



Hosting toolkit

**AIRBNB
AFRICA
ACADEMY**



HOSTING TOOLKIT

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SECTION 1

Introduction to Airbnb



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Introduction to Airbnb

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What is Airbnb?

Founded in 2008, Airbnb is an online accommodation platform that allows travellers to book unique homes and experiences hosted by locals.

Through using Airbnb travellers have access to almost 5 million types of accommodation across the world. These range from an entire home, an apartment or a room in someone's home, to even a tree house. Airbnb is located in more than 65,000 cities and 191 countries. More than 300 million guests have used Airbnb since it started.

Airbnb also offers unique experiences to travellers through excursions offered by passionate locals who give visitors insight into their community, or places travellers would not be able to find on their own.

Hosting on Airbnb is a way to make money from the extra space in your home or through sharing your passion and interests.

Airbnb has a website (www.airbnb.com) and can be accessed either on a computer, or by downloading the Airbnb app on your phone.

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How was Airbnb started?

In 2007, two roommates (Brian Chesky and Joe Gebbia) living in San Francisco couldn't afford to pay rent. They knew that a big design conference was coming to San Francisco, and it was making hotels hard to come by.

They created a simple site, airbedandbreakfast.com, and bought three air mattresses for their loft. They offered a night's sleep and breakfast too. They had met at college at the Rhode Island School of Design, so they thought acting as tour guides to designers would be a fun way to make money. Their first guests, two men and one woman, showed up. Each guest paid \$80 to stay on the air mattress. They soon realised it could be a big idea. They got together with their old roommate, Nathan Blecharczyk, to build it into a business.

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Why people use Airbnb

Airbnb offers guests the chance to discover amazing places, with the promise that they can feel at home anywhere in the world. People choose Airbnb because it makes the travel experience more interesting with varied and unique accommodation options. Many travellers like to stay with locals who can share their local culture and let them know what to see and do in the area; from an insider's perspective. Travellers also use Airbnb because it is a safe and secure community, built on trust. Some of the features that build trust between people using Airbnb include:

A Community Built on Trust



Profiles and Reviews

Hosts and guests get to know each other through detailed profiles, personal reviews, and confirmed verifications.



Trusted Services

Airbnb verifies personal profiles, maintains a smart messaging system so hosts and guests can talk with confidence, and collects and transfers payments securely.



24/7 Customer Support

Our world-class customer support team is ready to help you around the clock, anywhere in the world.

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What are the opportunities that Airbnb presents for making a little bit of extra income?

There are three ways in which you can make a bit of additional income by using the Airbnb platform.

- **Share your home**

Sharing your home on Airbnb is as flexible as you need it to be. You can have guests stay in a spare bedroom, your entire home, or any space that guests can stay and feel welcome. You can choose to rent out your home or space when you're away, or while you're at home.

- **Become a co-host**

A co-host helps assist hosts in different ways. Either by hosting on their behalf when they are not there or to manage other aspects like the online component and booking system. There is generally an agreed arrangement between the host and co-host around payment.

- **Host an experience**

Passionate locals can host activities or excursions that connect visitors with interesting local and cultural experiences.

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The benefits of Airbnb to you and your community

- **Information exchange and a deeper understanding**

Share your rich and diverse cultural heritage, which helps to keep traditions and culture alive and to bring money into the community. Engage in conversations with guests, share ideas and learn about other people and places.

- **Build relationships and friendships across the world**

Long after your visitors have left, you may receive calls, letters and even gifts from your past guests. These gestures show the lasting impact of travellers among your family and community.

- **Generating additional income**

By sharing your home, friends, family and hospitality you get extra income, and new friends in return. It is an opportunity for other people in your community to benefit from visitors to their community through offering meals and/or experiences.

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Airbnb glossary

Useful terms you will want to know

- **A host**

A host is anyone who offers accommodation or an experience to travellers on the Airbnb platform.

- **Hosting in your home**

A home host is anyone who shares their room, home, apartment or space with travellers looking for accommodation on the Airbnb platform. Almost anyone can be a host if they have space. It's free to sign up and list your space.

- **Room types explained:** Private, entire place, shared

- **Entire place:** Someone's whole house or apartment.

Guests prefer entire places if they are seeking a home away from home, as they can have the entire place to themselves. This usually includes a bedroom, a bathroom and a kitchen.

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- **Private rooms:** A room in someone's house or apartment.
Private rooms are great for those who prefer a little privacy, and still seek a local connection. Even with a private room for sleeping, guests may have to share some spaces with others. This needs to be specified.
- **Shared rooms:** A room shared with another traveller or host.
Shared rooms are for those who don't mind sharing a space with others. When guests book a shared room, they know that they will be sleeping in a space that is shared with others. Shared rooms are popular among flexible travellers looking for new friends and budget-friendly stays.
- **An experience host**
An experience host is someone who offers an activity to guests. Experiences can be offered in many different categories from food to fashion to music to nature. Anyone with a passion to share can host an experience on the platform, no need to be a home host. The process of creating an experience is different to listing a home. Experiences must meet defined quality standards to qualify and be published on the Airbnb platform. Hosts must also comply with local regulations and laws.
- **Listing**
A listing is how you advertise your space on Airbnb.com. You "list" your space or experience on the website which is visible to travellers looking for accommodation or unique travel experiences.

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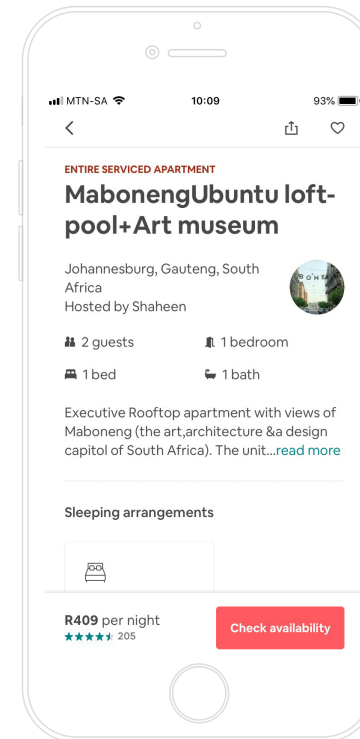
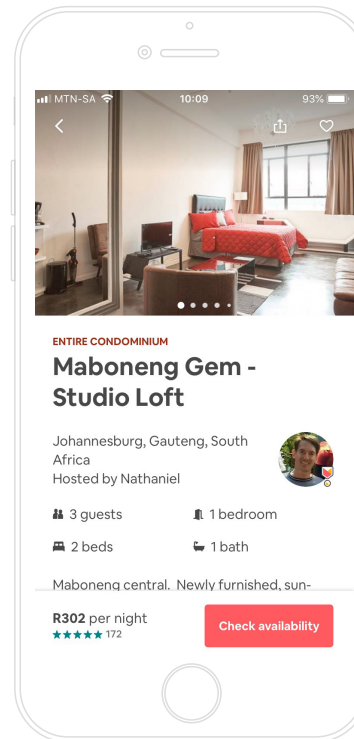
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Example of a listing on Airbnb



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- **Air bed and breakfast**

“Airbnb” is short for Air bed and breakfast. Unlike traditional bed and breakfasts, it is not a requirement to serve breakfast. As a host it is up to you to decide whether you want to serve breakfast and include this in your overall listing price. Guests do not typically expect breakfast unless you state that you will provide it on your listing’s description or specify this on your listing “amenities” by clicking “breakfast, coffee and tea”.

- **Platform**

An online marketplace that places one party in touch with another, such as buyers and sellers, who then enter into transactions directly with one another, such as a guest booking a listing from a host, or attending an experience. Examples of platforms are Takealot, Superbalist, Amazon Marketplace, Airbnb and Uber.

- **A profile**

Your profile is the description of you on the Airbnb platform. It is a great way for others to learn more about you before they book your space. It is what guests look at when booking and can help them to decide whether or not they want to stay with you.

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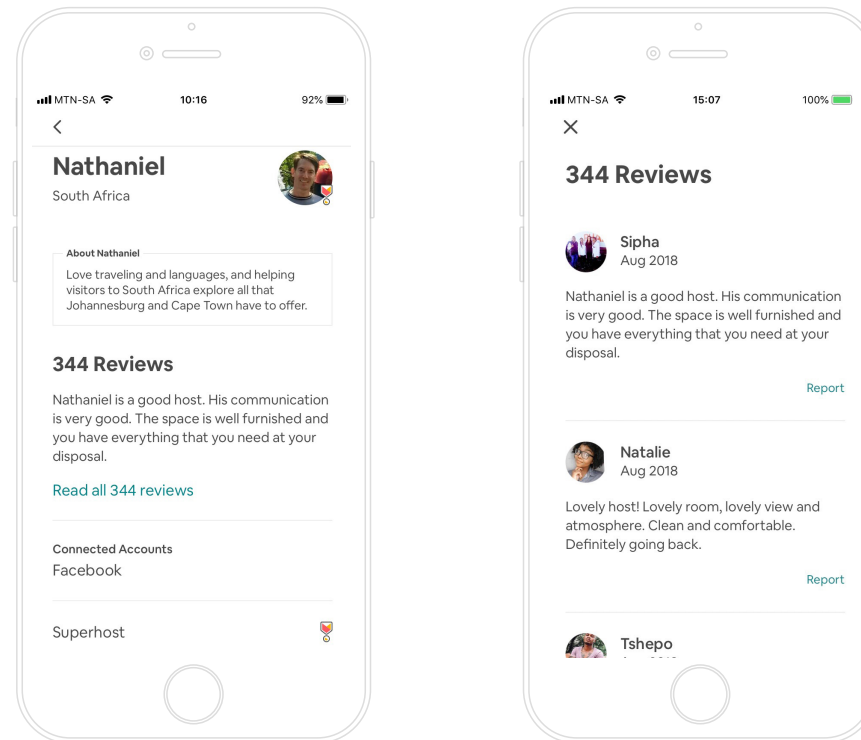
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Example of a profile



A profile

Your profile is the description of you on the Airbnb platform.

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- **Reviews**

Airbnb is a community built on trust. All the reviews on Airbnb are written by hosts and travellers from our community, so any review you see is based on a stay that a guest had in a host's listing or while attending an experience.

- **Payout**

Payout is another way of describing your payment information. Payouts are the payments you receive once a guest has stayed with you or you have hosted them on an experience.

- **Superhost**

A Superhost is a recognition given on the Airbnb platform to a host who provides a shining example for other hosts, and goes above and beyond to ensure each guest has an extraordinary experience.

- **Co-host**

Co-hosts help listing owners (hosts) take care of their homes and guests or manage the online component of being a host on Airbnb. A co-host is usually someone the listing owner already knows. They can be a family member, neighbour, trusted friend, or someone the host has hired to help with the listing.

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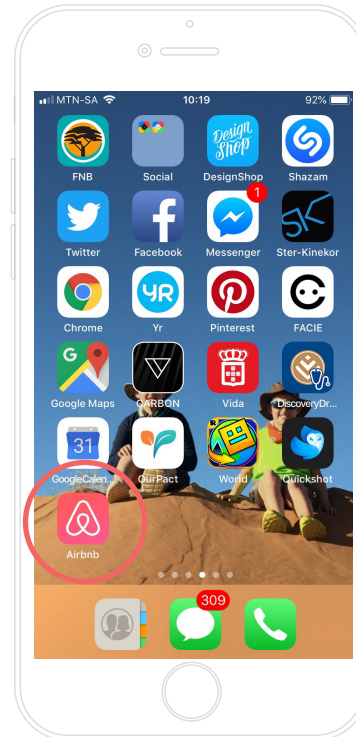
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How travellers book homes and experiences on Airbnb



How guests make a booking

Step 1

Guests locate the Airbnb app on their phone or go to the Airbnb website on their computer.

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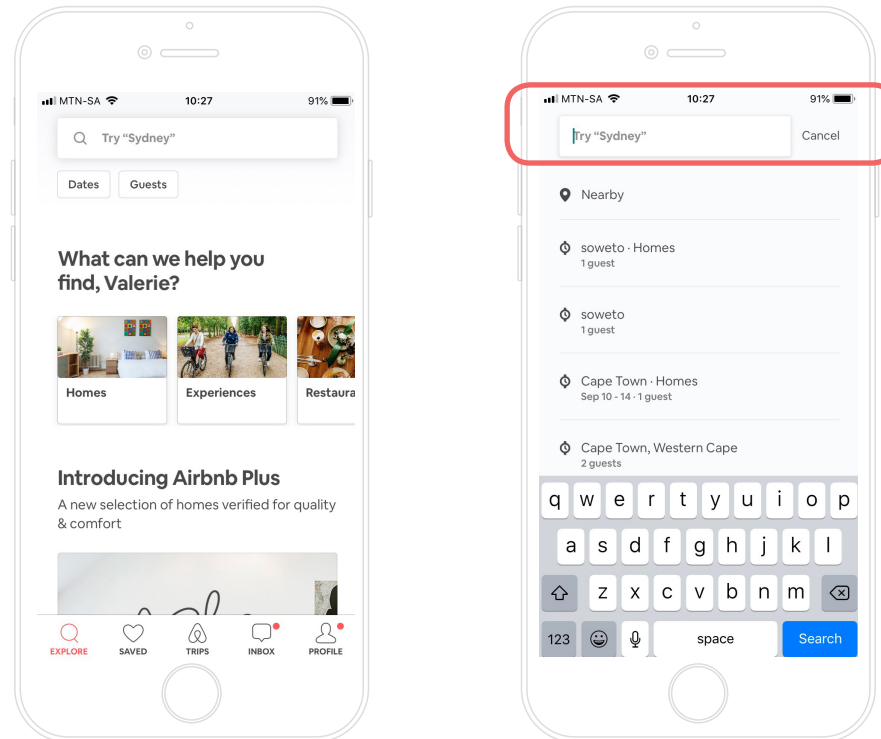
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Step 2

Guests type in where they want to go, e.g. Cape Town

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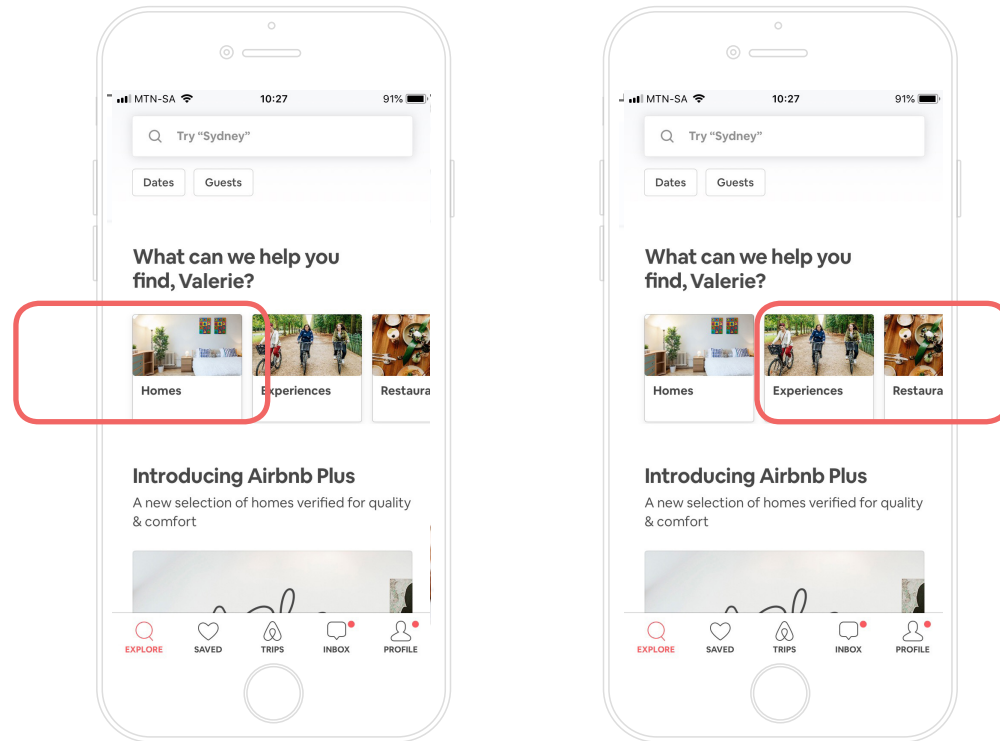
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Step 3

Guests can book somewhere to stay by clicking **homes** or they can book something to do by clicking **experiences**.

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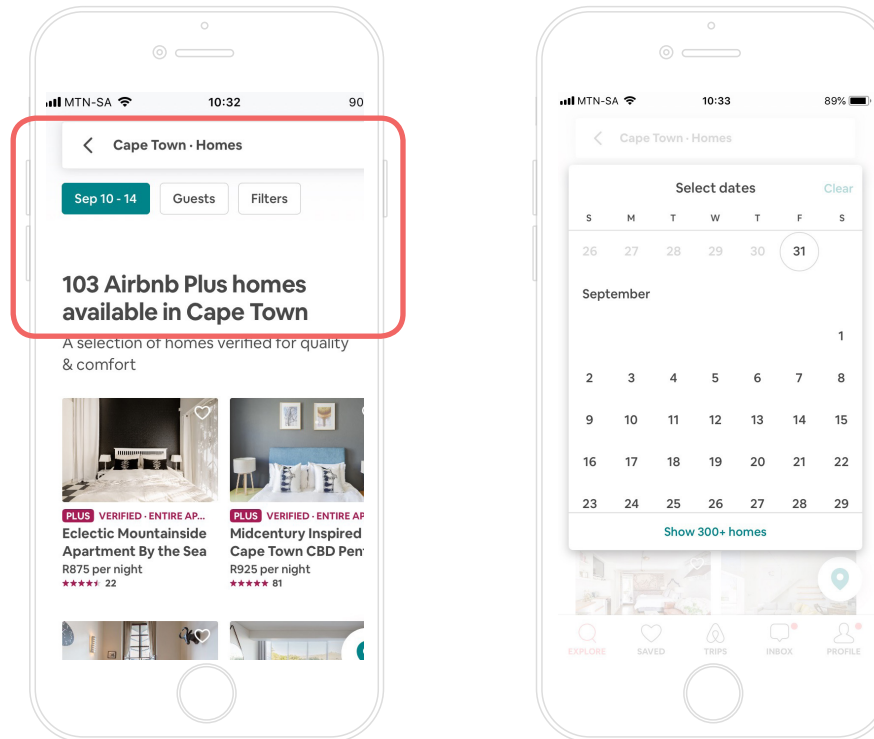
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Step 4

If they clicked on **homes** Airbnb will show all the options of places they can stay in Cape Town. Guests enter the dates they are looking for and the number of guests by clicking on **dates** and then **guests**.

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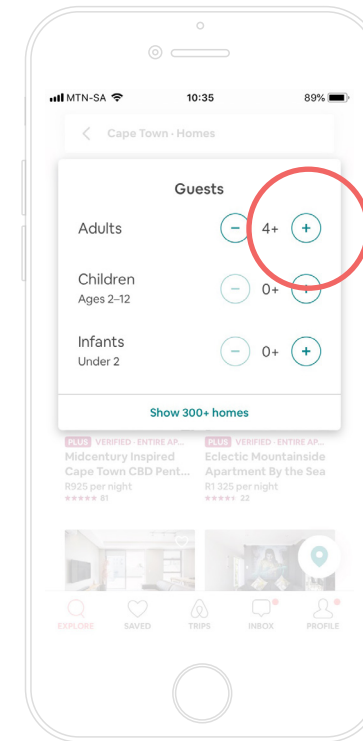
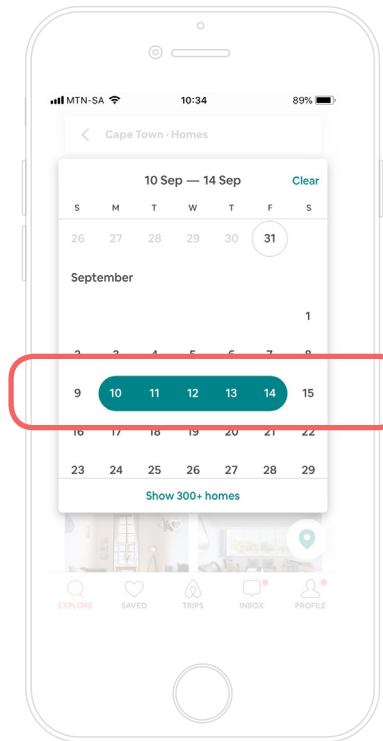
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Step 5

By selecting **dates** the calendar appears. Guests now select the dates of their stay.

Step 6

After selecting **guests** click on the **+** button to add the number of people travelling.

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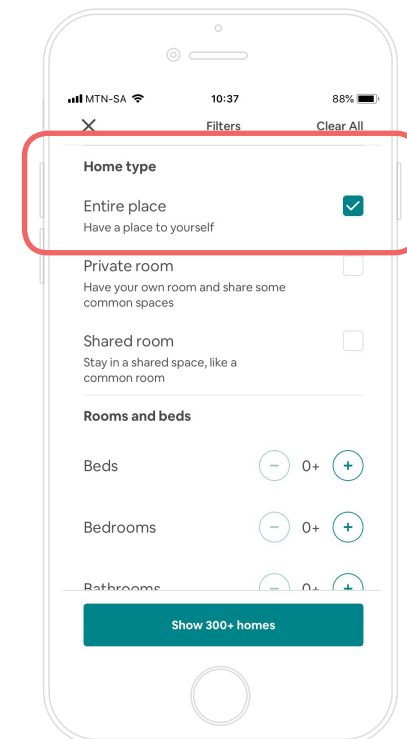
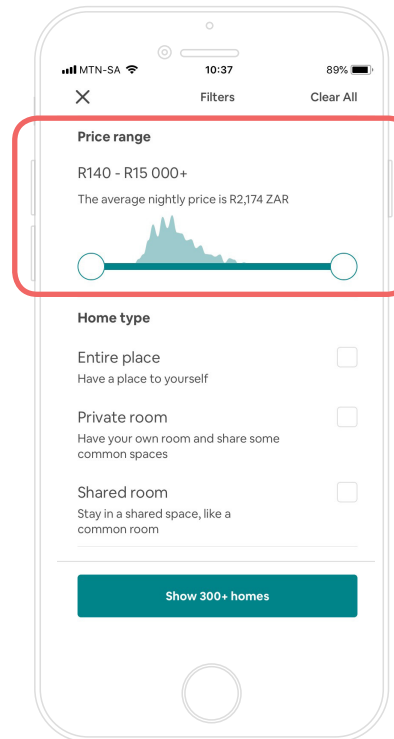
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Step 7

By clicking on **filters** guests can select a price range.

Step 8

Guests can then select the type of accommodation they want.

For example the entire place, a private room or a shared room.

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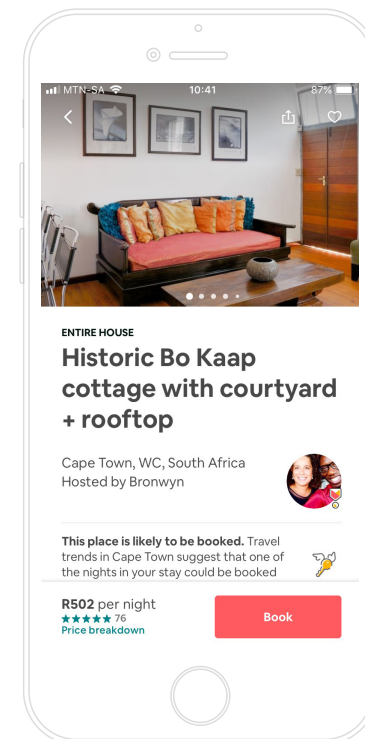
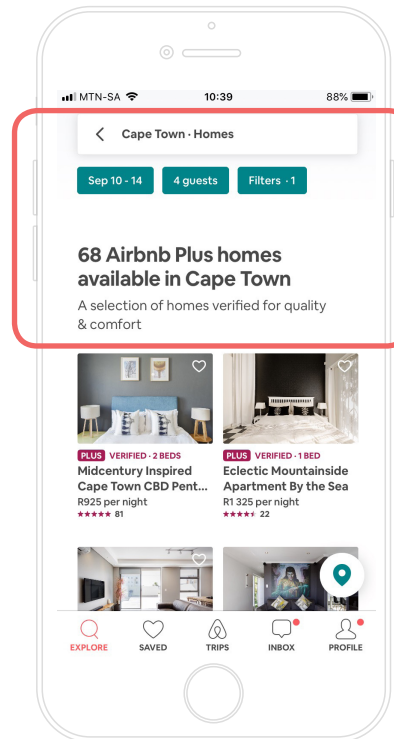
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Step 9

Airbnb will show guests all the homes in their selected location (Cape Town) that are available for the dates, price range and room type they have selected.

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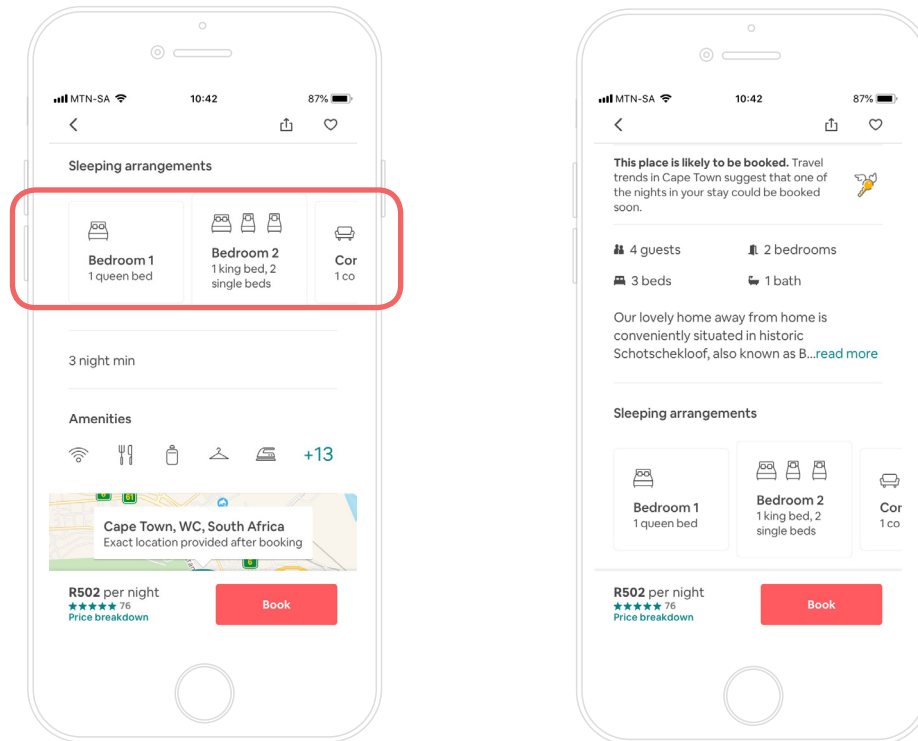
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Step 10

Airbnb shows that:

4 people are allowed to stay in this house.

It has 2 bedrooms with 3 beds and 1 bathroom. There is also more information about the house if you click on **read more**.

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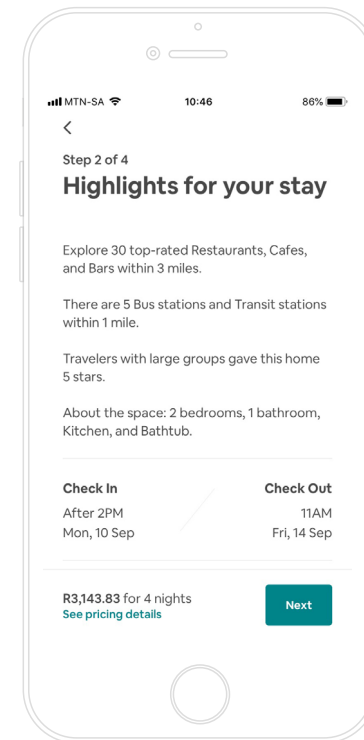
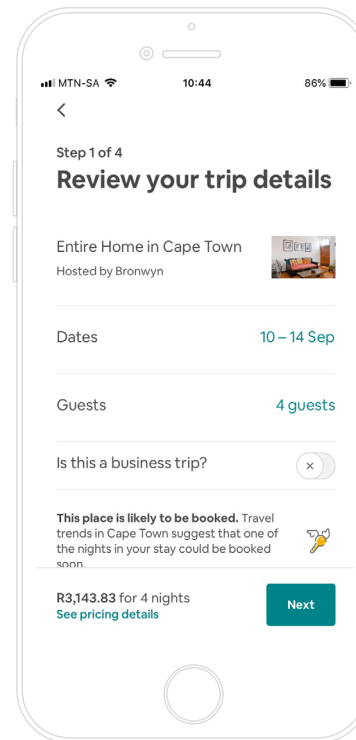
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Steps to finalise a booking

Before a guest's booking is confirmed and the payment is accepted a guest will need to:

1. Review trip details
2. Read the rules of the place

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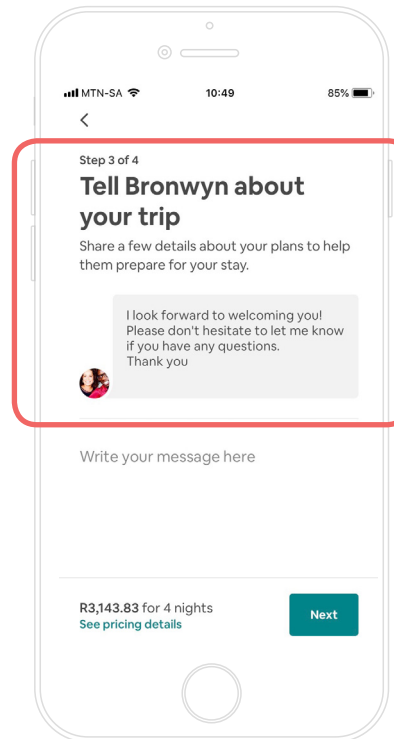
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NOTES

Once finalised guests cannot easily cancel unless they do it within the terms of the cancellation policy.

How guests make a booking



Steps to finalise a booking

3. Tell the host about their trip
4. Check all the details and pay

SECTION 2

Homes

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SECTION 2

Homes

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Co-hosting

Reviews

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Hosting

What is hosting on Airbnb?

Home hosting on Airbnb means listing a room or a home on the Airbnb platform for guests to stay in.

How do I become a host?

The first step in becoming a home host is to create a profile for yourself on the Airbnb app or website. How you present yourself in this profile is really important. A good profile helps others feel that you're reliable, authentic, and committed to the spirit of Airbnb.

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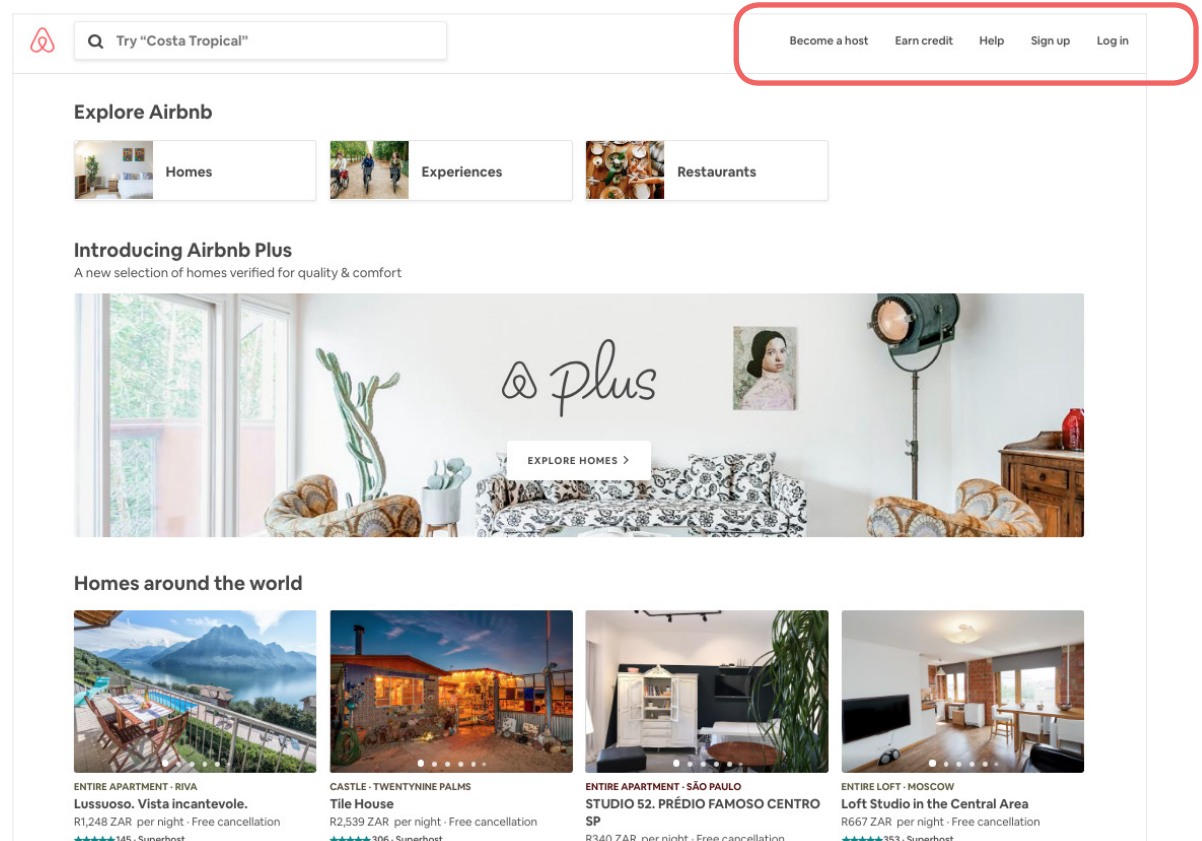
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Create your profile



Go to www.airbnb.com

You will see options on the right-hand side of the homepage.

Click on **sign up** to create a new profile on Airbnb.

You can create a profile in three ways on Airbnb.com.

Sign up with Facebook, Google or with your email address.

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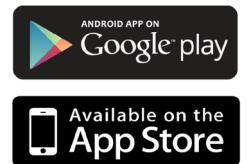
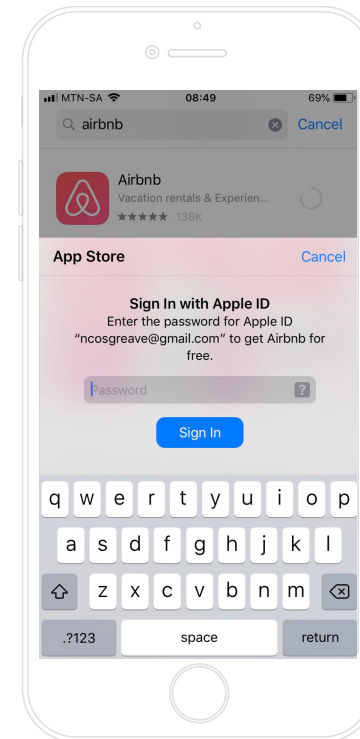
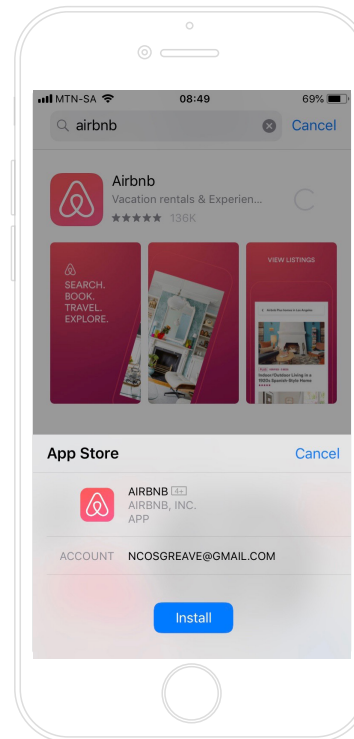
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Step 1

Download the app from the **Google Play Store** or the **App Store**.

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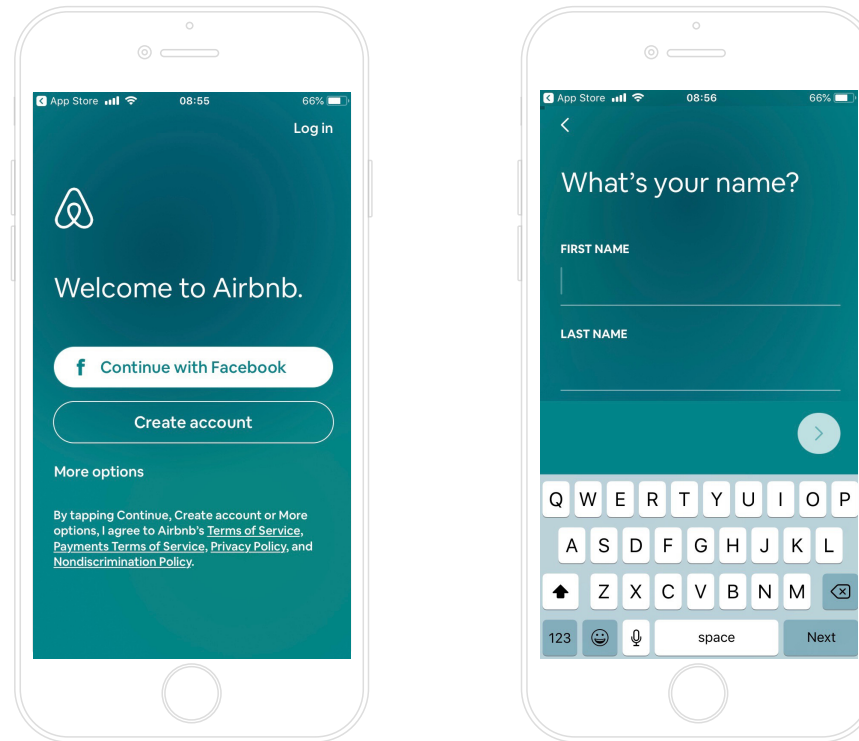
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Step 2

Create an account. You can do this by entering an email address or by using your Facebook details.

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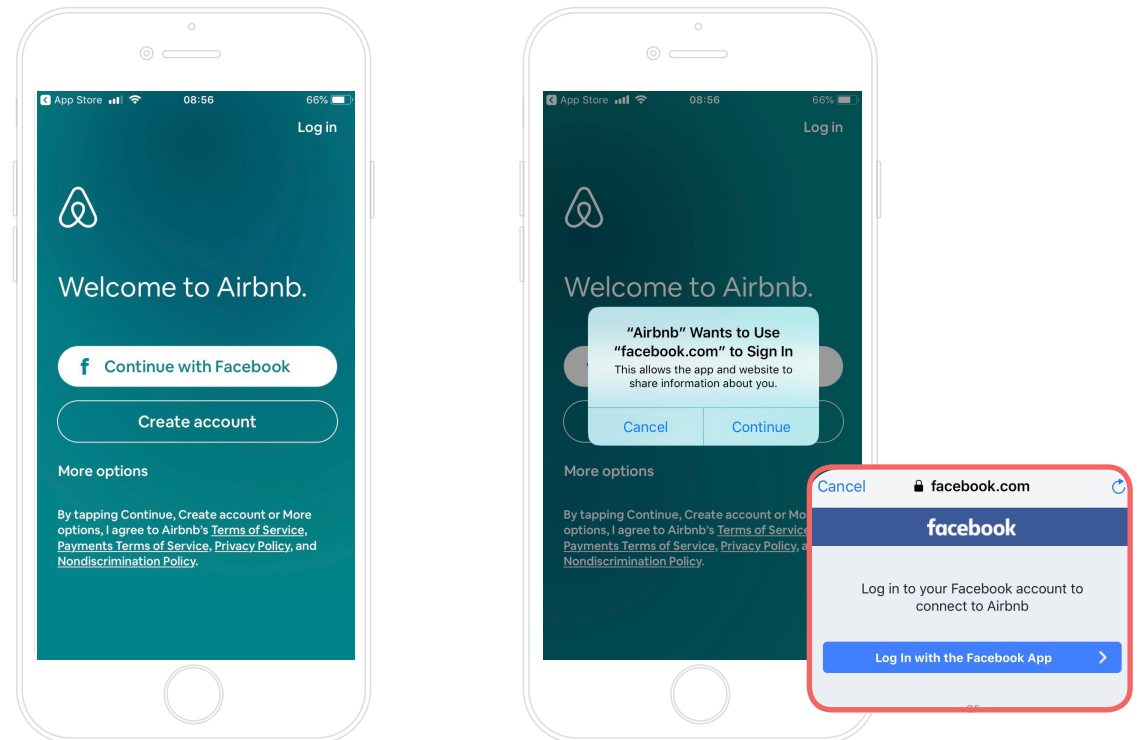
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Step 2

If you create an account using your Facebook details, this is the screen you will see.

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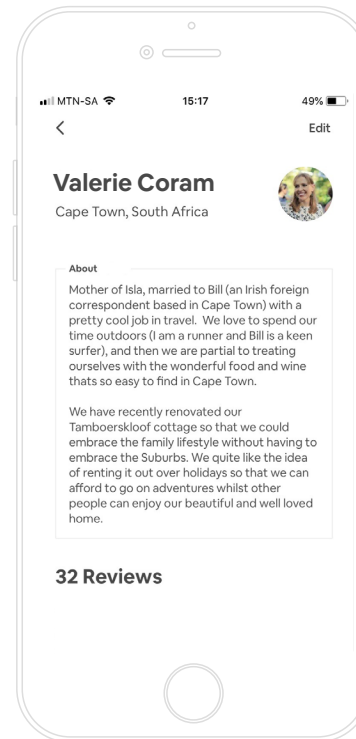
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Create your profile



- Include at least one high quality profile photo that shows your face. This is helpful for guests, as it also helps them to know who the host is and who they will be staying with.
- You can add additional verifications that help to indicate that you are who you say you are. This makes it easier for guests to trust you. These can include links to your Facebook, Gmail, or your ID.

Top Tips

Your profile should include a description of at least 50 words about yourself e.g. your interests or hobbies, or anything else you think someone would want to know. The more complete your profile is, the more likely prospective guests will feel comfortable booking with you.

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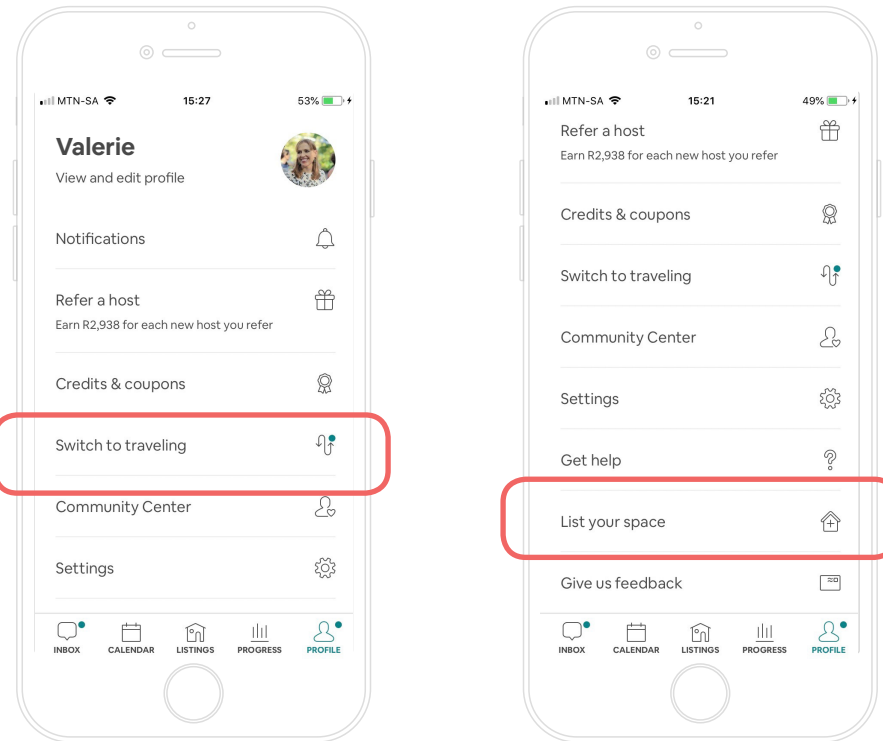
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NOTE:

If you would like to use the app as a guest to make a booking then click on **switch to travelling**.

Create a listing step-by-step



Step 1

Open the app and click on **profile**. Make sure it says **switch to travelling**. This means that you are in hosting mode. Now scroll down until you see **list your space**.

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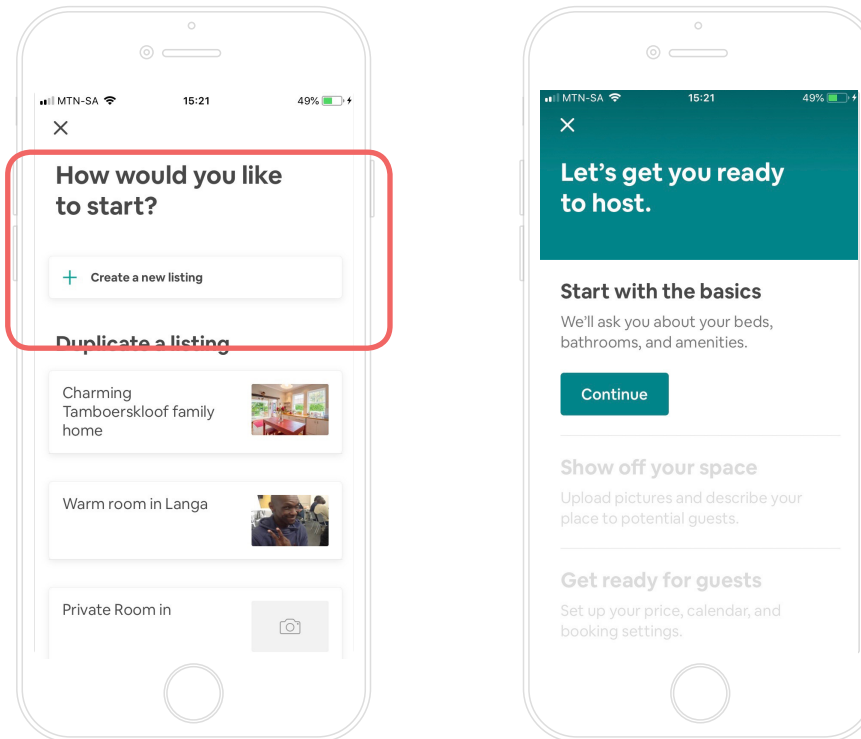
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Create a listing step-by-step



Step 2

To create a listing click on **list your space** under profile and then go to **start with the basics**, click on **continue** to get going.

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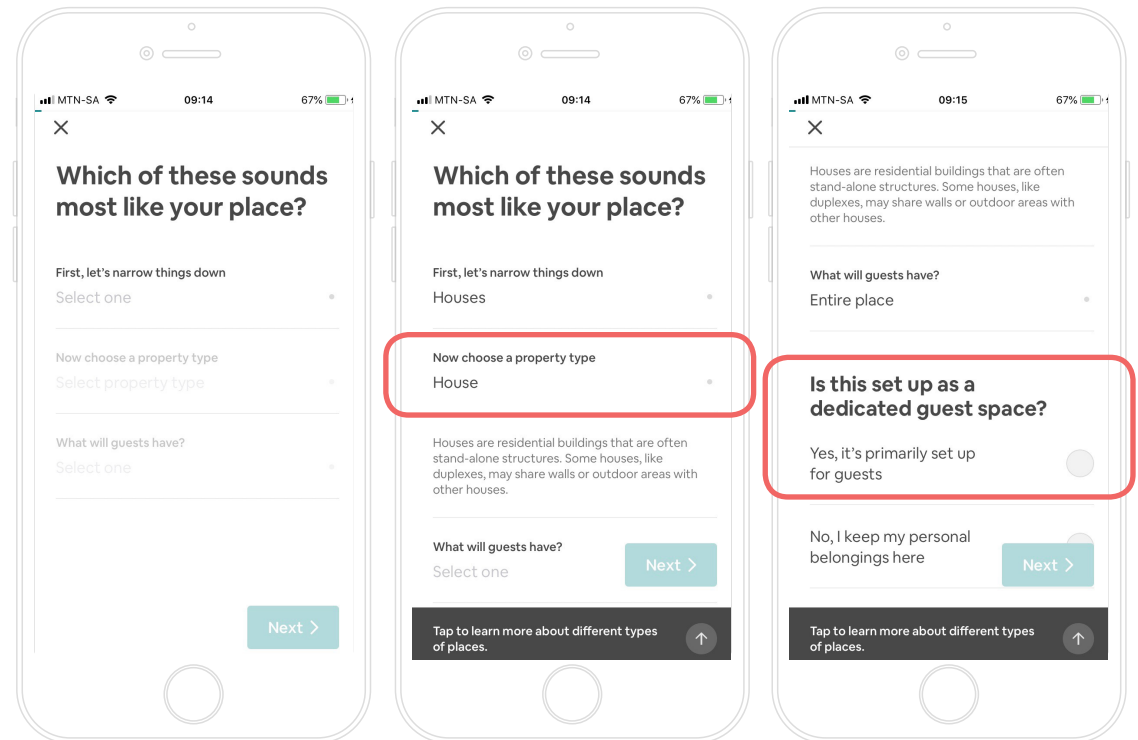
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Create a listing step-by-step



Step 3

Answer the questions to start creating the listing.

Be clear about your space. When it comes to accommodation no one likes hidden surprises – make sure you include every detail about the space in which your guests will be staying.

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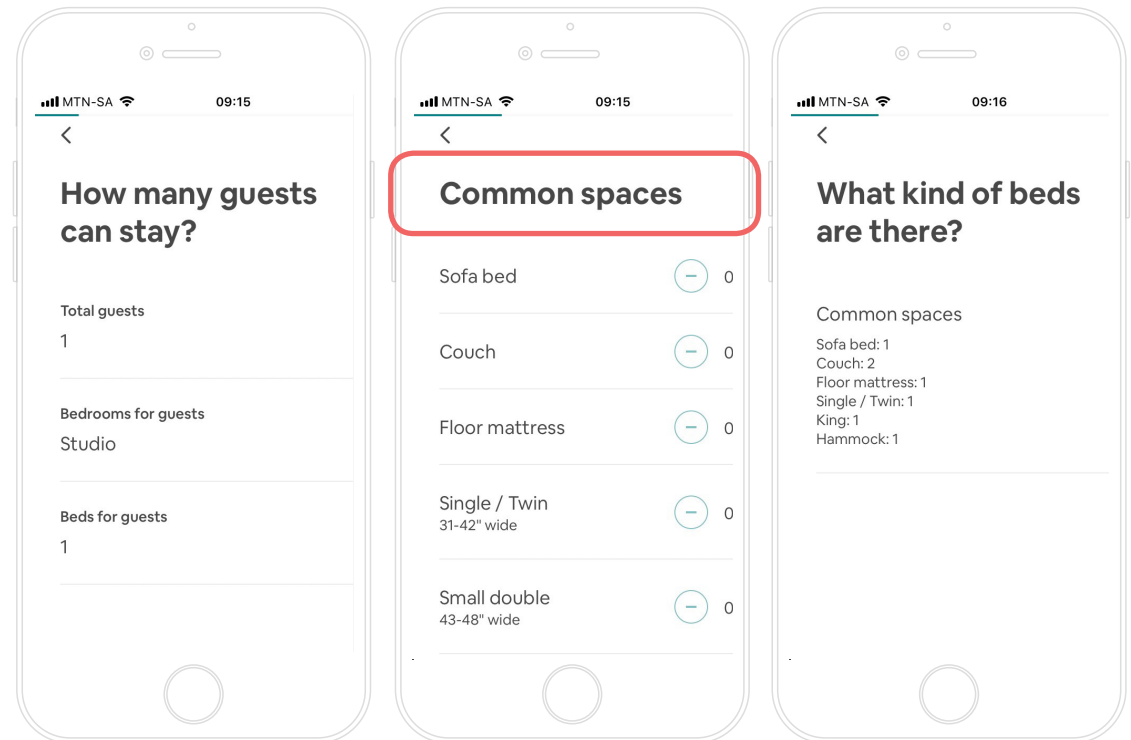
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Create a listing: Start with the basics

Beds, bathrooms and amenities



Top Tip

Mention all the areas that your guests are allowed to use. Provide house rules to create boundaries around what your guests can and can't do in your space. **For example** if you don't want them to bring other people into the space.

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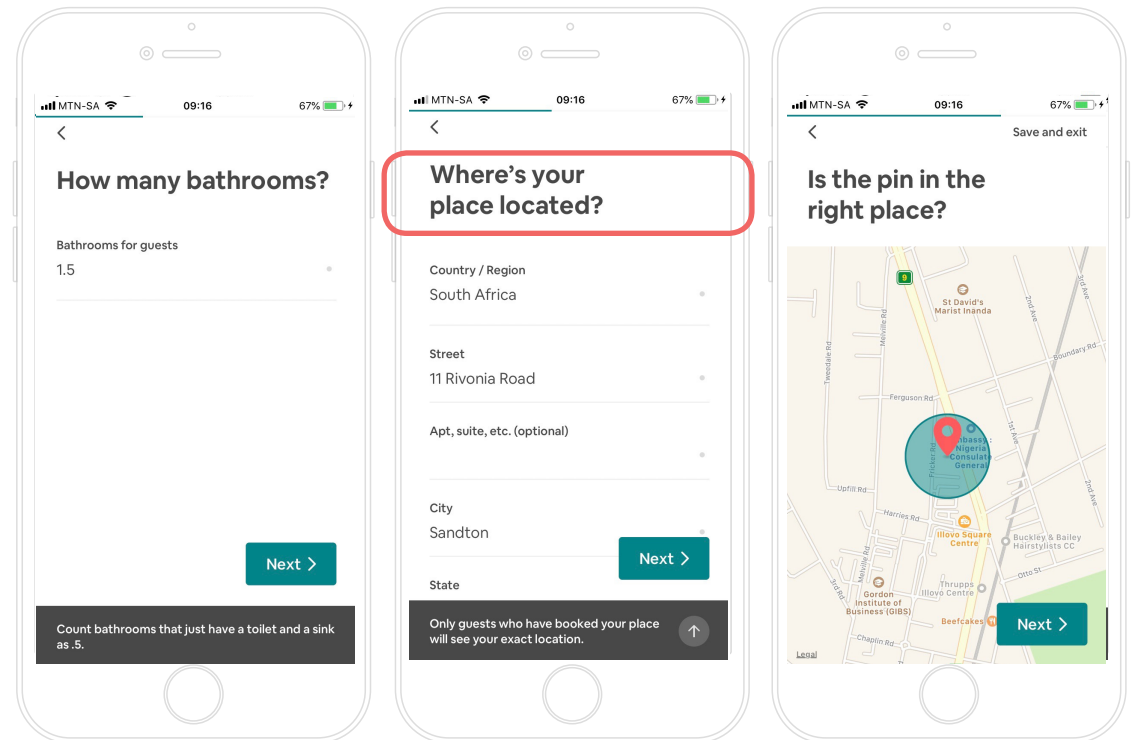
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Create a listing: Start with the basics

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Top Tip

In some rural areas the address may not be mapped on Google. It would be a good idea to ensure that there is a pin for your location on Google Maps, this would make it a lot easier for guests to find and would link directly through to the Airbnb app.

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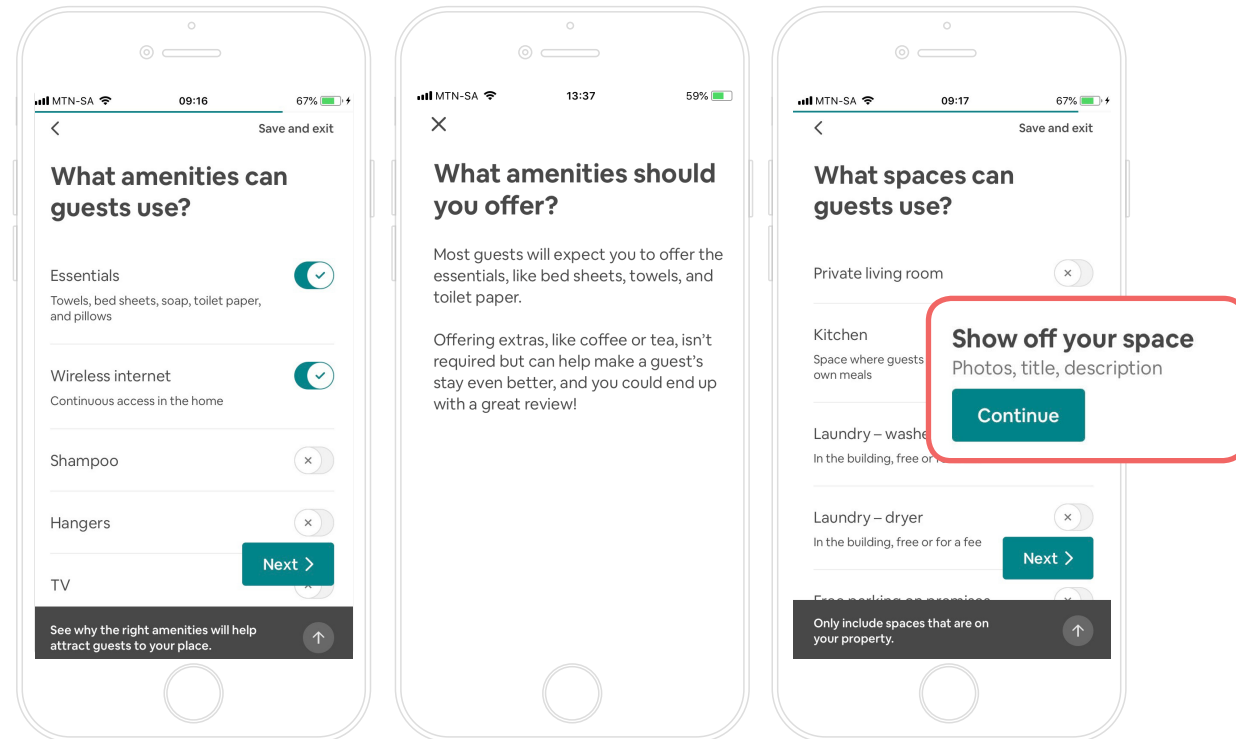
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Beds, bathrooms and amenities



Step 4

Once you have added amenities and spaces, click **next** and then select **show off your space**. Minimum essential amenities required; toilet paper, soap, linen/sheets, one towel per guest, one pillow per guest and a room that can be locked.

Homes

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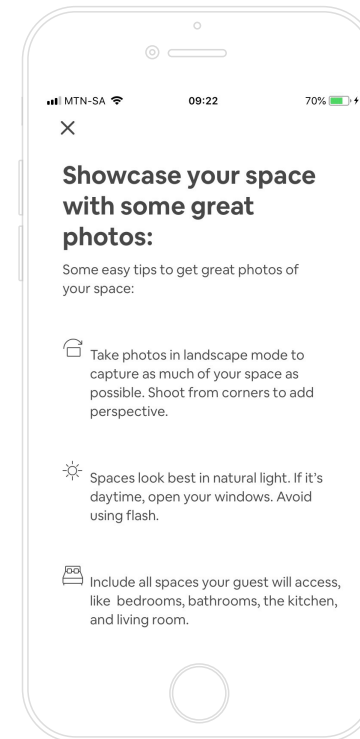
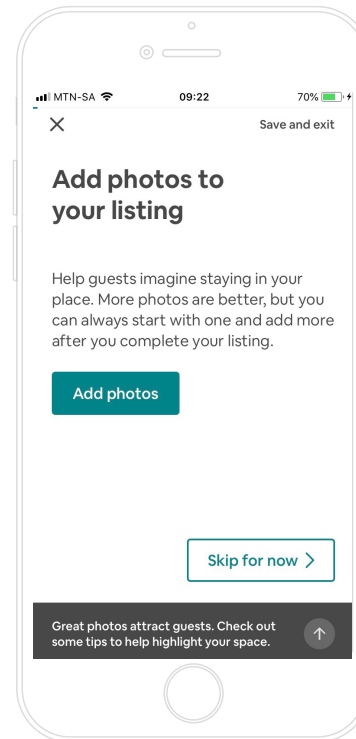
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Create a listing: Show off your space

Photos, title, description



Step 4

You can now add photos to your listing, see page 94 for more tips on photos that really grab guests' attention.

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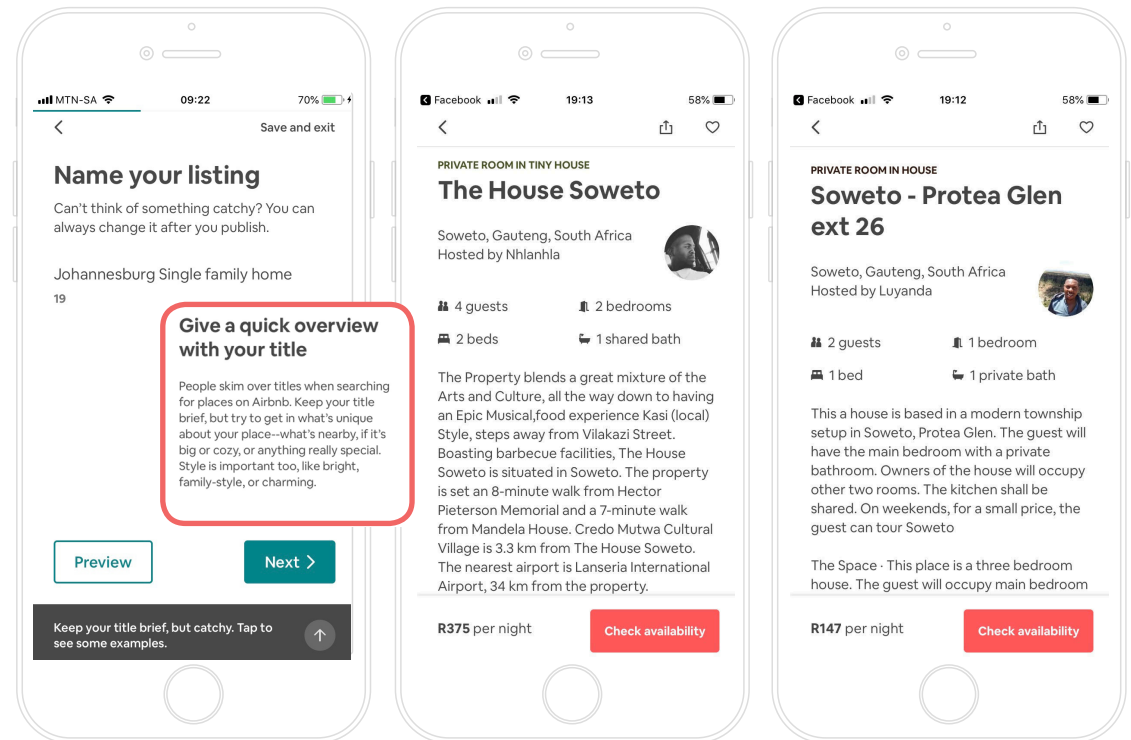
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Create a listing: Show off your space

Photos, title, description



Step 5

The more information you give your guests in the description pages, the more likely they will be to book with you. Be honest about your space and give useful information. You should include safety information too. See page 103 for more tips on guest safety.

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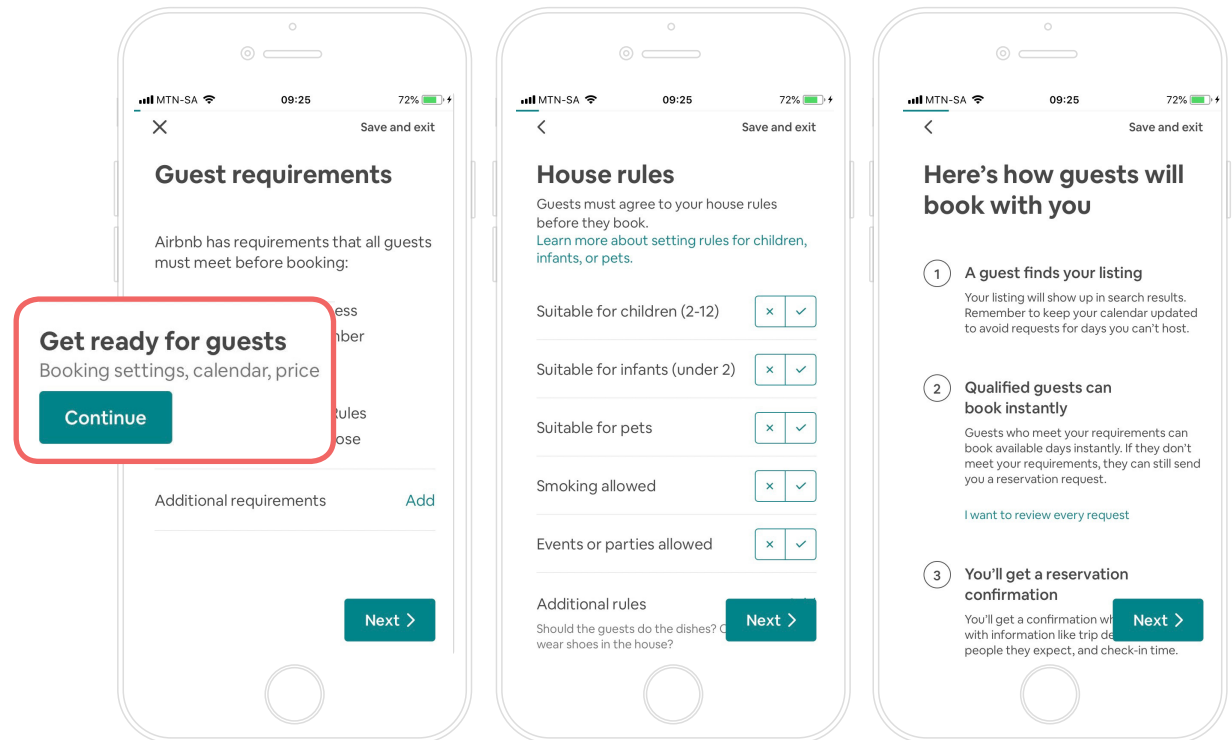
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Create a listing: Get ready for guests

Booking settings, calendar, price



Step 6

Here you will set up your booking settings, which includes your **guest requirements** and **house rules**.

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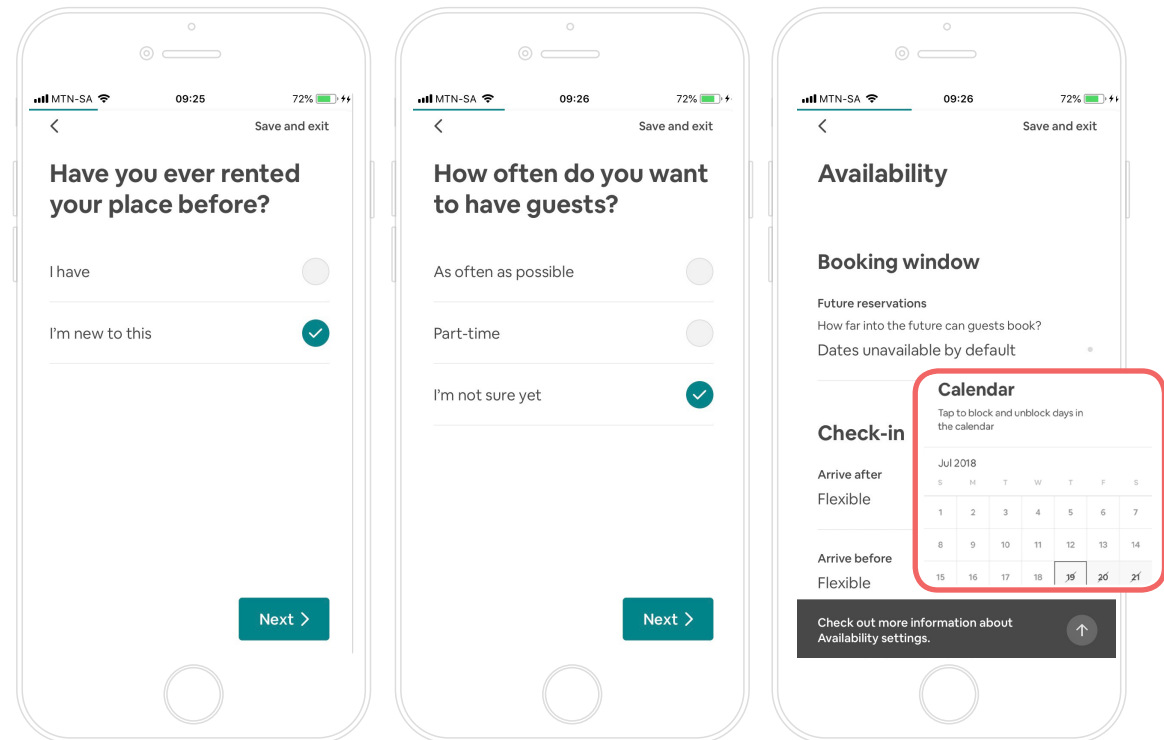
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Booking settings, calendar, price



Step 7

Decide on when and how often you want to rent out your space.

You can block out certain dates in your calendar, if you don't want bookings at those times (e.g. if you know you'll need your space as you have friends and family coming to stay).

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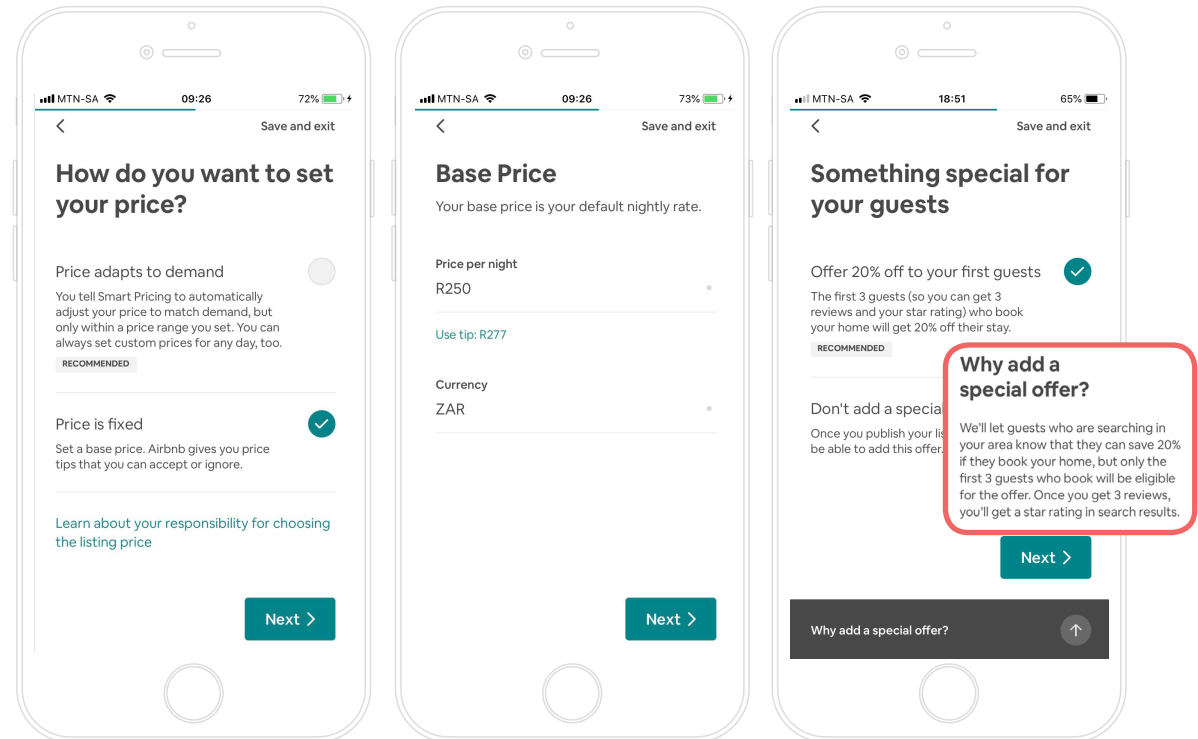
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Step 8

Think carefully about pricing. The price you set is completely up to you. Your price can either be fixed (the same all year round and for every date in your calendar), or it can vary. For more tips on setting your price see page 50.

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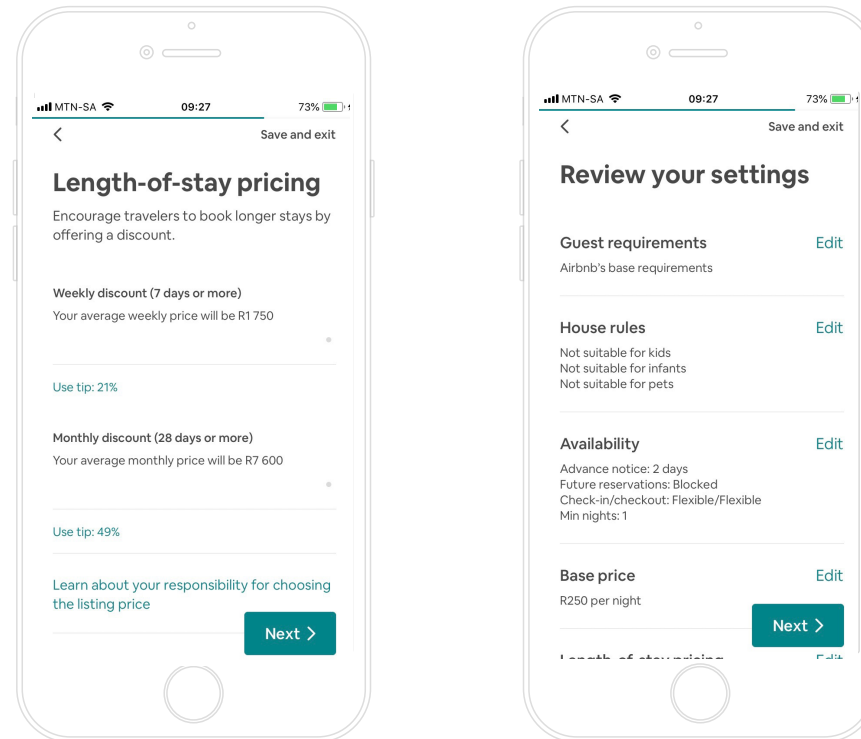
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Booking settings, calendar, price



Top Tip

Keep your calendar and listing information updated at all times. Check your availability settings to block preparation time between bookings, or to prevent requests for same-day or distant bookings.

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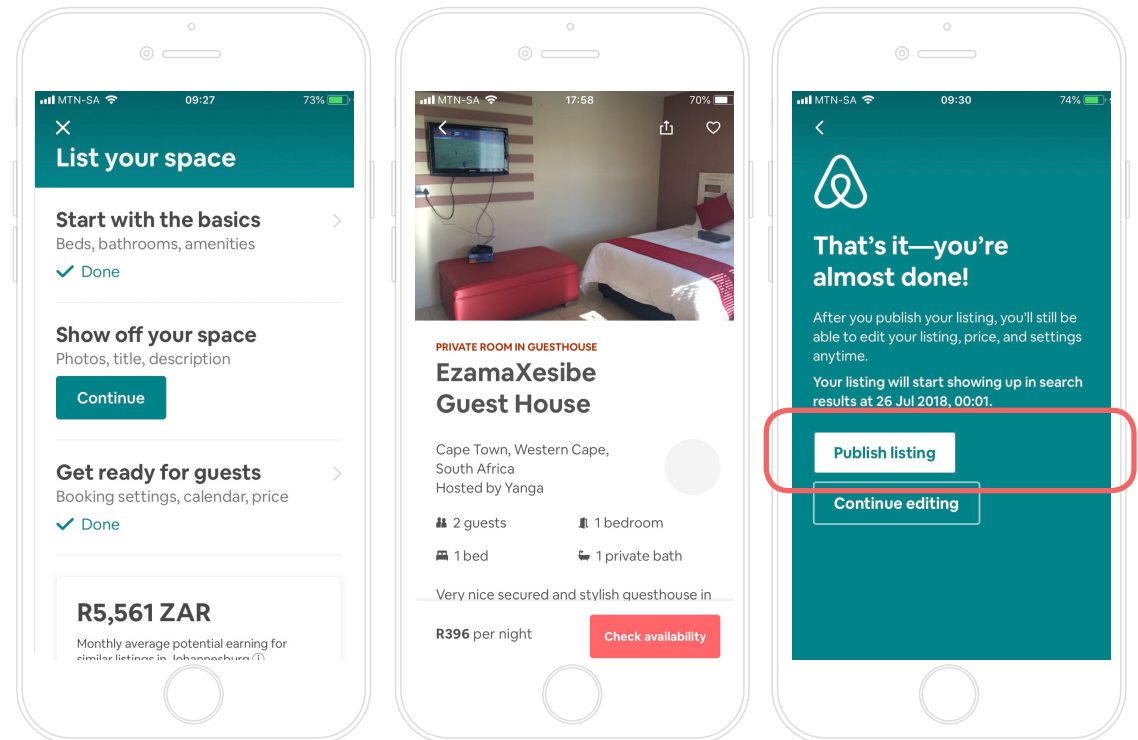
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Create a listing: Get ready for guests

Preview and publish your listing



Step 9

Publish your listing.

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Starting to host in a home

Before you host your guests there are a few things you'll need to organise.

Getting your home ready for hosting

Ensure that you feel comfortable welcoming guests and that they will feel welcome in your home. Every home is unique and your home should be a reflection of you and your family.

Facilities and essentials needed for hosting

- Your guests' number one priority is safety. Ensure that both the house and the room that guests will stay in is secure and has a lock.
- The first thing guests notice is how clean your space is. After that, the bare minimum guests will expect is fresh bedding and towels, soap and toilet paper.
- You may also want to provide some extra things guests appreciate like shampoo, an iron and ironing board.
- It is a good idea to have things like spare bedding, towels and toiletries available for your guests and for upcoming bookings.

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- Most travellers will want a way to get onto the Internet, and since many homes in rural areas may not have access to the Internet, try at least to have information available on how and where to get online.

During a trip, every guest should have what they need to bath or shower and have a good night's rest. You're encouraged to provide other amenities if you like, but you are required to provide these essentials: toilet paper, soap, linen/sheets, at least one towel and pillow per booked guest.

Understanding what guests expect?

What are guests looking for?

Guests are either local or international tourists who are looking for authentic experiences and human connections. When they book accommodation they have a big range of options to choose from. If they choose your place to stay they are likely looking to experience what it is like to live in a local community. They want to see how the locals live and share in this experience. They want to live like a local.

Guests want to know what makes your story unique and they want to see and

“Stories are what local and international travellers want to hear, it gives it the human touch. You need to decide what is unique about your story and tell it. Guests want to hear how we have progressed and leave with a sense of hope, thinking I can come back again” Abigail Mbalo, owner of 4 roomed Ekasi on the power of storytelling.

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“The host was top-notch and provided sweet unexpected touches that made it feel really special.”



experience it through your eyes. They are interested in connecting with you as a person and understanding what you are about. Creating a one-on-one connection is really important. Successful hosts have found that the most powerful way to do that is to tell their story throughout the guests' entire stay.

Tell your story

When sharing your story focus on how guests can learn from and be enriched by experiencing your home, your culture or your community. Memorable travel is about sharing stories – and the stories about people and life in your community will have a unique flavour if they are told by people from your community. This will also allow the travellers themselves to become part of the travel experiences and part of your story.

In addition to great storytelling, guests expect the host to be communicative, to feel safe and secure, have the essential amenities and for the space to be clean and welcoming.



An example of a host that tells a great story

LILLIAN'S HOMESTAY EXPERIENCE

Once upon a stove homestay – Stellenbosch (Private room in house)

PROLOGUE	BEGINNING	MIDDLE	END	EPILOGUE
Confirmation and reminders	Arrival Intro to your world	Explore "Wow" moment Surprise and delight	Conclusion Takeaway	Follow-up and thanks
<p>Lillian receives a booking request on the app.</p> <p>She accepts the request and communicates with the guest via the Airbnb app.</p> <p>She cleans her home and sets up for their arrival.</p>	<p>Lillian communicates with the guests and gives transport suggestions. She finds out what time the guests will arrive.</p> <p>She gives clear directions to her home and sometimes meets the guests at the airport. Or she is at home ready to welcome the guests. Guests arrive to a clean home as shown in the pictures.</p> <p>She explains the house rules, check out times and safety tips for exploring her community.</p> <p>She can provide dinner and breakfast upon the guests' request and at an additional charge.</p>	<p>Lillian makes sure guests are safe and accompanies them on taxi or train rides if it's their first time in Kayamandi.</p> <p>She cooks delicious South African food for her guests.</p> <p>Lillian is involved and on hand throughout the guest's stay.</p> <p>Wow moment: Lillian invites her guests to share mealtimes with her and her family.</p> <p>Surprise and delight: She offers all the food you could hope to eat.</p>	<p>Lillian provides breakfast before the guests depart. She helps the guests check out by ensuring they know how to get to their next destination.</p> <p>Once the guests have checked out, Lillian goes onto the Airbnb app and leaves a review of the guests.</p>	<p>Lillian cleans the house and gets ready for the next guests.</p> <p>She makes sure her calendar is up-to-date and checks her app regularly.</p> <p>She responds to any new requests quickly.</p>

Find out more about Lillian: www.airbnbcitizen.com/stories/meet-lillian-a-host-on-airbnb-from-kayamandi/

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Extra things you can do as a host

If you would like to offer more services than just the basics, the following list can be a great place to start to decide what you would like to offer. The more you can offer your guests, the more likely they are to have a great time and leave you a great review – and good reviews bring in more business!

- Possibly the easiest and most useful extra you can provide as a host is information, such as tourist attractions, ways to get around and things to see.
- As the host, you do not need to provide food, but if you would like to make a bit of extra money then you can offer breakfast and dinner for an additional amount.
- Additional payments should always be made through the Airbnb website or app. Guests will expect this as it's part of the Airbnb platform rules.
- Whichever extras you would like to offer, make these clear in your listing.

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Planning for your income

How to determine the pricing

One of the key things to remember about hosting on Airbnb is that you set your price based on the whole listing (e.g. the whole room or the whole home, whichever you are listing), rather than per person. You can set the number of people the pricing covers, with an additional fee per extra person.

The price of your listing on any given night is entirely your choice, as the host you have ultimate control over your price. You can set your price higher or lower for each night of the week if you'd like. If you want to offer a deal for guests booking longer reservations, you can set discounted monthly or weekly rates. To maximise your earnings, you can have different seasonal rates, or set custom prices for specific dates that are particularly popular.

When you create your listing, you set the amount guests pay for your security deposit and cleaning fee and these costs will automatically be added into each reservation.

The Airbnb platform offers a free service called Smart Pricing. Smart Pricing looks at all of the things that will normally impact the price of your listing - the location, availability of other listings, what additional treats or services you offer to your guests, the time of year (and any festivals or events taking place), the guest demand for accommodation – and suggests a competitive price for your space. This can be useful as a starting price if you are unsure what to

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charge, or you can rely on it completely to set the price. You can always switch off Smart Pricing (for future bookings) and set your own price – it's totally your decision.

What expenses to expect

Hosting guests will mean that there will be extra costs on a day-to-day basis that you should keep in mind to make sure that you stay on top of your finances. Most of the costs that come from hosting on Airbnb depend on how often you host and how many guests you take in. Some of these costs include:

- Electricity and water - showering, laundry, cooking.
- Supplies like toilet paper and soap.
- Cleaning products for you and your guests.
- Internet and telephone, if provided.
- Additional services like food will be a cost upfront but can be charged to the guests if you have agreed in advance.

But “to make money, you must spend money” so make sure you really think about your costs and plan for them.

What fees to expect

Airbnb is free to join. To help operate the platform, Airbnb only charges a service fee to hosts and guests when a booking is confirmed.

- **Host service fee:** Airbnb will take 3% of the total booking cost as a service fee before they pay you your money. This fee is calculated from the booking subtotal (the nightly rate plus cleaning fee and additional guest

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fee, if applicable, but excluding Airbnb fees and taxes) and is automatically deducted from the amount of the payout to the host.

- **Guest service fees are paid by the guests:** The fee that Airbnb adds to the booking price for homes ranges between 0% and 20% of the booking subtotal, and is automatically calculated by Airbnb. This fee varies according to the reservation subtotal and/or the length of the stay. In general, the service fee gets lower (relatively) as the reservation cost gets higher. Guests see this fee on the checkout page before they book a reservation. The amount of the guest fee will not impact the payout received by the host.
- **VAT:** If Airbnb is required to collect VAT on the service fee, the VAT amount will be included on the checkout page.
- **Income Taxes:** It is your responsibility as the host (or co-host) to pay income taxes owed on your payouts. We suggest putting some of your earnings from each reservation aside to pay income tax if owed (just in case). It's a good idea to find out if income tax applies to you before you start hosting on Airbnb.

When will you get paid?

You will receive your payment for the booking once your guests stay has been completed and they have checked out.

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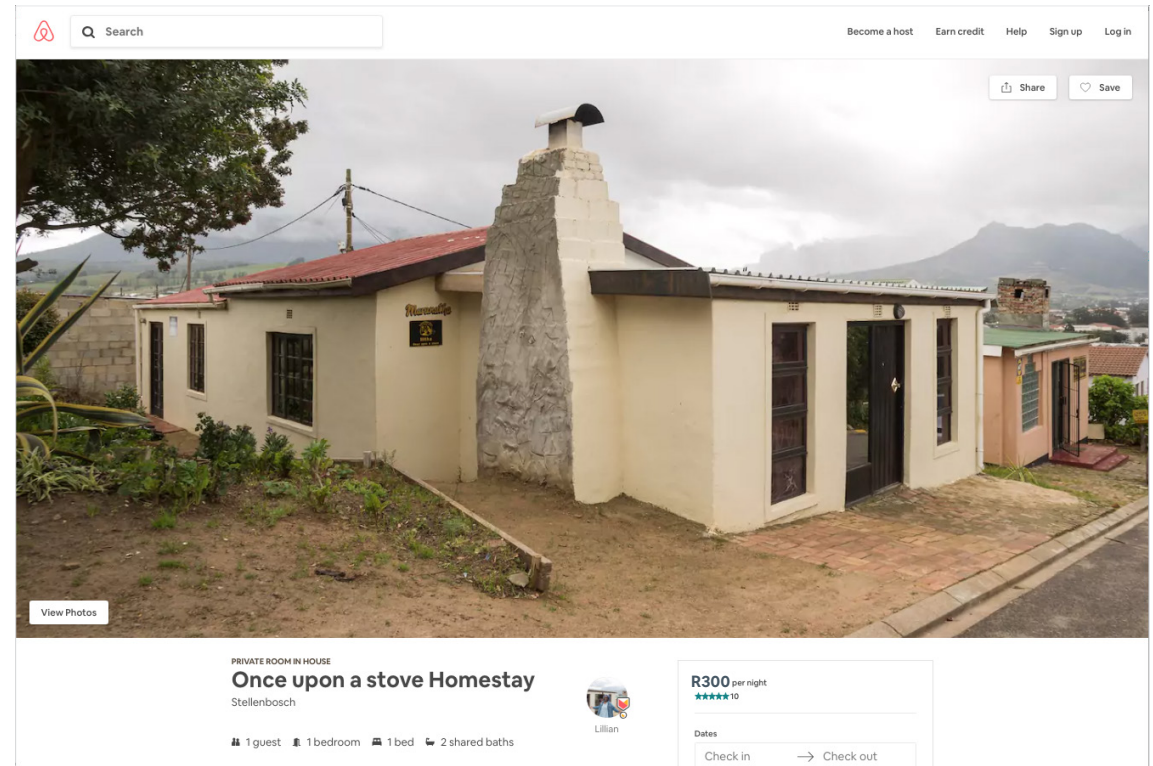
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What do I learn?



Homestay host example

Lillian's homestay in Kayamandi, Stellenbosch.

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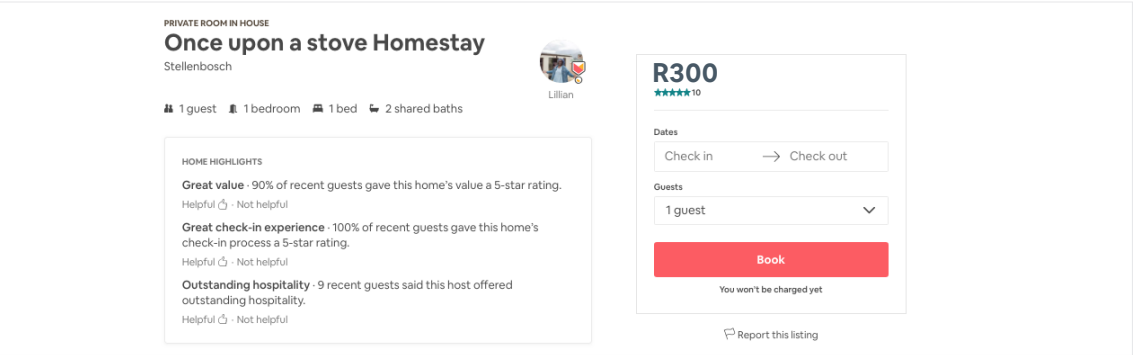
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What guests are charged

If a guest books 2 nights at her house, the following price is charged:



Guest service fee

In the above example, the price that Lillian charges is R300 per night. Airbnb automatically adds on a service fee, in this case R92. The guest therefore pays $R600 + R92 = R692$.

What does this host earn?

R300 x 2 nights	R 600
Less Airbnb host service fee of 3%	(R 18)
Host gets paid	R 582

If Lillian had a co-host that she agreed earned 10% on each booking:

Co-host fee 10% (paid into co-host account)	(R 58)
Paid into host's account	R 524

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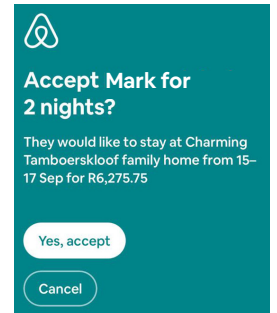
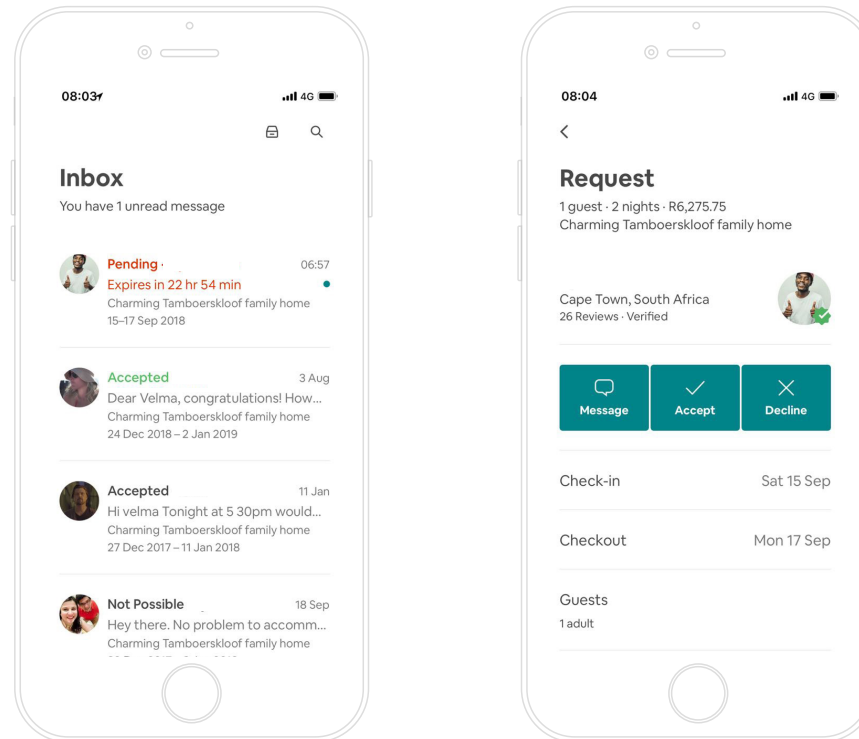
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How to accept a booking



Congrats on another booking!

Now that you know what it's like to host, try letting guests book instantly. Hosts can often get more reservations with Instant Book. [Learn more](#)

Step 1

In order to accept a booking first go into your **inbox**.

Here you will see any new booking requests. You will be able to accept or decline the booking or send a message to the guest.

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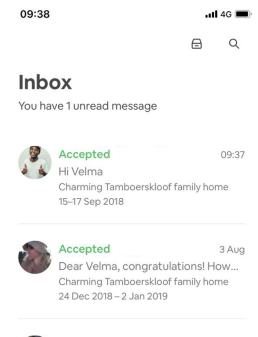
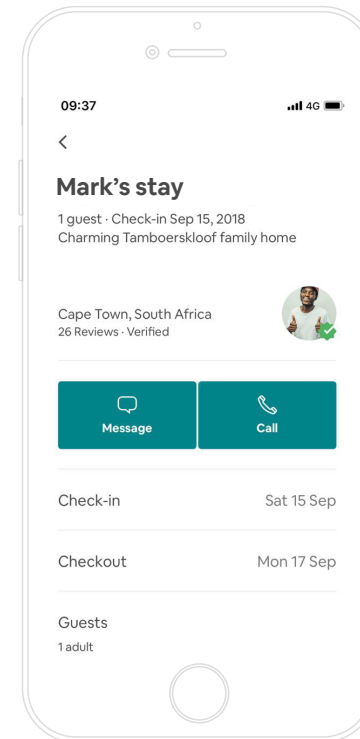
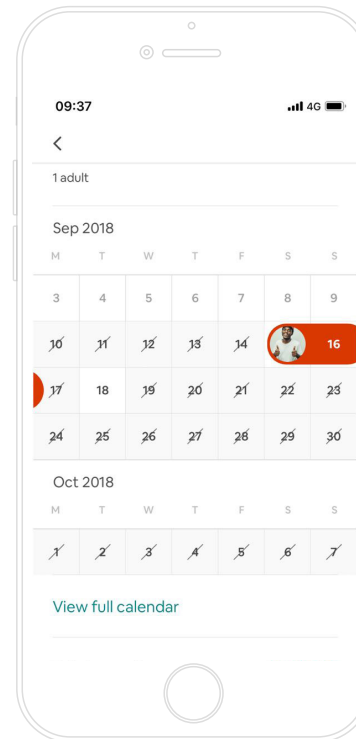
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How to accept a booking



Step 2

Once you have accepted the booking you will see the booking details and you will be able to message or call the guest from your inbox.

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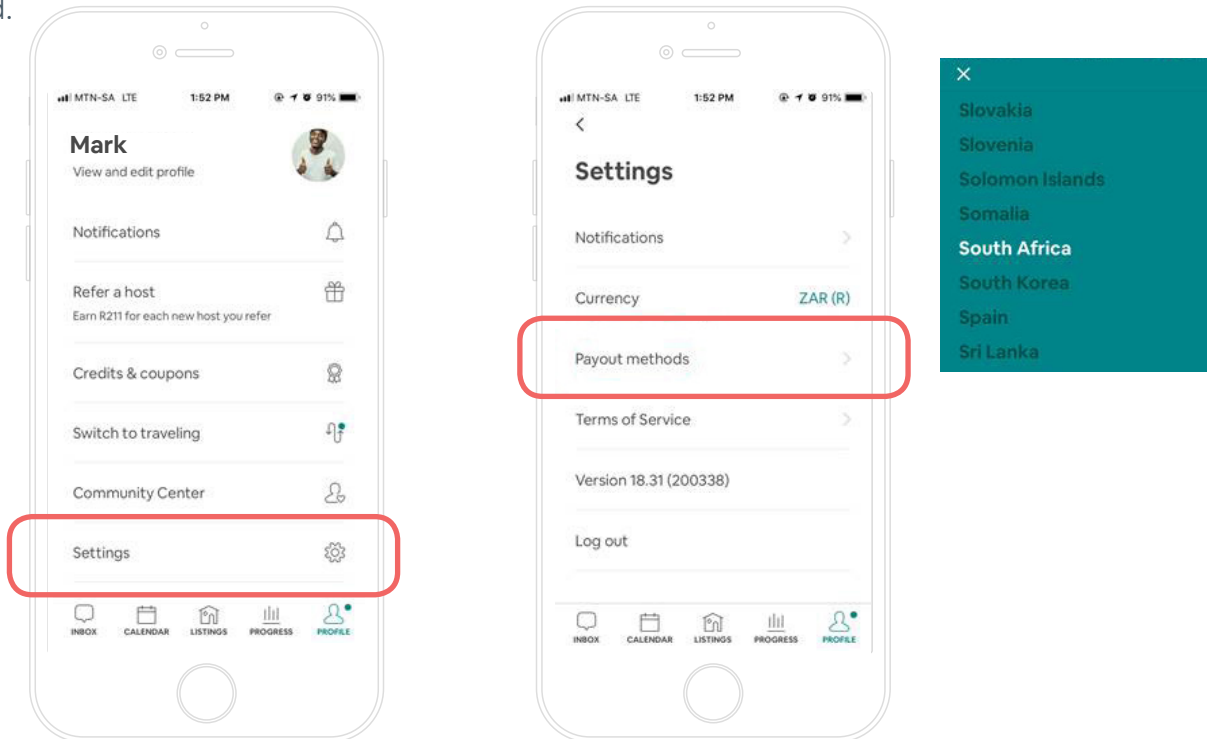
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NOTE:

All payments by guests are done through the website. To receive payment you need to set up your bank details.

How do payments work?

You will need to set up your bank details on the app or website so that you can be paid.



Step 1

Open the app and click on **profile**. Select **settings** and click on **payout methods**. You will be asked to choose your country.

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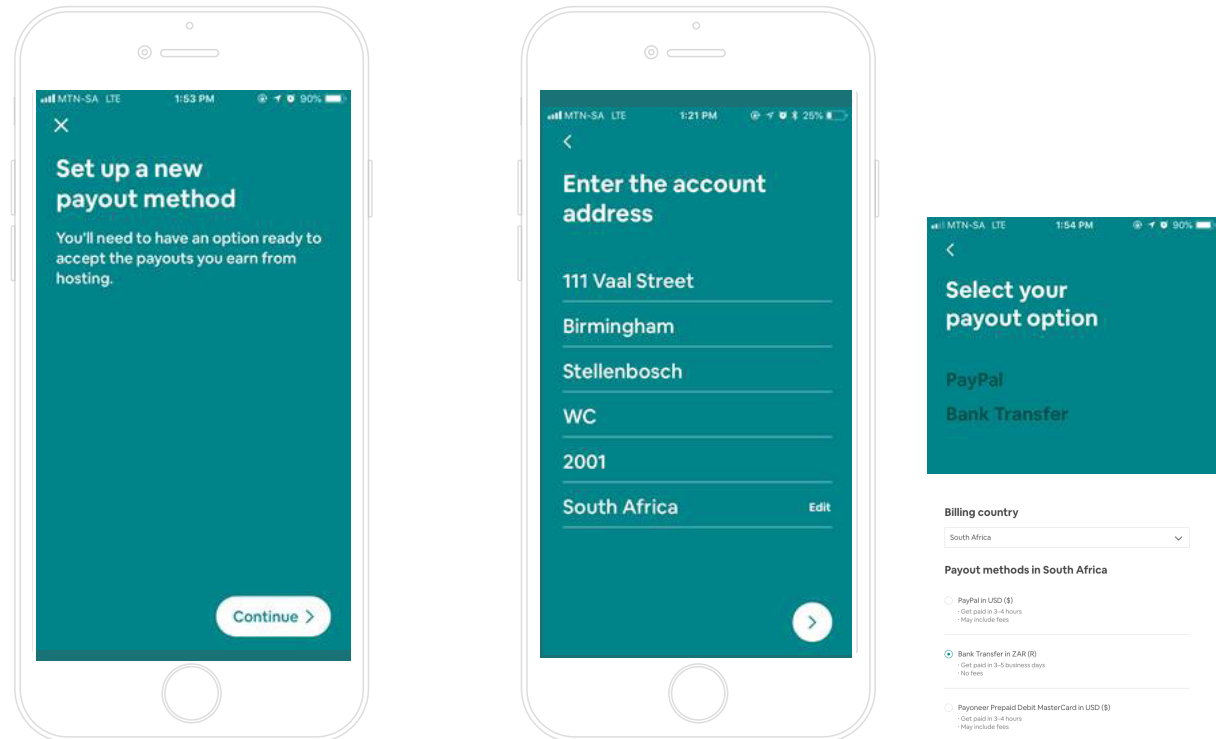
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NOTE:

Payoneer - is a financial services company that provides online money transfer for Airbnb and digital payment services. BIC or SWIFT codes are used to identify banks globally. You can find them by contacting your bank or searching online for your bank's name, address and BIC code. Find the BIC/Swift codes for all South African banks here: www.theswiftcodes.com/south-africa

How do payments work?

You will need to set up your bank details on the app or website so that you can be paid.



Step 2

Choose **set up a new payout method**. You can either select paypal, bank transfer or payoneer.

Top Tip: Please refer to the website (www.airbnb.com) for more information on payment options.

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How do payments work?

You will need to set up your bank details on the app or website so that you can be paid.

Bank transfer

Continue to log in to Payoneer and securely add your payout method.

Continue >

Bank Transfer Setup

Please provide your bank details. This will let you receive funds to your bank account.

☒ Personal account ☐ Company account

Bank Country: South Africa

Currency: ZAR

[Click Here](#) for bank account registration guide

Bank Name:

Account Name:

Account Number:

SWIFT / BIC:

Branch Code:

Select your payout option

PayPal

Bank Transfer

Billing country

South Africa

Payout methods in South Africa

☐ PayPal in USD (\$)

- Get paid in 3-4 hours
- May include fees

☒ Bank Transfer in ZAR (R)

- Get paid in 3-5 business days
- No fees

☐ Payoneer Prepaid Debit MasterCard in USD (\$)

- Get paid in 3-4 hours
- May include fees

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Step 3

If you select bank transfer, it will take you through these prompts and you will provide your bank details to set this up. Please note it is safe and secure.

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Cancellation

What to do if your guest cancels or you need to cancel.

What are the penalties?

Because cancellations disrupt guests' travel plans and impact guest confidence in the Airbnb community, the following penalties will be applied for host cancellations (unless there are extenuating circumstances).

- **Cancellation fee.** In most cases, the following fee will be deducted from your next payout after a cancellation. The amount deducted will depend on when you accepted the reservation and how soon before check-in you cancelled it:
 - More than 7 days before check-in, Airbnb will deduct the local equivalent of USD 50 from your next payout (exchange calculated at the exchange rate of that day).
 - Less than 7 days before check-in, Airbnb will deduct the local equivalent of USD 100 from your next payout (exchange calculated at the exchange rate of that day).
- **Automated review.** If you cancel the day before check-in, an automated review will be posted to your listing's profile indicating that you cancelled one of your reservations. These reviews can't be removed, but you can always write a public response to clarify why you needed to cancel.
- **Guest review.** If you cancel on the day of check-in or later, guests can leave a public review on your listing's profile.
- **Unavailable/blocked calendar.** Your calendar will stay blocked for the

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dates of the cancelled reservation and you won't be able to accept another reservation for those dates.

- **Loss of eligibility for Superhost status.** You won't be eligible to earn Superhost status for one year after your most recent cancellation.
- **Account suspension.** If you cancel three or more reservations within a year, Airbnb may deactivate your listing.

What if I need to cancel because of an emergency or unavoidable circumstance?

Airbnb may be able to give you a refund or waive the penalties if you have to cancel because of an unexpected circumstance that's out of your control.

Below is a list of circumstances covered by the Extenuating Circumstances Policy. Before you cancel, check that your circumstance is included in the list below and that you can provide the required documentation to prove that extenuating circumstances exist.

Here is a list of extenuating circumstances:

- **Death** of a host, guest, or their immediate family member.
- **Serious illness** of a host, guest, or their immediate family member.
- **Government-mandated obligations** including jury duty, travel restrictions, court appearances, and military deployment.
- **Severe damage** to the home that makes it unsafe to host guests, or that prevents guests from accessing basic amenities like running water.
- **Airport and road closures** that make it impossible for guests to travel to

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their destination. This includes closures caused by natural disasters like earthquakes or severe storms.

- **Severe security advisories** for political or civil unrest in the area that the guest is traveling from, traveling to, or that the host's home is located in.
- **Changes to visa or passport requirements** that make it impossible for guests to travel to the destination.
- **Natural disasters** that prevent the guest from traveling to or from the destination, or that make it unsafe to host guests.
- **Endemic disease or illness** that suddenly affects a region or an entire group of people.

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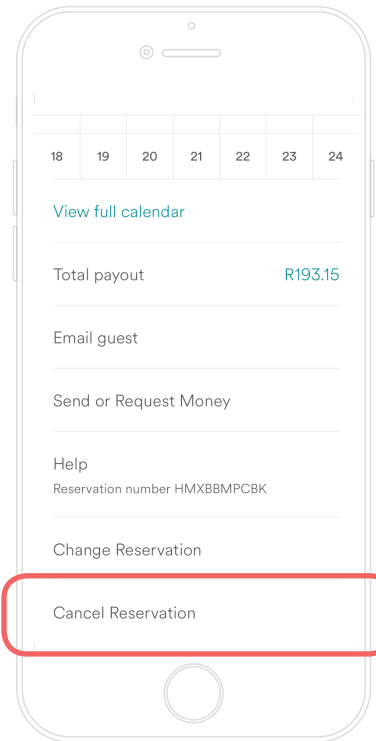
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As a host, how do I cancel a reservation?

Cancelling a reservation



To cancel a reservation:

1. Go to **your reservations** on airbnb.com or on the app.
2. Find the reservation you need to cancel.
3. Select **cancel** to start the cancellation process.

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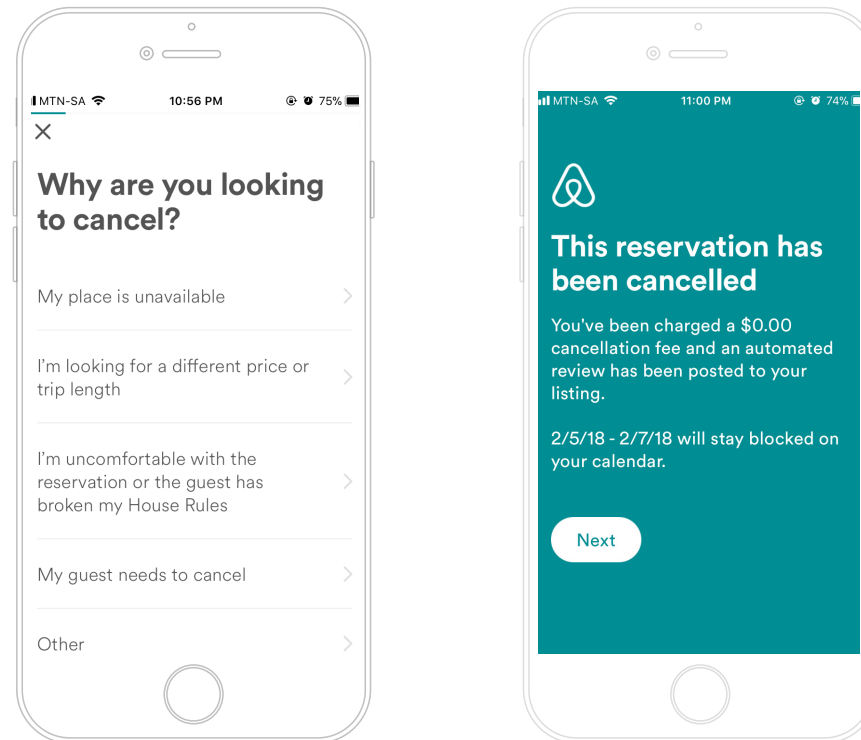
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NOTE:

If extenuating circumstances exist, you will need to make sure that you can provide relevant evidence.

As a host, how do I cancel a reservation?

Cancelling a reservation



Here are the options you can choose from if you need to cancel a reservation.

You can also change your mind and keep the reservation.

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HOST

Someone with a spare room or house listed on Airbnb.



CO-HOST

Help listing owners (hosts) manage their spare room or home.

What is a co-host and how does it work?

Co-hosts help listing owners (hosts) take care of their homes and guests or manage the online component of being a home host on Airbnb. A co-host is usually someone the listing owner already knows. They can be a family member, neighbour, trusted friend, or someone the host has hired to help with the listing.

Hosts and co-hosts decide upfront how much of the Airbnb booking process and guest management each person will be responsible for, how much of the booking fee will go to the co-host, and how the co-host will be reimbursed for expenses. This is an agreement between the host and co-host and could be different for each co-host/host relationship. The host would input this information into the payout information in the listing so the payment is automatically distributed via the Airbnb platform. For more information on splitting payments see page 71.

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What can you do as a co-host?

There are many ways you can help your host as a co-host. It is up to you and the host to decide how to split up the responsibilities.

These include:

- **Create or manage a listing.** Create an Airbnb listing for a new space. Write titles and descriptions, take and upload photos, and help determine the price per night. Manage the listing's availability and price settings including things like seasonal pricing and weekly discounts.
- **Get the space guest-ready.** Help make sure the space is set up to welcome guests. Recommend repairs, buy necessary items like towels and toilet paper, advise on what the space requires to welcome guests and create a house manual. Make sure the space is clean; you can do this yourself or work with a cleaning service.
- **Manage bookings.** Manage the host's booking settings and accept or decline reservation requests.
- **Message with guests.** Message guests on behalf of the listing owner, using your own Airbnb account. Get to know the guests, answer questions, and coordinate their arrival and departure.
- **Welcome guests.** Greet guests in person; show them the space and answer questions about the house and neighbourhood. Let the guests know about the best local eating spots and things to do in the area.
- **Help guests during their stay.** If guests have an issue during their stay, they will contact you for help. **For example**, if a guest is locked out, their

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shower stops working, or the Internet is down, they can call you to help fix the problem.

- **Write reviews.** You can use your Airbnb account to write reviews of guests on behalf of the listing owner.
- **Get help from Airbnb.** If the listing owner (host) needs to contact Airbnb to get help with a reservation or guest issue, you can contact Airbnb on behalf of the host to find a resolution.

What co-hosts can't do

- You cannot access the listing owner's payout or taxpayer information.
- You cannot write a review of a host's property as if you were a guest.
- At this time, co-hosting is only available for home listings, not experiences.
- You should only act as a co-host if you are included in the listing as this sets guest expectations and formalises the agreement with the host.

Benefits of co-hosting

- Anyone with an Airbnb profile can be a co-host on a property listing on Airbnb.
- You can co-host for several property owners listed on Airbnb.
- Co-hosting simplifies the process for the host, meaning the business still continues and the property listing still thrives even when the host is away or if the host does not want to deal with the check-in process or looking after guests.
- Alternatively you can assist the host in areas where they are not as

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comfortable, **for example** managing the online aspects or the app, setting up the listing correctly and communicating with guests online.

- Co-hosts can also be cleaners and other property support staff.

Working together: hosts and co-hosts

Co-hosts and hosts work together to provide memorable experiences for guests. The following steps will help ensure that your guests get the best care from your service.

Keep clear lines of communication at all times

- Make sure there is clarity about who is responsible for what between you as the co-host and the host.
- Make sure that you set clear guidelines with the host on how and when each service should be completed. Discuss how payments should be handled for restocking necessities (toilet paper, soap, etc.), maintenance, and other expenses.
- Communicate consistently. Notify the host when a booking has been made; when the guests are coming and when the payout has been made. Make sure your calendars are in sync.
- Go over each guest review with the host. Remember to give clear feedback about your interaction with each guest. Help hosts to understand that the guest reviews will reflect a guest's stay in the host's listing. It will not reflect on the co-host.
- Always make sure to include the host in the decisions you make about their listing, especially with respect to pricing.

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Discuss limitations

- Hosts need to tell you about any special conditions or restrictions for their listing. This could be how often the space can be booked, the maximum number of nights that are allowed per booking, the maximum number of guests allowed for each booking, etc.
- Make sure you satisfy these conditions, restrictions, or limitations.

Be reliable

- Only agree to perform services if you know you can manage the job to the host's satisfaction.
- Be sure you understand the expectations and guidelines for each service.
- If expenses are required to complete a service make sure you get approval from the host before purchasing items, always keep the receipts for each purchase and agree on how these expenses will be paid back to you.

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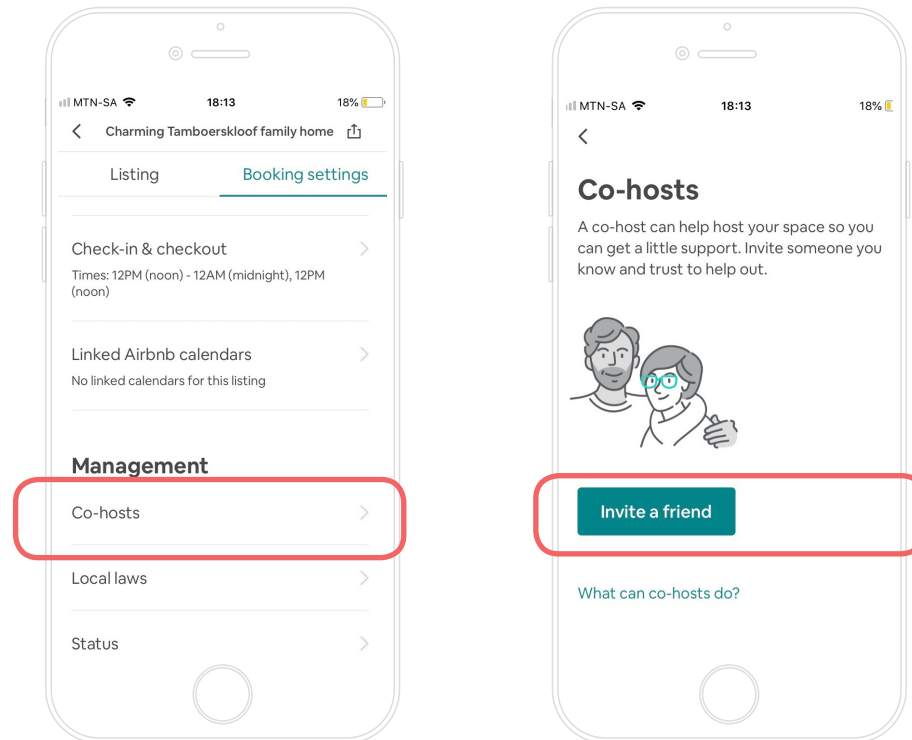
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How do you add a co-host to your listing

Once a host has created a listing they can add a co-host in the following ways:



- By inviting a member to become a co-host (go to **listings**, select the listing you want to edit, select **co-hosts**).
- By accepting a co-host's invitation.
- When participating in the co-host marketplace, by agreeing to a co-host's proposed services and fees.

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Payment

NOTE: The payment agreement could be different for each co-host/host relationship you have.

- You must come to an agreement upfront with each host about how much of the booking fee you will get paid.
- You must discuss how you will be paid back for any expenses such as restocking, maintenance and cleaning.
- You and the host could agree on a monthly flat rate for your services as a co-host or you could get paid a percentage of each booking fee.
- The host is responsible for paying you, not Airbnb. To simplify the payments process, the host can use the Airbnb platform to split the payments between the co-host and the host so that the transfer happens automatically.
- To divide Airbnb income between multiple hosts, each person needs to be paid with a separate payout method.

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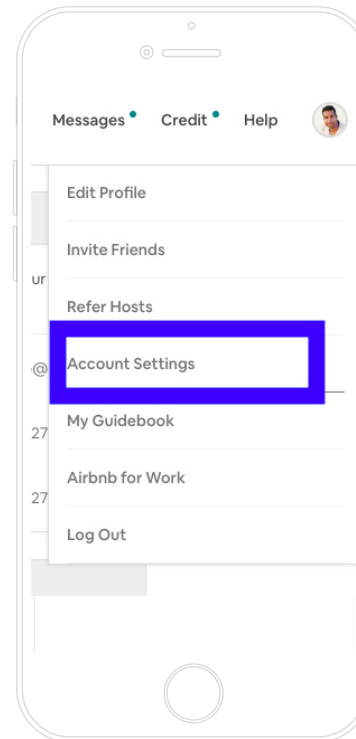
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The steps below are for a host that wants to add a payout split for his/her co-host.



Step 1

Click on the face in the top right corner of the screen, then click **account settings**.

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The screenshot shows the Airbnb Host Profile settings page. The left sidebar contains the following menu items: Notifications, Payment Methods, Payout Preferences (highlighted with a blue box), Transaction History, Privacy, Security, Connected Apps, Settings, and Badges. Below the menu is an 'Invite Friends' button. The main content area is divided into three columns. The first column contains 'Messages' and 'Reminders' sections, both with checkboxes for Email, Push notifications, and Text messages. The second column contains 'Contact Information' and 'Text Messages' sections. The 'Contact Information' section shows fields for Email, Phone number, and two phone numbers for account alerts and messages. The 'Text Messages' section shows a dropdown for receiving SMS notifications.

Search

Host Saved Trips Messages Credit Help

Notifications

- Payment Methods
- Payout Preferences**
- Transaction History
- Privacy
- Security
- Connected Apps
- Settings
- Badges

Invite Friends

Messages

Receive messages from hosts and guests, including booking requests.

- ☒ **Email**
- ☒ **Push notifications**
To your mobile or tablet device
- ☒ **Text messages**

Reminders

Receive booking reminders, requests to write a review, pricing notices, and other reminders related to your activities on Airbnb.

- ☒ **Email**
- ☒ **Push notifications**
To your mobile or tablet device
- ☒ **Text messages**

Contact Information

This information can be edited from your profile page. [Edit Profile](#)

Email [REDACTED]

Phone number [REDACTED]

Account alerts, verification and booking requests +27 ** *** 3461

Messages from guests +27 ** *** 3461

Text Messages

Receive SMS notifications to: +27 ** *** 3461

Note: For more information, text HELP to 247262. To cancel mobile notifications, reply STOP to 247262. Message and Data rates may apply.

Step 2

Click on **payout preferences**.

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Payout Preferences

Transaction History

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Payout Methods

When you receive a payment for a reservation, we call that payment to you a "payout". Our secure payment system supports several payout methods, which can be setup and edited here. Your available payout options and currencies differ by country. [Visit the Payouts FAQ »](#)

Method	Details	Status
PayPal	(minimum \$1000 USD)	Ready Options
Prepaid MasterCard	Payoneer (USD)	Ready Options
Bank Account	Account *****8904 (ZAR)	Ready Options
Bank Account Default	Account *****8098 (ZAR)	Ready Options

[Add Payout Method](#) Direct Deposit, PayPal, etc...

Payout Routing Rules

Routing rules let you split payouts between methods, or direct payouts for certain properties to different methods.

Property	Percentage	Pay To	Percentage	Pay To	
Chic House with Sunny Terrace	90%	Account *****8098	10%	Debit Card: Payoneer	Edit

Step 3

Click on **add a payout method**.

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The screenshot shows the Airbnb 'Payout Preferences' settings page. On the left is a sidebar menu with options: Notifications, Payment Methods, **Payout Preferences**, Transaction History, Privacy, Security, Connected Apps, Settings, and Badges. Below the menu is an 'Invite Friends' button. The main content area is titled 'Billing country' and shows 'South Africa' selected in a dropdown menu. Below this, the section 'Payout methods in South Africa' lists three options: 'PayPal in USD (\$)' (unselected), 'Bank Transfer in ZAR (R)' (selected), and 'Payoneer Prepaid Debit MasterCard in USD (\$)' (unselected). Each option has sub-points regarding payment speed and fees. At the bottom are 'Back' and 'Next' navigation buttons.

Search

Host Saved Trips Messages • Credit

Notifications
Payment Methods
Payout Preferences
Transaction History
Privacy
Security
Connected Apps
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Invite Friends

Billing country

South Africa

Payout methods in South Africa

☐ PayPal in USD (\$)
• Get paid in 3–4 hours
• May include fees

☒ Bank Transfer in ZAR (R)
• Get paid in 3–5 business days
• No fees

☐ Payoneer Prepaid Debit MasterCard in USD (\$)
• Get paid in 3–4 hours
• May include fees

< Back

Next >

Choose the type of account to pay your co-host. For this example we will choose a normal bank transfer or EFT

Step 4

Choose either Paypal, Bank Transfer (EFT) or Payoneer.

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What's the address for this payout method?

[Add new address](#)

☐ 65 Coventry Road
CAPE TOWN 7925

☐ 66 Chester Road
Cape Town 7925

☐ 66 Chester Rd
Cape TOWN 7925

☐ 66 Chester Road, walmer estate
Cape Town 7925

< Back

Next >

You should choose the address of the bank account that you going to add, if its not listed you can add a new one. Ask your co-host for this address.

Step 5

Select the address of the bank account. If it's not listed the host can add a new address which would be supplied by the co-host.

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Bank Transfer Setup

Please provide your bank details. This will let you receive funds to your bank account.

☒ Personal account ☐ Company account

Bank Country
South Africa

Currency
ZAR

[Click Here](#) for bank account registration guide

Bank Name
e.g. Royal bank of South Africa

Account Name
e.g. John Smith

Account Number
e.g. 12345678901

SWIFT / BIC
e.g. RBSZAJJXXX

Branch Code
e.g. 619734

Account Type
"Chequing" or "Savings"

Add the banking details for your co-host

Step 6-7

Info screen showing costs and information about the SARS reporting mandate that will be emailed to the host. The host must complete this before payments are released.

Add the co-host's bank details.

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New Cape Dutch Cottage close to ...	90%	Account *****8098	10%	Debit Card: Payoneer	<button>Edit</button> <button>Delete</button>
All Others	100%	Account *****8098			

Please note: routing rules added here will only affect new reservations booked. You can update the routing rules for the existing reservations in [Transaction History > Future Transactions](#).

Add Payout Routing Rule

Once you have added the co-host's account you can now setup the routing by clicking on the “Add Payout Routing Rule”

Step 8

Now create the split between the host (listing owner) and the co-host, it's called a routing rule.

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Payout Split

Property	Percentage	Pay To	Percentage	Pay To
<div>Holid ▾</div>	<div>100% ▾</div>	<div>PayPal (U ▾</div>	0%	<div>▾</div>

Note: updates to routing rules will only affect bookings made after today.

Select the property and % split to your co-host, make sure you choose the co-host's account and the correct agreed %

Step 9

This comprises of four drop downs that you need to select.

- 1. Property:** The property in question if you have multiple properties.
- 2. Percentage:** Choose the percentage that the **host** gets.
- 3. Pay To:** Choose the host's bank account.
- 4. Pay To:** You choose the co-host's bank account.

Note: The second percentage is worked out automatically.

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Finding hosts and host networks in your community

If you would like to build up a portfolio of homes that you are responsible for as a co-host, it is a good idea to build up your network of homes.

- Contact existing B&B's to see if there is an opportunity for them to join Airbnb as an extra marketing platform.
- Reach out to your existing networks that include family and friends.
- Ask hosts that you already work with for recommendations to new hosts.

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Here are some examples of successful co-hosting

VIOLET AND BONGANI

What is the relationship between Violet and Bongani? Bongani is an experience host who is based in Langa and is an influential person in the community. Violet is a home host from Langa that has been on the platform for more than a year. They live in the same community and are part of the same network. Bongani is also officially a co-host on the platform for Violet. Violet is not as ‘tech savvy’ when dealing with the online app, so Bongani handles all the online aspects for her, this makes them a good team.

What does the co-host (Bongani) do for the host (Violet)? Bongani deals with everything that is online, from communicating with the guests on the platform and letting Violet know when to prepare for a guest that is coming to her home. He arranges everything online while Violet deals with actually hosting the guests in person. Bongani finds out what the guest’s plans are and how he and Violet can make the guest feel at ease about their travel plans. Bongani offers guests the option to take part in his experience and offers to have lunch with the guests at local food spots. Bongani is always available to assist guests if they want to explore or visit other communities.

What does the co-host not do for the host? In this case, Bongani is not there to give keys to the guests when they check-in. Violet is the one who welcomes guests at the door.

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What is the financial arrangement? Bongani and Violet have an agreement that Bongani receives 10% of the fee that Violet earns from a booking. They have arranged for Bongani to be paid this 10% co-host fee directly through the Airbnb platform for each guest that is staying with the host.

What role does the co-host play in determining the price of the listing if at all?

In this case, the host (Violet) sets the price of the listing and the co-host plays no role in determining it.

SHANE AND AMANDA

What is the relationship between Shane and Amanda? Amanda is Shane's mother, she introduced Shane to using Airbnb to host guests in their home. She then added him as a co-host to her property listing so that he can manage it. He initially started doing it when she was not available but now does it all the time.

What does the co-host (Shane) do for the host (Amanda)?

Shane handles everything for this listing including:

- Dealing with the initial enquiry from the guest.
- Answering any questions the guest may have about the listing, the area, transport options, etc.
- Planning the check-in with the guest.
- Making sure the guest is ok during their stay. This is done by a simple message through the Airbnb platform messenger.

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- Planning the check-out.
- Physically checking the guests out (taking keys, etc.).
- Also handling any maintenance issues that might occur during the guest's stay (broken items, burst geysers, other plumbing items, electrical faults, etc.)

What is the financial arrangement? In the beginning Shane was charging 25% of the price of the listing to co-host. This was decided after asking around to see what others were charging. He later lowered this amount to 15% of the price of the listing because he is choosing to focus on increasing the volume of bookings.

What role does the co-host play in determining the price of the listing if at all? The host is ultimately responsible for the listing (the co-host can only help), and so the host is responsible for pricing.

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Host / co-host checklist

It is important to agree areas of responsibility between the host and co-host upfront. Here is a checklist of points to agree on:

Online

- ☐ **Create the listing.**
- ☐ **Handle initial guest enquiries** and requests to book.
- ☐ **Communicate with guests** or potential guests about the listing and how it may suit their travel plans.
- ☐ **Answer questions** (e.g. about transportation, sleeping arrangements, neighbourhood, etc.).
- ☐ **Check guest's proposed dates** with host before accepting a booking (unless the host has given you the right to decide this independently).
- ☐ **Let the host know when bookings have been confirmed.**
- ☐ **Find out more about incoming guests** so you and the host have the right things prepared for their stay.
- ☐ **Coordinate guest arrival.**
- ☐ **Write reviews** after guests leave.

In Person

- ☐ **Get the space guest-ready** (ensure space is clean, beds are made and everything is in place to welcome guests).
- ☐ **Welcome guests** at check-in (provide keys, give a tour, explain anything specific about the property or neighbourhood that guests should know, etc.).
- ☐ **Help guests during their stay** (you may want to provide your phone number for emergencies).
- ☐ **Get help from Airbnb customer service** should there be an issue they are not able to resolve between you and the guest.
- ☐ **Coordinate guest departure** (key drop off, helping guests understand transportation options, etc.).
- ☐ **Maintenance of property** (cleaning, towels, soap and toilet paper etc.).

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Understanding the relationship between hosts, co-hosts and the role of Airbnb

- Airbnb is a platform. An online marketplace that places one party in touch with another, such as buyers and sellers, who then enter into transactions directly with one another, such as a guest booking a listing from a host, or attending an experience. Examples of platforms are Takealot, Superbalist, Amazon Marketplace and Airbnb.
- Through Airbnb hosts can gain access to a much bigger audience of travellers.
- Hosts do not work for Airbnb and they are not paid by Airbnb. Hosts work for themselves, and are paid by guests through the Airbnb payment platform.

When to contact Airbnb?

Most hosts and guests are able to quickly resolve issues on their own. Here are the fastest ways to get the help you need before, during, or after a trip:

- **Go to the help center.** In the Help Center (www.airbnb.com/help) you

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will find immediate answers to questions about popular topics including refunds, reviews, payments, cancellations, and security deposits.

- **Contact your host or guest.** Resolve an issue with your listing or reservation by communicating with each other directly. This is often the quickest and easiest way to find a solution. Send a message from your inbox to your guest or host, or go to your **trips** and click **view itinerary** to get their phone number.
- **Go to the resolution centre.** If you need to send or request money for something that wasn't included in your reservation cost, use the resolution centre to safely send or request money through Airbnb. We'll get involved if you need help working out the details with your guest or host.
- **Contact Airbnb:** If you still need help, go to our contact page to get help by phone, email, or chat. You can call South Africa customer service tollfree on +27 87 550 3924.

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What is a review?

After a stay both the host and the guest get an opportunity to comment on the experience through a review. They will receive an email or message from the Airbnb system reminding them to leave a review.

How do reviews work?

- You have 14 days after the end of a stay or experience to leave a review.
- Airbnb won't share your review until the other person leaves theirs, or until the 14 days have passed, whichever happens first.
- You have 14 days to respond to a review after it's posted to your profile.
- Airbnb won't remove a review (even a negative review) unless it violates the Airbnb content policy.

Types of reviews

- Hosts and guests can both get:
 - **Public feedback:** This is shown on the public profile and listing pages for hosts and guests, and is visible to anyone on Airbnb.
 - **Private feedback:** This is a private message that's only shown to the host and guest.
- Only hosts can get **star ratings**. Guests rate their trip on a scale of 1-5 for the following things:

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- Overall experience
- Cleanliness
- Accuracy
- Value
- Communication
- Check-in and location
- **Star Ratings.** The average of the host's star ratings is shown on their listing page, and will affect their Superhost status (refer to section on Superhost page 91).
- **Cancellation reviews.** If a host cancels a reservation on or after the day of check-in, their guest can leave a public review that will show up on the host's profile and listing page.
- **Automated reviews.** If a host cancels a confirmed reservation, an automated review will appear on their profile. These reviews are part of the Airbnb host cancellation penalty and can't be removed, but hosts can write a public response to clarify why they needed to cancel.
- Only guests can get **group reviews**. If there's more than one guest on a reservation, the host's review will appear on all of the guests' profiles. (Note: not all groups will be made up entirely of guests who are Airbnb users, so this may not be available for every group stay.)
- **Order of reviews.** When someone views your listing, reviews written in their first language or written by people from their country of residence are shown first. **For example** if a French traveller looks at your listing, they'll see reviews from French guests first, then they'll see reviews from other guests in chronological order.

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NOTE:

You'll need to write your response within 14 days of when the review was written.

How to write a review of your guest

- You will get reminder messages both via email and on the app that will link directly to the review section.
- Once the guest has stayed with you, you will be able leave a review from your inbox.
- Find the host or guest you'd like to review and click **write review**.
- Enter your feedback, then click **submit**.

Edit your review

You can edit a review you have written for 48 hours after you start writing, or until the other person leaves their review of you, whichever happens first. This means it's a good idea to commit to your review at the time you first write it!

Responding to a review from your guest

To respond to a review someone wrote about you:

- Go to **your reviews** on [airbnb.com](https://www.airbnb.com).
- Click **reviews about you**.
- On the review you'd like to respond to, click **leave public response**.

Can I delete or respond to a review I disagree with?

- You can respond to reviews, but you can't delete them. To promote trust and transparency in our community, we won't delete reviews unless they violate our content policy. To view our content policy visit www.airbnb.com/help and search **content policy**.

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- If you think a review written about you is false or exaggerated, you can write a response that will show up directly below the review and be visible to other guests and hosts.
- If a review written about you includes any personally identifying information about you, please see our content policy.

Top Tip

Remember your response to any review, will be visible to the public. It can help other guests and hosts decide whether or not to book your listing. Take your time to respond accurately and with facts. **For example** if a guest highlights an issue with your listing such as a broken door handle, you can respond by saying that it has been fixed. This helps future guests to know that the “broken door handle” is no longer a problem and will not impact their stay should they wish to book your accommodation.

Report a review for removal

- You can report a review if you think it violates the Airbnb content policy. To review the policy, please go to www.airbnb.com/help/article/546/what-is-airbnb-s-content-policy.
- To report a review, go to your Account > View profile > Click the flag icon next to the review. We'll take a look at the review and remove it if we find that it violates our content policy.

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Top tips for being a Superhost

Be a Superhost

Superhost is a special category of host on Airbnb, for hosts who set a shining example of hospitality for other hosts, and who go above and beyond to ensure each guest has an extraordinary experience.

The criteria for being a Superhost is set out below:

- Completed at least 10 trips.
- Maintained a 50% review rate or higher.
- Maintained a 90% response rate or higher.
- Had zero cancellations, with exceptions made for those that fall under our extenuating circumstances policy.
- Maintains a 4.8 overall rating.

You don't apply to become a Superhost. Airbnb assesses the different criteria four times a year. If you meet the requirements on the assessment date, you'll qualify for Superhost status. We'll notify you of your Superhost status at the end of each assessment period — usually 10 days after the assessment begins.

Superhosts earn an average of 22% more than other hosts and benefit from a variety of rewards. They get priority placement across Airbnb in searches, emails and more. There is a dedicated filter, which enables guests to narrow their search to Superhosts and they get a profile badge that is a trusted symbol of hospitality featured to guests across the site.



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Ensure your listing is as complete as possible

It is important to give a detailed description of the property to help guests decide if your space is a good fit for their needs. The more information you can give to your guests, the better they can picture themselves staying in your space. Try not to oversell or exaggerate, as managing guest expectations is also an important part of the listing description. Guests tend to give better reviews to spaces with accurate, detailed descriptions of at least 150 words.

Example of a great listing that tells a compelling story:

Experience Langa joy at Juliet's family Homestay 2

Our house is not just another listing. It is a home! My mom loves to host people and we do it with passion, comfort and hospitality. Our home is open to diversity and for people to feel free to express who they are. My welcoming home is located in the Langa Quarter. The Langa Quarter is Langa's cleaner, greener and safer area of the township. My house is located in a neighbourhood with some of Cape Town's best street art and home to the city's best African traditional cuisine, which can be found at Mzantsi.

Be transparent and clear about what to expect in your listing

When it comes to accommodation no one likes hidden surprises — make sure you include key information about the space in which your guests will be staying. Travellers need to be able to trust that the listing they book is the space they'll find when they arrive. If you receive many low ratings on the accuracy of the

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Bad review

"... I had mentioned we would be three people ... we ended up all having to sleep in the same king size bed, as this was all we could use ..."

information you provide, this will affect your reviews and will deter other people from booking your place.

- **For example** if there is an outside bathroom or a communal kitchen or any potential noise from nearby spaza shops, roads or taverns. Guests may also want to know about Wi-Fi and appliances they can use. These details can determine who decides to book their stay with you.
- Mention all the areas that your guest is allowed to use and whether they are shared with other guests or residents.

For example lounge, bathroom, kitchen and backyard.

House rules can help set guest expectations and ensure a smooth stay

Use the house rules and guest access sections of your description to attract guests who you feel will enjoy and respect your space.

Provide house rules in your listing that cover any situation that is important to you and might matter to your guests. This helps to create boundaries around what your guests can and can't do in your space.

For example if you don't want them to bring non-guests into the space, or if smoking is not allowed, make sure to tell them in advance. Do guests need to present their proof of ID at time of check-in? Or do you expect them to pay for any breakages? Are there certain appliances you don't want them to use? Let guests know if there are parts of the property that are off-limits, like a shared backyard or an upstairs room.

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Photos help guests picture themselves in your space

Photos are your biggest chance to grab the attention of possible guests. Travellers spend most of their time looking at photos and reading captions while browsing listings. **TIP:** Include as many high-quality photos as possible with captions and write a detailed description of the space.

Top tips for great pictures

Clean and uncluttered

Guests prefer spaces that look clean and tidy in photos. Clearing away any mess and straightening up will help your listing look its best.

Brighten up the inside

Good lighting makes your photo look more professional and inviting to travellers. It helps to take the pictures during the day, with all the lights on and curtains open.

Take high quality pictures

The Airbnb platform will not accept photos of less than 1024 x 683 pixels with a resolution of 300 pixels per inch, these tend to be less blurry or grainy. Most smartphone cameras will work, but a more professional camera would be even better.

Show personality

Show a pet, a meal, or yourself in your space.

Quantity and quality

Guests prefer listings with at least ten photos. Try to show a photo of each room.

Use a landscape format

Vertical photos do not display well on the website.

Shoot into a corner

This technique shows a broad range of space and adds dimension to the photo. Corners help give a sense of perspective.

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Accurately describe your neighbourhood and how guests can get around

Inform your guest of the location, distance and phone number of your local hospital or emergency services. Also include information about the local food options and facilities in the area. **For example** explain that townships were designed to create communities for previously disadvantaged people and are generally a distance from the city centre. Townships can also be busy and crowded with houses close together and spaza shops and taverns attached to or right next door to homes, which may mean that it can be noisy.

A good example of a neighbourhood description in a listing:

Super cosy and welcoming Langa home.

My home is a block away from some of Cape Town's most beautiful street art created by the community. I live across from Mzantsi Restaurant, which has the best traditional African cuisine in the city. My neighbourhood is open and friendly, and you are likely to find music and dancing in the streets. As the oldest black township in Cape Town, you can learn from a rich history. Breakfast and dinner available upon request at an extra cost.

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Getting around

This is really important, as how easy it is to travel there will often help a guest to decide whether to book a property or not. Mention every mode of public transport that is available to get your guest to and from the listing. Describe how far your property is from the airport, bus or train station and mention that they may have to walk a short distance from the drop-off point to find the house. Also mention the ways in which your guest can travel from the airport, bus or railway station including minibus taxis and ride-sharing apps.

Explain how to use all the options safely and if necessary offer to meet the guest at a safe location on arrival and escort them to your property, especially if they seem nervous (based on the time of their arrival or the specific location) or if you believe their safety is compromised. Keep in mind accessibility needs, **for example** due to age, traveling with strollers or disability.

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Guests rate you on the value of your listing, so try to set a fair price

Pay careful attention when deciding on the price of your listing. To avoid traveller confusion and disappointment, consider whether your price fits in with other properties in similar locations that are of a similar size or quality and offer similar facilities. Make sure they are clear that the price is per room and not per traveller, and be sure to include information on the fee for extra travellers (if you set one).

You have control over how you price your listing but it can help you get reservations to set a realistic price for what you have to offer. Guests have the chance to rate the value of your listing compared with the price when they leave their review. The average of your ratings on this question will appear on your listing page.

TIP: You can adjust your prices to match the busy season or the low season.

TIP: If you're a first-time host, consider starting with a lower rate so that you can get your first few bookings and gain some experience, or offer discounts for weekly/monthly stays to lower the work for you per guest.

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An updated calendar avoids booking complications and disappointed guests

Keep your calendar and listing information updated at all times so guests can be confident that you can host on the dates they select. This will help you to fulfil all booking requests without scheduling conflicts.

TIP: Make sure your calendar dates reflect the real availability of the property so that you don't receive booking requests for dates when it's not available (or when you aren't available to host).

- Check your availability settings to block preparation time between bookings, or to prevent requests for same-day or distant bookings.
- If you set a minimum or maximum nights' stay, you'll only receive requests for bookings that match your choices. The more flexibility you give guests in their booking options the more likely you are to get booked.

Travellers looking for a place to stay can be discouraged when rejected for a booking. If you decline an excess number of booking requests, your listing may be temporarily deactivated.

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Good review

“She made a quite spontaneous booking work, so we could check-in the day after!”

Superhosts tend to be the most responsive hosts

Respond as soon as possible when a guest contacts you, whether they have booked with you or not. This shows that you are an interested and considerate host.

Timely responses: Reliable and quick response times are very important. You can check your response rate levels on your dashboard.

TIP: Respond to booking requests within 24 hours. If your listing isn't available or a traveller can't fulfil the house rules you have set, be sure to decline the reservation request as quickly as possible, and it's a good idea to send them a message to explain why, so they understand.

To avoid poor reviews and to ensure you maintain a good response rate respond quickly to messages, and communicate often with your guest.

Commitment to bookings

Travellers who book on Airbnb need to feel confident in their plans. Avoid cancelling confirmed bookings unless it's absolutely necessary. You can be subject to penalties such as being charged a fine if you cancel a confirmed booking.

The moment you have confirmed a booking, your guests trust you to fulfil their reservation and any extras you promised to offer. If for some reason you have to cancel a confirmed booking, here are some things to keep in mind:

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“When I know my guests are coming, I know that cleanliness is my first priority”
Maria, a host

- Let your guest know as soon as possible that you need to cancel their booking. This will give them time to find new accommodation.
- Cancel the reservation on Airbnb to start the guest refund process.
- If you know other hosts in your area, ask them if they can accommodate the guest’s trip and offer to make an introduction.
- In extenuating circumstances, such as a bus strike making transportation to your listing impossible, or if there is a safety concern, such as political disturbances, Airbnb may take the decision not to charge cancellation penalties. For more information on extenuating circumstances or emergencies visit the website: www.airbnb.com/help/article/1320/what-if-i-need-to-cancel-because-of-an-emergency-or-unavoidable-circumstance

Prioritise cleaning whenever you have new guests arriving

The most inviting listings are the ones that look clean and tidy. It’s important to give yourself enough time to clean your property before a guest arrives, particularly when you have back-to-back bookings. Once again, remember that guests can rate the cleanliness of your space on the listing page.

TIP: Clean every room your guests might use during their stay and pay special attention to the bathroom, bedroom and the kitchen. The towels and linen you provide must be clean and dry.

You can charge a cleaning fee in your listing and use that money to pay for

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cleaning supplies or to hire a cleaning service (or co-host).

Remember to stock the space with cleaning supplies so that your guests can take care of any spills or accidental messes when they happen.

Travellers expect to arrive to a neat and clean space. If you create a positive experience for your guests, you will receive positive reviews and avoid negative reviews for cleanliness.

Ensure guests feel comfortable and welcome from the moment they check-in

It is important that guests feel comfortable and welcome from the moment they check-in. Your guests may be tired from traveling, so make sure to put them at ease with a clear and simple check-in process. Always keep in mind that your guests will be invited to rate their check-in experience at the end of their stay.

TIP: Tell your guests in advance about details of your check-in procedure and make sure that you can follow through with it.

Make sure your guests know how to contact you if they have a travel delay or last-minute question. Give your guests clear, detailed directions on how to get to your listing, include this information in your house manual and offer to meet them at a convenient place when they arrive if the listing is hard to find.

It is essential that you communicate with your guests to find out when they will be checking-in so that you can be there to greet them.

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[Communicative hosts]

"... Hosts were extremely quick to confirm booking details and overall had excellent communication.

Thanks so much!"

Let your guests know ahead of time if you or a co-host will be greeting them in person, or give them the details if they are getting the key from a lockbox or neighbour.

Tips to make the check-in experience better

- Message guests 24 hours before their arrival to touch base and answer last-minute questions, and make sure you respond to all messages quickly.
- Share your cell number (or another number if your phone isn't working) make sure your guests know how to contact you if they have a travel delay or last-minute question.
- Provide your guests with detailed directions so they can get to your listing, and save time by putting it all in your house manual.
- Let your guests know how you will greet them: will you be home or is a family member meeting them? Or a co-host?

Support your guests throughout their stay

It is important to be available to your guests for the whole of their stay, whether you live on the property or not. This is a task that can be fulfilled by either the host or the co-host, but you need to decide upfront who is responsible for this.

Your guests will be able to rate how clear and consistent you were in responding to them. These ratings will be shown on your listings page.

TIP: If, once you have confirmed a booking, something about your listing changes, tell your guest as soon as possible.

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- Use the Airbnb app to respond to messages wherever you are. It provides a record that communication has happened.
- If you won't be greeting your guests in person when they arrive, remember to send them a message at their check-in time to make sure everything went smoothly.
- If any unexpected problems occur, what matters most is how you respond in solving the problem.

Guest safety and security is of utmost importance

Your guests' safety is very important, ensure you give them tips on how to stay safe and keep their belongings safe. You should also share all the emergency phone numbers with them. In an emergency situation, or if your personal safety or your guest is threatened, contact local police or emergency services immediately.

How to talk to guests about safety

Try to keep the messaging positive but also highlight situations, locations or times of day when extra caution should be taken. Be open with your guests and tell them what the locals do to stay safe.

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Here are some examples of how some local hosts talk to their guests about safety:

Lydia: I have a few safety tips for you in order to feel and live like a local: I just want you to always keep in mind that you are part of the community as soon as you stay in Khayelitsha, but don't flash your valuables around. I enjoy walking as it is good for my health, whenever you are keen on going somewhere, just let me know, if I am not there, just inform someone in the house. But I will be more than glad to walk with you.



Lungi: Here are some tips that I want to share with you to make you feel part of the family: We are a small family and having you in our home, means you are now part of our family, we enjoy having dinner together before it gets too dark outside, during your stay, we would like to share a meal with you. My contact details are on the fridge, if you are out and you are not sure on how to get back home, give me a call. My daughter knows a lot of people in the area, so you will surely make a lot of friends, but my yard is fully fenced and you are welcome to relax and chill outside.

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Maria: Here are a few safety tips that I would like you to know when you are here: Through my involvement in community work, most people in my area understand the work I do, and every time there is a guest visiting in my house, everyone is aware of the new member of the family. But I advise you to be friendly to people in the community, e.g. greet, smile and share about yourself if you have a chance to.

I am a genuinely active person and I love to talk, and whenever you are with me, always feel free to let me know what you want to do, so I can give you my inside feedback. My previous guests enjoy going out to house parties in the area, if there is one my daughter Mamosa will be there to teach you some dance moves with her friends.

“She provided us with everything we needed and was already very helpful before booking her place.”

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You get rated on the overall experience

Your guests will have the opportunity to rate their overall experience staying at your listing. The average of your overall experience ratings will appear on your listing page. These ratings show up on the listing when a traveller searches for a place to stay. Having a high overall rating is a great way to stand out.

TIP: Remember that many of your guests will be far from home, so try to understand their needs, what they'll find confusing (e.g. do they need to take out cash before leaving the airport? If so, where can they get it?), and how you can offer help and guidance. Make your guests feel extra special by adding personalised touches to the space. They will always remember the effort you went to make them feel comfortable.

Ask your guests for feedback, so you can find areas where you can improve. They can tell you face-to-face or leave private feedback for you when they submit their ratings. Some hosts keep a guest book that guests can write in when they leave. This helps you keep a personalised record of all the visitors you've had from around the world, which guests can flip through and then feel part of the community.

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Experiences

**AIRBNB
AFRICA
ACADEMY**



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What is an experience?

Experiences are one of a kind activities or tours hosted by passionate local hosts. They can be offered in many different categories, from food or history to music and entertainment.

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Everyone who hosts an experience on Airbnb must demonstrate high levels of expertise and hospitality. The experience itself must give guests insider access to places or things they couldn't find on their own. Every experience submitted to Airbnb must meet these three quality standards: expertise, hospitality, and insider access. The quality standards are in place to help ensure that guests' expectations are met when they go on an experience.

The quality standards are defined as:

- **Hospitality.** Hosts are friendly and welcoming to strangers or guests, and are able to facilitate connections between them.
- **Expertise.** Hosts have in-depth knowledge on the topic or theme of the experience.
- **Insider access.** Hosts demonstrate their exclusive ability to do things the average tourist wouldn't likely discover on their own such as: going to a lesser-known place, meeting a private community, ordering off-menu, going after hours, seeing backstage, etc.

Other requirements for experiences: In addition, all experiences and experience hosts should meet guests' expectations and comply with the terms and conditions set forth in our Terms of Service and Additional Terms for Experience Hosts.

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Here's a summary of some of these additional requirements:

- **Accuracy.** Hosts must provide complete and accurate information about their experience, including the itinerary, time and date, meeting location, what they'll provide to guests, etc.
- **Exclusive dates.** Once a host lists an experience for a particular time and date on Airbnb, only guests can attend that instance of the experience.
- **Commitment to reservations.** Hosts must honour all booked reservations, even if that reservation is for one person, unless they are forced to cancel due to a valid extenuating circumstance. Guest minimums are not supported at this time.

Once the experience is published, it must maintain an average quality score of 4.8 or greater.

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Here are some examples of experiences hosted by locals:

Townships into town

A social impact experience in Langa, Cape Town

Join Bongani in an interactive tour of Langa. Program coordinator of the NGO Project Maboneng, he walks his guests through Langa, introducing local art and local home gallery owners.

Hospitality: Bongani makes sure his guests are comfortable, he always messages them before the experience to make sure they know how to get to the meeting point. During the experience, he always checks on the group and makes sure to offer guests a drink and snack during a break.

Expertise: Project Maboneng is an NGO that gets people to change their perspectives on townships through art. Bongani knows all the home gallery owners personally and is deeply knowledgeable about local art.

Insider access: With Bongani, you are not only learning about art, you actually meet with local home gallery owners, visit their homes and get to spend some time with them.

Townships into town: www.airbnb.com/experiences/9954

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Cook local dishes with a TV chef

A food experience, Johannesburg

During this experience, you join Thabisile in her kitchen for an inclusive South African dishes class. After cooking together, you will enjoy a meal and learn about the local culture.

Hospitality: Thabisile always starts the experience by teaching you basic Zulu greetings and offering you a local snack with a drink. That way, every guest will feel welcome. During the experience, she makes sure to answer any questions guests may have and to engage with everyone. If a guest is a bit shy, she will spend some extra time with them to make sure they feel comfortable.

Expertise: Thabisile is a chef, with her own cooking show.

Insider access: Thabisile not only gives you access to her unique knowledge and personal recipes, she also opens her home to guests.

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An example of a listed experience





Search


Add listingHostSavedTripsMessagesCreditHelp



COOKING CLASS





Cook local dishes with a TV chef





About your host, Thabisile

Hi I'm Thabisile I have a cooking segment on television cable network. I took to south African local dishes, simple ingredients and robust flavor. I'll teach you various indigenous cousins that are fast and easy to make. experience Johannesburg, experience our local dishes It is a really fun experience, to make and eat. I am eager to share this Hundreds year-old culture with other foodies.

 Roodepoort

 3 hours total

 1 meal


 Offered in English

About woman with a mission (stayqueens) NGO

Stayqueens WWM NGO established to Empower & Inspire women to take the lead. To also create an avenue for networking, workshops and empowerment programs, showcasing businesses and business ideas. Women who has such strong aspirations and dreams but lack the tool or the know-how to implement on it. That way, we have more empowered women who will also help empower the next and the circle continues.

This is a **social impact experience** where 100% of what you pay for this experience goes to woman with a mission (stayqueens) NGO.

[Learn how your money helps.](#)



COOK LOCAL DISHES WITH A TV CHEF
HOSTED BY THABISILE

R450 per person
★★★★★ 1 review

See dates

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How do I create an experience?

Designing your experience

- **Follow your passion.** Start with what you love and let that guide you, imagine what would be the best way to share your passion and knowledge with your guests. Make it as unique as you are.
- **Provide unique access.** See if your experience can offer behind-the-scenes access to people, places, or activities that guests couldn't typically find on their own. Guests enjoy feeling like they are experiencing something they couldn't find in a guidebook.
- **Make it eye-catching.** A top goal is to attract interest. Put yourself in your guests' shoes - if you were visiting a new city and looking for ways to spend your time, what activities would catch your attention? And which of those activities would you be willing to pay for?

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- **Plan for participation.** Make sure that your experience has elements or moments that let guests actively participate. Experiences that offer engaging activities tend to be more successful than ones where guests are passively watching and learning.
- **Celebrate your location.** If possible, try to include something special about your location in your experience. If your guests are locals, perhaps highlight activities and locations that they might not know about.

2. Five stage guide to designing an experience

Whether it is a local food tasting or a farming experience, the overall impression guests take away begins before and continues after the activity of your experience. This worksheet can help you brainstorm how to optimise your guests' experience across all stages.



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Packaging your experience for the listing

These are the details to consider:

- **The experience title**
- **Photos**
 - **Cover photo:** cover photo for experience
 - **Action photo:** photos of hosts and guests in action
 - **Location photos:** full scene and close ups of interesting details
 - **Miscellaneous:** any other shots
- **Time:** generally 1 to 5 hours. You can also offer a full day experience.
- **Tagline:** describe the experience in a catchy sentence that starts with a verb.
- **What we'll do:** the description of the experience - should be story driven.
- **Where we'll be:** describe the locations and why they're special.
- **Where we'll meet:** meeting location (choose an easy to find spot).
- **What I'll provide:** equipment/snacks/water/etc...
- **Notes:** additional info for guests.
- **Host bio:** a four sentence story about the host.
- **Group size:** the minimum and maximum number of people you can

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take at a time (smaller groups are better and more intimate).

- **Price:** this is entirely up to you, but you should choose a starting price that is accessible to guests as you can increase it later. Make sure your costs are covered, unless you can afford to run at a loss initially until you have enough positive reviews. For more information on how to determine pricing refer to page 50.
- **Booking cut-off:** set the booking cut-off time as close to the experience date as possible.
- **Packing list:** what do guests need to bring?

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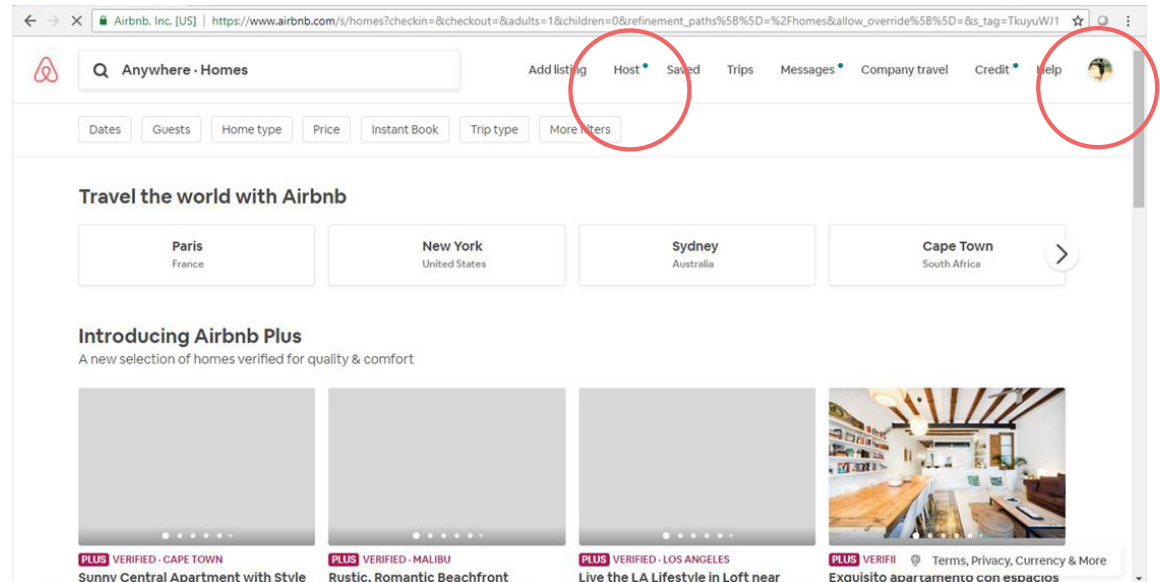
Examples

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Listing your experience



It is not possible to list an experience on the app currently. You have to log in to the website www.airbnb.com. You should see your profile pic in the top right hand corner. Click on **host**.

Once your listing is set up, you can manage your calendar from the app.

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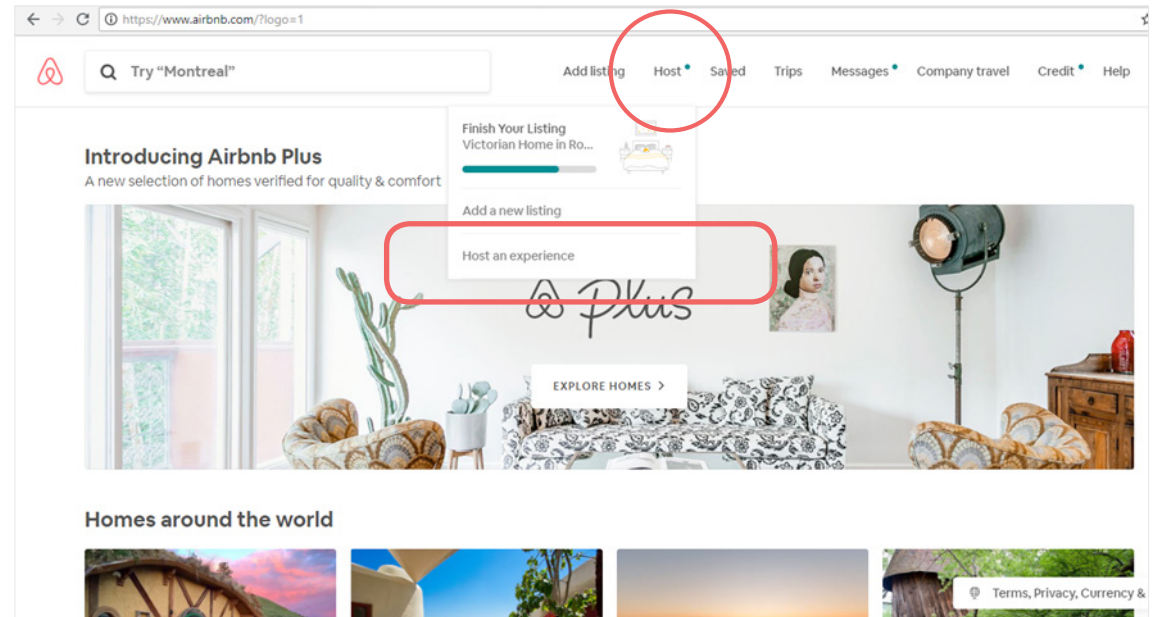
Examples

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Step 1

Select **host an experience** from the drop-down menu.

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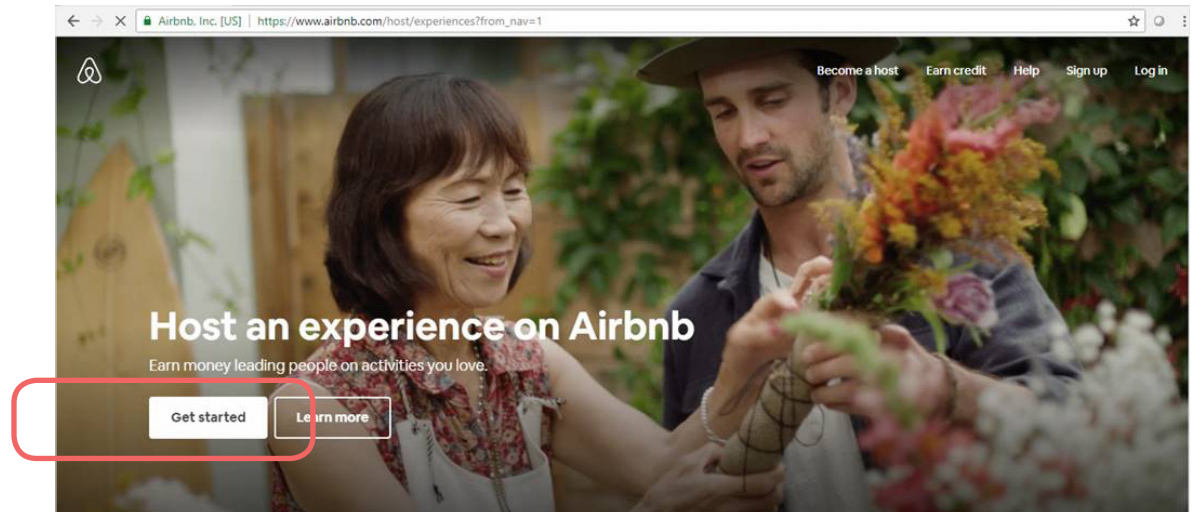
Examples

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Step 2

Click on **get started**.

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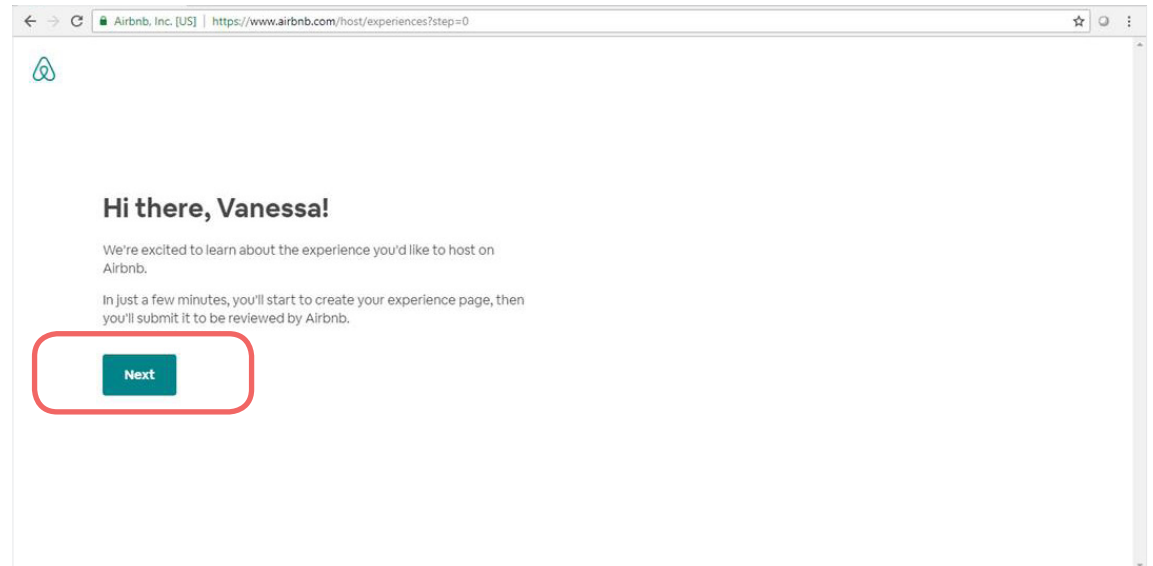
Examples

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Step 3

You will see a personalised message.

Click on **next** to go to the experiences page.

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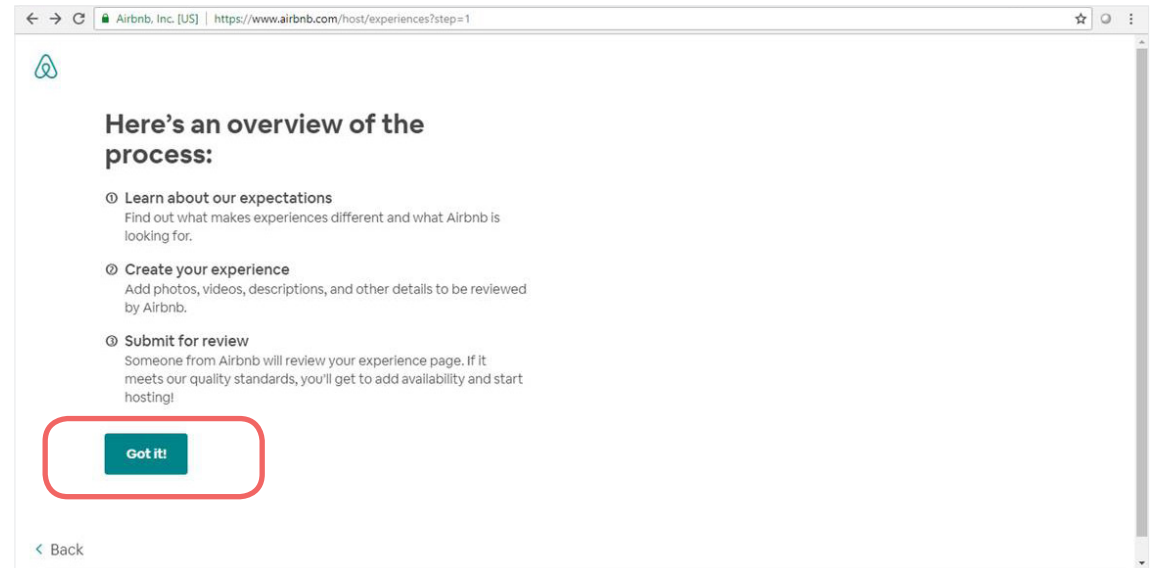
Examples

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Step 4

Once you've read through the overview of the process, click on **got it.**

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Have you hosted an experience on Airbnb or somewhere else before?

☒ Yes, I've done this before

☐ No, not yet!

Next

< Back

Step 5

Answer the question on this page for more information.

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Have you hosted an experience on Airbnb or somewhere else before?

☒ Yes, I've done this before
Thank you for your interest in hosting on Airbnb! We're happy you're here. Hosting on Airbnb is different than hosting activities on other platforms or on your own.

☐ No, not yet!

Next

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Step 5

Whether you have answered yes or no, you will have to click **next** to proceed.

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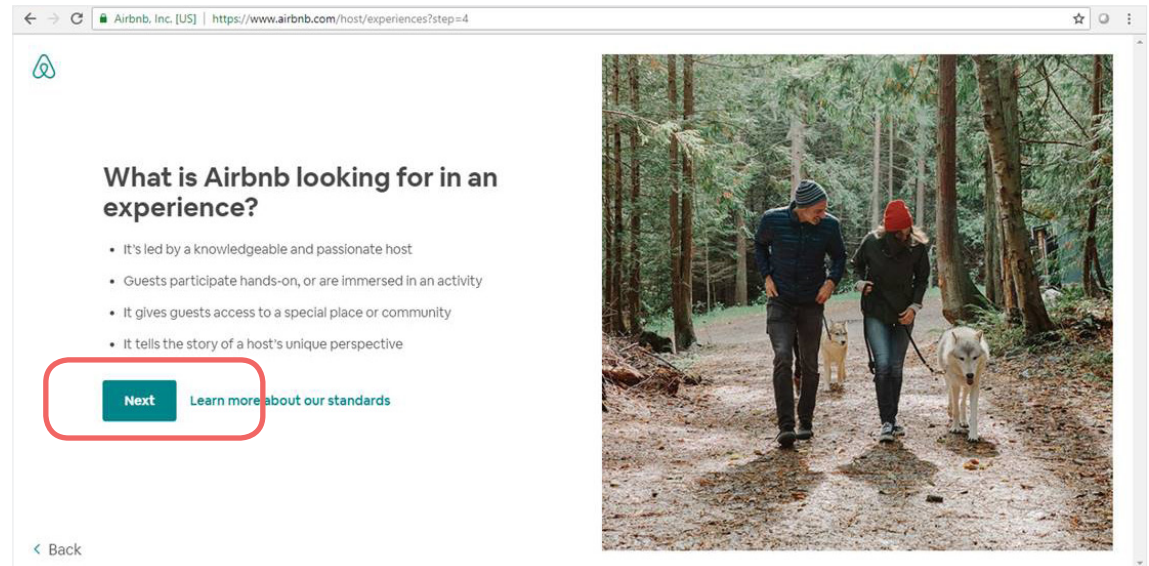
Examples

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Step 6

The next three pages explain what Airbnb is looking for in an experience.

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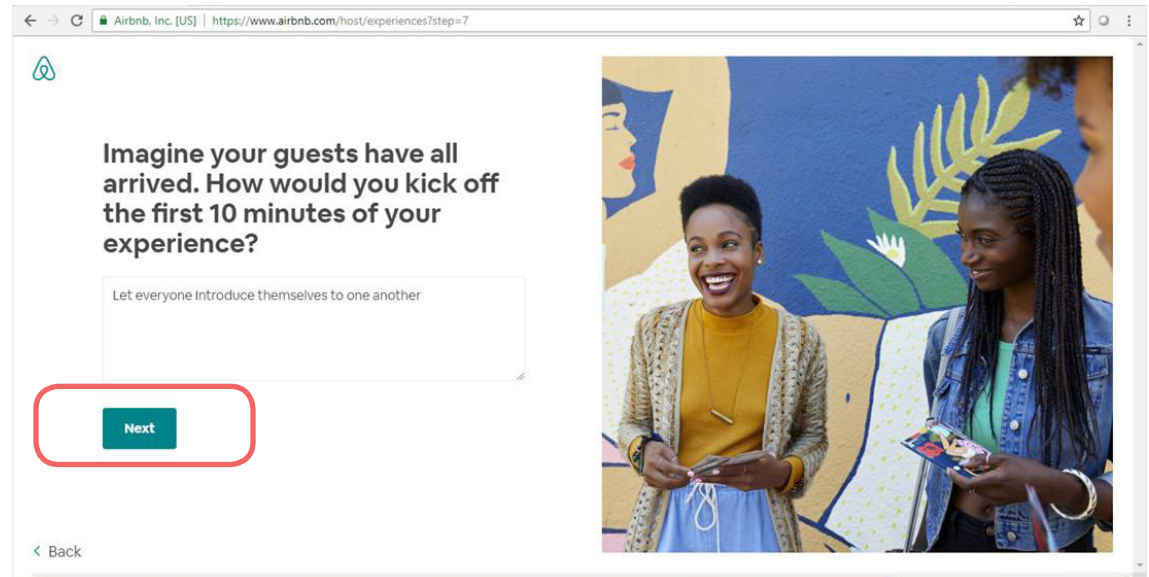
Examples

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How to list an experience



A screenshot of the Airbnb website showing the 'How to list an experience' form, specifically Step 7. The browser address bar shows 'https://www.airbnb.com/host/experiences?step=7'. The Airbnb logo is in the top left. The main heading reads 'Imagine your guests have all arrived. How would you kick off the first 10 minutes of your experience?'. Below this is a text input field with the placeholder text 'Let everyone introduce themselves to one another'. A green 'Next' button is located below the input field and is highlighted with a red rounded rectangle. To the right of the form is a photograph of two smiling Black women standing in front of a colorful mural. At the bottom left of the form, there is a '< Back' link.

Step 7

You will have to answer two questions in this section about your hospitality style. Click **next** when you have completed each question.

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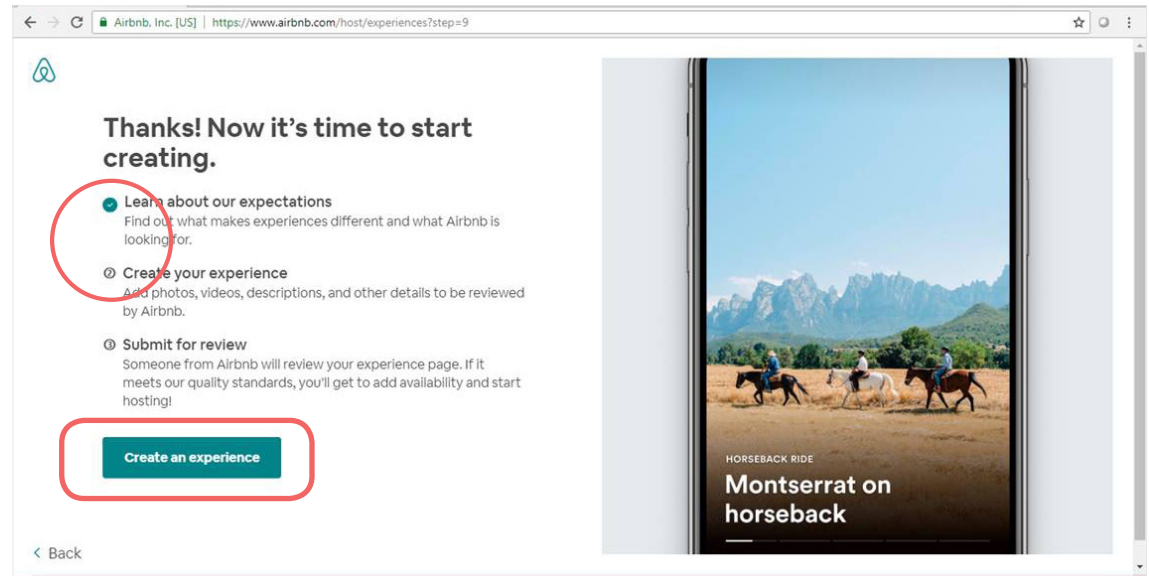
Examples

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Step 8

This is where you begin the process of creating your experience. Start by clicking on **create an experience**.

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How to list an experience

The image displays two screenshots of the Airbnb 'Create your experience' form. The top screenshot shows the 'Submit experience' sidebar on the left, which lists 'BASICS' (Location, Language, Category) and 'ABOUT THE EXPERIENCE' (Title, Photos, About you). The 'Location', 'Language', and 'Category' fields are marked with green checkmarks. A red box highlights the 'Next' button. The main content area is titled 'Create your experience' and includes a welcome message. The bottom screenshot shows the 'Location' field with the text 'Cape Town, Western Cape, South Africa' entered. A red box highlights the 'Location' field and the 'Save & Continue' button.

Step 9

You will need to make some decisions and answer a series of questions which will help to create your experience.

This starts with deciding on your **location**, language and category.

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Submit experience

Which language will you write your descriptions in?
Keep in mind that most travelers on Airbnb speak English, Chinese, French, or Spanish. If you're comfortable writing and speaking in one of those languages, we suggest starting there.

I'll write my descriptions and speak in:

Choose language

Save & Continue

Languages spoken by Airbnb travelers to Cape Town

English	73%
Deutsch	12%
Français	4%
Nederlands	4%
Português	2%

Step 10

Choose your location, **language** and category.

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The screenshot shows the Airbnb 'Create your experience' form at step 3. The left sidebar, titled 'Submit experience', lists sections: BASICS, ABOUT THE EXPERIENCE, and ABOUT YOU. Under BASICS, 'Location' and 'Language' are marked with checkmarks. 'Category' is highlighted with a red box and also has a checkmark. Under ABOUT THE EXPERIENCE, 'Title', 'Photos', and 'About you' are listed. The main content area is titled 'What type of experience will you host?' and asks the user to choose a category. A dropdown menu is shown with 'History' selected, highlighted by a red box. Below this, there is a question about hosting on behalf of a nonprofit organization, a 'Register now' link, and a question about where the experience takes place (indoors or outdoors).

Step 10

Choose your **category**. When you have completed this section you can move on to creating what guests will see.

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Airbnb, Inc. [US] | https://www.airbnb.com/create-your-experience/341380?step_num=4

Experiences Resources

Saved a few seconds ago

Submit experience

BASICS

Location ✓

Language ✓

Category ✓

ABOUT THE EXPERIENCE

Title

Photos

About you

Create the page guests will see

Use the preview on the right to see how your experience will look publicly. As you create the description for your experience, it will appear in the preview. Write in a clear, straightforward, and friendly way. We'll give you tips on when to show off your personality and be more descriptive.

Next

Experience

Step 11

This is where you can start getting creative and thinking about what guests will find exciting and appealing.

Click **next** to get going.

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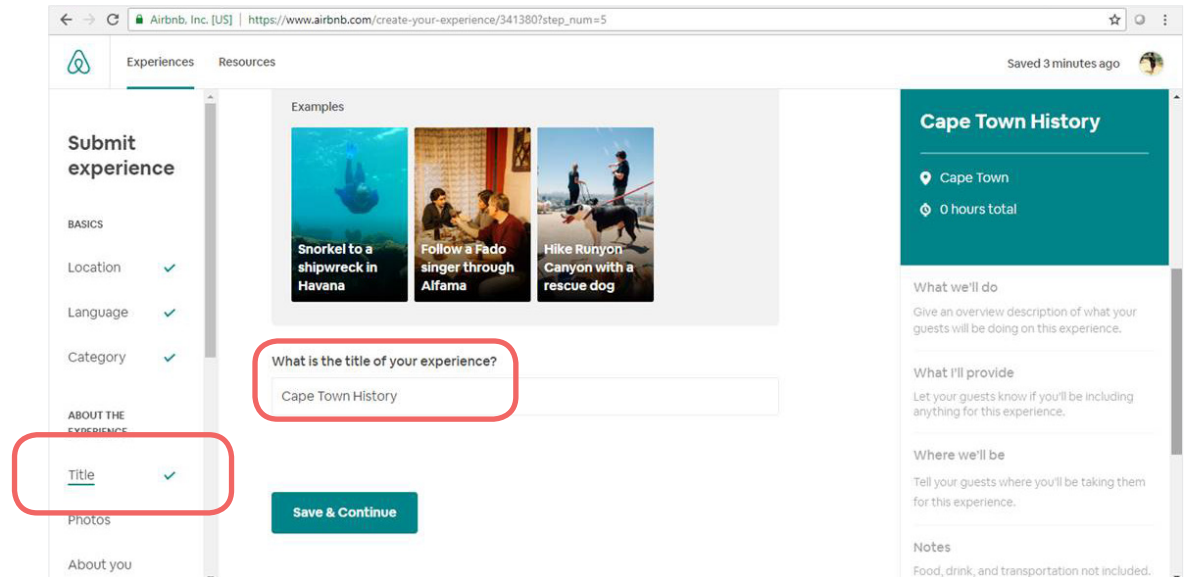
Examples

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How to list an experience



Airbnb, Inc. [US] | https://www.airbnb.com/create-your-experience/341380?step_num=5

Experiences Resources

Saved 3 minutes ago

Submit experience

BASICS

Location ✓

Language ✓

Category ✓

ABOUT THE EXPERIENCE

Title ✓

Photos

About you

Examples

Snorkel to a shipwreck in Havana

Follow a Fado singer through Alfama

Hike Runyon Canyon with a rescue dog

What is the title of your experience?

Cape Town History

Save & Continue

Cape Town History

Cape Town

0 hours total

What we'll do

Give an overview description of what your guests will be doing on this experience.

What I'll provide

Let your guests know if you'll be including anything for this experience.

Where we'll be

Tell your guests where you'll be taking them for this experience.

Notes

Food, drink, and transportation not included.

Step 12

Choose your **title** carefully. This is the first thing that guests will read. Try to be simple but impactful. When you have saved your title, move on to loading your photos.

SECTION 3

Experiences

What is an experience?

What is a qualifying experience?

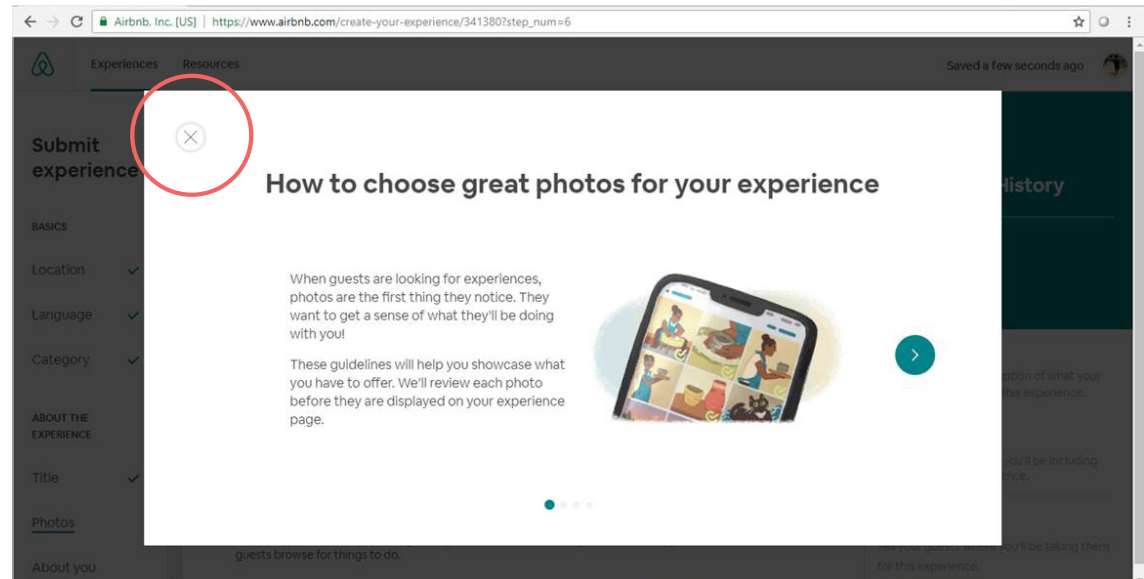
Examples

How do I create an experience?

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Step 13

When you select photos you will be offered information on how to choose great photos. You can close this prompt and come back to it later.

SECTION 3

Experiences

What is an experience?

What is a qualifying experience?

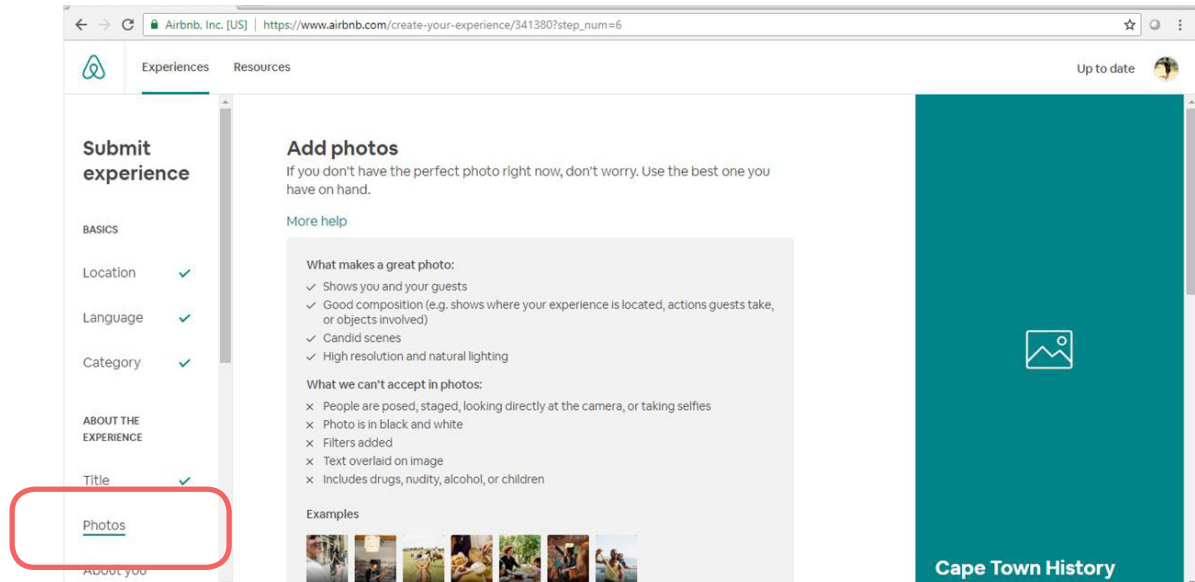
Examples

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Step 13

If you don't have good photos, upload at least one photo and move on. You can upload more later, but please make sure that you have high-quality photos for your listing before your listing is active.

Experiences

What is an experience?

What is a qualifying experience?

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Step 14

This is where you get to tell your guests about yourself. It is a very important section as guests will choose an experience based on what they learn about the host. Be bold but honest in your answers.

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Airbnb, Inc. [US] | https://www.airbnb.com/create-your-experience/341380?step_num=8

Experiences Resources Up to date

ABOUT THE EXPERIENCE

- Title ✓
- Photos
- About you
- What we'll do**
- Where we'll meet
- Where we'll be
- What I'll provide
- What guests should bring
- Notes

Describe what you'll do
Get guests excited with a fun, detailed description of the itinerary.

[Tips and examples](#)

Write about each activity in the order you'll do them.

200 characters needed

Does your experience comply with local tourism laws and regulations?

Many places have laws regulating tours, tour guides, and other services provided to tourists. Your experience might require a license or permit.

What's covered by these laws varies. In some places the law could apply only to visits to monuments and points of interest, elsewhere it could apply to any guided activity. It's your responsibility to learn about and comply with any local laws that

What we'll do
Give an overview description of what your guests will be doing on this experience.

What I'll provide
Let your guests know if you'll be including anything for this experience.

Where we'll be
Tell your guests where you'll be taking them for this experience.

Notes
Food, drink, and transportation not included.
Is there anything else you'd like guests to know before booking?

Where we'll meet
Cape Town

PE TOWN Y CENTRE

Step 15

The next few sections will become your listing. Think about what you say carefully. Start with describing **what you will do** on the day of the experience. Click on **any local laws** to find out about the regulations in your country.

SECTION 3

Experiences

What is an experience?

What is a qualifying experience?

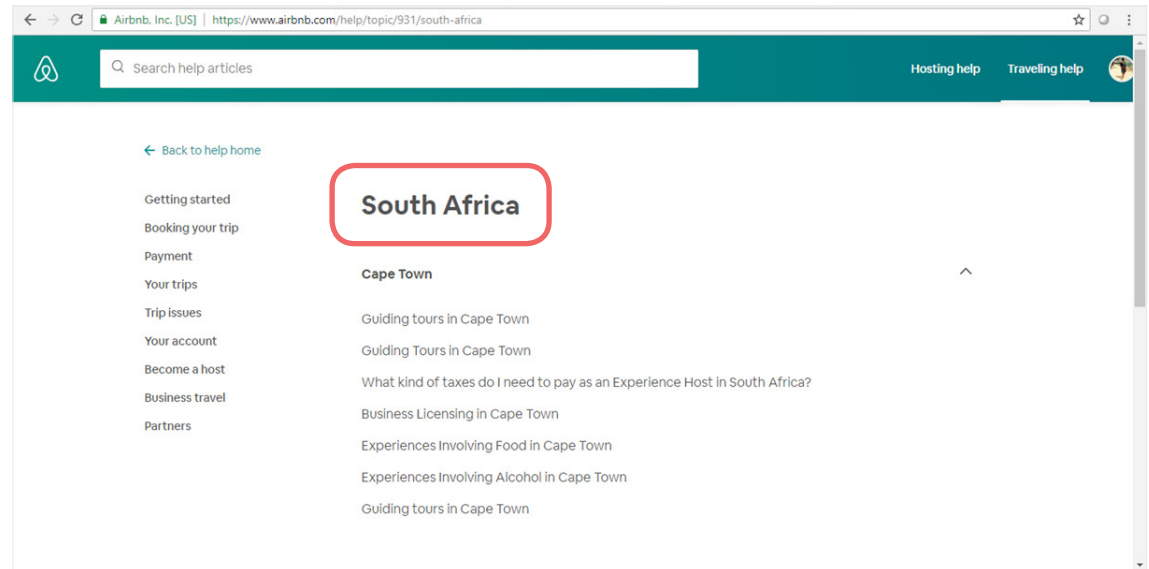
Examples

How do I create an experience?

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Step 15

Once you've clicked on **any local laws**. You need to select **Africa** and click on it, then select **South Africa**.

Experiences

What is an experience?

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Where should guests meet you?

Tell guests exactly where to meet you at the start of the experience. Make sure the location is easy to find. The guest address won't be shared until the guest's reservation is confirmed.

Step 1: Provide an address

Country / Region

South Africa

Street address

e.g. 1234 Church Street

Apt, Suite, Bldg. (optional)

e.g. Apt #7

City

Cape Town

State

Western Cape

Where we'll meet

Cape Town

PE TOWN Y CENTRE

Department of Home Affairs Cape Town

District Six Museum

Map Data Terms of Use Report a map error

Step 16 - 19

Think about all the details as you answer each section.

Step 16: Where we'll meet

Step 17: Where we will be

Step 18: What I'll provide

Step 19: What guests should bring

SECTION 3

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Airbnb, Inc. [US] | https://www.airbnb.com/create-your-experience/341380?step_num=13

Experiences Resources Up to date

Photos

About you

What we'll do

Where we'll meet

Where we'll be

What I'll provide

What guests should bring

Notes

SETTINGS

REVIEW & SUBMIT

What else do guests need to know before they book?
Put yourself in a guest's shoes. Some information may seem obvious, but be detailed so guests are over-prepared.

Try addressing any concerns guests might have about booking your experience.

Is there nothing else guests should know?

☐ I have no additional notes for my guests

Save & Continue

Rowing on the Bay

Step 20

This is the last opportunity to tell guests anything they need to know in advance. Once you have completed this section, you are almost done. Click on **save and continue** to finish your listing. The last two steps will be to view the settings and review and submit.

SECTION 3

Experiences

What is an experience?

What is a qualifying experience?

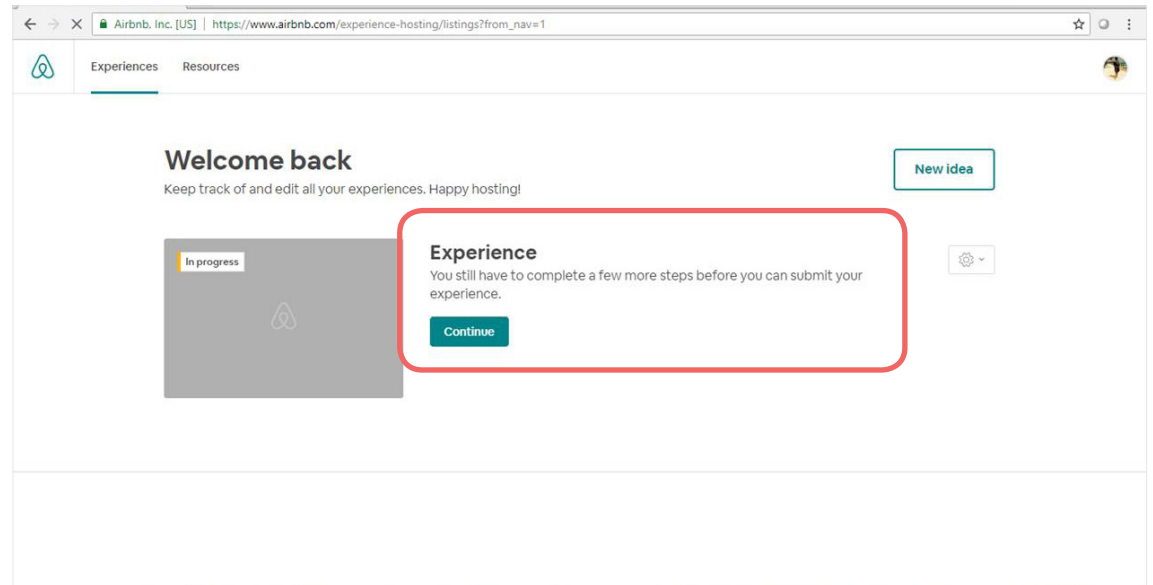
Examples

How do I create an experience?

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Other things you need to know

How to list an experience



Note

If you do not complete the listing in one go do not worry. Your information will be saved and you can come back and continue with the listing at a later time. Once your experience has been submitted to Airbnb, they will notify you whether your experience is accepted onto the platform or not.

SECTION 3

Experiences

What is an experience?

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Tips for looking after your guests on experiences

- **Keep your guests informed** before, during and after the experience. Keep in mind that they might not always have access to their phone since they are travelling.
- **Manage their expectations:**
 - **Negative reviews** are often based on unmet expectations, so make sure guests have as much information as they need. Make sure that the experience you are offering matches the description of your experience.
 - **Use pre-written messages** to provide as much information as possible.
 - **Communicate** physical requirements or safety precautions in advance.
 - **Send a reminder** at least 12 hours before you meet.

SECTION 3

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What is an experience?

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- **Take photos** during the experience and surprise your guests by sending these photos to them using the Airbnb messaging app. This will improve the likelihood of receiving great reviews.
- **Make guests feel special.** Simple things like knowing guests names, smiling, making eye contact, and holding good conversations makes guests treasure the experience.
- **Be smart about safety**
 - Provide safety equipment and guidance.
 - Consider the order of events (e.g. no fire dancing after drinking).
 - Be ready for anything.
 - Have basics on hand (e.g. first aid, extra water).
 - Know how to reach authorities and the fastest route to the nearest hospital.

Experiences

What is an experience?

What is a qualifying experience?

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How do I create an experience?

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Other things you need to know

Service fees

Airbnb charges a host service fee of 20% for experiences. This is calculated based on the price of the experience and is automatically deducted from the host's payout. **For example**, if your set price is R500, the host payout will be R400. If Airbnb is required to collect VAT on the service fee, the VAT amount will be reflected clearly. Airbnb currently does not charge a guest service fee for experiences.

Social impact experiences

Social impact experiences allow for hosts to partner with nonprofits to create transformational interactions for local and global causes. Whether you're a volunteer, employee, or community member of a registered non-profit, you can create an experience that supports your cause. Most importantly, you'll connect people, foster empathy, and scale impact.

Social impact experiences are a special category where Airbnb waives its service fees so that 100% of the earnings go directly to the non-profit!

Experiences

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Cancellation policy

Canceling or changing reservations violates our quality standard for commitment to reservations, and is extremely disruptive to guests who have planned their itineraries around attending your experience.

If you cancel or change a confirmed experience reservation, Airbnb may temporarily suspend your ability to host an experience, or permanently remove your experience from Airbnb.

You can cancel a reservation penalty-free if:

- **You had an emergency** that's covered by our extenuating circumstance policy, such as illness or an injury.
- **You feel uncomfortable** hosting a guest because of their behaviour.
- **If your experience is weather dependant**, make sure to plan an alternative in case of bad weather. If inadequate weather presents a high risk for guests' security, then you can cancel your experience.

If you have to cancel for one of these reasons, let the guests know and contact Airbnb to make sure the refund is processed.

How to contact Airbnb: www.airbnb.com/help/contact_us

Experiences

What is an experience?

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Receiving payment

You can add or edit your payout methods in the **profile** section of your account:

1. Go to **account** on airbnb.com
2. Select **payout preferences**
3. Click **add payout method** and enter your address to see the payout options available to you.

Available payout methods and currencies differ by country.

Once a guest books an experience, Airbnb charges the guest.

Once the experience is hosted, Airbnb proceeds with your payment.

Reviews

How do reviews work for experiences?

After the experience ends, guests receive a reminder notification to leave a review. Guests have 30 days to write a review and have the option to leave both private feedback for their hosts, and public feedback for future guests. At the end of the experience, collect feedback from guests and encourage them to leave a review. Guests are also asked to upload photos of the experience with their review.

Review history

To see reviews from past guests, visit the public page for your experience.

SECTION 4

Tips for navigating the app

**AIRBNB
AFRICA
ACADEMY**



SECTION 4

The Airbnb app

Getting started

Hosting mode

App basics

Questions from hosts

Experiences



Getting started

As you now know, Airbnb is an online accommodation and experiences platform.

- It has a website (www.airbnb.com) that can be accessed through a computer or by downloading the app to your tablet or phone.
- Airbnb realises that as hosts and co-hosts you will be busy and you are more likely to engage with the platform through the app.
- Use the app often, in order to familiarise yourself and find all the information you need.
- The more you use the app, the easier it will become and you will discover new things all the time.
- This section of the guide will provide a few additional tips on making the most of the app.
- We won't be able to answer all your questions in this toolkit but if you are familiar with navigating the app, it is easy to use and by using the help section you should be able to answer any questions you may have.

SECTION 4

The Airbnb app

Getting started

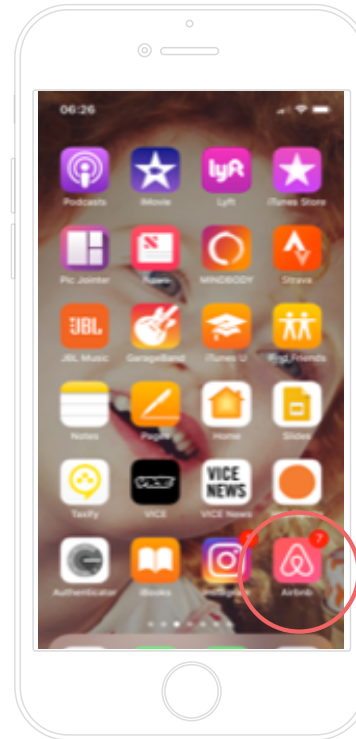
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Remember what the app looks like on your home screen?
Open the app in hosting mode.

The Airbnb app

Getting started

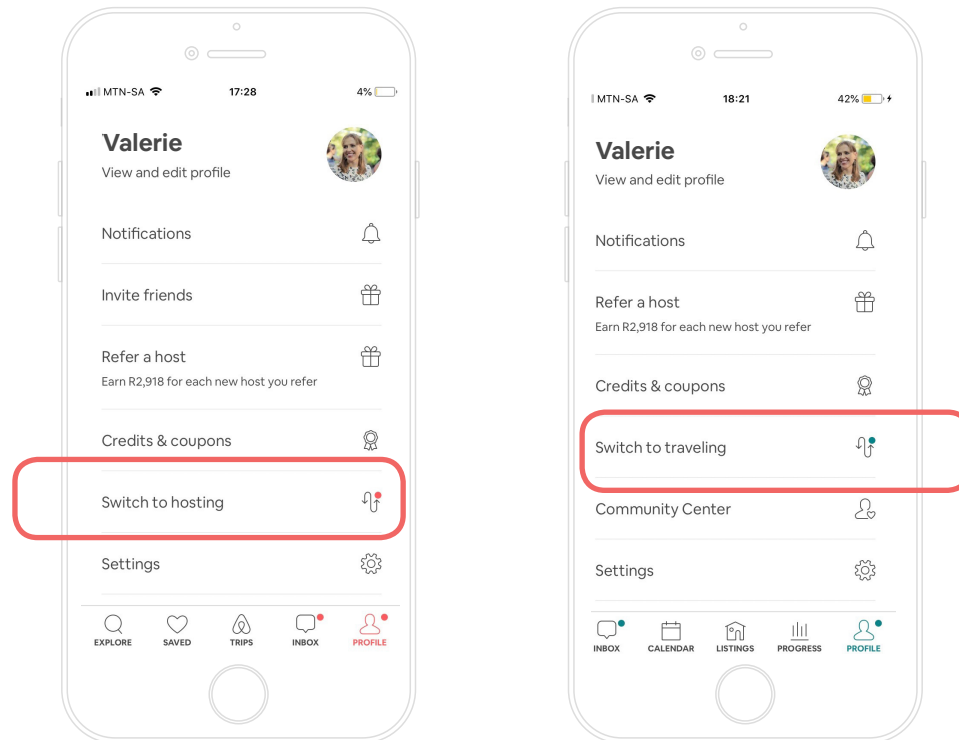
Hosting mode

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Hosting mode



Top Tip

There are two modes on the app – **hosting** and **travelling**. To switch between the two modes you need to use the **switch to hosting** or **switch to travelling** commands. If you want to do anything to your listing, you will need to be in **hosting mode**.

SECTION 4

The Airbnb app

Getting started

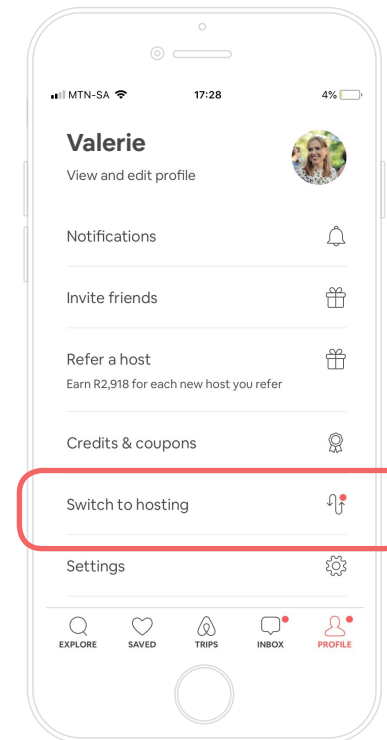
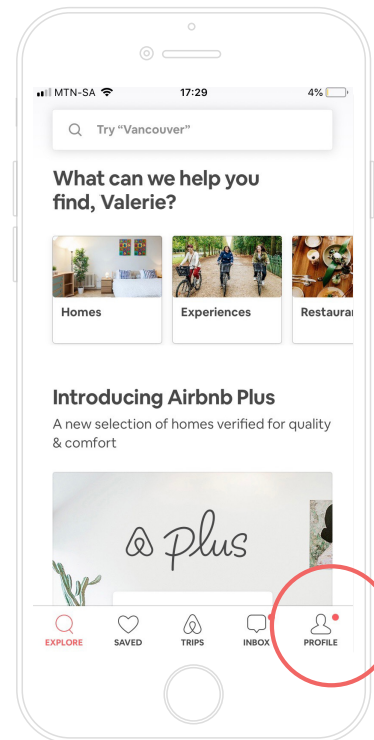
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Switch to hosting

When you are in the app click on **profile** then select **switch to hosting**.

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The Airbnb app

Getting started

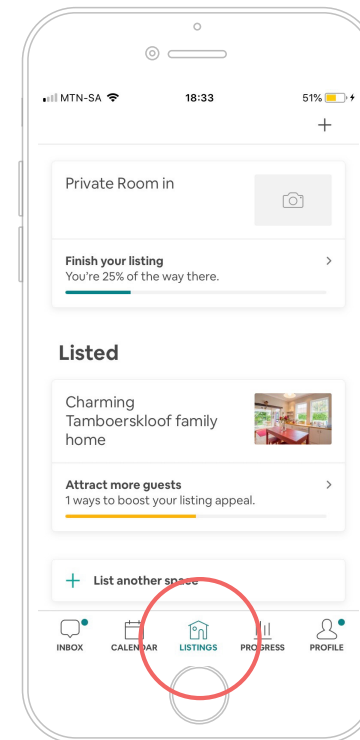
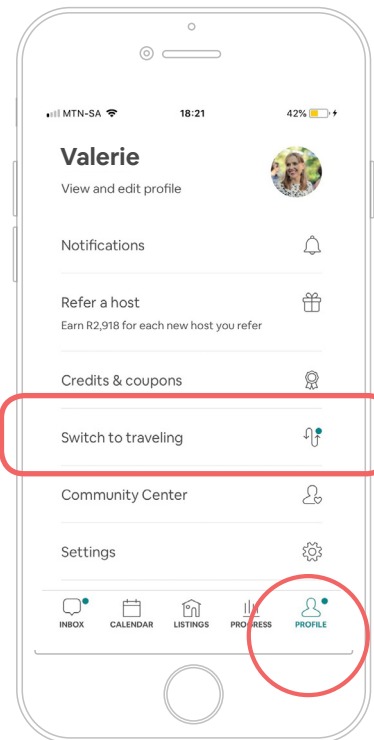
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Listing

If you want to make any changes to your listing settings, make sure you are in **hosting mode** and then go to **listings**.

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The Airbnb app

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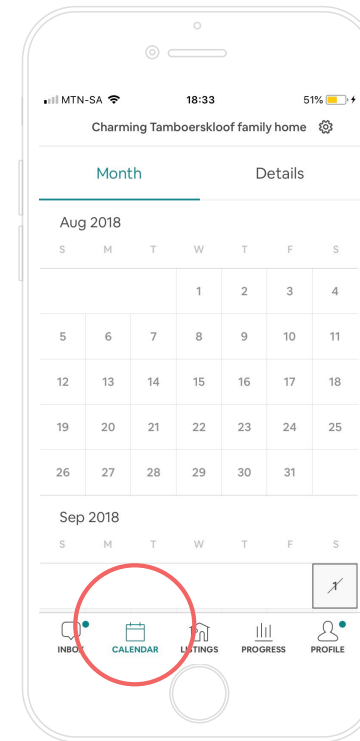
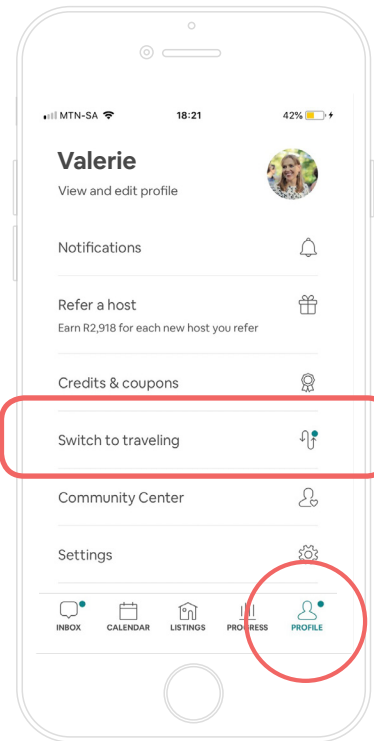
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Find your calendar

In **hosting mode**, look for the **calendar** at the bottom of the screen.

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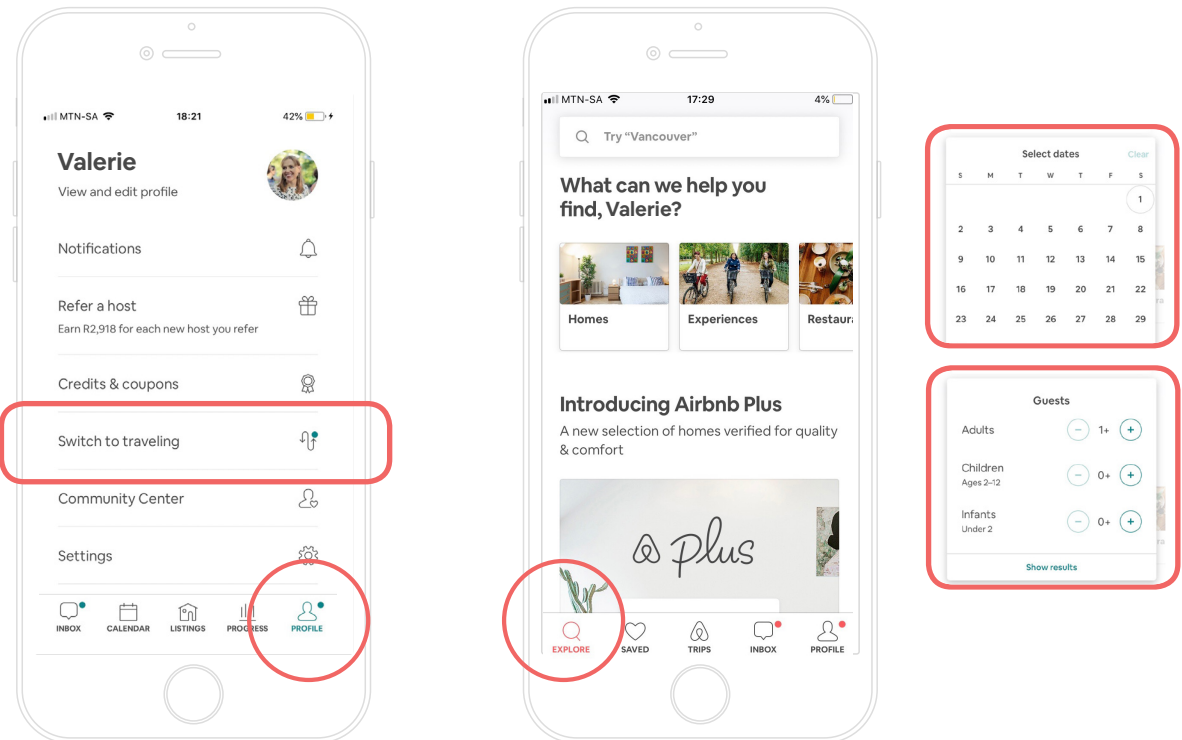
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How do I travel on Airbnb and book a home or an experience?

Switch to travel mode, go to explore and then select your destination, dates and number of guests. See page 15 for more detail on how travellers book homes and experiences on Airbnb.

The Airbnb app

Getting started

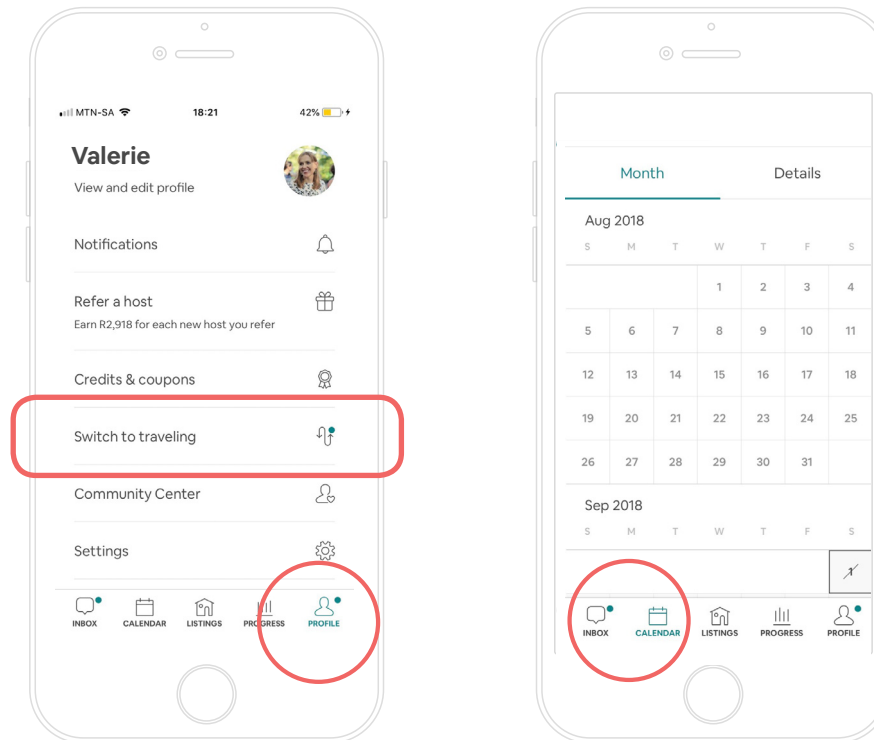
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How do I schedule an experience?

In the **in-app calendar**, select a date and schedule an experience.

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Getting started

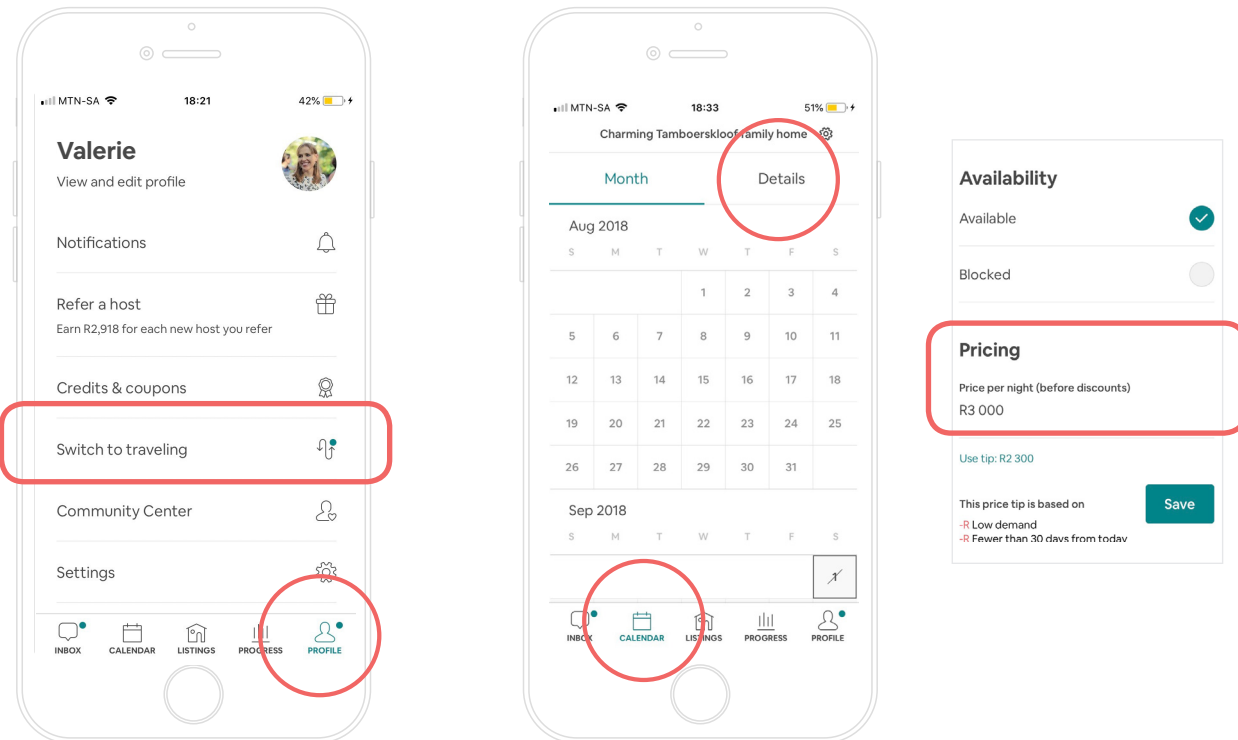
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Where do I change my price?

You need to be in **hosting mode**, go to **calendar**, go across to **details** and then you can change your price.

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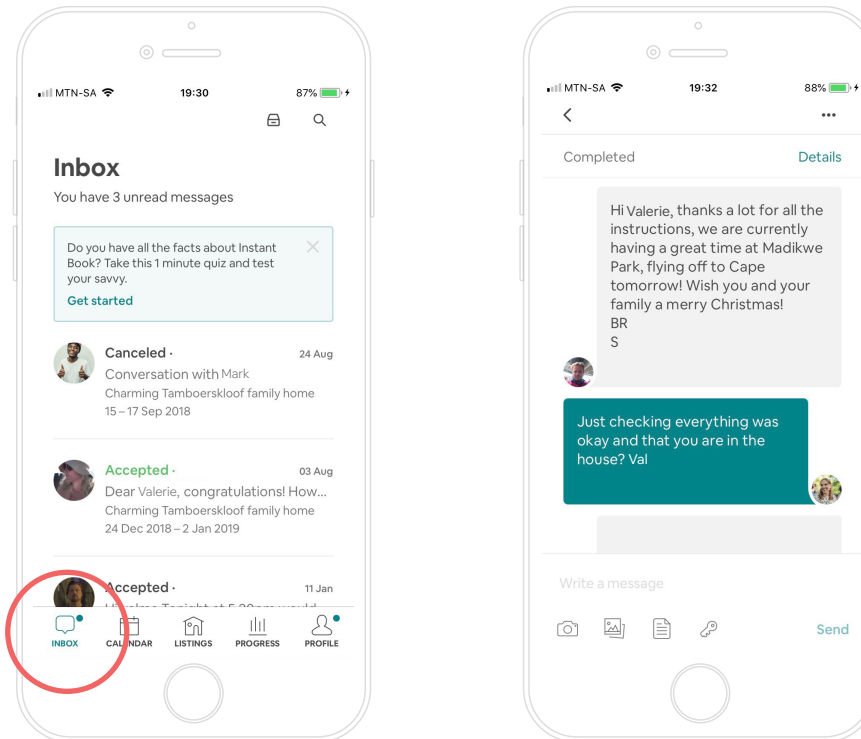
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Where do I find my inbox so I can message with guests?

Make sure you are in **hosting mode**. Click on the **inbox** icon at the bottom of the page to see your messages.

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The Airbnb app

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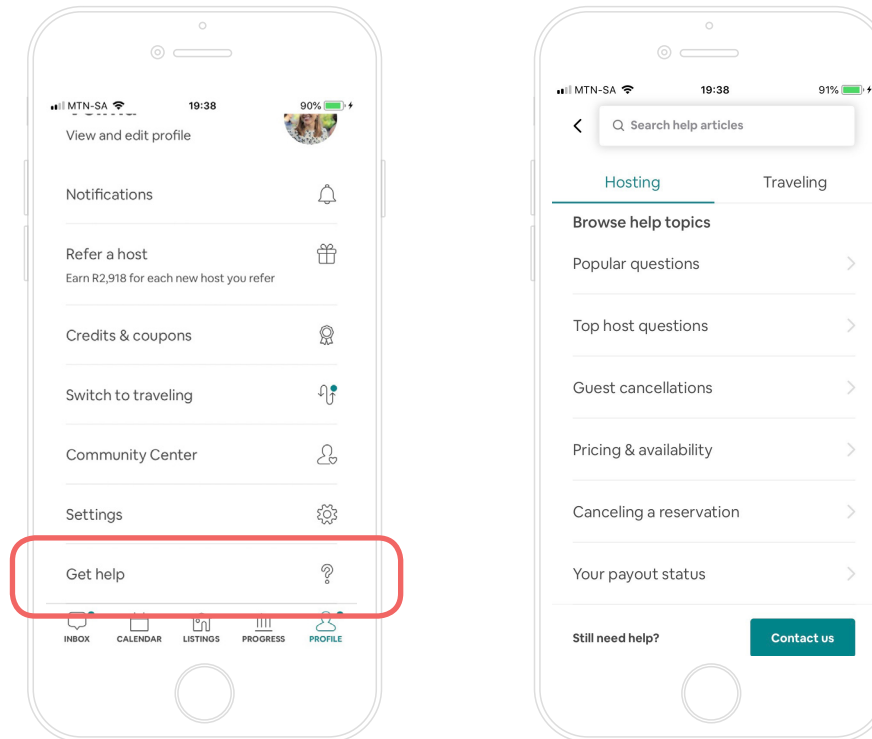
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Where do I find help?

In **hosting mode**, go to **profile** and then go to **get help**.

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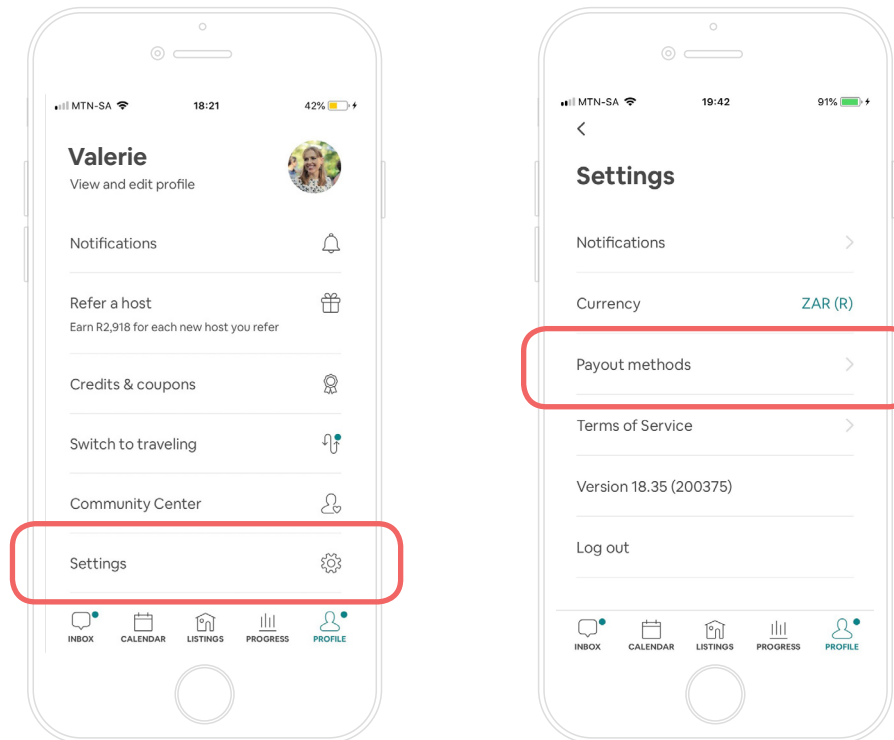
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Where do I change my payout methods?

Click on **settings**, then choose **payout methods**.

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The Airbnb app

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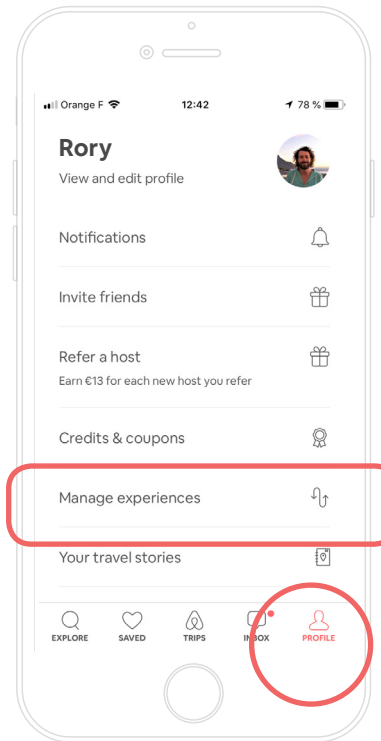
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How do I access my experience?

In **hosting mode**, click on **profile** on the bottom right, followed by **manage experiences**.

SECTION 4

The Airbnb app

Getting started

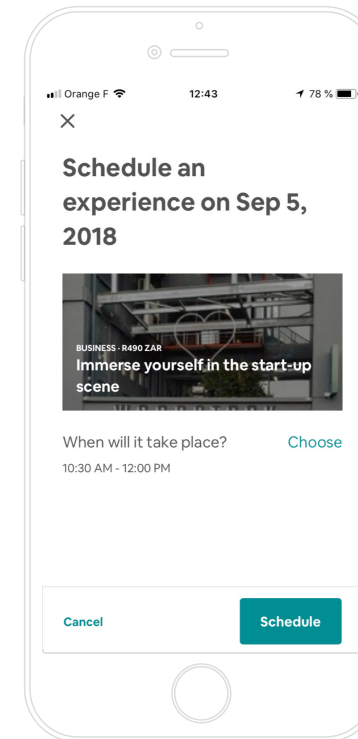
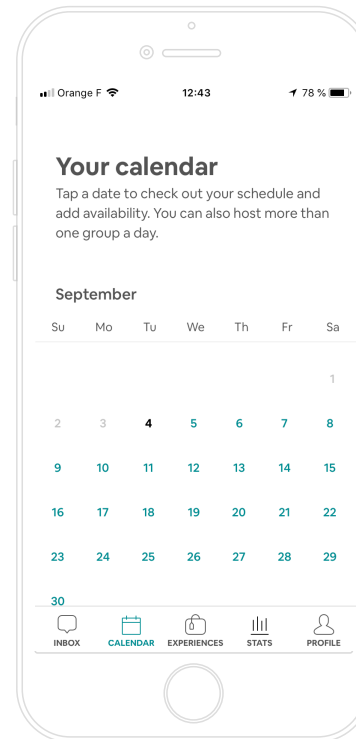
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How do I schedule an experience?

In the **in-app calendar**, select a date and schedule an experience.

The Airbnb app

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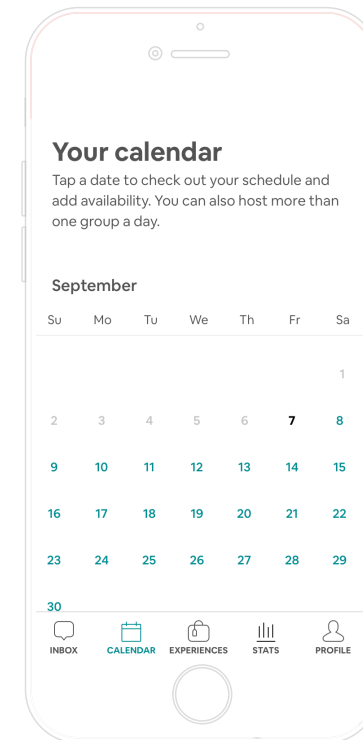
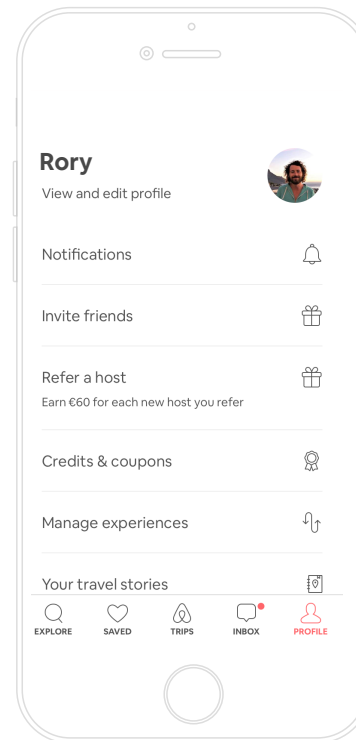
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Details

10:30 AM - 12:00 PM [Edit](#)

66 Albert Road, Cape Town, Western Cape 7915 [Edit](#)

R490 ZAR per guest [Edit](#)
Pricing is locked for experiences with at least one booked guest.

What your guests will do
The whole experience will happen at the

Adjusting price per instance

In the app go to **manage experiences** then go to **calendar**, select a **date**, select **price per guest**; edit. Change price and **update**.

SECTION 4

The Airbnb app

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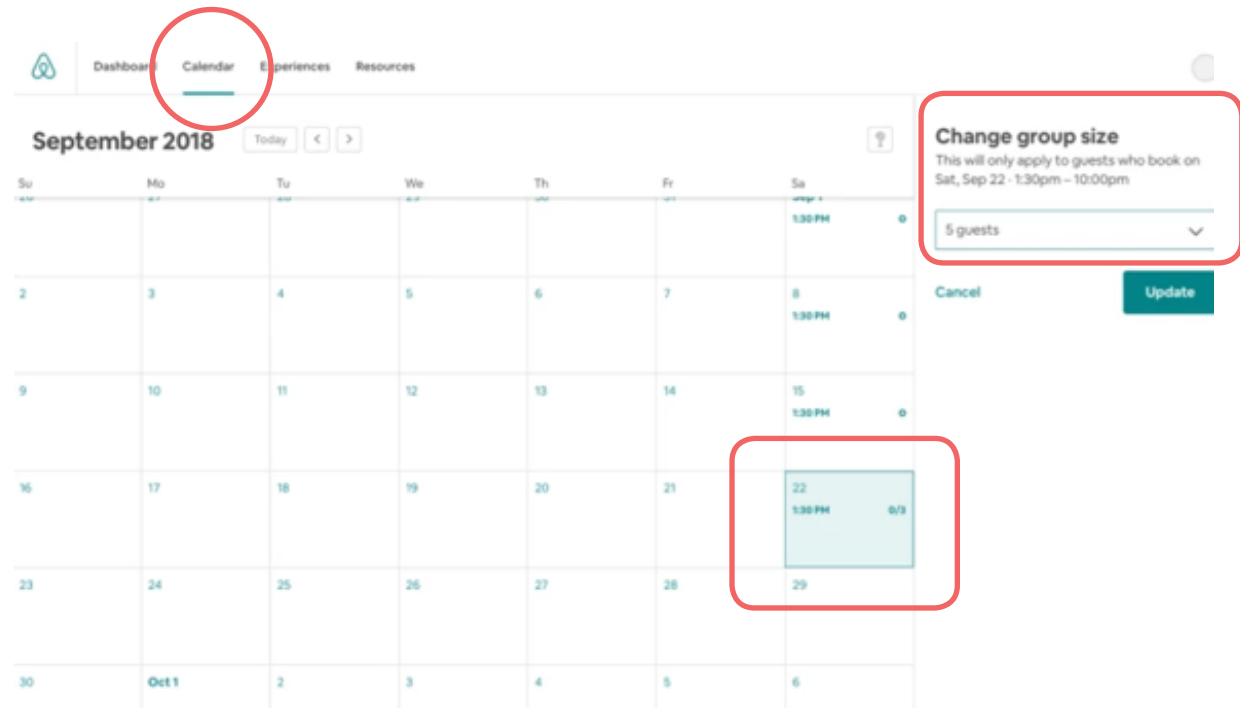
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Change group size

On the website/in the app go to **calendar**, select a date, select **change group size**. Add the number of guests and then select **update**.

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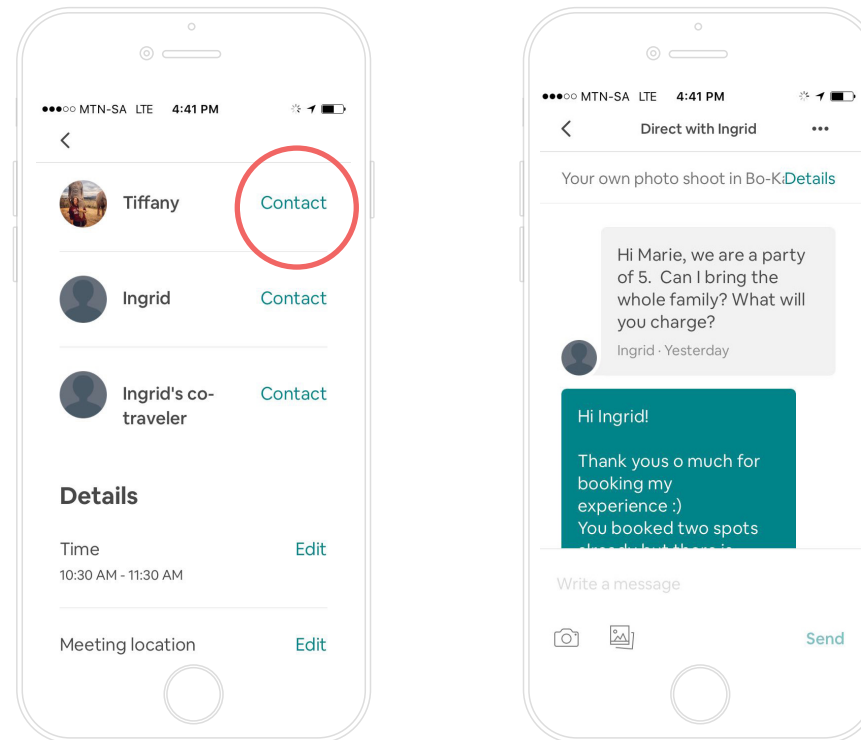
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Individual messages

Select **contact** next to a guest's name to reach them directly.

Group chat

Reach all confirmed guests on an experience at once.

The Airbnb app

Getting started

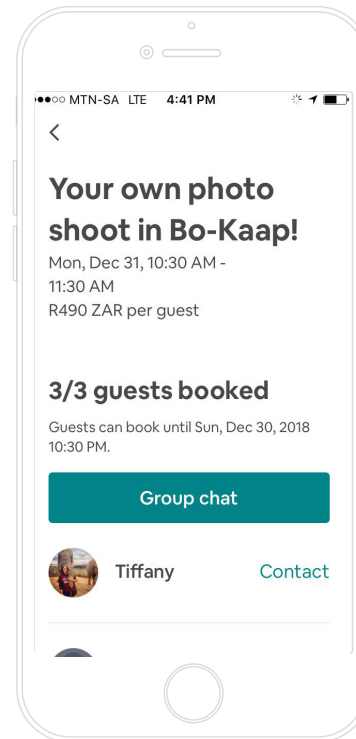
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Messaging

In the calendar, select the date of your upcoming experience to see the confirmed guests for that date.

SECTION 5

FAQ

**AIRBNB
AFRICA
ACADEMY**



FAQ

I can't verify my ID, what do I do?

My guests have checked out but I haven't received my payout yet?

What to do if you have signed the mandate and you still have not received payment?

What if I need to cancel because of an emergency or unavoidable circumstance?

How do I contact Airbnb?

Frequently asked questions

I can't verify my ID, what do I do?

When you set up your account you need to verify your ID, here are some steps to help you should you have any issues:

When you're asked for your ID, you'll need to:

- Add a profile picture (if you haven't added one already).
- Add a photo of your ID document (driver's license, passport, ID).
 - This could be an existing photo of your ID or you could take a new photo of your ID using your phone or your computer.

You may also be asked to take a brand-new photo of yourself.

- This is not the same as your profile photo, and will be taken after you take a photo of your ID.
- If this happens the new photo needs to match your ID photo and your ID must be valid.

If your photos don't match, or if you're under 18, or if your ID doesn't appear to be valid, you won't be able to book the listing.

- If you're under 18, all current reservations will also be cancelled.
- If you are struggling to complete the verification try with a different phone with better image quality or a scanned copy of the ID could also help.

FAQ

I can't verify my ID, what do I do?

My guests have checked out but I haven't received my payout yet?

What to do if you have signed the mandate and you still have not received payment?

What if I need to cancel because of an emergency or unavoidable circumstance?

How do I contact Airbnb?

My guests have checked out but I haven't received my payout yet?

Why am I not getting paid?

- Airbnb typically releases your payout/payment about 24 hours after your guest's scheduled check-in time, so wait at least 24 hours before querying.

How long does it take for the money to be in my bank account?

- After Airbnb releases the payout, it may take a few days for the money to arrive in your account depending on your payout method e.g. Bank Transfer or international wire can take 3–7 business days.

Other reasons you haven't received your payment.

- Many banking systems don't process transactions on weekends or holidays. If your payout from Airbnb is completed between Friday and Sunday, it might not be processed until the next week.

It's been more than three days and I haven't received my payment?

(South Africa only)

- If you have not received your payout it may be because you have not filled out the reporting mandate from the South African Reserve Bank.
- When receiving funds from overseas the South African Reserve Bank requires the **RECIPIENT** of funds in South Africa to sign a reporting mandate confirming the details and nature of the funds received from overseas.
- Airbnb will send an email to the host with instructions on what to do, which will be followed up with an email from exchange for free.
(reporting@exchange4free)

FAQ

I can't verify my ID, what do I do?

My guests have checked out but I haven't received my payout yet?

What to do if you have signed the mandate and you still have not received payment?

What if I need to cancel because of an emergency or unavoidable circumstance?

How do I contact Airbnb?

- The host must then fill out the reporting mandate. Due to new Reserve Bank changes, payment will not be completed until the host electronically signs the mandate online.
- The payout will be released within 1-3 working days after the mandate has been signed.

What to do if you have signed the mandate and you still have not received payment?

- Call this number: +27 10 500 7818 or +27 10 500 7819 and ask for assistance regarding your Airbnb payout that has not been received and request the reporting mandate of 2018.

What if I need to cancel because of an emergency or unavoidable circumstance?

- **Call the helpline** before cancelling or if you have to cancel urgently call the helpline to assist after the cancellation. Helpline number: +27 87 550 3924
- **Go to the help pages** online: www.airbnb.com/help?audience=host
- **Airbnb may be able to give you a refund** or waive the penalties if you have to cancel because of an unexpected circumstance that's out of your control and which is covered by our Extenuating Circumstances Policy.
- **Below is a list of circumstances** covered by our Extenuating Circumstances Policy.
- **Before you cancel**, check that your circumstance is included in the list below and that you can provide the required documentation.

FAQ

I can't verify my ID, what do I do?

My guests have checked out but I haven't received my payout yet?

What to do if you have signed the mandate and you still have not received payment?

What if I need to cancel because of an emergency or unavoidable circumstance?

How do I contact Airbnb?

Extenuating Circumstances that require documentation

- Death of a host, guest, or their immediate family member.
- Serious illness of a host, guest, or their immediate family member.
- Official/Government - mandated events.
- Severe damage to the home that makes it unsafe to host guests, or that prevents guests from accessing basic amenities like running water (proof will be required).
- Circumstances that require special review.
- Severe security, political or civil unrest.
- Natural disasters such as severe storms, earthquakes, flooding etc.
- Endemic disease or illness that suddenly affects a region such as Ebola, Zika, Chagas disease.

- **What to do next**

If you've confirmed that your circumstance meets the requirements above, cancel your reservation. Airbnb will walk you through the next steps, which will include submitting any required documentation and waiting for our team to review your case.

How do I contact Airbnb?

- www.airbnb.com/help/article/1542/i-want-to-contact-airbnb
- South Africa customer service (+27 87 550 3924)



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