

Guest Favorite & SuperHost



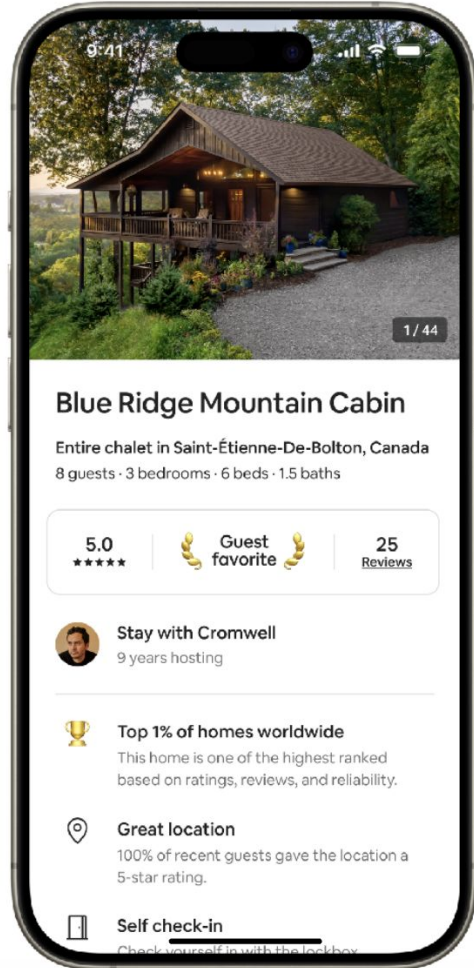
Guest Favorites

How it works and what impact it may have



Guest Favourites

2 million most loved homes on Airbnb, according to guests who stayed there



Guest Favourites are identified based on a mix of factors related to overall stay and listing quality and reliability, including:

- Overall star ratings and feedback in guest reviews
- Category ratings for check-in, cleanliness, accuracy, Host communication, location and value
- Host cancellation rates
- Quality-related incidents reported to Airbnb customer service
- A minimum of 5 reviews in the past 2 years
- Additional factors may apply and eligibility criteria is subject to change



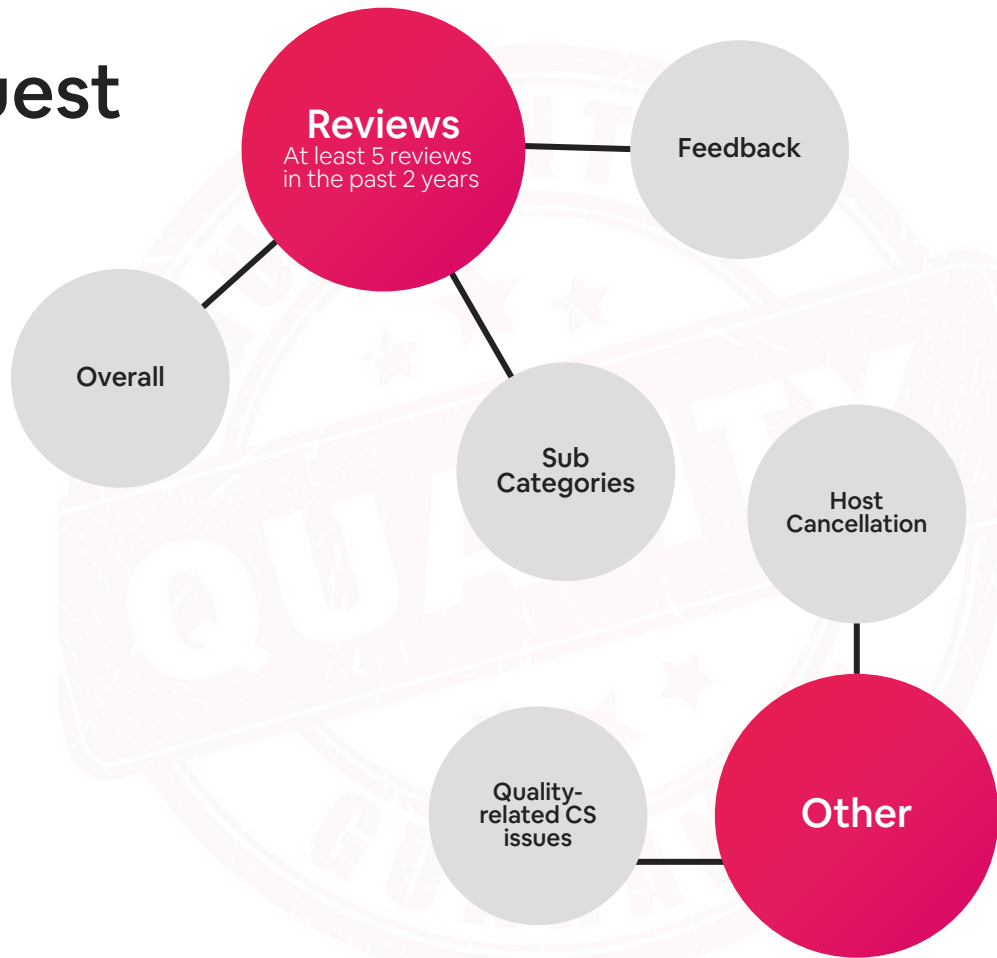
[More info](#)

Understanding how Guest Favorites works

Guest Favorites are based on ratings, reviews and reliability data from over half a billion trips.

Things to know about Guest Favorites:

- updated every day
- feature a badge in search results
- filter that allows travellers to specifically search for Guest Favorites



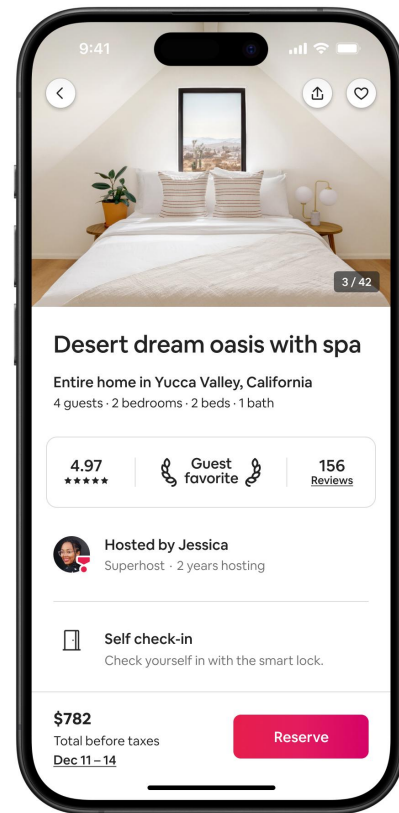
Additional factors and exclusions may apply and are subject to change. [More details.](#)



Distinctive Features of Guest Favorite Listings

Compared to listings without Guest Favorite highlight, Guest Favorites listings tend to have*:

- **1.4x** longer descriptions (215 vs 307 words on average),
- **1.4x** more photos (22 vs 30 photos on average),
- **+4%** more likely to have high quality photos,
- **1.5x** more amenities selected /added by hosts (28 vs. 42 amenities on average).

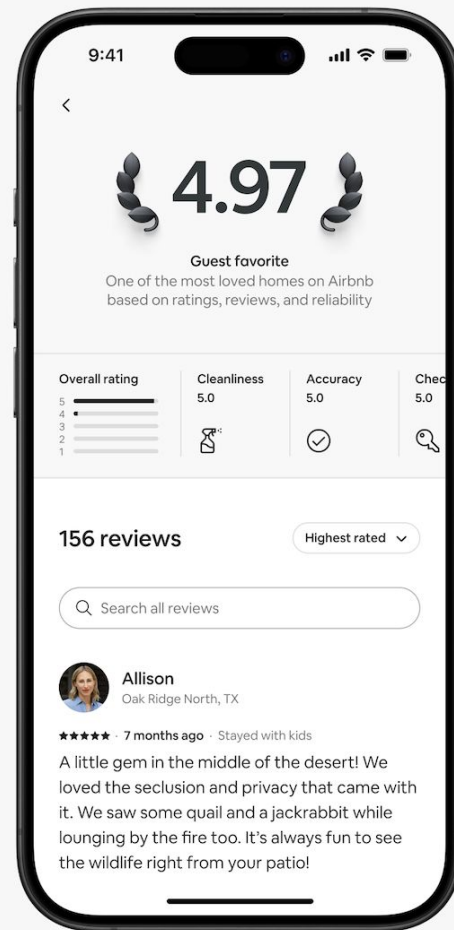


*Based on global Guest Favorite listings compared to listings without the designation as of December 31, 2024.

Key Strengths of Guest Favorite Listings

Guest Favorites tend to excel in the following areas*:

- **Cleanliness,**
- **Accuracy,**
- **Value,**
- **Lower host cancellation,**
- Generate **fewer quality-related CS issues** during trips.



*Based on global Guest Favorite listings compared to listings without the designation as of December 31, 2024.

During the second half of 2024,
Guest Favorite Listings accounted for
around **20% of all Airbnb Listings.**



**Based on Airbnb global active listings data collected between July 1st and December 31st, 2024.*

In the second half of 2024,
the **average occupancy and conversion rates** of listings with a Guest Favorite highlight globally were **significantly higher** compared to listings without a Guest Favorite highlight.



**Based on Airbnb global active listings data collected between July 1st and December 31st, 2024.*

Over 30% of Guest Favorite listings were priced **below \$100** per night.*

Around 10% were priced **below \$50** per night.*



**Based on Airbnb global active Guest Favorites listings data collected between January 1st and December 31st, 2024.*

Guest Favorites listings have seen
over 200 million nights booked since we
launched the feature.*



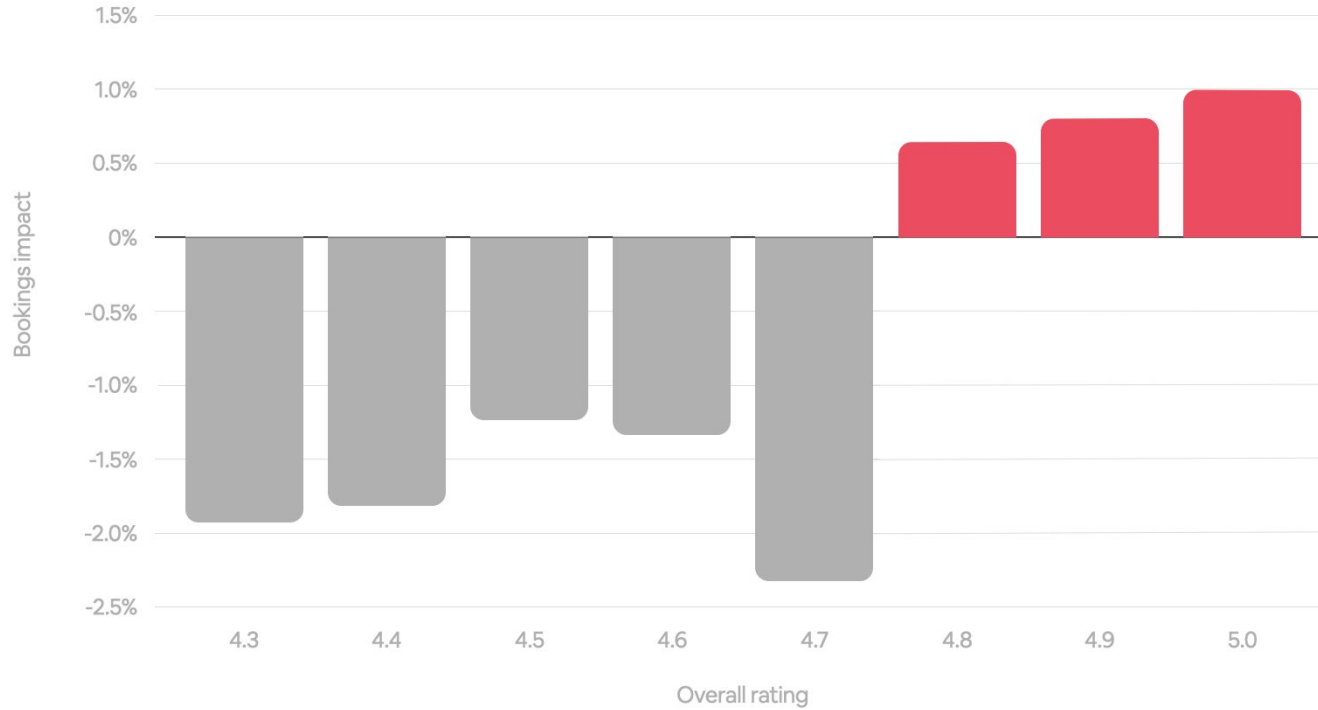
* [According to the Airbnb Q3 2024 Shareholder Letter published on November 7, 2024](#)

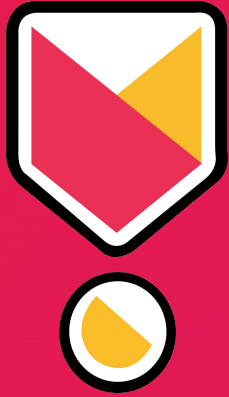
Guest Favorite Listings accounted for **40% of all views** on Airbnb during the second half of 2024.



**Based on Airbnb global active listings data collected between July 1st and December 31st, 2024.*

Bookings shift since the launch of Guest Favorites





Superhost Status



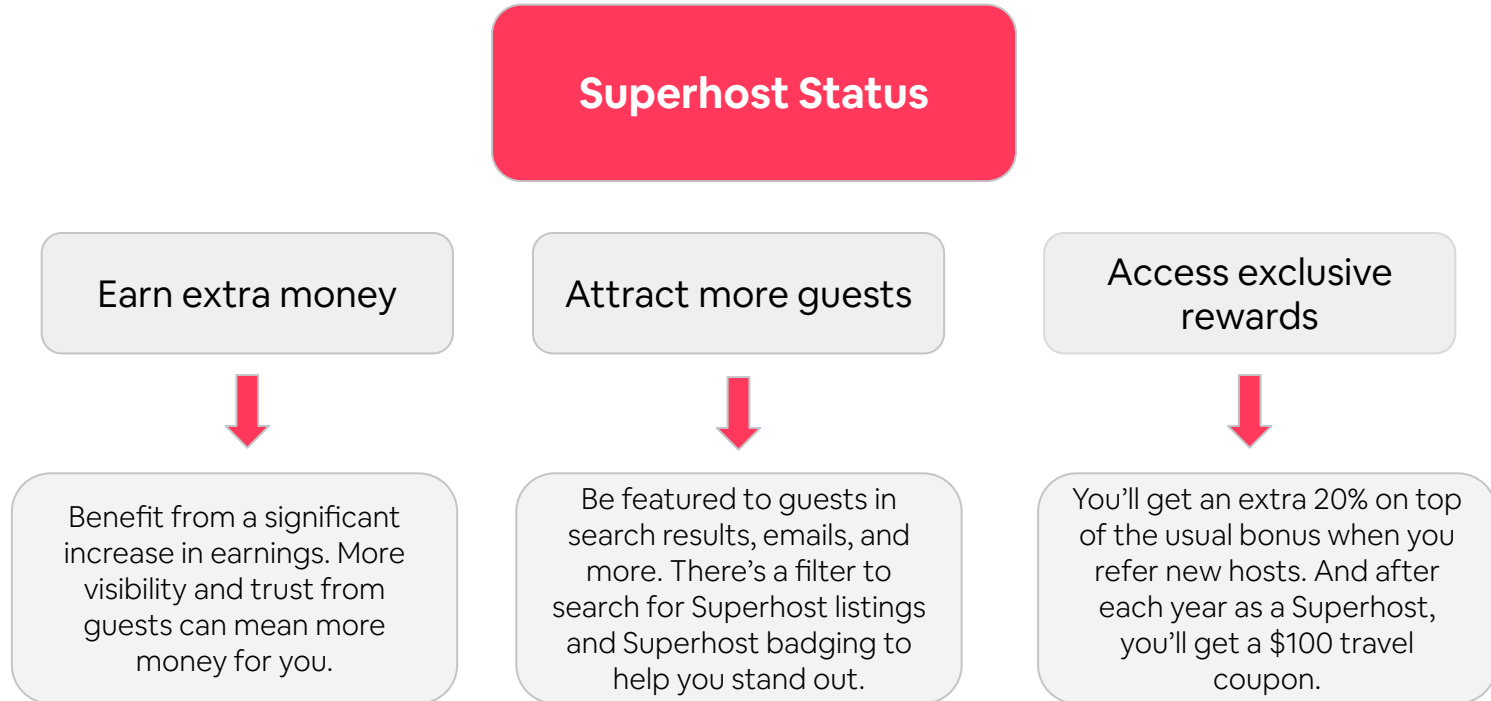
Congratulations!

You earned a
Superhost status!



Superhost Status

Click [here](#) to review your progress in attaining Superhost status. As a Superhost, you may benefit from more visibility, more bookings, and access to exclusive rewards. It's our way of saying thank you for outstanding hospitality.



Superhost rewards



Promoted to guests

You'll be featured to guests in promotional emails.



Superhost badge

This trusted symbol of great hospitality will show up on your profile and listing pages.



Easy to find in search

Guests can filter their searches for Superhosts.



Extra referral bonus

You get an additional 20% bonus on top of the standard Host referral bonus.



Airbnb coupon

Each time you maintain your Superhost status for a whole year, you get a \$100 Airbnb coupon.



Early access to new features

You can pilot new programmes and test features before they launch to everyone.



Priority support

You get priority assistance when you contact Airbnb Support.



Superhost Qualifications

Completed at least 10 trips or 3 reservations that total at least 100 nights

Maintained a 90% response rate or higher

Maintained a 1% cancellation rate or lower

Maintained a 4.8 overall rating

