

# Intro to Hosting on Airbnb



Hi, I'm Suzanne and I'm  
an Accessibility  
Standards Lead at Airbnb



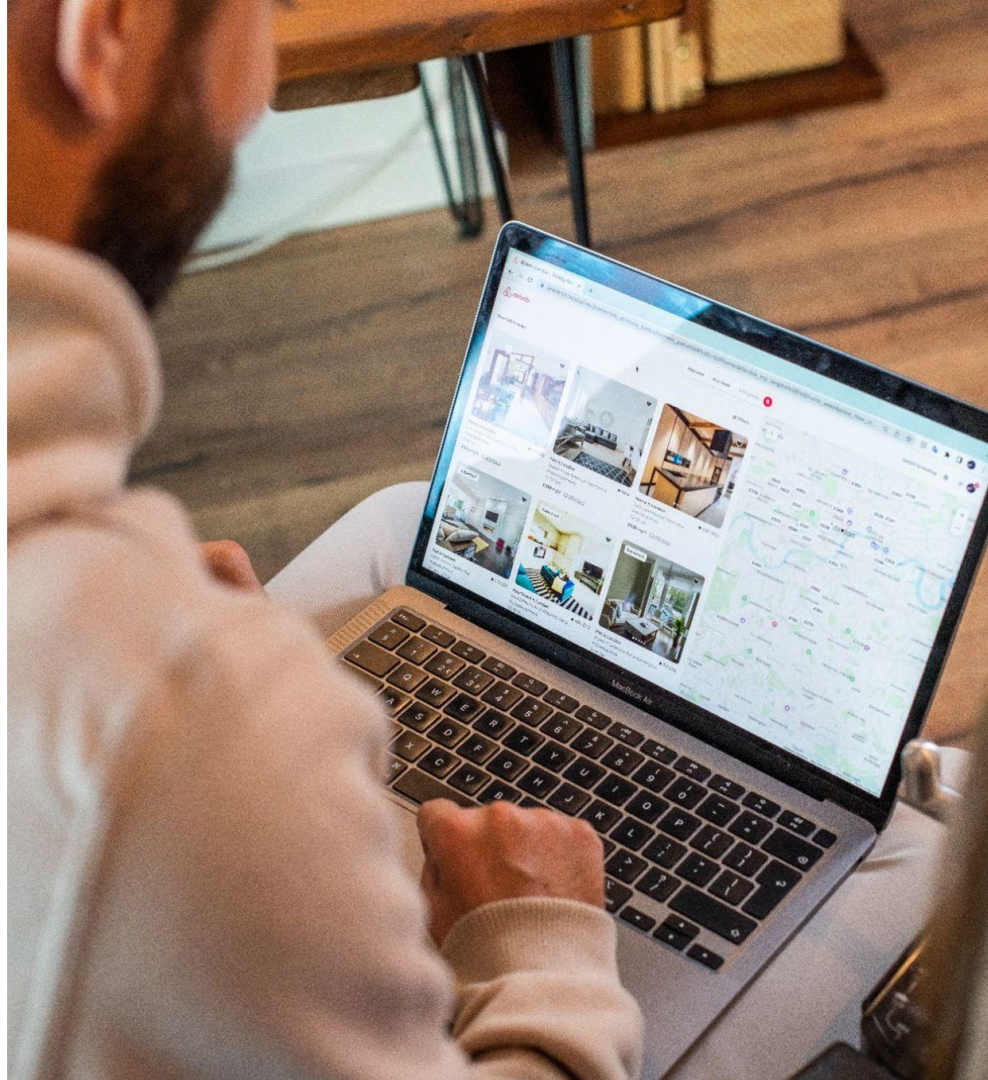
# Agenda

- How Airbnb works
- Accessibility at Airbnb
- The Airbnb opportunity
- How to create a great guest experience
- Q&A
- Community resources



# How Airbnb works

1. What is Airbnb
2. Join the Community

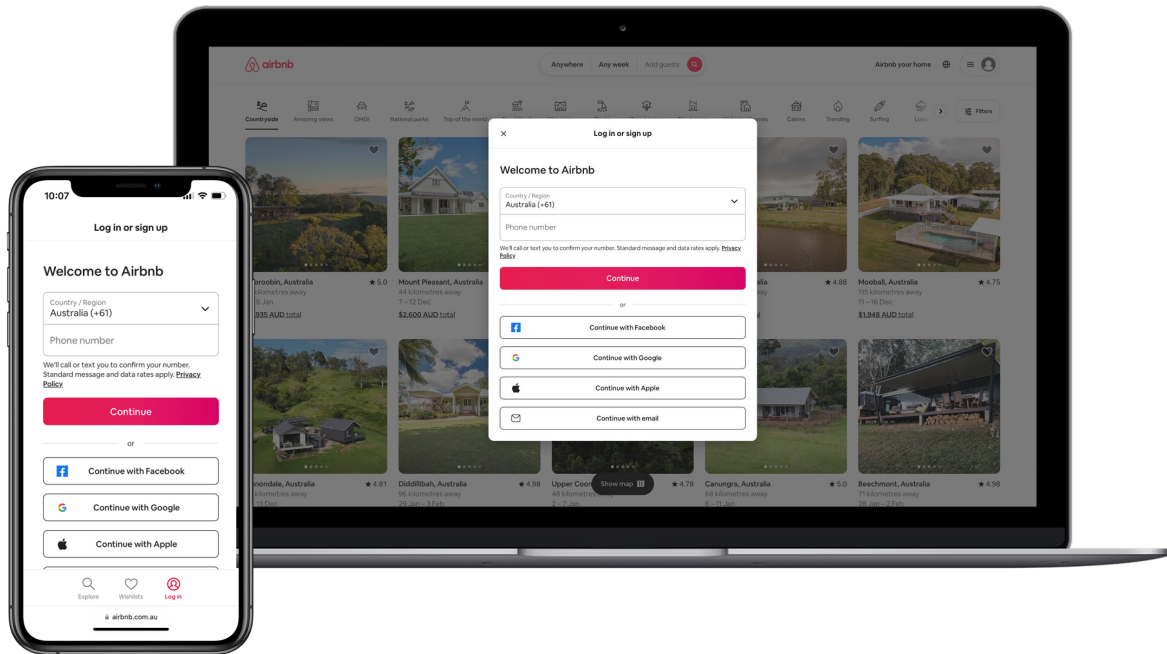


Airbnb is an **online marketplace** that connects people with places to stay.



# Sign up and create a profile

Join the  
Airbnb  
community



# Types of Spaces





Owned home



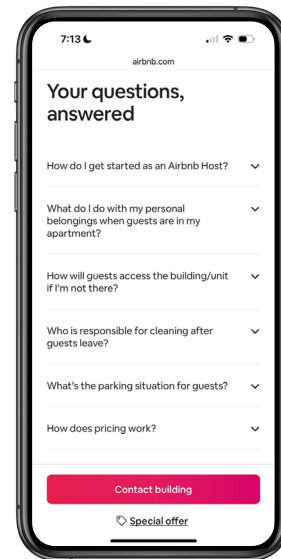
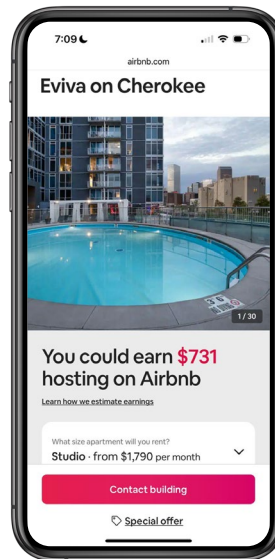
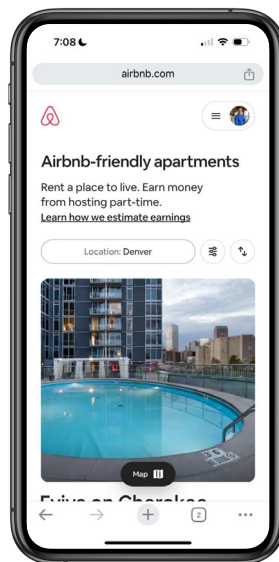
Rented apartment





# Airbnb-friendly apartments

- Browse apartments where you can live and host
- Discover how much you can earn
- Connect with building management and lease unit
- Host on Airbnb part-time



[airbnb.com/airbnb-friendly](https://airbnb.com/airbnb-friendly)



# There are 3 types of spaces:



A shared room



A private room



An entire place







# Accessibility at Airbnb

1. Airbnb approach to accessibility
2. Innovations supporting guests with accessibility needs
  - a. Search filters
  - b. Accessibility review
  - c. Adapted category



We're working to make travel **more accessible** for everyone.

We work with our community of Hosts, guests, and with organizations in the disability community to improve our product and platform.

[airbnb.com/accessibility](https://airbnb.com/accessibility)

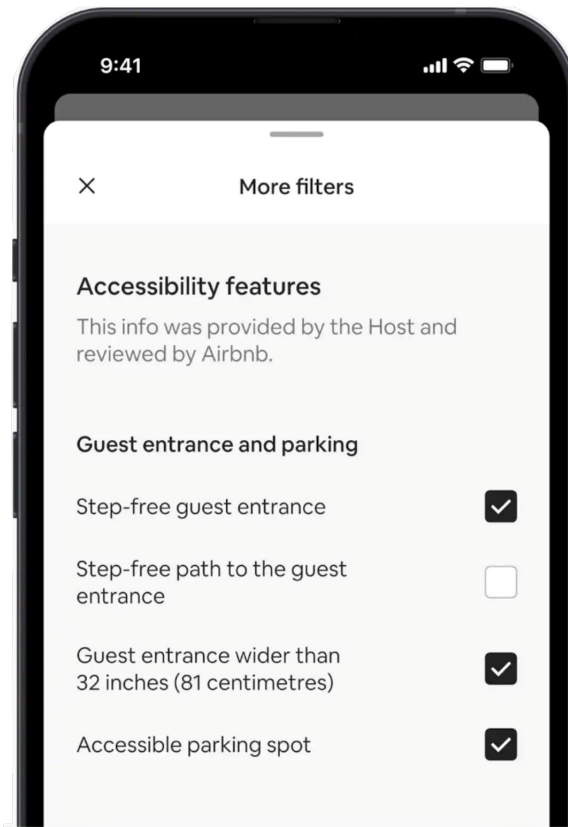


- Accessibility looks different for everyone. We want to make it easier for people to find and book homes that are suitable for their unique needs.
- We've introduced a number of innovations that are designed to provide guests accurate information so they can book with confidence.



## Search Filters

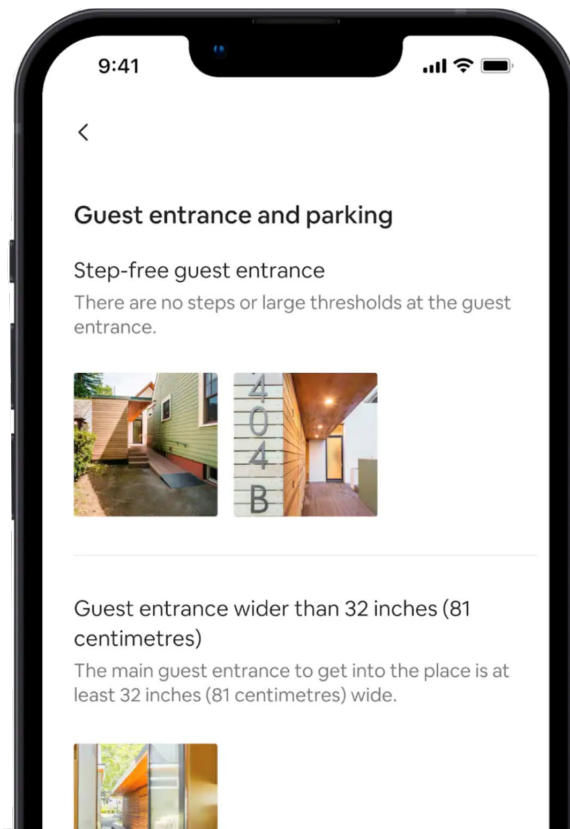
- Currently, there are dedicated accessibility search filters for guests to choose from.
- Searches for accessibility features have increased by over 40% in the last year.





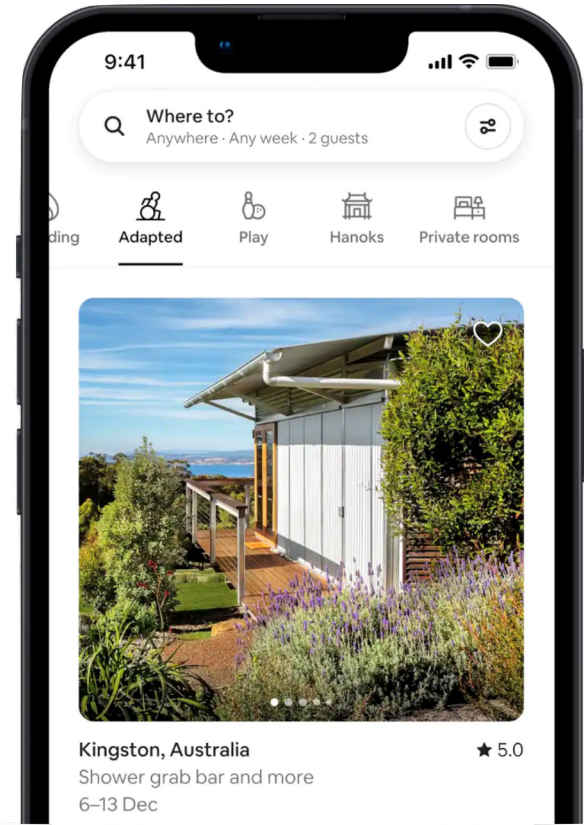
# Accessibility Review

- Hosts are required to add photos of accessibility features, which show up on listing page.
- In 2021, Accessibility Review was introduced to help ensure accuracy of accessibility information added by hosts.



# The Adapted Category

- A collection of over 1,200 unique homes around the world adapted for mobility needs.
- Each home has a 3D scan to confirm its accessibility features.
- High quality images of accessibility features and a 2D floorplan can be found on the listing



# The Airbnb opportunity

1. Why host?
2. The listing process
3. Adding accessibility features
4. Responsible hosting





## Financial

Turn your extra space into extra income.



## Social

Celebrate community and connect with interesting people.



## Personal

Become an entrepreneur on your terms.



## What type of place will guests have?

### An entire place

Guests have the whole place to themselves.



### A room

Guests have their own room in a home, plus access to shared spaces.



### A shared room

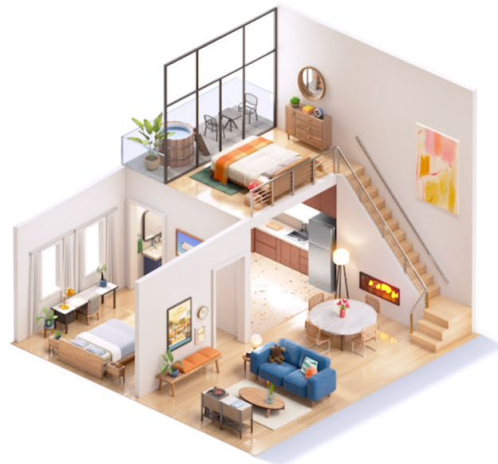
Guests sleep in a room or common area that may be shared with you or others.



Step 2

## Make your place stand out

In this step, you'll add some of the amenities your place offers, plus 5 or more photos. Then, you'll create a title and description.



Step 3

## Finish up and publish

You'll set your nightly price. Then answer a few quick questions and publish your listing when you're ready.



# Adding Accessibility Features to Your Listing

- Searches using accessibility filters have increased by over 40% in the last year.
- If you have accessibility features in your home, in particular step-free access, consider adding it once your listing is created.







## Accessibility features

- Accessible parking spot +
- Lit path to the guest entrance +
- Step-free path to the guest entrance +
- Step-free guest entrance +
- Guest entrance wider than 32 inches (81 centimetres) +
- Swimming pool or hot tub hoist +
- Ceiling or mobile hoist +

## Step-free path to the guest entrance

Examples:



Review photo guidelines

I don't have this feature

I have this feature

### Add photos of this feature

- Take as many photos as needed to capture the entire pathway from the guest parking place to the guest entrance
- For apartments and hotels, capture the full pathway including photos of the hotel entrance, reception, hallways and lift, if applicable
- Doorways must be open to show that the path is free of steps and barriers



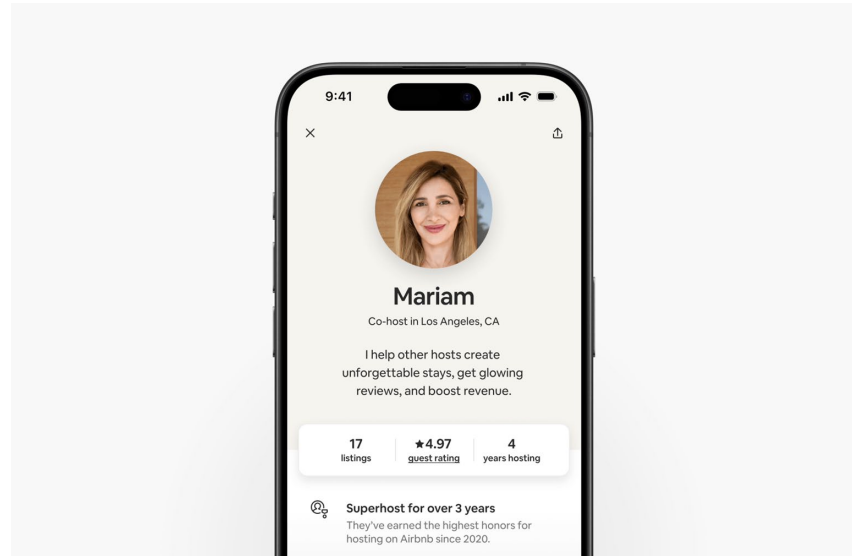
Add photo

After you submit, we'll review your photos. Approved accessibility features will be added to your listing.



# Find a co-host to help you

- Now you can easily find and hire a co-host to help take care of your home and guests, right in the app.
- Co-Host Network connects you with high-quality, local co-hosts who provide support based on your needs.
- Choose from a list of potential partners, see their experience, start working together, and share payouts.



[airbnb.com/host/co-hosts](https://airbnb.com/host/co-hosts)

# Co-hosts can help with one thing or everything



Listing setup



Setting prices and availability



Booking request management



Guest messaging



Onsite guest support



Cleaning and maintenance



Listing photography



Interior design and styling



Licensing and hosting permits



Additional services



## Responsible Hosting



# Know your local short-term rental (STR) regulations

- Confirm STRs are allowed in your area
- Property owners/managers may prohibit STRs
- Stay up to date with new requirements
- Check whether hosting would affect your disability benefits

*This isn't intended to be legal guidance or a representation by Airbnb. Hosts should always check and make sure they understand local regulations.*



Hi, I'm Irene and I'm an  
Airbnb Superhost



TheHiddenCottage/4m to I-95/Wheelchair Accessible

Share Save



- \* No Cleaning Fee
- \* No Chores
- \* Pets Stay Free

Entire home in Fayetteville, North Carolina

8 guests · 2 bedrooms · 5 beds · 1 bath

Guest favorite

One of the most loved homes on Airbnb, according to guests

4.93  
★★★★★

840  
Reviews

Add dates for prices

CHECK-IN Add date	CHECKOUT Add date
GUESTS	

[airbnb.com/rooms/40127755](https://airbnb.com/rooms/40127755)



# Superhost Tips: How to create great guest experiences

1. Be accurate
2. Highlight accessibility features
3. Focus on cleanliness
4. Proactive communication
5. Provide amenities





**REMEMBER**

## You're in control

1. Host when you want
2. Decide your price
3. Establish "House Rules"



# Q&A



Access resources  
and connect to  
the Airbnb  
community



Get tips from  
setting up to  
standing out



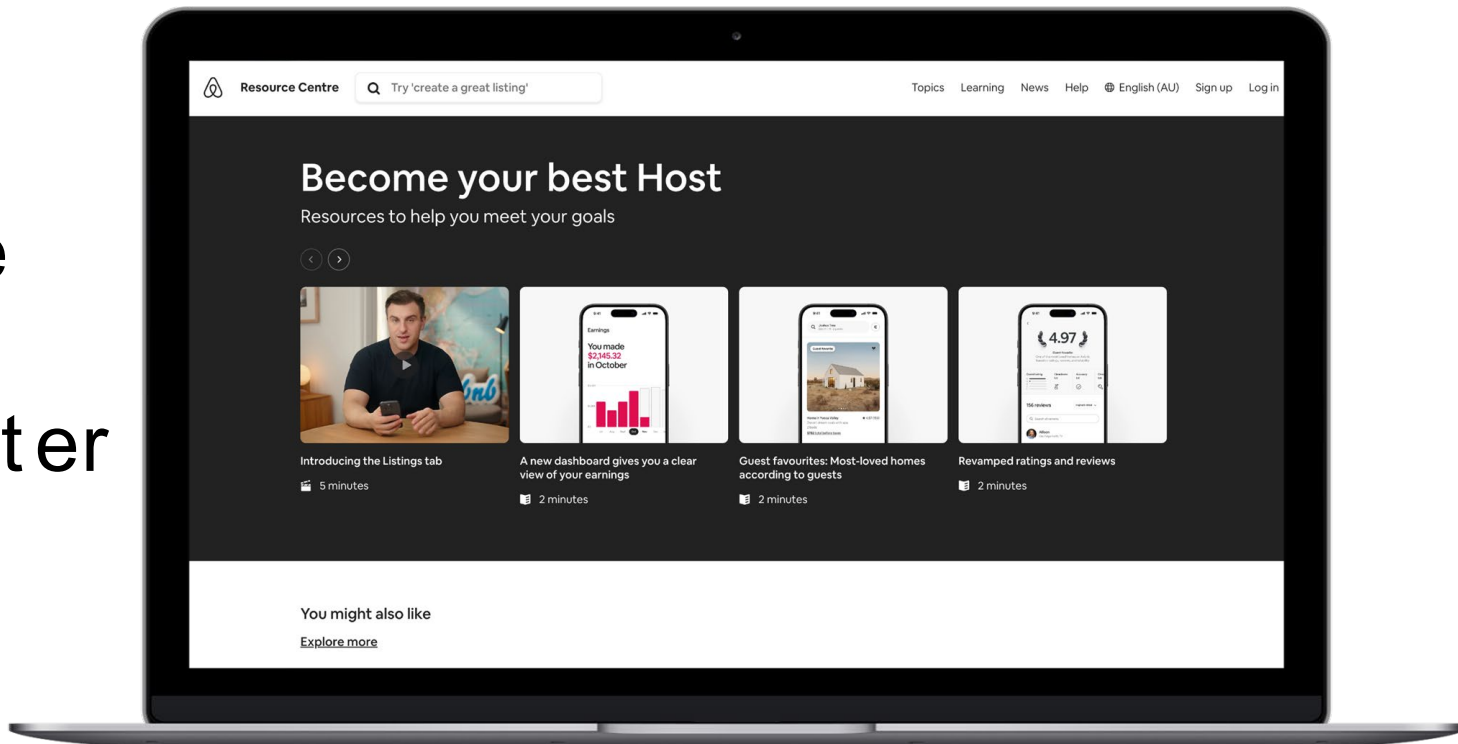
Whenever you're ready, a  
Superhost is here to help.

Ask a Superhost

[airbnb.com/host/homes](https://airbnb.com/host/homes)



# Resource Center & Help Center



# Thank you

