**短租培训 第二讲 课后作业**

**1.网络平台注册: ( 这个为个人作业，牵涉到个人房源隐私，不需要上 传作业)**

根据第三讲课程内容 组员在Airbnb 短租平台注册，需要一个邮件，电话号码，房源地址， 照片等信息，注册完后截图发给组长

**2.以下信息请以短租平台Airbnb为例子，请队长组织各队的学员讨论并总结以下问题，最后由组长在网校上传以下问题的答案 ( 要上交给组长)**

1. 如何查看房源的出租表现？

“performance” to

“stats”, overall ranking, reviews, earnings, 30-daby bookings

1. 如何使用Airbnb专业出租工具？

Hosts can gain access to Airbnb’s professional hosting tools by clicking **Use professional tools** in your [Account Settings](https://www.airbnb.com/users/settings).

1. 应该如何为房源选择价格？

Compare with the similar listing around our house

1. 在Airbnb网站上能否看到房源地址？

Answer: 不能

1. 如果注明房源对儿童安全或适合，需要注意些什么？

Answer: Add some kids-safe features.

-Lead paint free.

-window guard

-stairs guard

Etc

1. 如何管理Airbnb日历上的房源价格？

Answer: calendar 🡪pick up the date->Edit

1. 如何编辑Airbnb房源？

Answer: 🡪calendar 🡪pick up the date->Edit

1. 如何向Airbnb房源添加无障碍设施？

Answer:

Make sure to review [Airbnb’s tips for taking good accessibility photos](https://community.withairbnb.com/t5/Airbnb-Updates/Photography-tips-showcase-accessibility-features-and-stand-out/ba-p/870832?_ga=2.174956770.1968498272.1596666810-1576902546.1579716841" \t "_blank) before adding accessibility features. Then, follow these steps:

1. Log in to your account on a desktop computer (not a mobile browser), click on your profile photo, and select **Manage listings** > **Listing** in the top menu.
2. Select the listing you’d like to edit.
3. Under the **Listing details** of the selected listing, scroll down to find **Accessibility** and click **Edit**.
4. Accessibility features are organized by room, so add the features you have in each
5. 如何让房源更方便残障房客享用？

Answer:

Need to be compatible with some examples of reasonable requests:

1. Placing household items in an agreed upon spot prior to a guest’s arrival (ex: towels, dishes)
2. Repositioning lightweight furniture (ex: sliding a chair or table over to create a wider path, moving objects to create clearance to an outlet)
3. 哪些物品属于必备便利设施？

以下是必须的

* Freshly laundered bed linen on each bed
* Sufficient pillows for each guest
* Clean, good condition towels for each guest
* Fully furnished kitchen so guests can cook their own meals
* Toilet paper (a few rolls in each bathroom at least)
* Bathroom toiletries such as shower gel, shampoo and hand soap
* Towel hooks
* Hot water
* Air conditioning and/or heating if/when necessary
* Hairdryer
* Plenty of clothes hangers
* TV (with cable or Netflix etc.)
* Wireless internet ([WiFi](https://www.lodgify.com/blog/provide-wifi-vacation-rental-guests/))
* Iron and ironing board
* Washer/dryer and detergent
* Private entrance to the home
* Extra pillows and blankets – “just in case”

1. 如果不在房源中提供必备便利设施会怎样？

Answer: 可能会影响入住率。

1. 可以一次性编辑多个房源吗？

可以

1. 房客确认预订后，能否更新房源描述或便利设施？

不可以

1. 如何翻译房源描述？

Answer: use professional translator, instead of using google translator

1. 如何让Airbnb房源更具竞争力？

Answer:

--price reasonably.

--coordinate with the major events

1. 如何编辑Airbnb房源的地址或地图定位？

Answer:

To edit your listing’s address or map location:

1. Go to [**Your listings**](https://www.airbnb.com/rooms), then select your listing.
2. Scroll to **Location**, then click **Edit**.
3. Edit your address.
4. If you’d like to change how your listing’s location appears for guests searching for a place to stay, select an option under **Choose how location is publicly shown on the map**.
5. Click **Save**.
6. 我能在一个地方分享所有房源吗？

Answer:

link Airbnb calendars for multiple listings:

1. Go to [Listings](https://www.airbnb.com/rooms) on airbnb.com and click a listing whose calendar you'd like to link
2. Click **Availability**
3. Next to **Linked Airbnb calendars**, click **Link**
4. Click **Create linked calendars**, then select the listing for the entire home you’d like to link to other calendars
5. Click **Next**
6. Select the listings inside of the home, then click **Save**
7. 如何在其他网站上分享或嵌入(同步)Airbnb的房源？

Answer:

**Embed a preview of your listing**

If you have your own website, you can embed a preview of your listing:

1. Navigate to the listing you want to embed
2. Click **Share** at the top of the page
3. Click **Embed** at the bottom of the list to access the HTML code
4. Click on **Copy HTML** to save the HTML to your clipboard
5. Paste the HTML code into your website where you’d like your listing preview to appear
6. 什么是房屋使用指南

Answer:

Two parts:

1) This is the cookbook on how to use everything in this unit.

2)This is the book of all of the rules, what you can do, what you can’t do.

1. 如何为房源添加入住指南？

## Add a House Manual

Hosts can add a House Manual to their listing after completing the steps required to list their space. To add or edit your House Manual:

1. Go to [**Your Listings**](https://www.airbnb.com/rooms) on airbnb.com
2. On the listing you want to edit, click **Manage listing**
3. Click **Listing details**
4. Next to **Guest resources**, click **Edit**
5. Under **House Manual**, enter your description of features, instructions, or other information you want your guest to know about your listing
6. Click **Save**
7. 如何更改房源的入住时间？

**To edit your check-in time:**

1. Go to Your listings on **airbnb**.com.
2. On the listing you want to **edit**, click Manage listing.
3. Click Booking settings at the top of the page.
4. Next to Policies, click **Edit**.
5. Select your **check**-in start and end times. You can also add a **checkout time**.
6. Click Save.
7. 如何更改房源的街区？

**Click Edit**

1. Go to Manage **Listings** on **airbnb**.com.
2. Next to the **listing** you want to **edit**, click Manage **Listing**.
3. Scroll to the section you'd like to **change**, then click **Edit**.
4. To **edit** your **listing** name:
5. Go to Host and then **Listings**.
6. Choose the **listing** whose name you want to **edit**.
7. Click **Listing** details.
8. Click Title & description.
9. 如何发布多个房间？

Answer: If you want to list multiple rooms in your house, you can create a separate listing for each space you have available. Each room will have its own calendar and listing page that should accurately reflect the number of beds and amenities, as well as what space will be shared with others.

1. 应该如何为房源选择价格？

Answer:

Log on to Airbnb.com and go to the settings page for your listing. Choose the Pricing tab. If the Compare Listings tool is available for your listing at this time, you’ll see a box at the right labeled “What price gets bookings?” Click “Compare prices” in that box and a popup will open showing some listings similar to yours.

1. Airbnb如何决定将房主的房源与哪些房源比较？

Answer:

Hosts using professional hosting tools can access their performance data and compare some metrics to other listings in their area by switching to the **Similar listings** view of the data graph.

When reviewing your listings that are in a certain area, a set of **Similar listings**are chosen from within the same geographic area. The graph shows you how your performance compares to those listings.

1. 如何解读房源表现的相关数据，提升房源品质？

Answer:

## The Traditional Approach to Airbnb Analytics:

## Occupancy Rates and

## Average Daily Rates

## 2) Revenue per Available Rental (RevPAR)

There are two main competing schools of thought on how to boost vacation rental revenue:

1. Lower the daily rate to encourage higher occupancy
2. Maintain a higher ADR even if it means sacrificing on occupancy

https://www.airdna.co/blog/vacation-rental-metrics-revpar