



# airbnb

How to become a Superhost



# Overview



**Introduction**



**Case Study**



**Superhost vs non-superhost**



**How to become a Superhost**

# Introduction



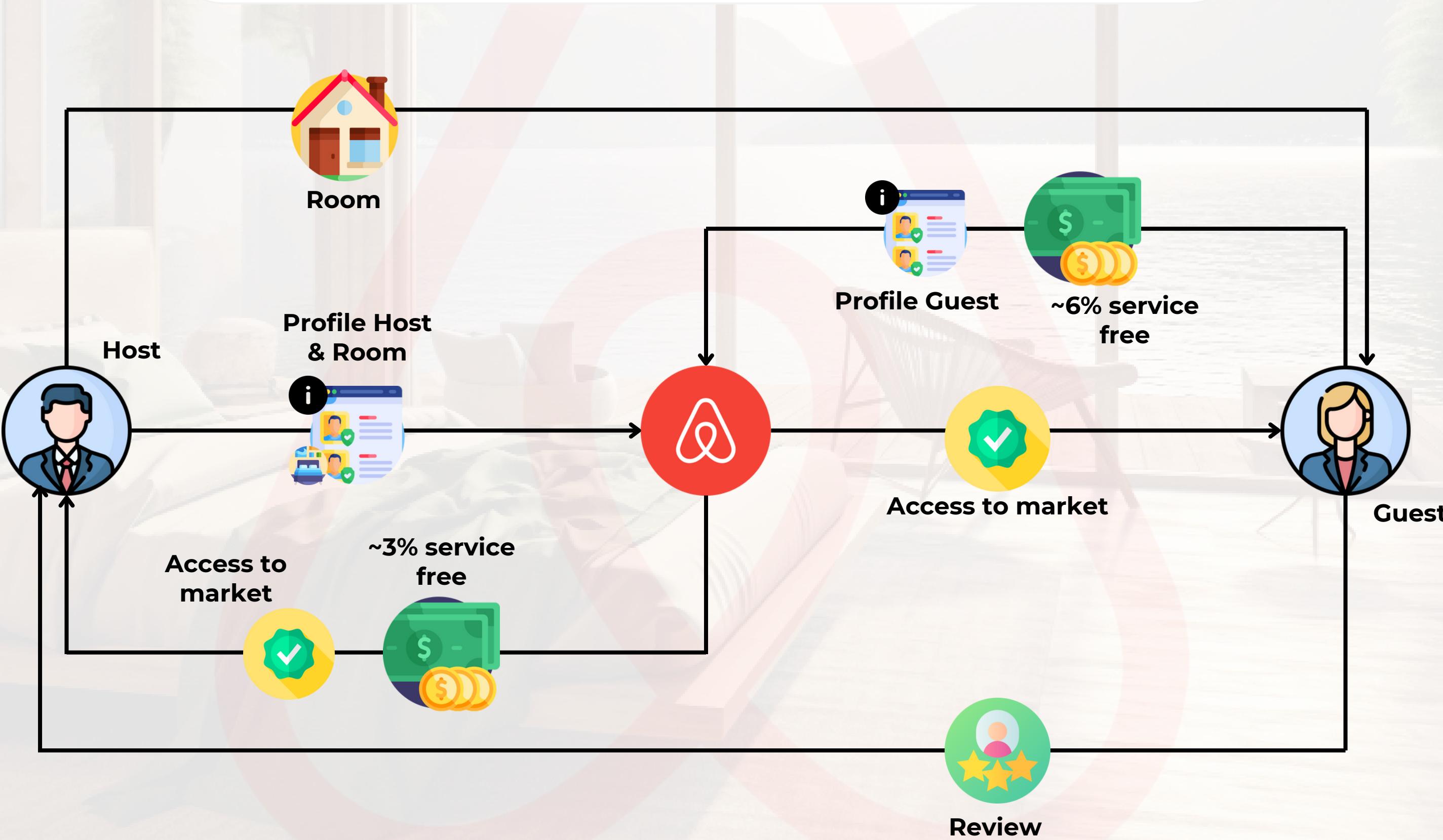
# What Is Airbnb



Airbnb ("Air Bed and Breakfast") is an online marketplace that connects people who want to rent out their property with people who are looking for accommodations, typically for short stays. Airbnb offers hosts a relatively easy way to earn some income from their property. Guests often find that Airbnb rentals are cheaper and homier than hotels.



# How Airbnb works



# What Is Superhost



Superhost is a way to identify trustworthy, experienced hosts committed to providing great experiences for guests on the Airbnb platform.



Superhosts are rewarded with benefits such as better visibility in search results, higher chances of being chosen by guests, and sometimes special perks from Airbnb.

# Case Study



# Airbnb in Thailand



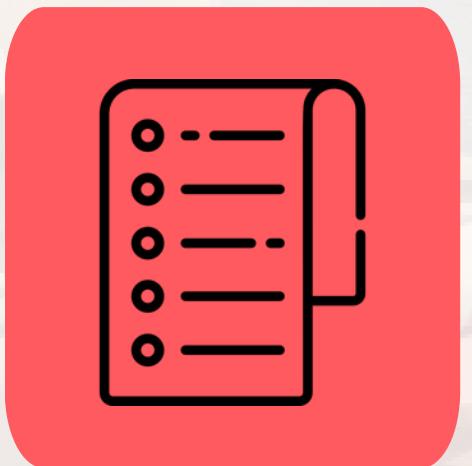
**30%**

## **Surge in Thailand bookings for H1 2024**

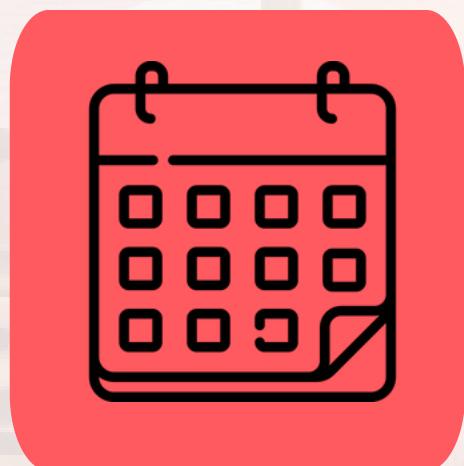
"Thailand's appeal as a world-class tourism destination remains strong amongst Airbnb travellers worldwide. It's particularly encouraging to see the significant growth in those travelling together as small groups in the first half of the year, as well as more guests staying longer in the country" said Airbnb's General Manager for Southeast Asia, India, Hong Kong, and Taiwan Amanpreet Bajaj.



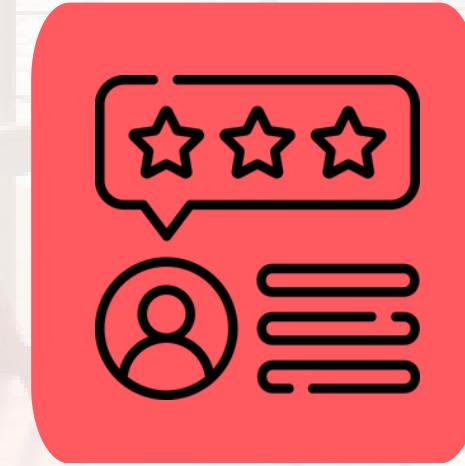
# Dataset



Listings.csv



Calendar.csv

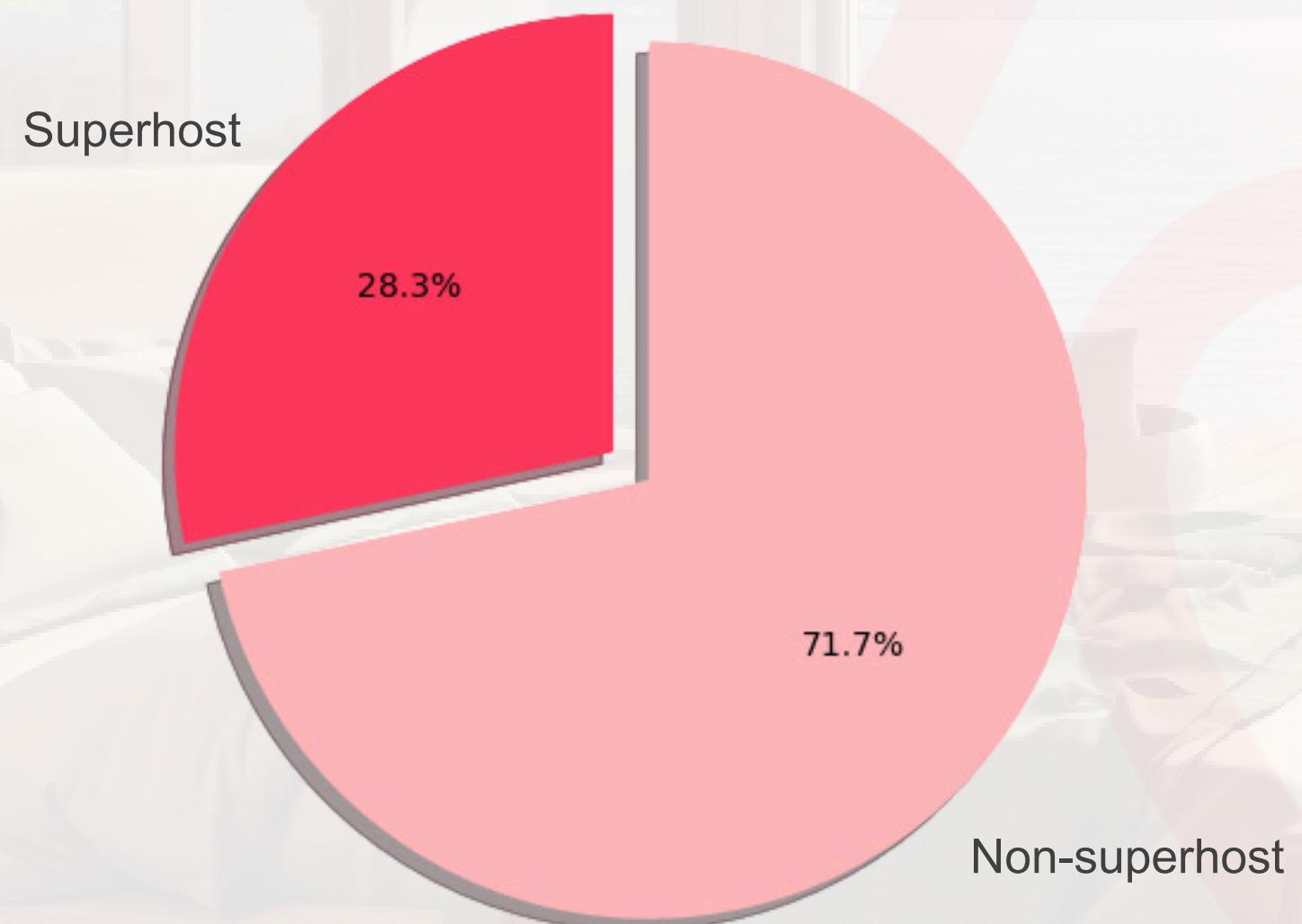


Reviews.csv

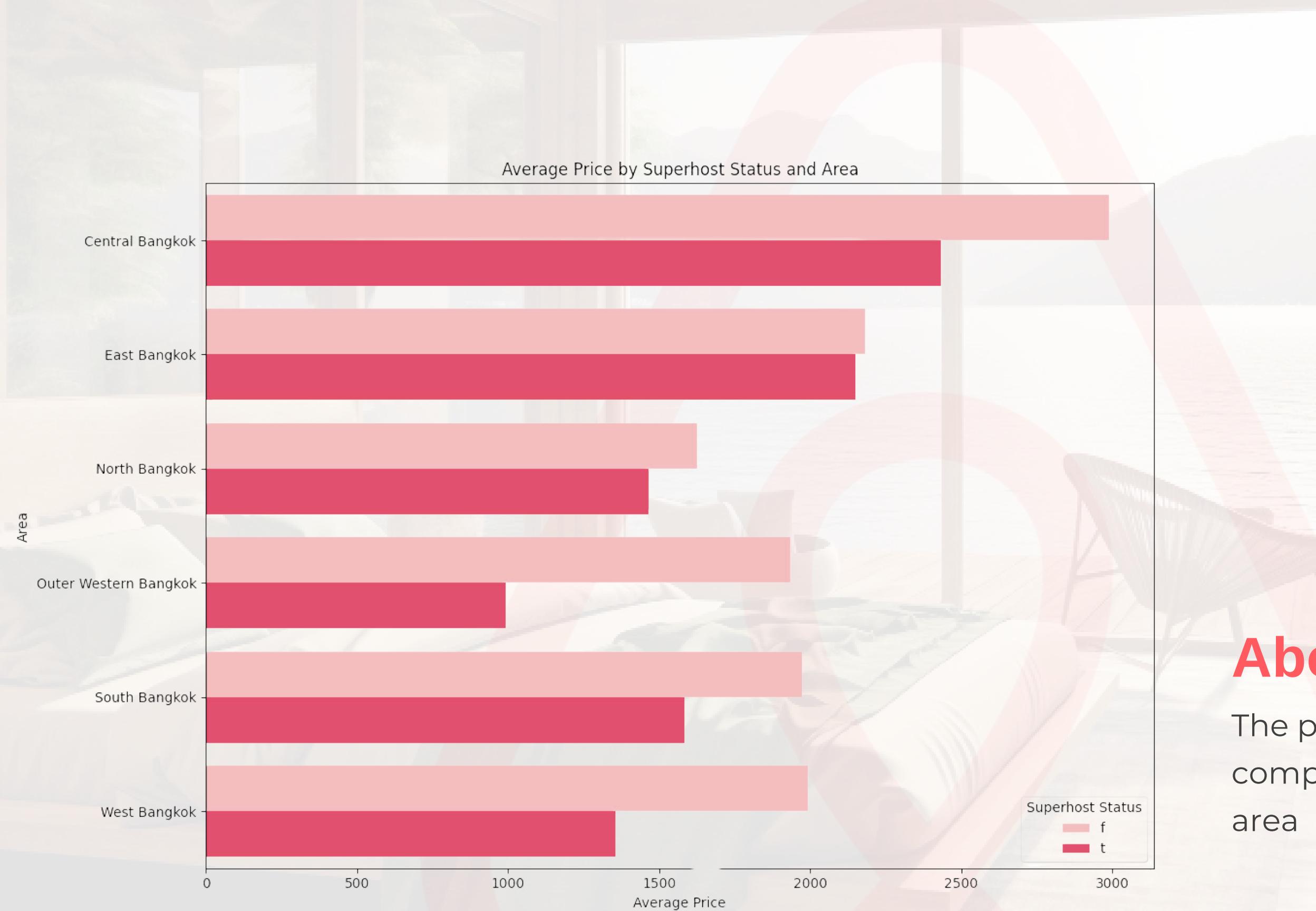
# Superhost vs non-superhost



Percentages of Superhost Status



**Not EVERYONE can become  
a Superhost**

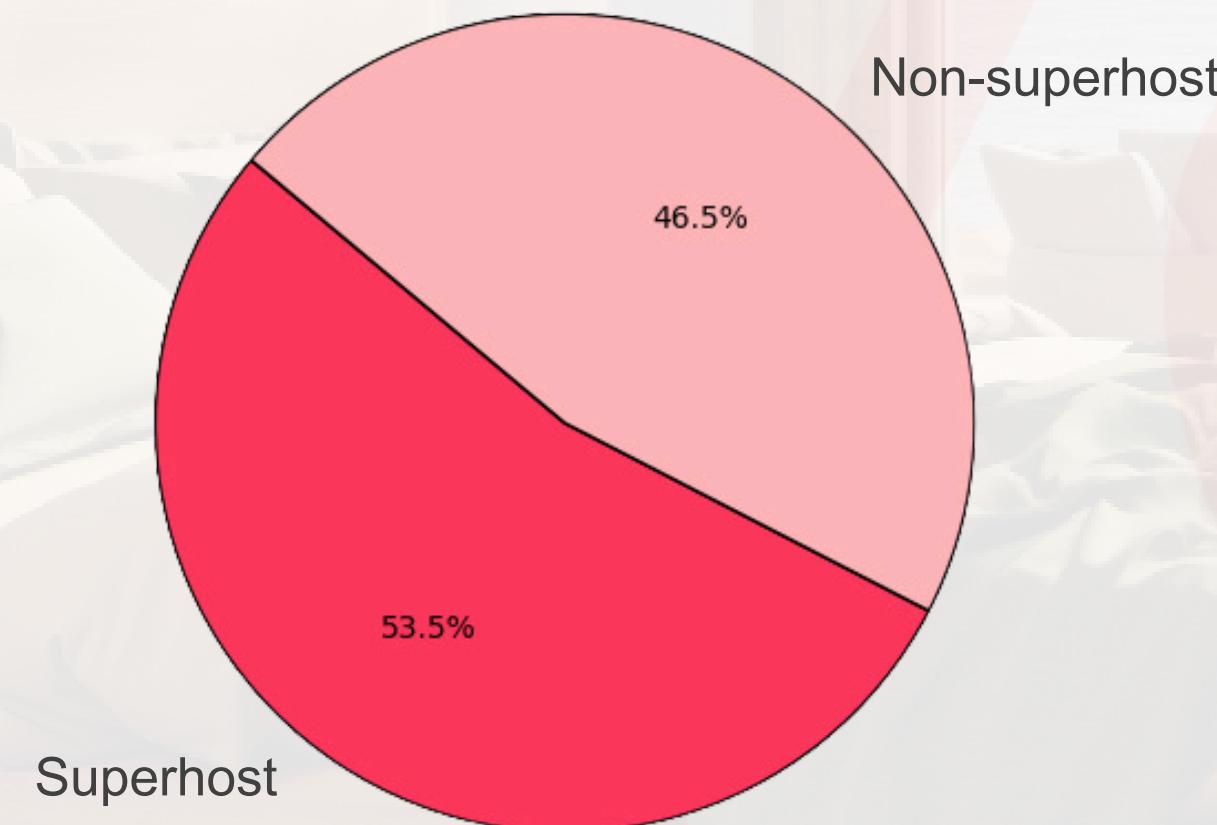


## About the price

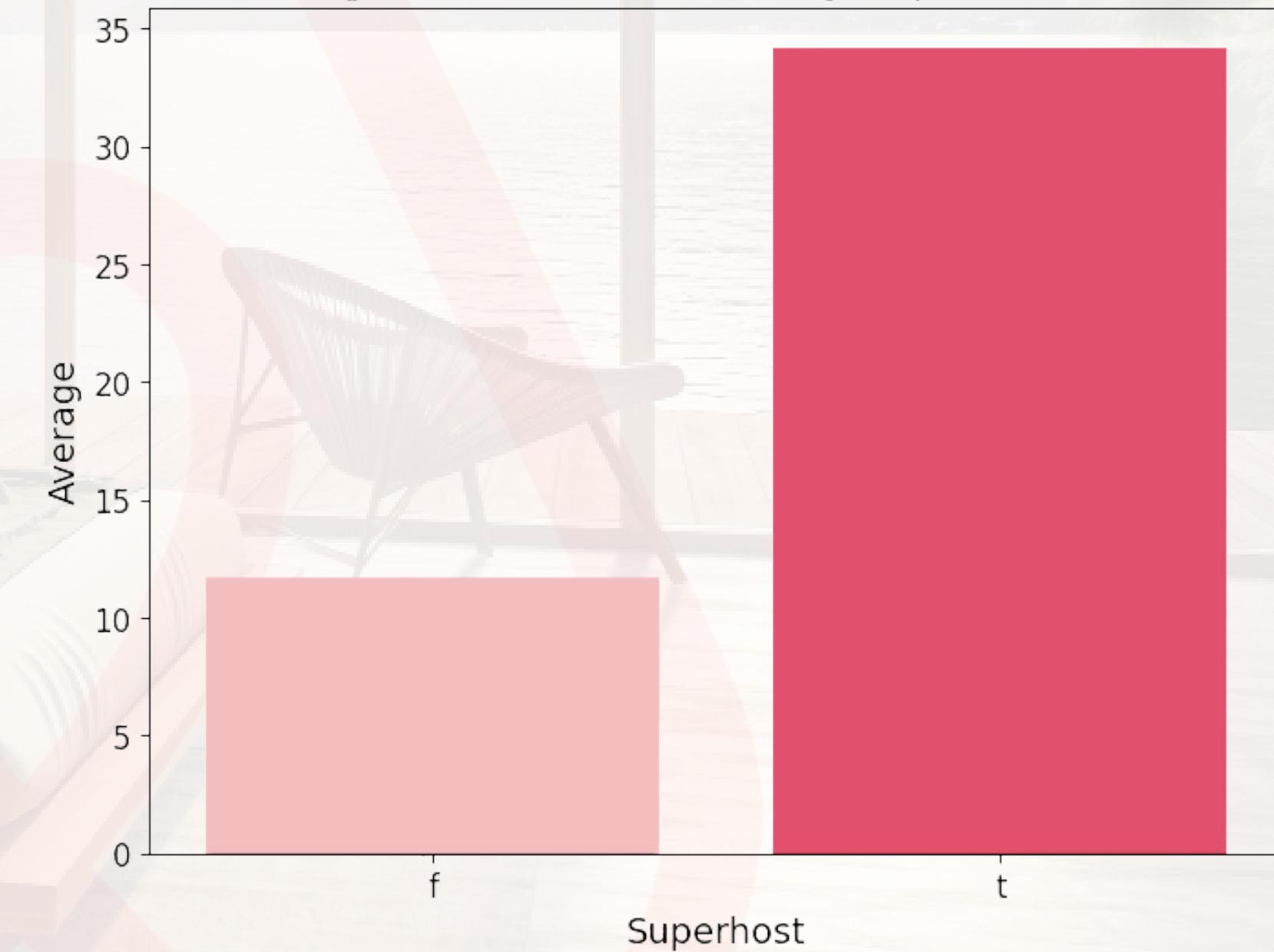
The price from superhost is a bit more competitive than the regular host in most area

# The “Review percentages” chart doesn’t show the full picture

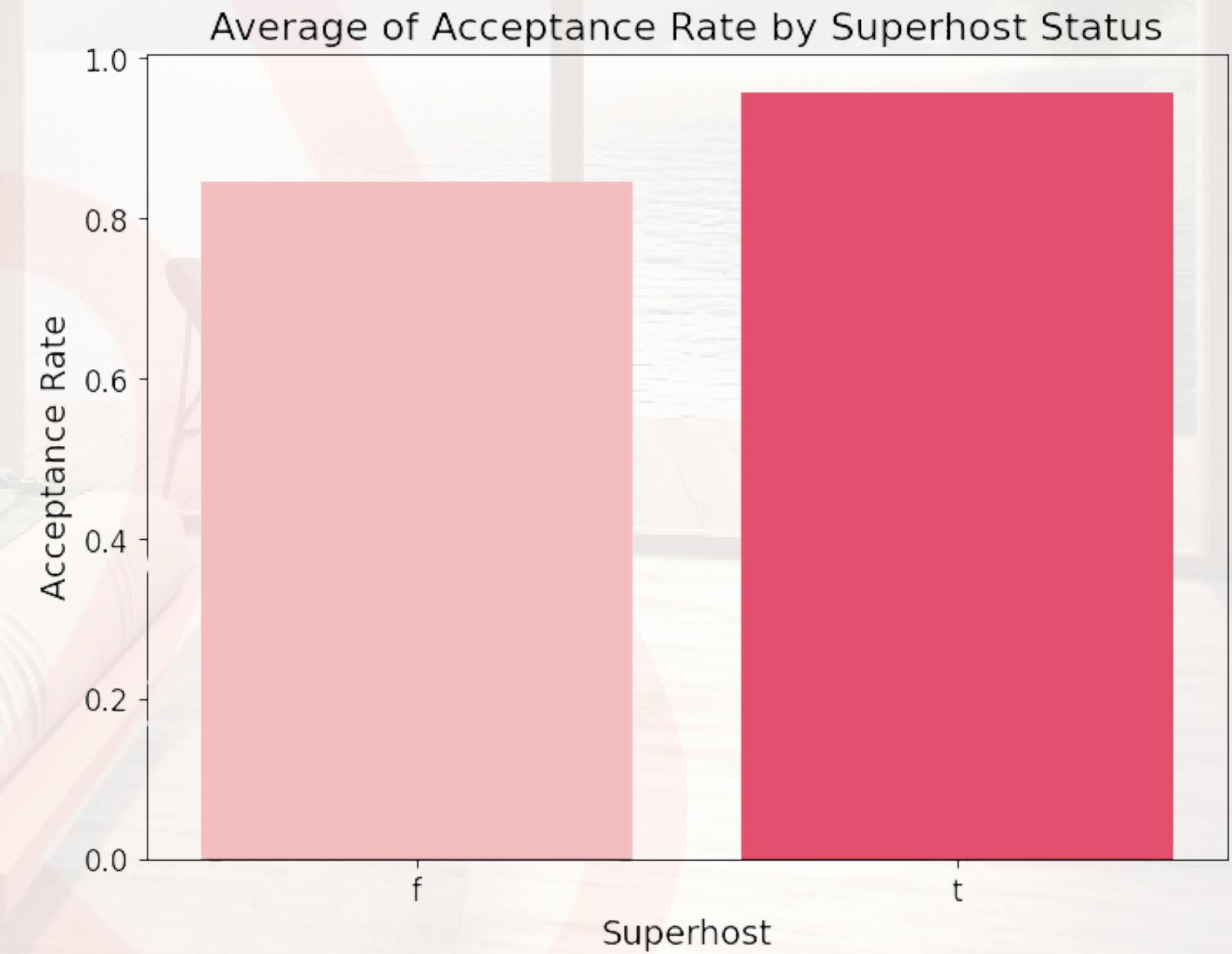
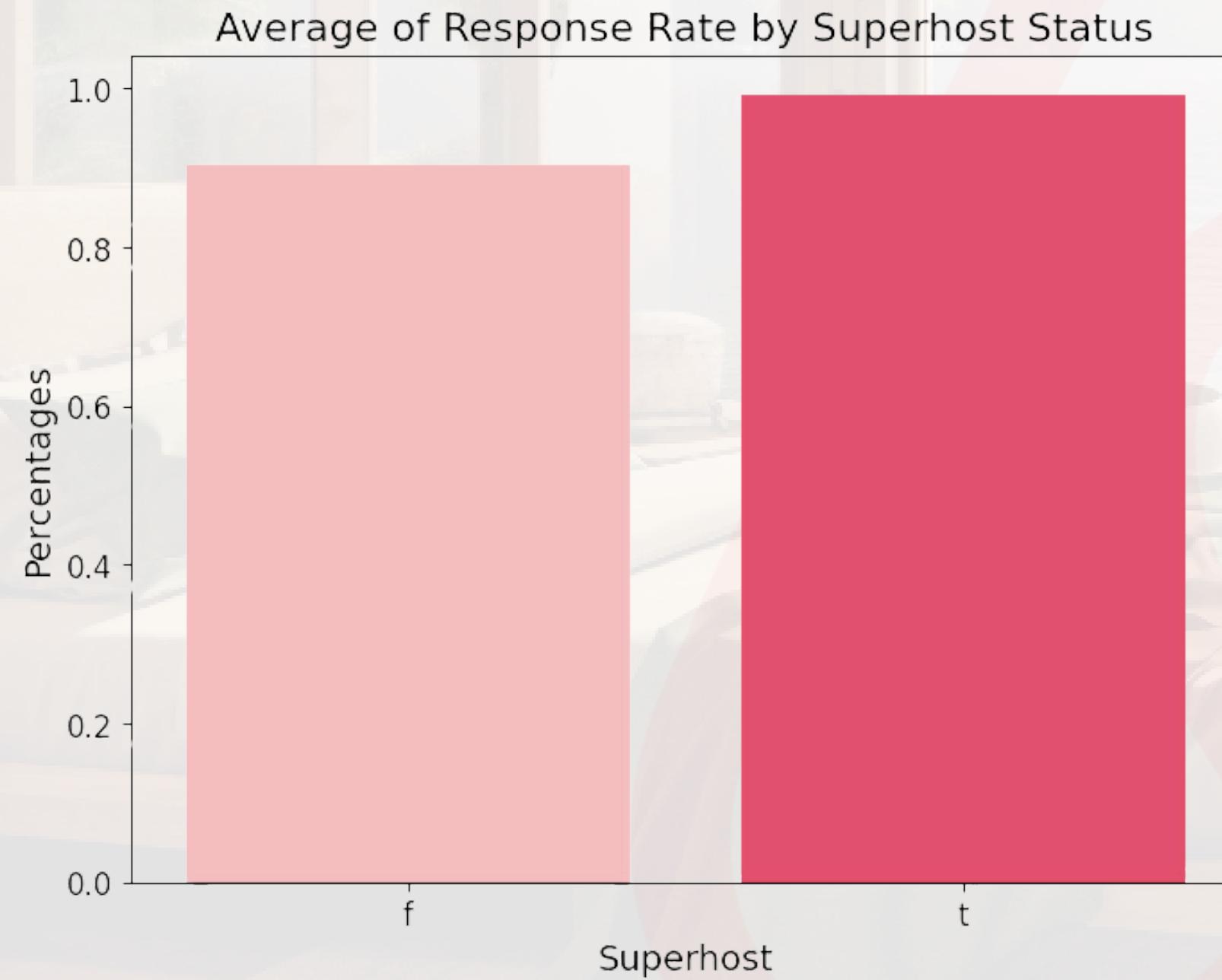
Percentages of reviews by Superhost Status



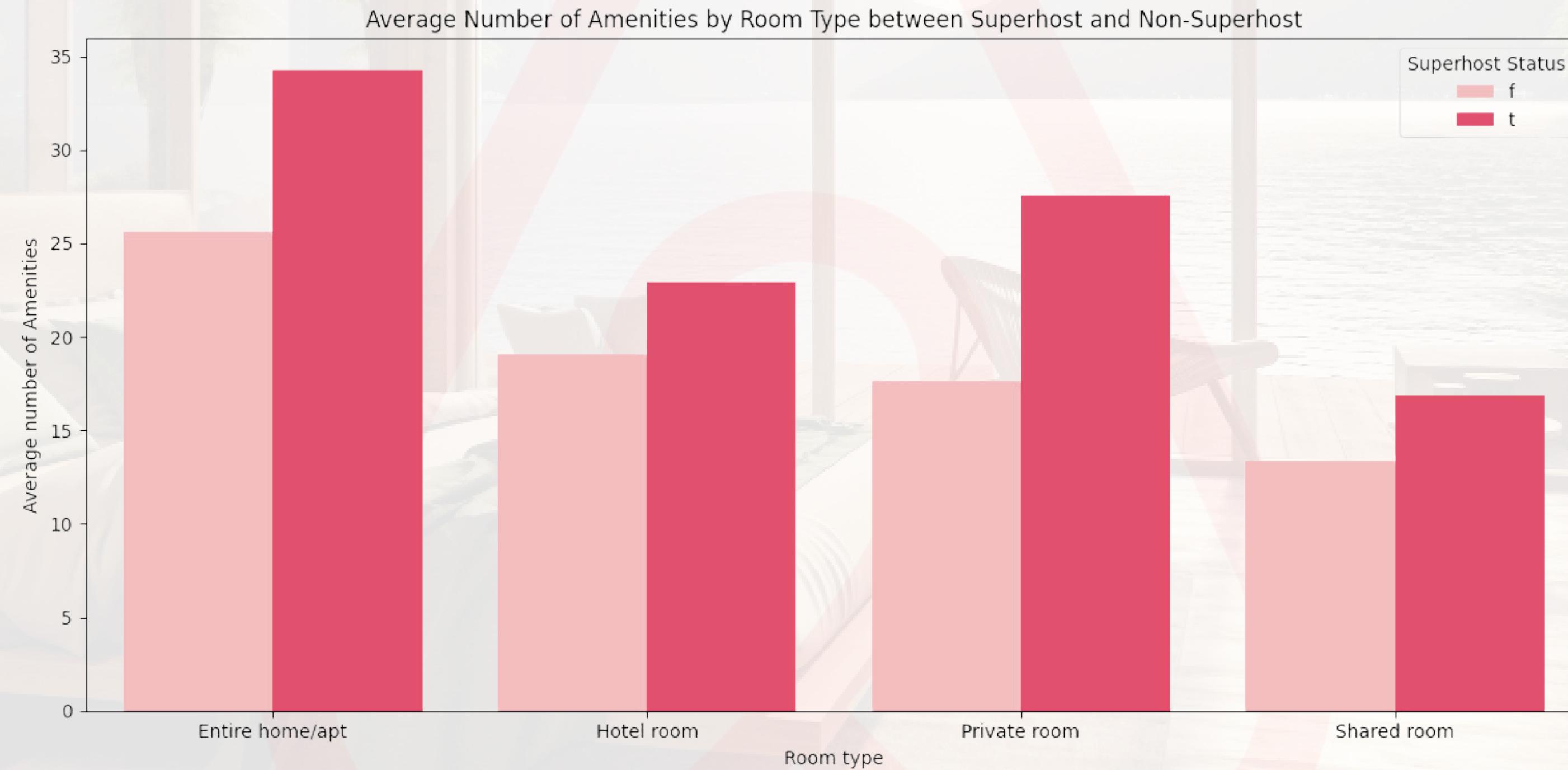
Average number of reviews by Superhost Status



## What about the host's response



# That's a lot of Amenities



## Numbers Don't Lie

The Scores from superhost just better  
on **EVERY** aspects



# How can I become a Superhost



# How can I become a Superhost

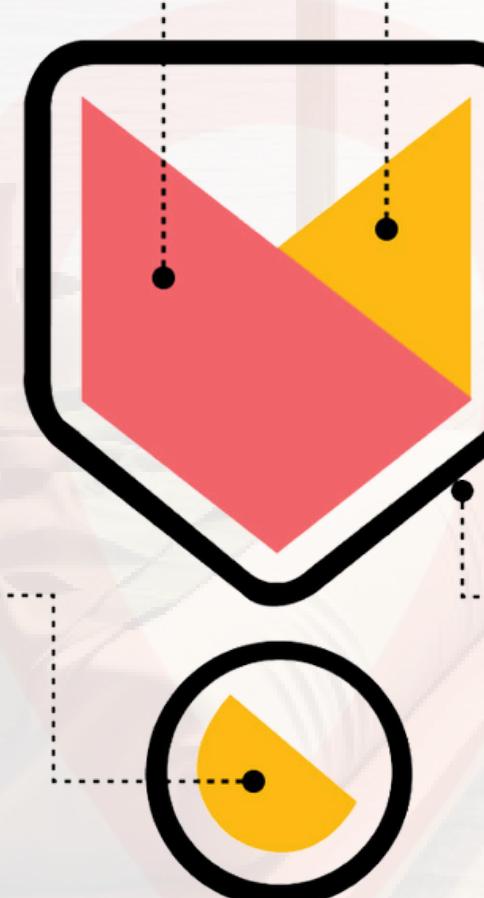


# Superhost Requirements



## 4.8+ overall rating

Superhosts have a 4.8 or higher average overall rating based on reviews from their Airbnb guests in the past year.



## 90% response rate

Superhosts respond to 90% of new messages within 24 hours.



## 10+ stays

Superhosts have completed at least 10 stays in the past year or 100 nights over at least 3 completed stays.



## <1% cancellation rate

Superhosts cancel less than 1% of the time, not including extenuating circumstances.

# Superhost crash-course



## Compliance

Ensure to meet Airbnb's evaluation criteria to become a Superhost



## Communication is KEY

Be a companion to your guests and resolve any issues they encounter during their stay. Additionally, kindly encourage your guests to leave a review after they check out



## Co-traveler

Provide additional **transportation services** to the accommodation by partnering with third-party providers



# Thank You

Dương Tiến Thành - Trần Sơn Tùng - Trịnh Quang Huy

