their local knowledge to answer questions like the ones above.

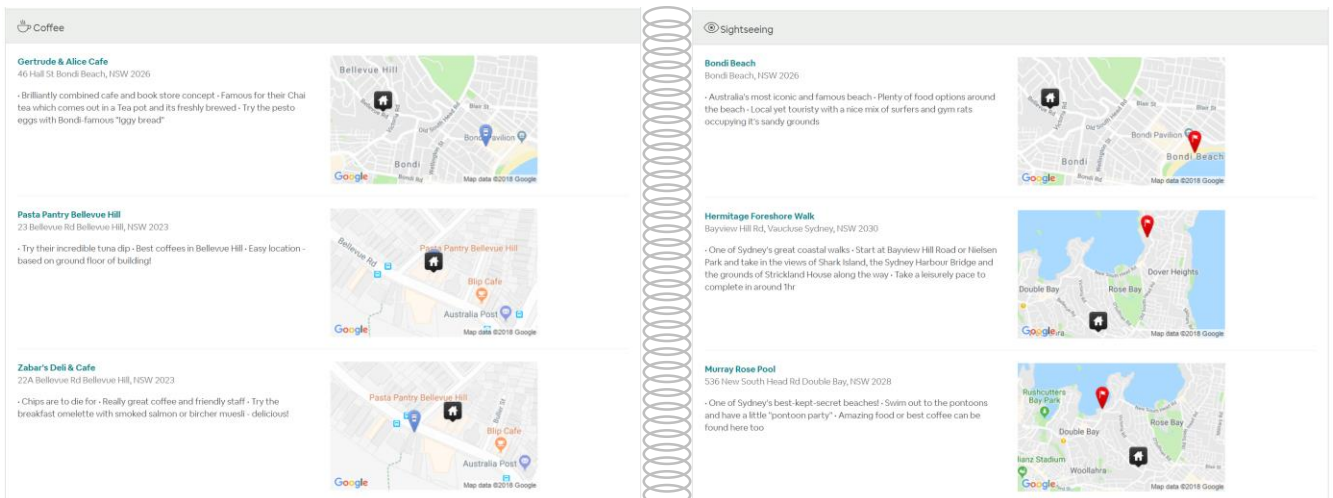
Guidebooks

Airbnb provide hosts with the ability to proactively answer these questions by creating local **guidebooks** they're able to make available for their guests. These guidebooks showcase the best that their neighborhood has to offer and helps their listing stand out from the competition.



Your guidebook is publicly displayed on your Airbnb listing page (even before guests book your place).

You're also able to print your guidebooks and make them available to your guests in hard-copy format for their arrival at your place.



Airbnb guidebooks represent one of the easiest ways of impressing guests and providing them with a great experience when staying at your place.

Guidebooks

Guidebooks enable you to show-off your knowledge of the local area, reinforce your credibility as an Airbnb host “in-the-know”, increase the likelihood of receiving reservation requests, as well as maximize the prices you’re able to command from guests looking to stay in great spots with reliable hosts.



The key to building a virtuous cycle of increased bookings is through receiving positive reviews. And there’s no quicker shortcut to receiving positive reviews than providing your guests with a guidebook of your local area since **communication**, **location** and **value** represent half of the review criteria that a host is assessed against: Guidebooks demonstrate a communicative host, living in a great location, providing valued guest experiences.

Finally, the beauty of an Airbnb guidebook is that you’ll get your mileage from this small investment by reusing it with all future guests, despite only needing to build it once – a big return from a small investment. As a low-cost, time-minimal investment, building an Airbnb Guidebook truly represents the ‘low-hanging-fruit’ of your Airbnb success.

Guidebooks

KEY PRINCIPLES FOR DEVELOPING YOUR GUIDEBOOK



Build for your target guests

Think about who your target guests are. An elderly retired couple will have different interests to a gap-year backpacker. Make sure you include places most likely to be of interest, relevance and within budget of your target guests.



Cover a Dispersed Regional Spread

Guidebooks should offer recommendations for places to be found in your local neighborhood, the city and its surroundings, and everything in-between. Recommend the local coffee shop located at the end of the street, but also suggest checking out the art gallery on the outskirts of the city too.



Cater to Seasonal Variance

Some listings are located in cities that are highly susceptible to seasonal tourism and able to provide a range of seasonal attractions. Useful guidebooks include attractions that cover all seasonal interest and showcase the best of your location at all times of the year.



Guidebooks

RECOMMENDED PLACES TO INCLUDE

Places to include in your guidebook fall into the following categories:



Food Scene: Your favorite restaurants, cafes and coffee shops, bakeries, desert shops and street markets



Drinks and Nightlife: Where you like to hang out at night. They include nightclubs, bars, music venues, breweries, wineries, karaoke and casinos



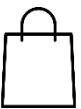
Sightseeing: Must-see iconic sights in your city. These can be places of interest, special neighborhoods or famous streets



Arts and Culture: Where you go to get a feel for local history and culture. They include museums, the theatre, symphony halls, art galleries, schools, universities and libraries



Parks and Nature: Spots to go to be around nature. They include places like local and national parks, hiking trails and beaches



Shopping: Any unique or local shops around you. This typically includes shopping malls, clothing stores, bookstores, markets or any other shops of appeal or interest



Essentials: Places for everyday errands or basic needs. These include grocery and convenience stores, doctors or hospitals, gyms, dry cleaners and laundry, and beauty and spa spots



Entertainment and Activities: Where you go for fun. This includes movie theatres, amusement parks, aquariums and zoos, arcades, tours, classes, sport stadiums and other local sport and recreation



Getting Around: This includes places like public transport hubs, car rental spots, places to rent bikes and parking lots

Guidebooks

FOOD SCENE



Fast Food Restaurants

Sometimes a guest just wants something to eat that's quick, simple and comes with no surprises. It won't be their best meal, but it also won't be their worst. It comes cheap and everyone knows what to expect. Fast food restaurants often help guests feel comfortable in new surroundings by providing them with something they're already familiar with from back home.



Your Local Favorite Restaurants

These are your favorite go-to places to get served up with a local dish or some personal comfort food. They're the kind of place frequented by locals 'in-the-know' about where to grab a good bite to eat. You're also likely to be familiar with the best dishes on the menu. Make sure to share these insider tips!



Iconic Restaurants

These are restaurants that have developed a cult following over the years. They have woven themselves into the fabric of the local area and often reflect the flavor of the neighborhood or community too.



Your Local Favorite Coffee Shop

For true coffee addicts, they need their coffee, and they need it NOW! They'll want to know the best place to get their coffee fix that's only a stones' throw away from your place.



Coffee Spots Near Public Transport

Guests are frequently on-the-go and tend to get around by public transport. Many guests will package-up their morning coffee routine with setting off on their daily adventures. It makes sense to include coffee spot recommendations close to public transport hubs like train stations or bus terminals.

Guidebooks

DRINKS AND NIGHTLIFE



The Bar-With-a-View

There's nothing more awesome than visiting a bar that overlooks the skyline of the city you're visiting. Rooftop bars with a view are great for this. Obviously, not every city has one, but try recommend a bar that commands the attention of the city you live in.



The Local Bar

Think of these places as your local 'Cheers Bar'... where everybody knows your name. Drinks are commonly cheaper, staff friendlier, and no dress shirts or leather shoes required for entry.



The Swanky "It" Bar

These are commonly bars that have only recently opened and have greatest appeal to younger guests wanting to be 'in-the-know'. Hosts have an opportunity to show-off their knowledge of the local area by offering insider tips unlikely to be found in guidebooks printed less recently than within the year.



Guidebooks

SIGHTSEEING



Historical Places

These are places that have become tourist attractions for having been around for many decades, if not centuries. Religious sites, ancient ruins, castles and the like are common examples. They are commonly listed in travel guidebooks, and appeal to cultural purist travelers that often spend a lifetime traveling the globe to cross these sort of places off their bucket-list.



Novelty Attractions

These are one-of-a-kind places that are unique landmarks unlikely to be found anywhere else. They are often quirky, different or the kind of thing that doesn't fit neatly into any travel guidebook category. They make for interesting stories, and typically even better pictures.

ARTS AND CULTURE



Art Galleries and Museums

Some cities have world-renowned art that people travel the globe to see. Other cities have funky little museums that curate the world's largest collection of baseball cards. Either way, guests are likely to be curious on ways they're able to get their cultural fix with a visit to these galleries or museums in your city.



Famous Schools, Universities and Libraries

Live nearby an ivy-league university or close to a school attended by a famous celebrity? Maybe there's an impressive sandstone library building in relative proximity to your place built many centuries ago? Guests will appreciate the opportunity to simply take a walk past these institutions to feel like they've added a small boost of prestige to their trips.

Guidebooks

PARKS AND NATURE



Parks

Entertainment for kids and parents shouldn't be an either/or decision. Parks provide an excellent balance for parents looking for some down-time within a safe and relaxed environment that allows for their kids to enjoy themselves too. Best of all, everyone gets some fresh air and hands-on exposure to the local area.



Playgrounds

Local councils often invest small fortunes in building playground structures that represent 'kiddie-heaven'. Playgrounds are a great way for parents to get out of the house, entertain the kids, and do so all for free. List any playgrounds close to your place – especially if your home attracts a lot of families.



Natural Beauty Spots

These include places like popular beaches, hiking trails or national parks. They are often drawcards for visiting the city and the kind of places guests love boasting about having visited.

SHOPPING



Shopping Malls

These represent handy one-stop-shops for guests looking to 'batch process' their shopping and eliminate the need to jump all over town to find what they need. Everything from department stores through to local and global brands can typically be found here.



Notable Stores

Sometimes there's a store that's been around since before the neighborhood was even a neighborhood, like an old bookstore or antique shop still run by its original owner. Other times, a popular TV show or movie may have put a particular store on the map.

Guidebooks

ESSENTIALS



Convenience Stores

Sometimes guests just need a few basic items like bread, milk and cereal. They'll often pick these up on their way home from daily activities, and appreciate not needing to carry these items more than a few blocks. Tell guests about the local convenience store, 24-hour gas station or local 'corner store'.



Delicatessens

Typically serving up fine foods or gourmet produce, these establishments allow guests to purchase things like cured meats, pickled vegetables, dips, breads and olives. Many of these 'luxury' items are not available in standard supermarkets, so mentioning them in your guidebook will elevate the stature of your listing.



Grocery Stores

Guests staying for an extended duration may want to stock up on groceries to last them the duration of their stay. Point them in the direction of the closest grocery store to enable doing a big shop at good prices for everything they're going to want and need.



Pharmacies

The last thing guests want to do when feeling under the weather and away from home is trek out in search of a local pharmacy. Telling guests where they're able to pick up cold and flu medicine by walking only to the end of the block will win you brownie points should they run into the dreaded sniffles.



Phone and Electronics Repair Stores

You'd be amazed at how often electrical devices die while on the road. The only thing more frustrating than having a broken device is not being able to do anything about it. Guests will appreciate being able to fix their laptop, tablet or phone if necessary.

Guidebooks

ENTERTAINMENT



Movie Theaters

As a popular and reliable form of entertainment, listing your local cinema will ensure that guests have a near fail-proof option of something to do if and when they're looking to get out of the house. Movies appeal to guests of all types and ages, making them a must for any guidebook looking to provide attractions of broad appeal.



Comedy Clubs

Always a crowd-pleaser for guests looking for something to do, comedy clubs typically provide a fun night out at a reasonable price. They tend to be a form of entertainment that guests don't typically do in their own home cities, but are excited to do when visiting somewhere else.



Bowling Alleys

Maybe not something guests want to do every day, but knowing where the local bowling alley is can be a great piece of information for parents to keep up their sleeves for entertaining the kids on a rainy day. Mentioning the local bowling alley is a reliable, kid-friendly attraction guaranteed to eliminate a parent's headache when forced to find ways to keep the kids happy and entertained.

Guidebooks

To create your Airbnb guidebook: Login to Airbnb > In **Hosting** mode, select **Listings** from the top menu > Click on your listing > Click on **Listing details** from your listing's menu > Click the **Edit** button for the **Guidebook** section

Once here, hosts can add to their guidebook by typing the name of the place they wish to include within the relevant guidebook category. Airbnb will automatically retrieve the official name of the place you wish to add, which you then select. Airbnb will also use Google Maps to automatically pull the address and a map of the spot you want to list...



Sightseeing

What are some must-see iconic sights in your city?

Statue of Liberty National Monument New York, NY, USA

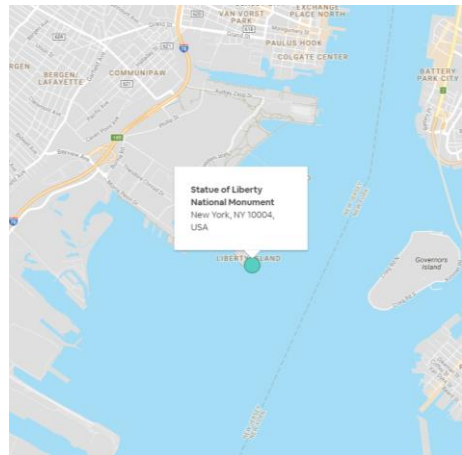
Statue of Liberty Pont de Grenelle, Paris, France

Statue of Liberty Rawalpindi, Pakistan

Statue Of Liberty Salt Springs Road, Syracuse, NY, USA

Statue of liberty parking Jersey City, NJ, USA

powered by Google



You then select a sub-category for the place. It's up to you to provide a short description of up to 700 characters for the place you want to list.

Use this space to let guests know why you recommend it, why it might be of interest to them, or an 'insider tip' they'll appreciate for when they go there. You also have the option of specifying things the place is good for.



Sightseeing

What are some must-see iconic sights in your city?

Sightseeing

Point of Interest

• A gift of friendship from France to the United States
• Recognized as a universal symbol of freedom & democracy
• No visit to NYC complete without a tour to the statue!

This place is good for:

Rainy Days + Early Birds + Late Nights +
Peace & Quiet + Stunning Views + Iconic Scenes +
Secret Spots + Live Music + Romance + Groups +
Families + Budget Friendly + Breakfast & Brunch +
Touristy +

Add

Cancel

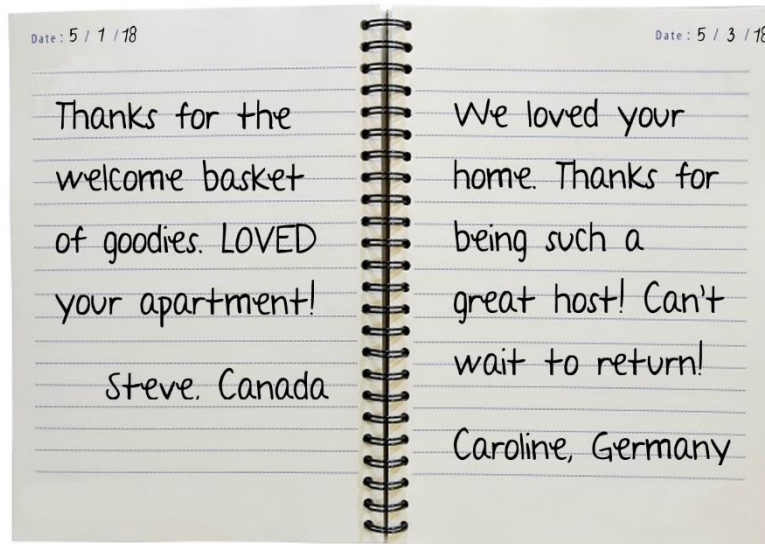
Share unique things to do while visiting the main attractions. What's the best time to avoid crowds or catch a good sunset?

Providing a Guestbook at Your Place

Guestbooks are physical books you keep in your place that allow guests to record their presence in your home and share any thoughts they had on the experience.

Whilst they are not a requirement of Airbnb, guestbooks serve the benefit of encouraging guests to document their favorite things that they enjoyed about staying at your place.

They will inspire guests to reflect on the positive elements of their trip, which will increase the likelihood of receiving positive reviews when asked to review their trip 24-hours after checking out.



They also provide a great source of validation for incoming guests who have the opportunity to flick through a thorough record of other satisfied guests who have enjoyed staying at your place. When left out on display in a public space, they will prime new guests to expect the best and anticipate a positive travel experience of their own.

Guestbooks will also give you insights into the things that guests enjoyed most about staying at your place. You can then use these insights to continually improve your hosting standards and focus on providing more of the things you know guests love and appreciate.



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
- Getting Found
- Communications
- The Check-In Process
- Check-Out, Cleaning & Turnover
- Payment & Taxes
- Reviews & Credibility
- Continuous Improvement

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