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How to Create the **Ultimate** Airbnb Guidebook

A great guidebook can help your guests feel special, which means positive reviews and more bookings! Congrats on taking this important step. So grab a cuppa, and let's get started.

1 Identify your target guests.

Are they primarily elderly vacationers? Families with young children? A couple on romantic getaway? Go back through your listings if you need a memory jog. Write down *age, gender, number of guests, budget, and interests.*

2 Brainstorm relevant activities in each category.

Look for activities that fit the interests and budgets of the guests you identified above. You can make two sections within your guide, if you have two very different kinds of visitors! **TIP:** Find comprehensive community event listings on the Internet, like your town hall website, or go for a walk and look at local bulletin boards.



Food Scene

fast food _____

local fave restaurant _____

iconic restaurants _____

local fave coffee shop _____

coffee shop near transit _____



Sightseeing

historical places _____

novel attractions _____



Drinks & Nightlife

bar with a view of the area _____

the local bar _____

the swanky "it" bar _____



Arts & Culture

art galleries _____

museums _____

famous schools and libraries _____



Parks & Nature

parks _____

playgrounds _____

natural beauty spots (beaches, trails, or national parks) _____



Shopping

malls _____

notable stores (brands, locally made goods, or popularized spots) _____



Entertainment & Activities

movie theaters _____

comedy clubs _____

rainy day activities _____



Basic Essentials

convenience stores _____

grocery stores _____

delicatessens _____

pharmacies _____

phone and electronics repair shops _____



Getting Around

nearest transit stops _____

best routes & running times to popular spots _____

3

Do your activities cover a dispersed regional area?

Make sure you include activities that are local and regional. After all, some guests will want walking-distance only attractions, whereas others will want to explore the wider region. Cover the best spots in your own neighborhood plus some within an hour's drive. From art galleries to coffee shops, your knowledge is a huge gift for your guests!

4

Make sure you've catered for seasonal variance!

If your area is susceptible to seasonal tourism, include popular seasonal points of interest like apple picking. Look for ways to showcase the best of your location at all times of the year, whether it's snowshoeing or free summer concerts at the park.

