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Tips for Getting More Income

Airbnb Starter Guide

airbnb

Created by the property management pros at helloguest.co.uk

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Getting Started Guide to Airbnb

01

Competition

How popular Airbnb is in the UK and the hotspots where occupancy is high.

02

Ranking on Airbnb

Bypass your competition and boost your rankings to appear in the right results.

03

Goals & Strategies

Airbnb is a business so set goals and develop strategies to help it thrive.

04

Plan of Action

Follow a clear plan to ensure you manage every element of running an Airbnb.

05

Budgeting & Expenses

Pricing strategies, budgeting and overall expenses involved in running an Airbnb.

You're Not Alone Here

01. THE COMPETITION

There are 220,000+ hosts in the UK occupying prime rental space in popular tourist destinations where occupancy rates are above 80%.

LONDON

56,112 rentals

MANCHESTER

10,639 rentals

LIVERPOOL

8,008 rentals

EDINBURGH

11,355 rentals

CARDIFF

7,471 rentals

BRIGHTON

7,743 rentals

To study the competition on Airbnb, start by identifying listings similar to yours in terms of location, size, and amenities. Check their occupancy rates using Airbnb insights to understand booking trends. Compare the amenities they offer, such as free Wi-Fi, breakfast, or parking, to identify any gaps in your own offerings and read guest reviews to pinpoint strengths and weaknesses in their service.

Monitor their pricing strategies, including seasonal rates and discounts.

Data source AIRDNA 2024

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Stand Out On Airbnb

02. RANKING ON AIRBNB

Airbnb only makes money when their hosts do, which is why they put a lot of effort into their search results to showcase guests the rentals they're most likely to book.

Enable Instant Book Option	Accept Same Day Bookings	Enable Long-Term Bookings	Ensure Quick Turnovers
Accept One Night Stays	Create Simple Booking Process	Offer Self Check-in Option	Include Popular Amenities
Captivating Feature Photos	Unique Titles & Descriptions	Increase Booking Window	Become a Superhost
Get More Reviews	Become a Verified Host	Maintain Quick Responses	Minimise Cancellations

Achieving a high ranking on Airbnb requires excellent guest experiences, competitive pricing, prompt communication, and a well-maintained listing with positive reviews.

Going The Distance

03. GOALS & STRATEGIES

If you want to turn your Airbnb into a business, you'll have to stop thinking of your short-let as a second home and start setting certain goals and objectives.

OBJECTIVES + RESEARCH

- Determine your desired annual income.
- Aim for a occupancy rate (e.g., 85%).
- Target an average rating (e.g., 4.8 stars).
- Plan to expand and grow.
- Study listings in your local area.
- Analyse local occupancy rates + pricing.
- Identify your typical guest (who are they?)
- Notice competitor amenities.

MARKETING + OPERATIONS

- Adjust pricing on demand & seasonality.
- Early bird discounts & last-minute deals.
- Introduce long-stay discounts.
- Advertise across multiple channels.
- Be available to book on all platforms.
- Organise cleaning and maintenance.
- High-quality photos, detailed descriptions.

GUEST EXPERIENCE

- Upgrade and provide more amenities.
- Ensure high cleanliness standards.
- Provide welcome kits and local guides.
- Rapid communication and responses.
- Varied check-in/out options.
- Use management tools for booking, communication & housekeeping schedules.

Getting into Gear

04. PLAN OF ACTION

To make your income goals and dreams a reality and to maximise your income, you'll need to tick a few boxes.

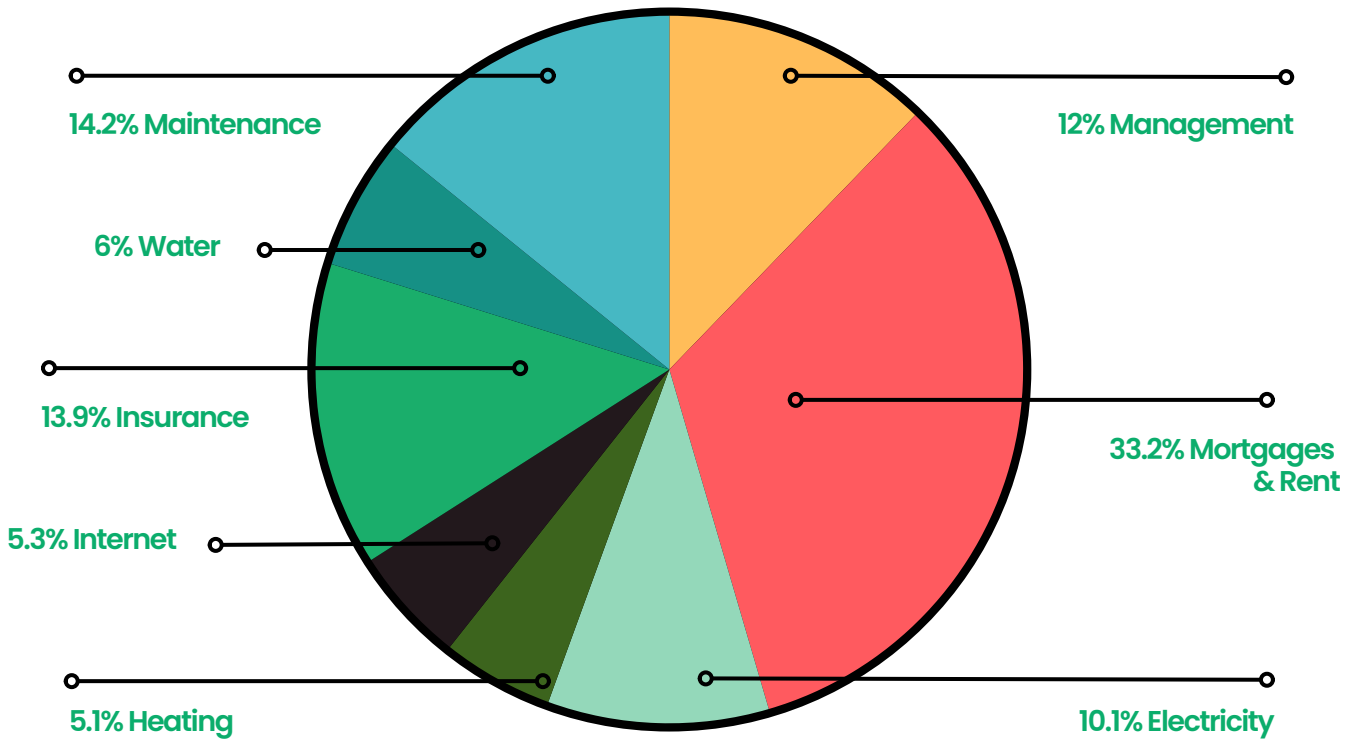
№	ACTIONS TO UNDERTAKE	☑
1	Create an Airbnb profile and promote your property on all channels	
2	Write a compelling description with accurate, engaging details	
3	Hire a photographer/use a high-quality camera to take appealing photos	
4	Use dynamic pricing tools or manually adjust rates based on demand	
5	Create a house manual with instructions, rules and emergency info	
6	Ensure the property is well-equipped with essentials like toiletries	
7	Implement a seamless check-in with digital locks or keyless entry	
8	Set up automated messages for booking confirmations/check-in etc	
9	Establish a cleaning routine with professional cleaners	
10	Conduct regular inspections and maintenance to address any repairs	
11	Actively respond to reviews, both positive feedback and any complaints	
12	Share photos and updates on platforms like Instagram	
13	Ensure the property meets safety standards and is compliant	
14	Invest in comfortable, clean, and quality linens	
15	Regularly review performance metrics, occupancy rates, and feedback	

Running a successful Airbnb requires a blend of strategic planning, attention to detail, and exceptional customer service. By offering thoughtful amenities, local guides, and staying compliant with regulations, you can create a memorable experience that encourages repeat bookings and positive reviews.

Calculating your profit

05. BUDGETING/EXPENSES

Running an Airbnb will require typical and regular expenses you'll need to budget for to keep your holiday rental profitable.



Plan	Description	Budget
Maintenance & management	Upkeep, cleaning + comms	26% of income
Utilities & bills	Water, electricity etc	26% of income
Mortgage	Monthly payment + interest	33% of income
Insurance	Home insurance policy	14% of income

There are several associated costs with running an Airbnb business. For example, successful Airbnb businesses consider not only their set-up and maintenance costs but also their advertising and marketing costs to ensure growth.

All about HelloGuest

WHO WE ARE

Since 2015, we have taken thousands of holiday homes to the top of search results on sites like Airbnb, increasing our partners' revenue and keeping their outgoings low.

HelloGuest is a boutique short-let company who have grown from taking care of a few properties in the city to becoming one of the most recommended in the UK.

Unlike big branded companies, homeowners often switch to HelloGuest because of our personal approach to hosting and the fact that we let them keep more of their generated income.

From Airbnb to Rightmove, our passionate local teams manage every aspect of your property, from pricing strategies to cleaning to check-in and out. We do it all.

Fees

We earn when you do

12%
commission

★★★★★

LORENA, OWNER

"As a property owner I am so grateful of the fantastic service they provide! They organise everything from cleaning, maintenance, comms and advertising on different platforms."

Partner with HelloGuest

Ensure your rental is a success and let us do all of the hard work. Fees from 12%.

HelloGuest is a property management company in London, responsible for looking after hundreds of rentals and Airbnbs throughout the UK.

CONTACT US