One Easy Tip to Be Airbnb Super Host



Airbnb has been increasingly popular these days. If you have extra space, Airbnb can be a great extra source of income. And if you do well and are among the top 20%, you might become a super host and get a badge on your profile.

You might ask what benefit it could bring. Well, you might get extra exposure and revenue. On Airbnb, customers are invited to review their experience. In reviews of super hosts, 'highly recommended' is mentioned much more frequently (Figure 1 and 2).

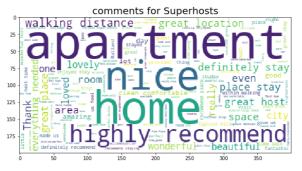


Figure 1. Word Cloud for super hosts

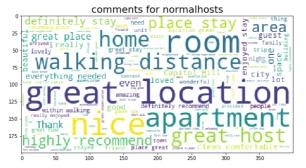


Figure 2. Word Cloud for normal hosts

Then you may ask, how do I become a super host? Certainly, it takes time (usually one to two years of record on Airbnb) and some common sense procedure (like verifying yourself on the platform). But one thing that people tend to ignore but easy to do is managing your listing description. By looking into the listing description, I find you just need to put yourself in your customer's shoes and you will be more likely to succeed.

For example, you should emphasize privacy rather than the view:

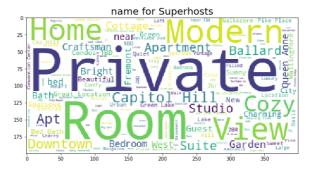


Figure 3. Listing name word cloud

Also, your customer very likely fly to your city, mention the airport, it's a plus:

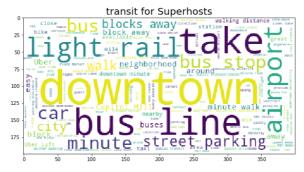


Figure 4. Transit word cloud

Finally, when you leave a note, be sure to address that you would like to help, be friendly:

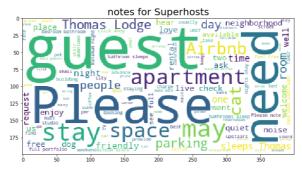


Figure 5. Notes word cloud

To summarize, being a super host can be profitable. And you only need to take a simple step, think like your customer, write your listing accordingly, you will be more likely a super host on Airbnb!