Helping Your Hosts

Suggestions to Support Airbnb Ratings

Hospitality in a Post-COVID World

Our industry changed, and Airbnb hosts need to change with it

We are Ruled by Reviews and Ratings

Guest experiences are the heart of hospitality, and guest satisfaction is the key to success.

Travel and tourism are starting to pick back up, and you need to bring your guests back, too!

Ensuring Guest Satisfaction

Guest satisfaction is the key factor for maximizing profitability through repeat guests and recommendations to others.

Attributes and Amenities

Satisfaction depends on the whole experience. From the location to amenities to the hosts themselves, everything impacts the stay.

Locally-Sourced

Host property features, reviews, and scores sourced from *Inside Airbnb* for the Washington, DC market.

Recommendations to Raise Reviews

What are the top property determinants of guest ratings?

What should your hosts prioritize to maximize their score?

Top 3 Predictors

#1

SuperHost Status

Whether or not a host achieved their SuperHost status is the single most important factor in guest satisfaction.

#2

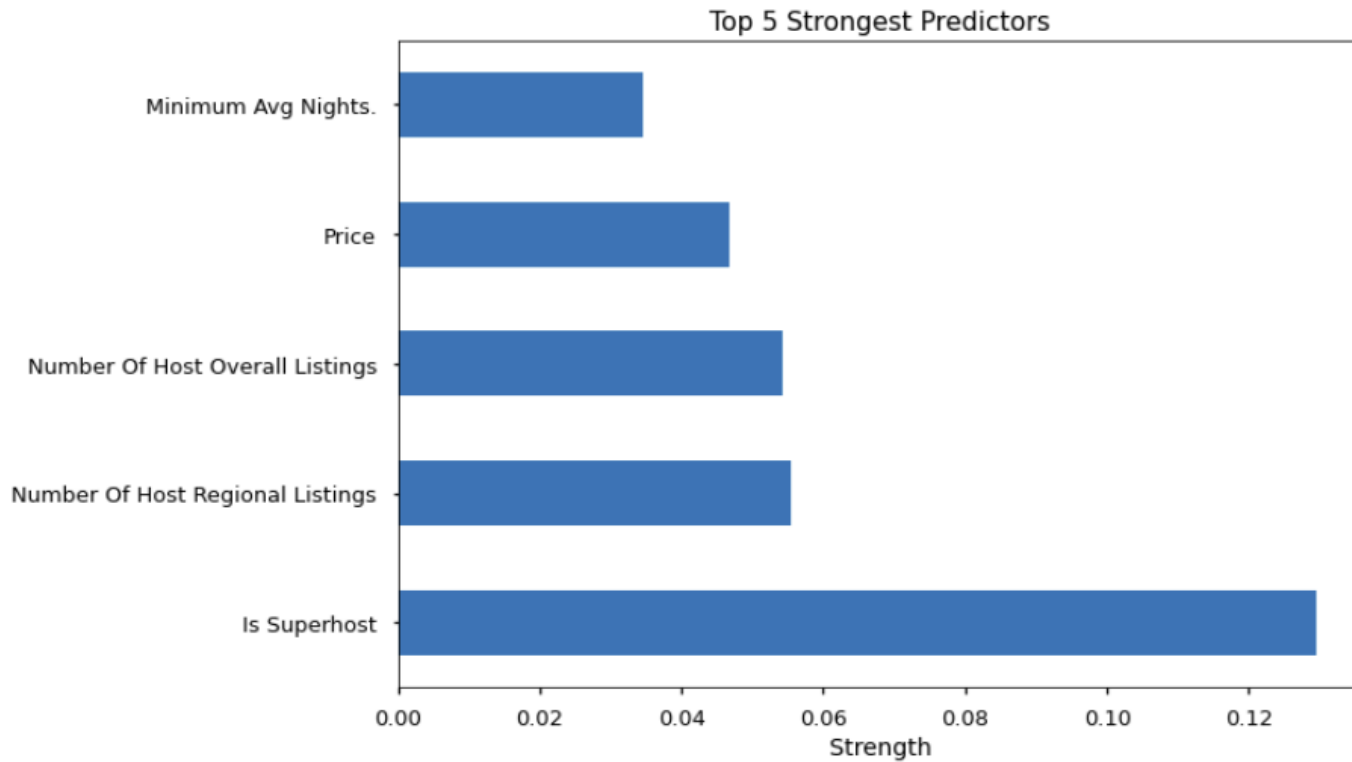### Total Regional Listings

Hosts with a strong concentration of properties in the DC market showed strong satisfaction score

#3

Total Overall Listings

Hosts who have a large number of properties across the world know how to deliver unique experiences.

Top Predictors

Top 5 Strongest Predictors

Recommendations

Support the Supers

- Listen to and support hosts
- Emphasize SuperHost conversions
- Provide support for region-specific challenges

Encourage Expansion

- What works well for multi-property hosts?
- Identify local expansion options
- Community-focused improvements

Future Work

- Guest Reviews – Verbatim
  - Reading guest text reviews to determine works well and what can improve.

- Exploring New Markets
  - This initial analysis focused on the DC market; other markets may show different results.

QUESTIONS

Thank You!

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