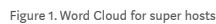


[illegible]

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).

 $\frac{1}{3}$

[illegible]

Figure 3. Listing name word cloud

[illegible]

Figure 4. Transit word cloud

[illegible]

Figure 5. Notes word cloud

2/3