



Value Rating:

What are the influential factors?

August 13th 2022

**Out of 6 types of rating,
why is the**

value rating

?



"Value" rating is a problem



[Michael-and-Dru0](#) in Helena, MT

Level 10

02-01-2019 03:15 PM

5,346 Views



Airbnb really needs to help guests understand what is meant by "value." What is value? What does that even mean? Is it the price for the accomdation? Is it the inherent value a guest gets personally from staying at your place? Is value tied to the type of furniture, art, kitchen utensiles, or towels? It is SUPER confusing for guests.

How do I improve my guests' value ratings?



[Martha9](#) in Stockholm, Sweden

Level 3

17-01-2016 05:38 AM

8,773 Views



How do I improve my guests' value ratings? I get high ratings generally, but in the category "value", lower. Why? What can I do to improve "value" ?



Overview of the analysis



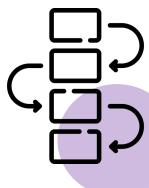
Target audience

On-going/ first-time hosts
in Los Angeles



Metric

Value rating score



Flow of analysis

Size of listing



Competition



Multiple properties management

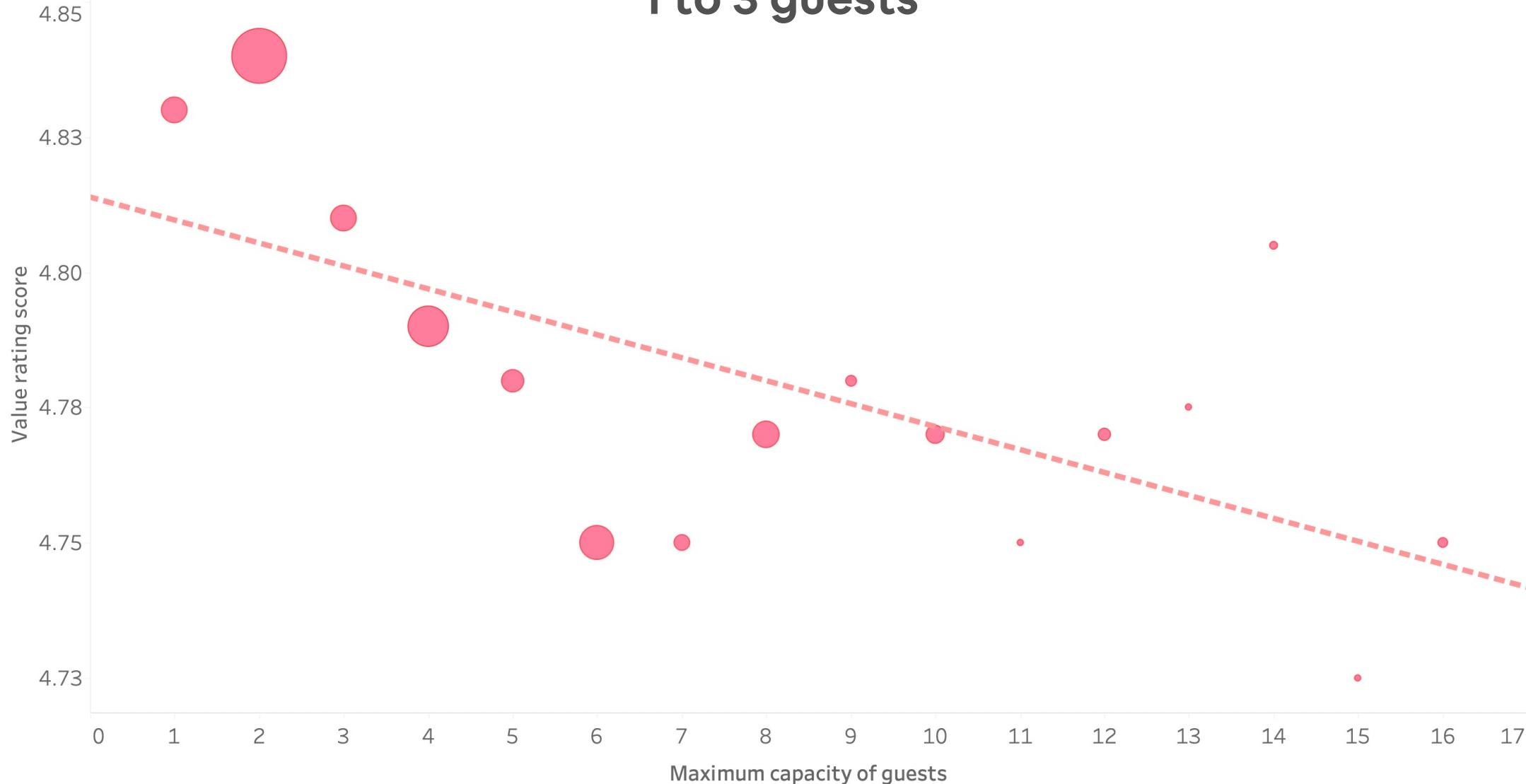


Amenities



 Listing
Size

Listings that accommodate a **high number of guests** receive
lower value rating than the ones with maximum capacity from
1 to 3 guests



When customers evaluate a product or service, they weigh **its perceived value** against **the asking price**.

By Eric, John and Nicholas

Sep 2016



Listing size

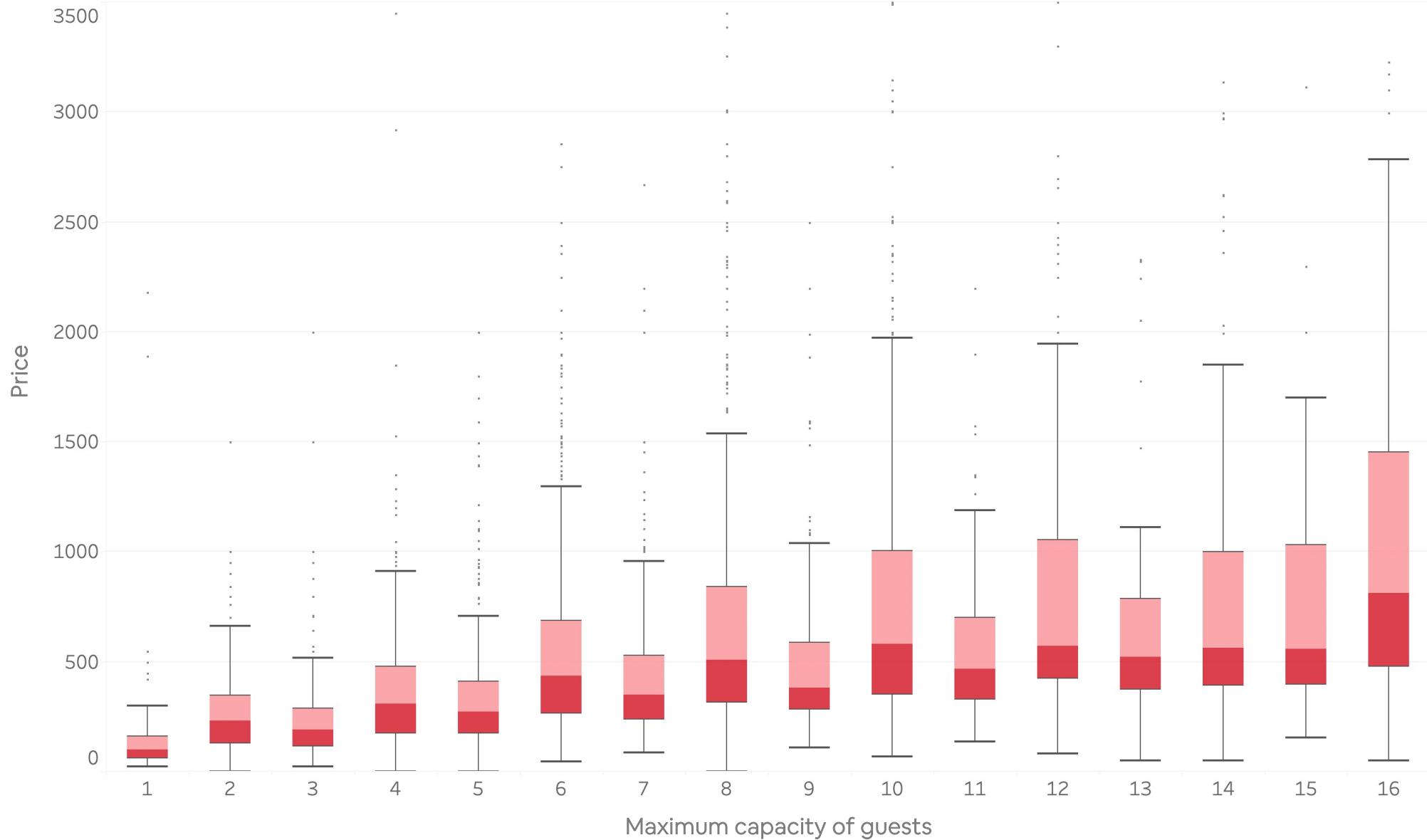


Price

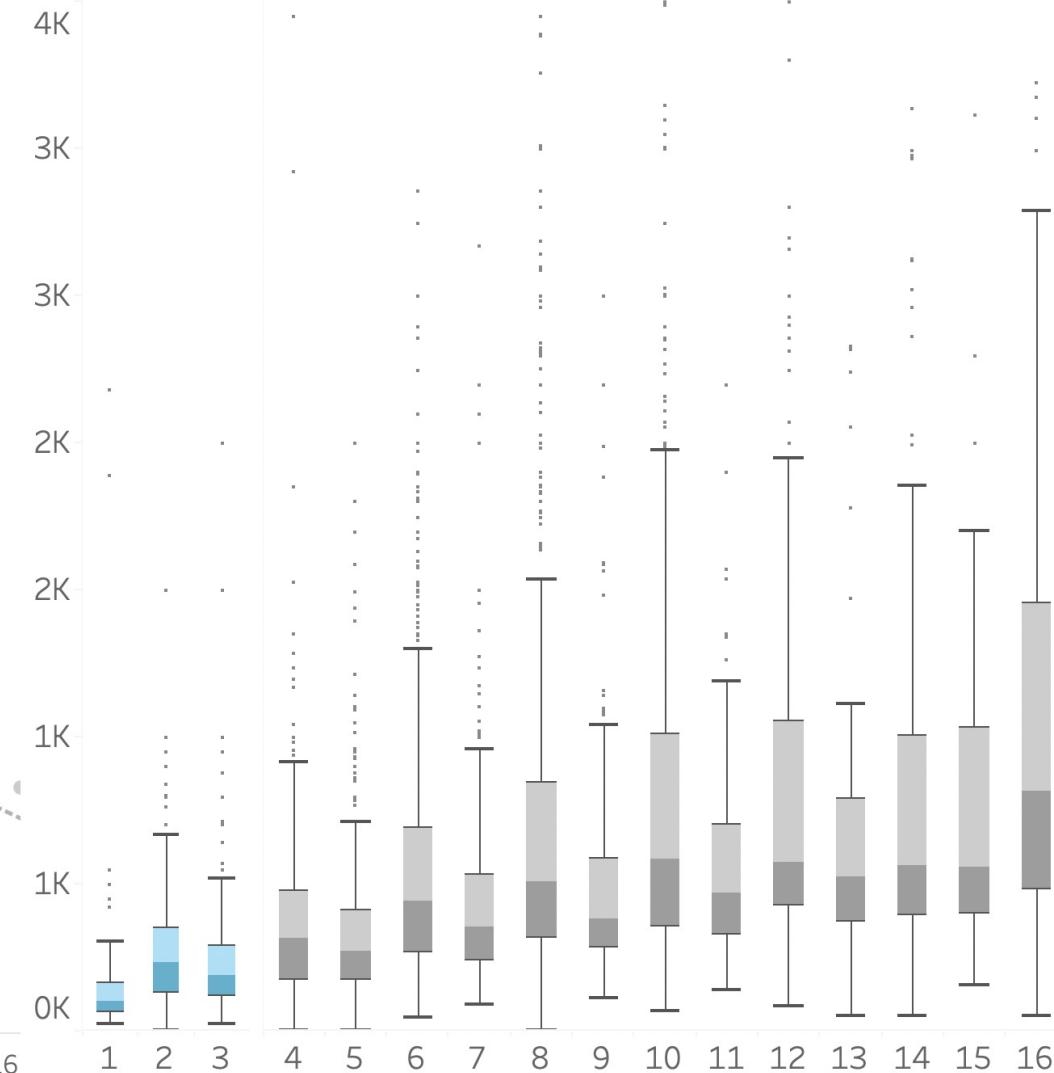
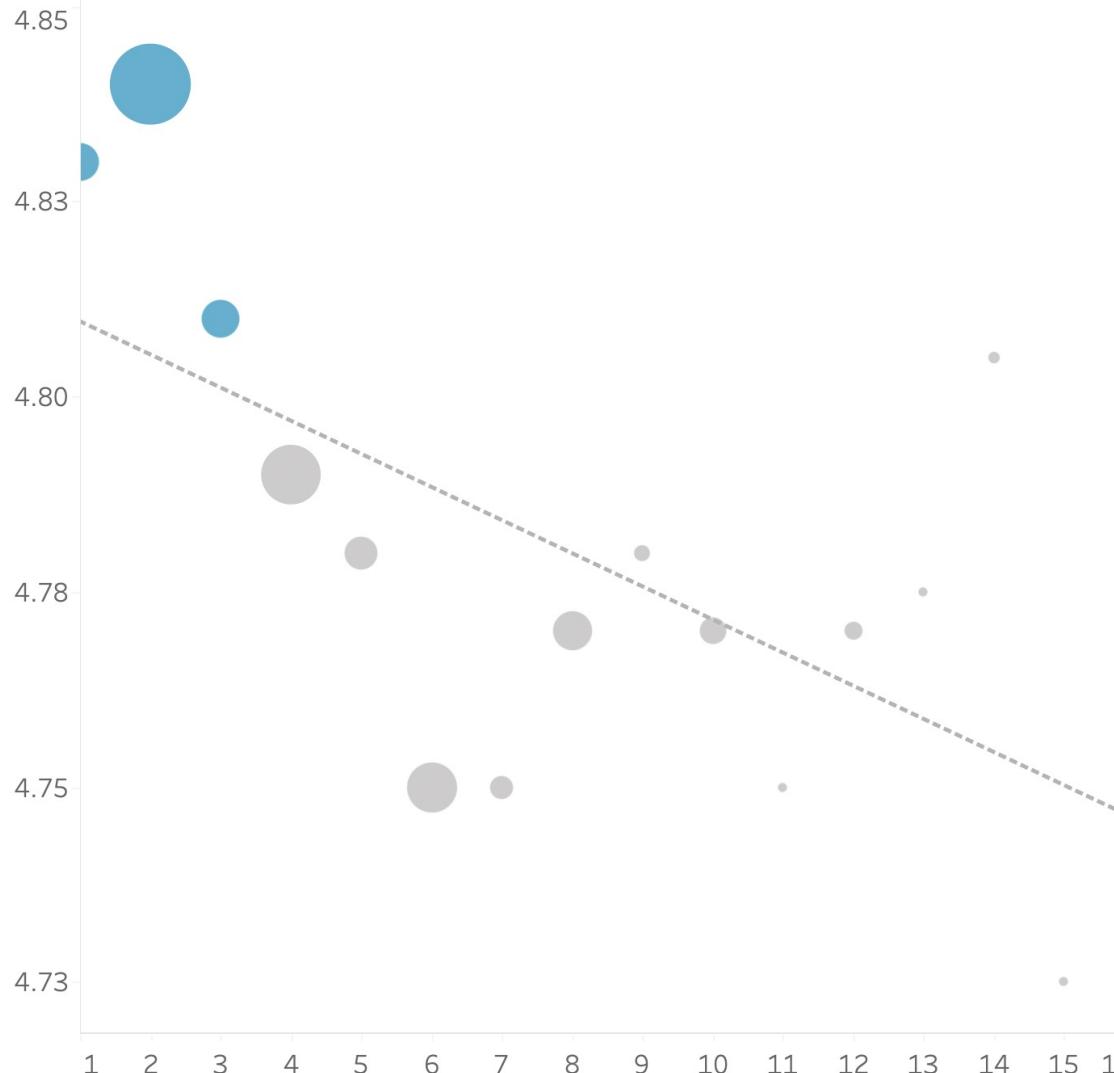


Value

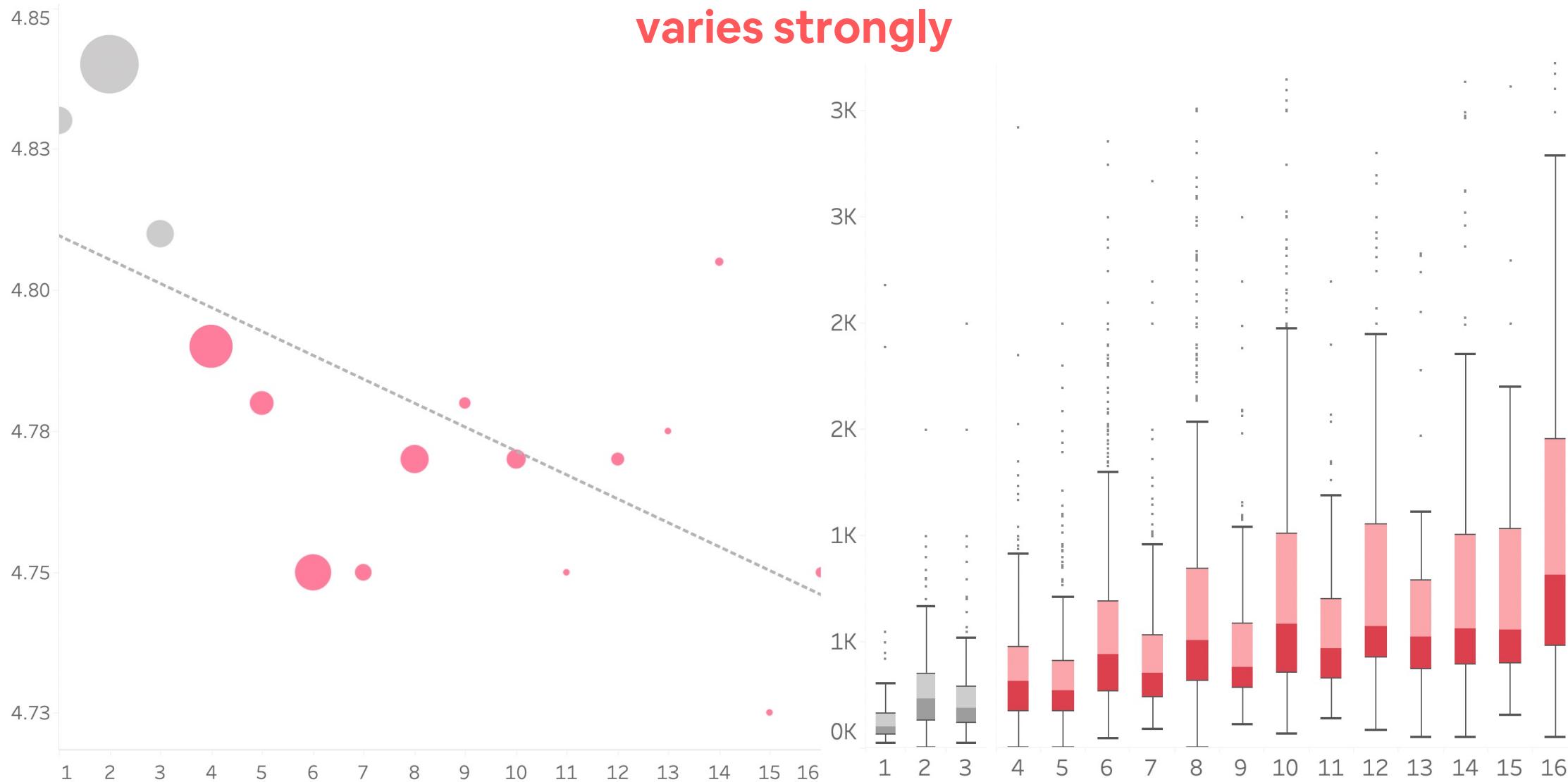
Larger listings have wider range of high price than the ones accommodating from only 1 to 3 guests

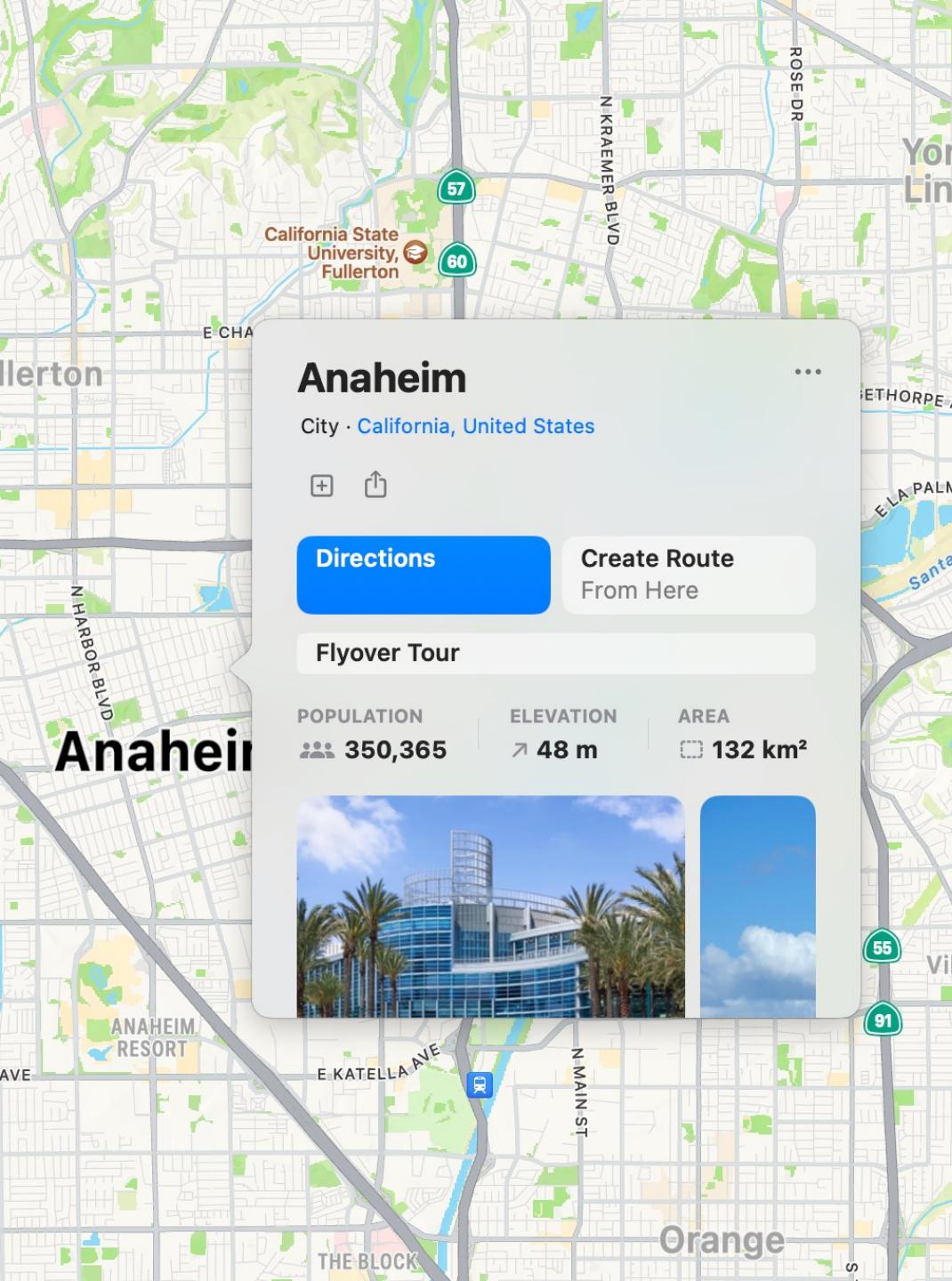


When there is **not much difference in price** between listings, guests give quite **the same range of rating score**, and they are really **the high ones**

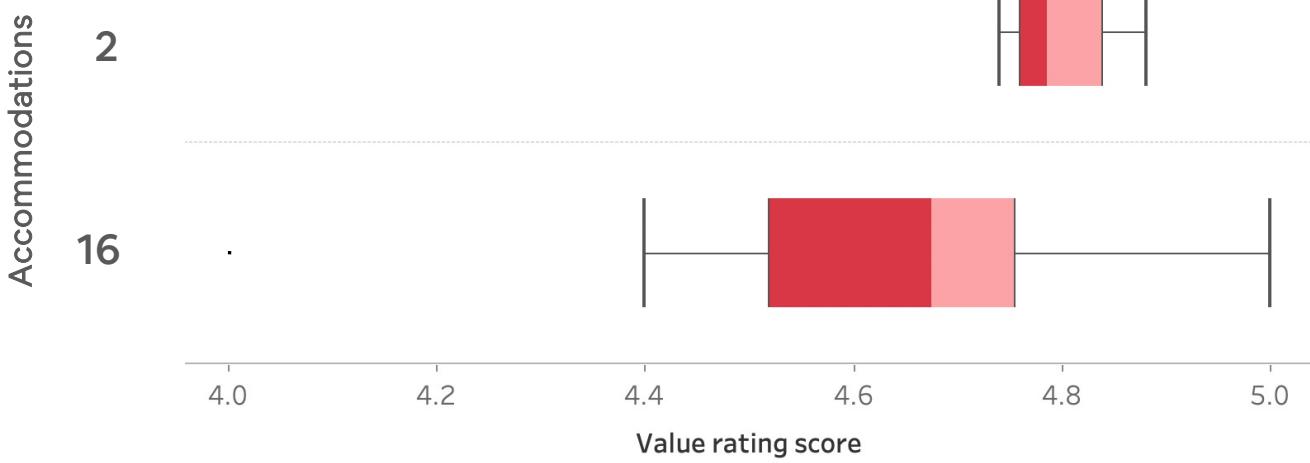
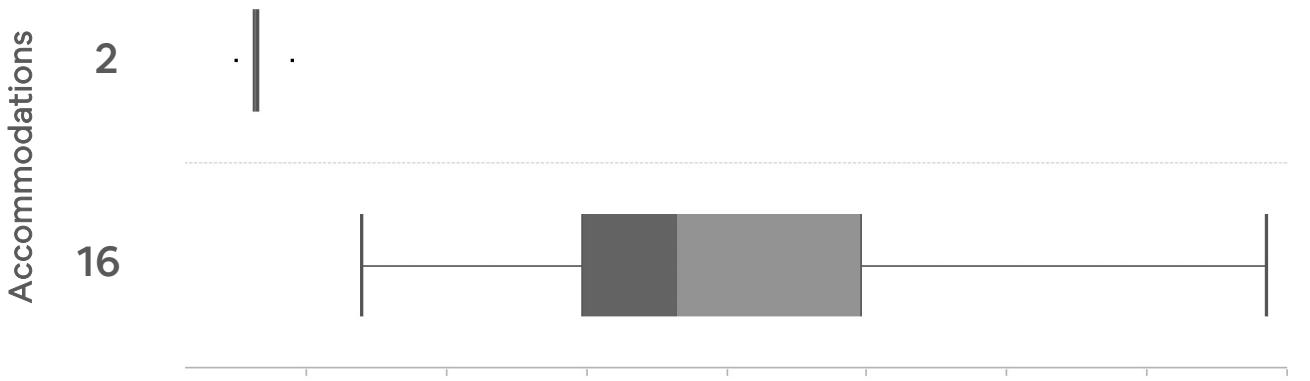


Hosts in **larger listings** set the price in **a much wider range** based on the onsite offer. Guests tend to compare apples to apples, and give scores **differently and subjectively**, which makes the range of rating score **varies strongly**

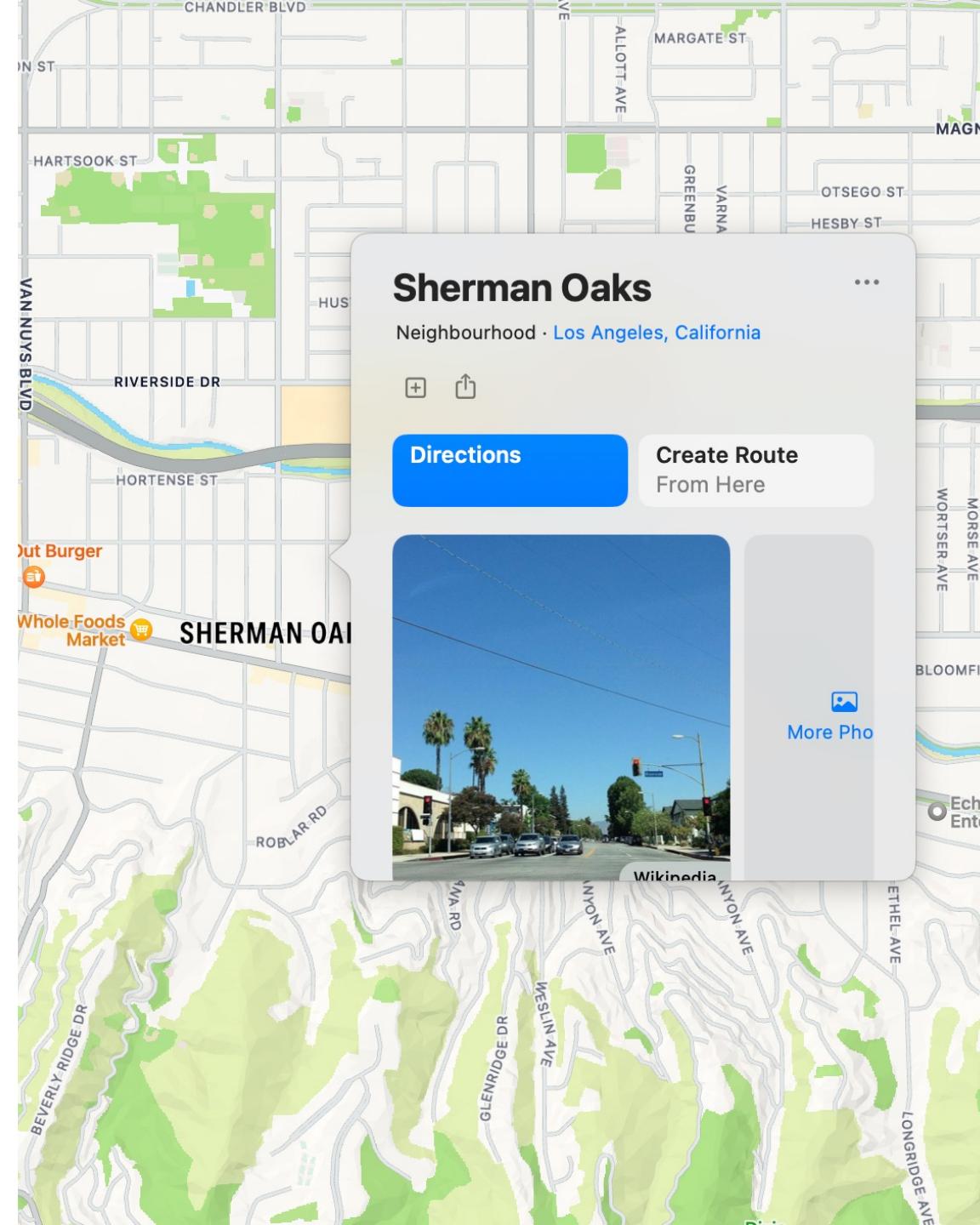
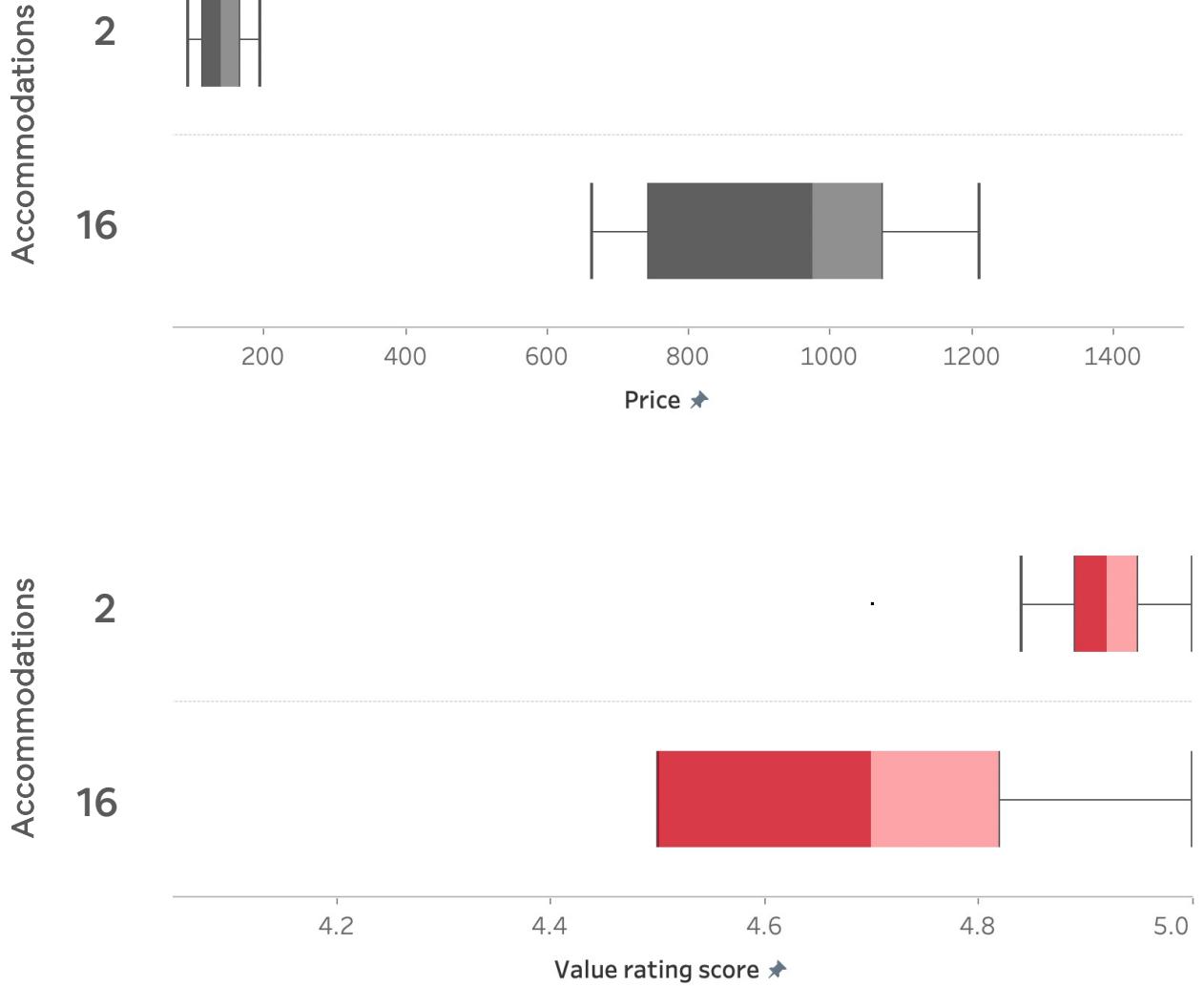




Price and **Value rating score** distribution between 2 and 16 accommodations

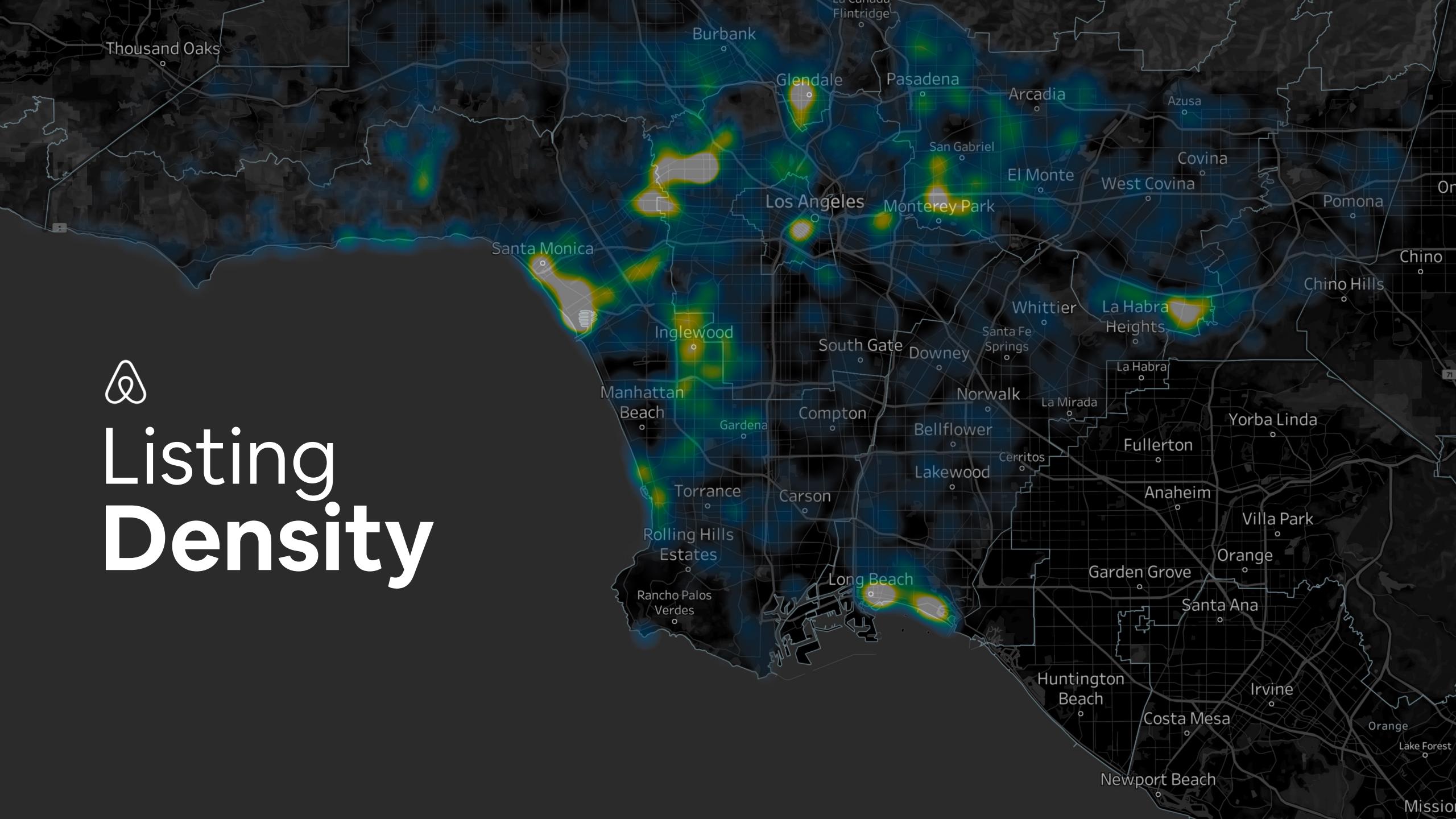


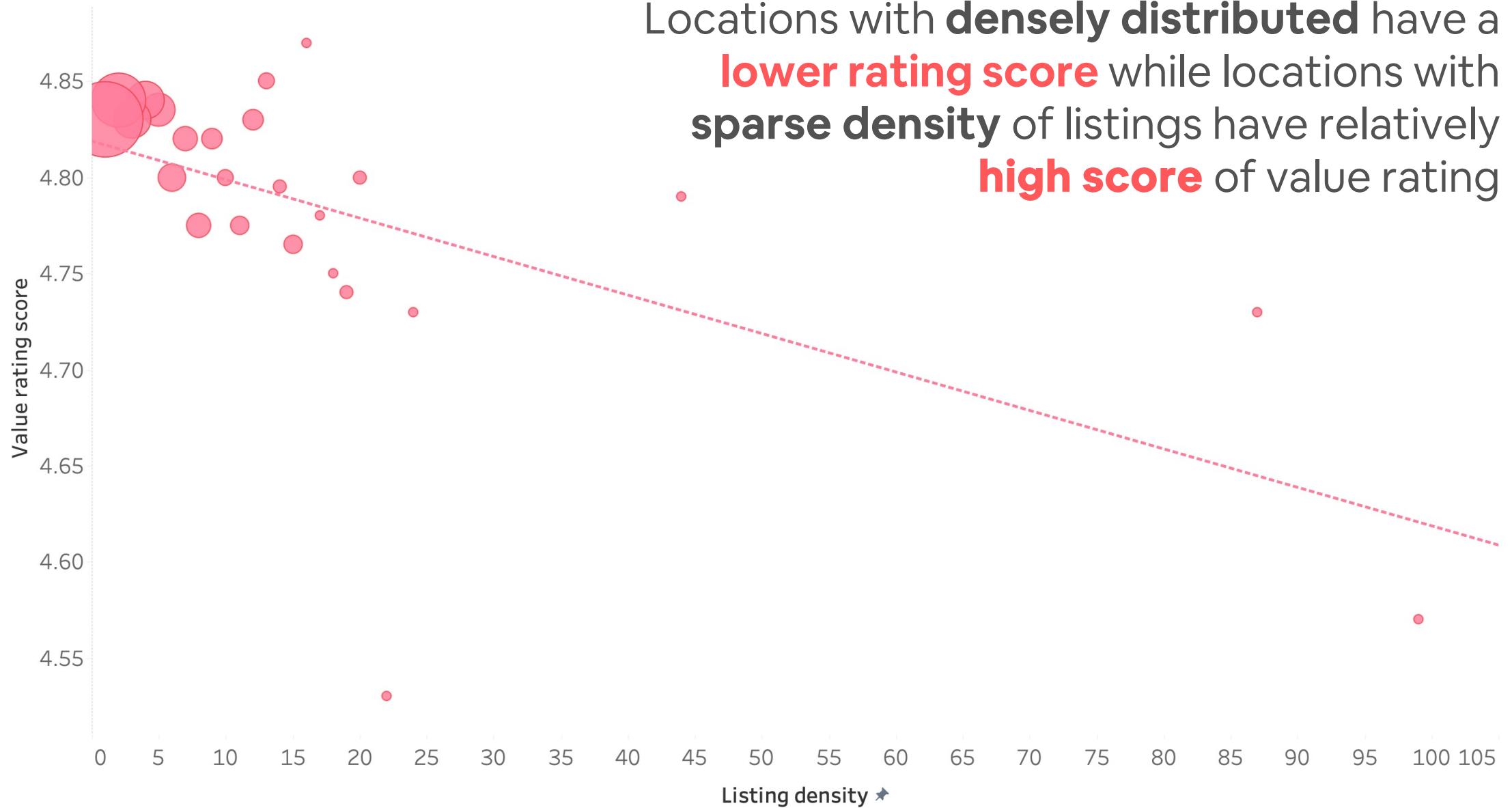
Price and Value rating score distribution between 2 and 16 accommodations





Listing Density







What is a **standard** rating score?

4.8

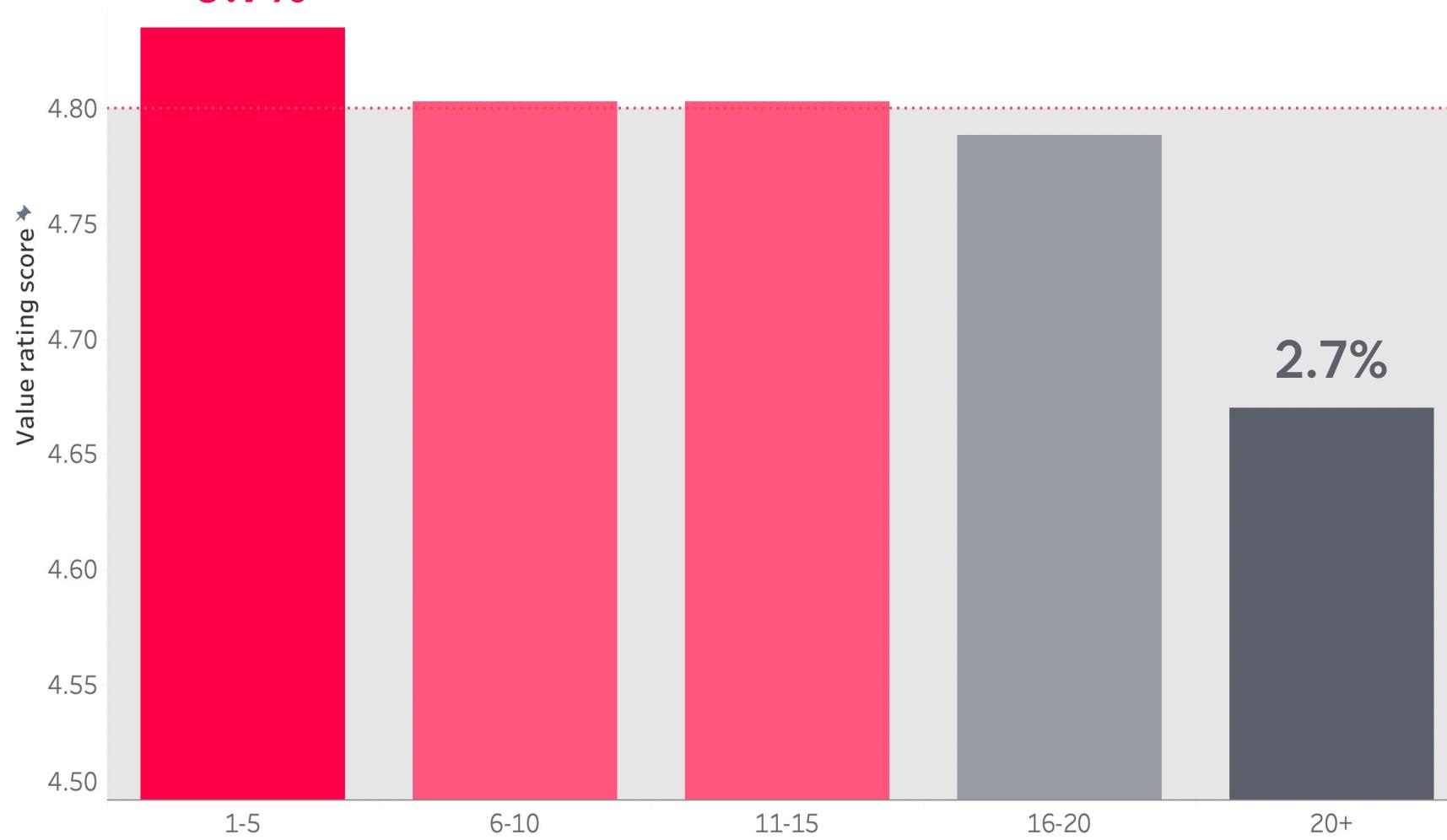
is the standard score

This number is a required overall rating score for host to become a Superhost by Airbnb



Performance

This standard score will be compared to the median score in each level of density to see where each group is to the standard 4.8-score rating



Rating scores in places where there are only **5 listings or below** can be **0.7% higher** while rating in locations with **more than 20 listings per square km** are **2.7% lower** than the standard score

What's more, psychologists and business academics alike have largely ignored another outcome of choice: **More of it** requires increased time and effort and can lead to **anxiety, regret, excessively high expectations, and self-blame if the choices don't work out.**

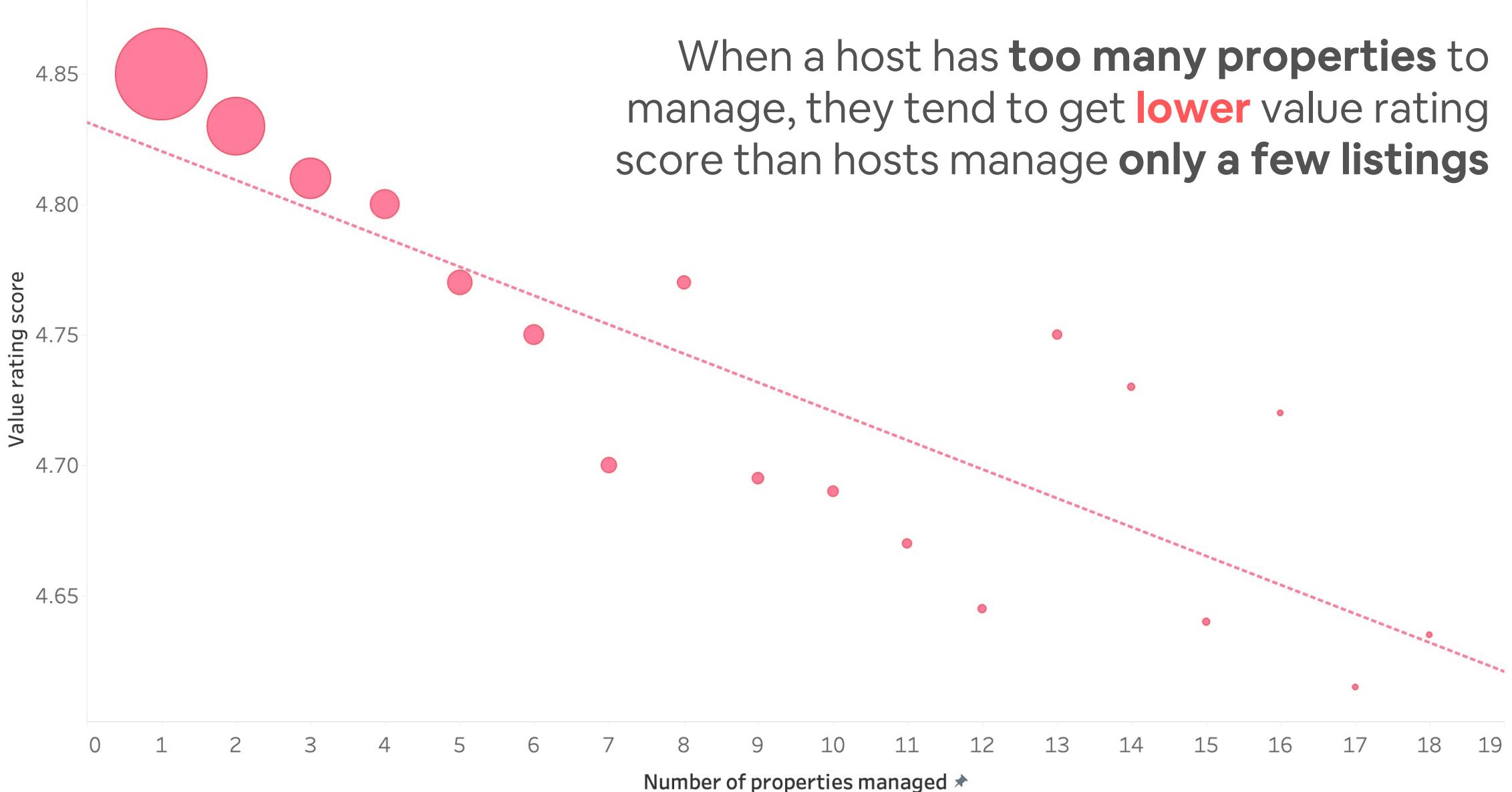
By Barry Schwartz
Jun 2006



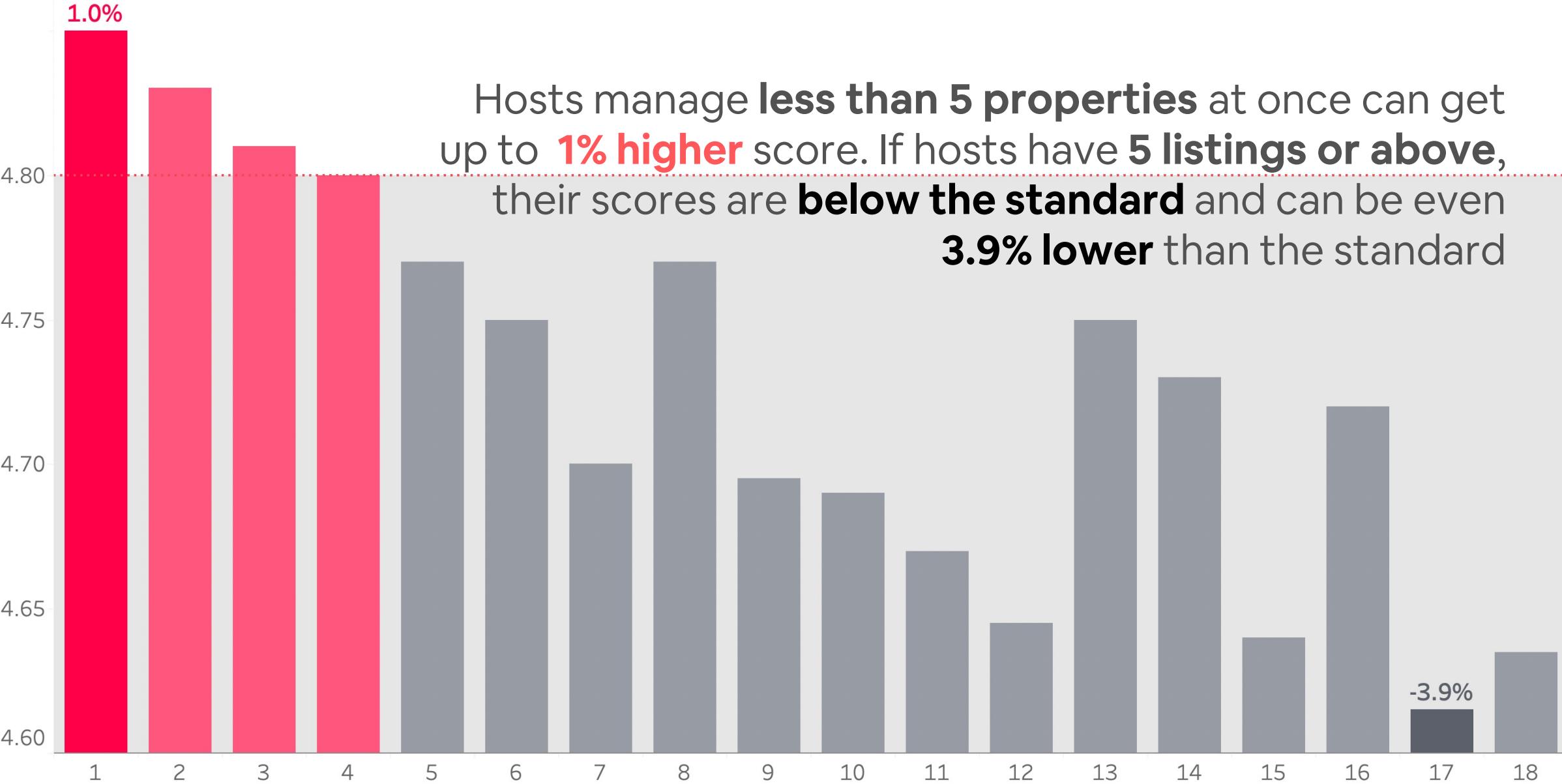


Multiple properties management





Value rating score ↗





What's next?



Superhost

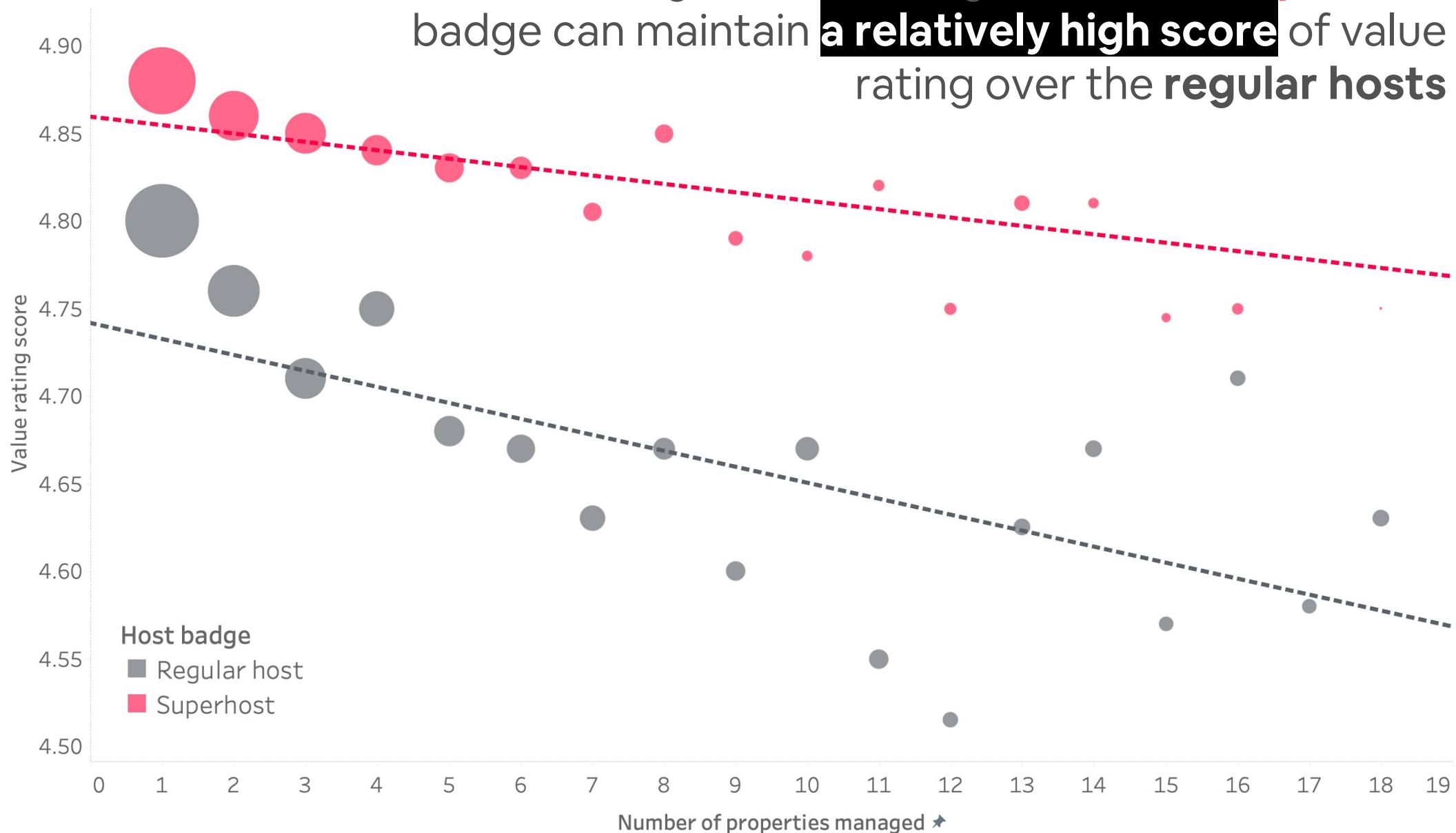
Is there any differences in value rating between **superhost** and **non-superhost** in managing multiple properties successfully?



Instant Book

Is there any differences in value rating between hosts that **turn on** and **turn off** in feature when managing multiple listings?

Despite of the fact that hosts with more properties tend to get lower rating, hosts with **Superhost** badge can maintain **a relatively high score** of value rating over the **regular hosts**





But why it is superhost?



First, be an experienced traveller

Completed at least 10 trips or 3 reservations that total at least 100 nights



Positive feedback

Maintained a 4.8 overall rating



Attention to details

Based on their experience, they can both manage multiple listings and meet guests' expectations all at once



What is instant book?



Book without
host's approval



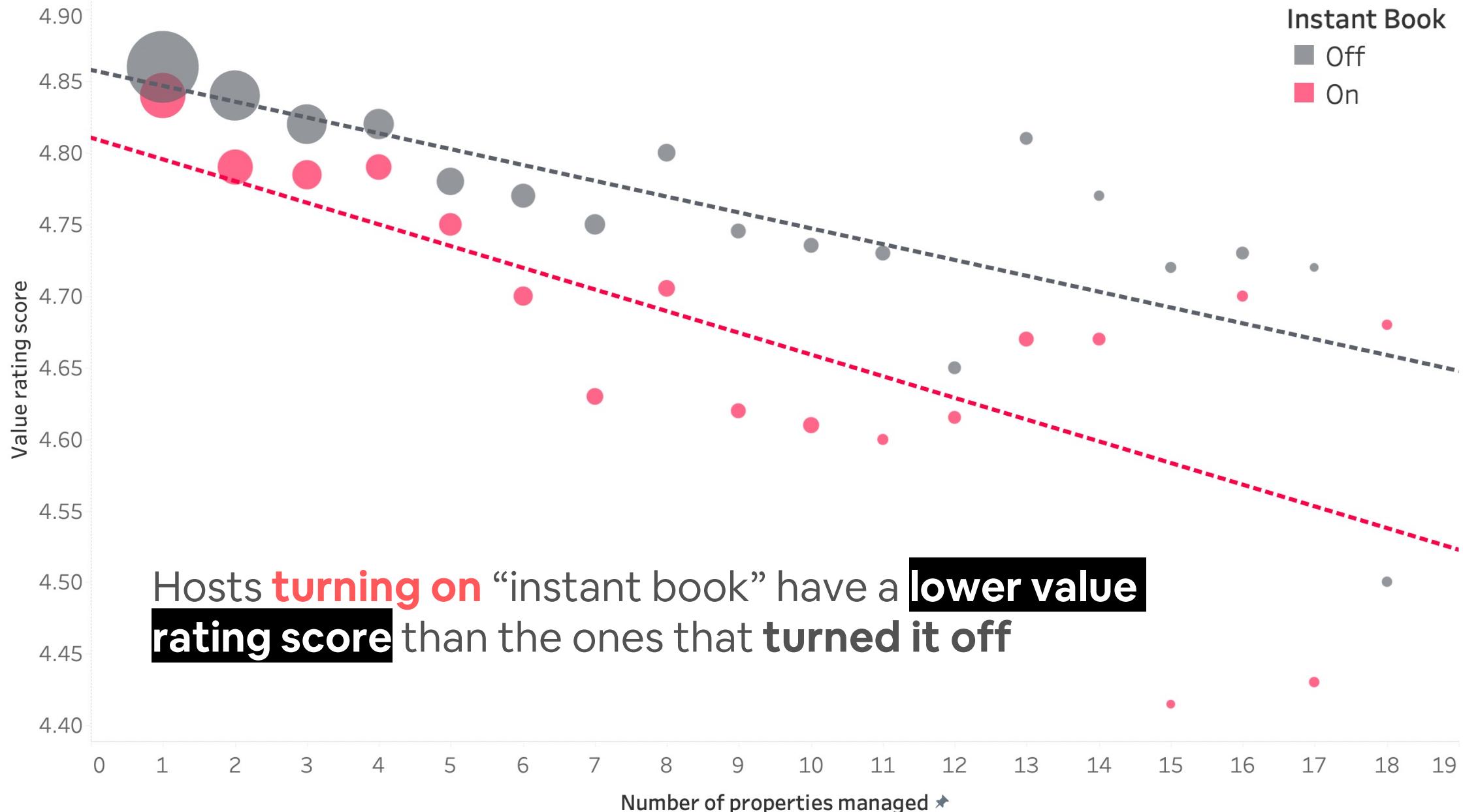
Boost the
earnings



Improve
ranking result



Hand-free for
busy hosts



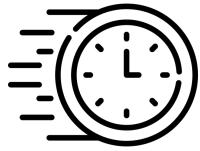
With **27%** of **negative** Facebook comments targeting Gilt's product, opulent quality in flash sale merchandise is on the outs and is shedding light on the rise of aged fabric... But **45%** of flash sale offers **sell out before the shopper can even review** their virtual shopping carts, according to research from Dotcom Distribution. This essentially **leaves shoppers in the dust**

By Mona Bijoor
CEO of JOOR

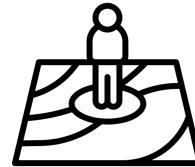
Back to the case of instant book



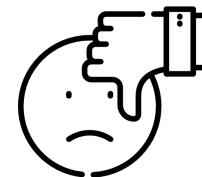
Guests choose the target listing with **turned-on instant book** and they are **automatically registered**



As thing just happened in seconds, guests tend to **not pay much attention to details** like housing rule, check-in/check-out time...



When they experienced in person, they feel **confused** and **disappointed**



As a result, they give **bad rating score** for the bad experience



Amenities





What's expected of Hosts?

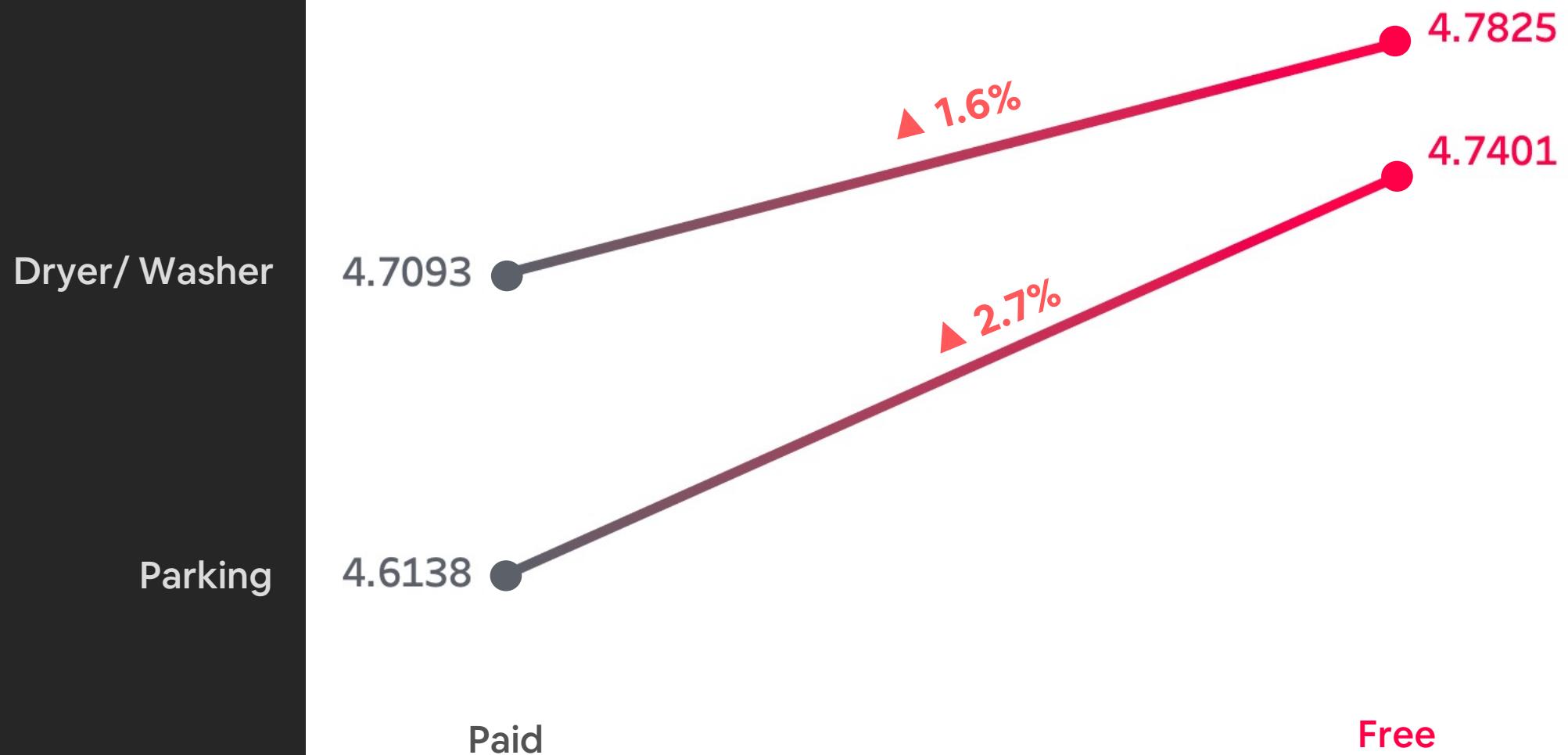
Learn about Airbnb's basic requirements for Hosts, plus tips for 5-star stays.

By Airbnb on Aug 9, 2021 · 5 min read

Earning great reviews from guests

We've found that Hosts who get great reviews tend to focus on five things: cleanliness, **essential amenities**, accurate listing details, a smooth check-in, and proactive communication.

Paid vs. Free: which one is **more favourable**?



Travel revolution in data

By [Airbnb](#) · November 9, 2021 · [Company](#), [Destinations](#)



They want amenities for living, not just visiting:

Travelers are seeking out wifi and workspaces, in keeping with the shift toward remote work, along with kitchens, in keeping with living anywhere. But one must-have comfort of home stands above the rest: Everyone wants to bring their pet along. Globally, the most searched-for amenities in recent months were: 1) pets-allowed, 2) pools, 3) wifi, 4) kitchens and 5) free parking.

- In 2019, the top five were: 1) pools, 2) wifi, 3) kitchens, 4) air conditioning, and 5) pets-allowed.
- Searches that filtered for listings allowing pets increased by 55%.
- Searches filtering for listings with wifi, kitchens and pets nearly doubled (up 95%).

Kitchen

is at **3rd** place in both newest and 2019 survey

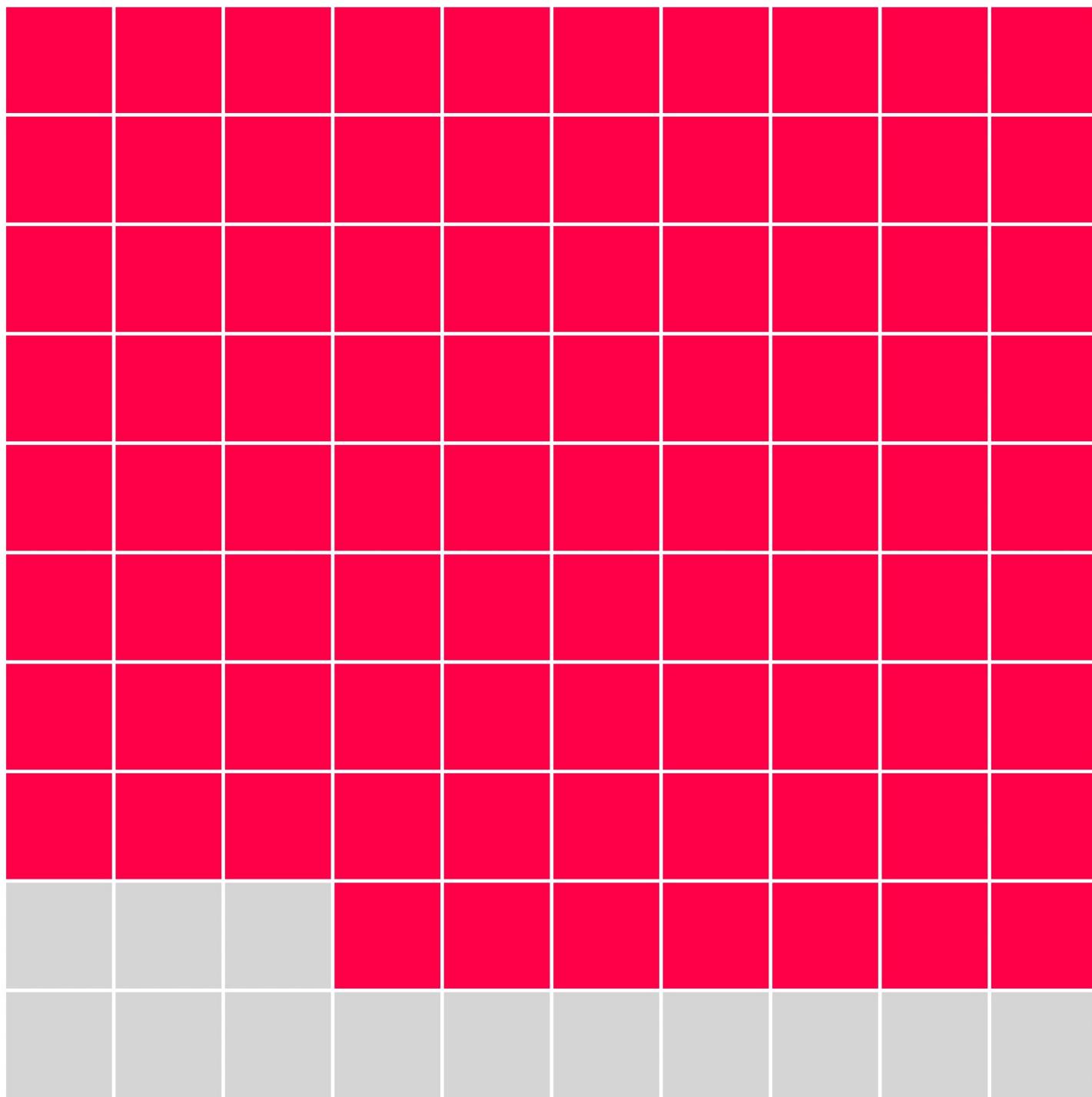
95%

is the increased rate in searching filtering for listings with wifi, **kitchen** and pets

87%

listings advertised both
**“Kitchen” and its relevant
amenities**

13% listings advertised
only “**Kitchen**”



Listings that included
**Kitchen and its relevant
amenities*** get 4.75 in
rating score on average,
2.4% higher than listings
with **only Kitchen
included**

*Kitchen relevant amenities included: **Cooking basics, Dishes and silverware, Coffee maker, Refrigerator and Microwave**



Conclusion



Guest's expectation can change with the **listing size**.

Besides, guests will also **judge the price** based on what hosts set up and give the rating based on **whether that price is worth**



More listings in one place means **more choices** for guests. Additionally, properties in places with **high density** of listings can **struggle** to achieve a standard score than properties in **sparsely distributed** areas



If one host has **too many properties** to manage at once, they **hardly meet each guest's expectation**. But it is **not the case with Superhosts**. Besides, "**instant book**" can be a time-saver or earnings-booster for busy hosts but there will be **outcomes** for that



Amenities play a **critical role** in adding value to listing, especially the **free** ones. Additionally, hosts should **be specific** in what **amenities they can offer** in order to avoid high expectation from guests



Thanks for your **attention!**

