CONNECTING TO AIRBNB

A guide for Resonline users to connect to Airbnb
Last Updated 10 June 2019

Key differences between Airbnb and other OTAs

- **Commission structure:** A host-only fee of 15% will be required for all new* traditional hospitality hosts connecting to Airbnb (except in Japan). Traditional hospitality property types outlined here.

  Property managers will have a choice of a host-only fee of 14% or a shared host & guest fee. A host-only fee of 14% will be the default fee setting for all new* property managers connecting via software in APAC (except in Japan) and EMEA. These hosts will have the option to switch to the shared host and guest fee, if that better suits their business.

- **Listing creation:**
    - If you are not using Airbnb already, you will need to create an Airbnb host account, however the listings will be created via Resonline (no need to create them on Airbnb).
    - If you are already using Airbnb, you will need to create the listings again on Resonline, however you'll be able to merge them with your existing Airbnb listings hence keeping your reviews and content.

- **Listings structure:** Each of your room types will be set up as an individual Airbnb listing. Please note, at this stage, only one rate plan can be mapped to Airbnb.

- **Host-centered:** Airbnb guests select the place they want to book based on both the property features and the host profile, therefore your host profile is as important as your listings.

- **Personalization and personality:** On Airbnb, you have to write all descriptions and titles as none of it is automated. It is your chance to highlight what is unique about your property and differentiate yourself from the competition. The key is to be informal and personalized.

- **Hospitality standards:** Airbnb has high quality standards when it comes to guest experience (minimum quality bar of 4.6 stars after hosting 20 guests). Properties can be suspended if they do not meet these standards.

Before starting the connection process, please make sure you have submitted your property for Airbnb review using the form on this page. Do not forget to mention that you are using Resonline as your channel manager and add any other info that could strengthen your application.

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I.   Property content creation

All of the Airbnb content including descriptions, pictures, … has to be setup on Resonline first. The content will be pulled from the information listed under "Property details". See below how to optimize your content for Airbnb:

1. **Login to Resonline**
2. **Update your property details**

a. Accommodation type:

Check your accommodation type is the correct one under "property information". If you need to amend it, reach out to Resonline support team.

b. Email address:

Ensure the email listed under "reservations" is the same as the one you'll use for your Airbnb account.

c. Physical address:

Ensure that your address and geo-location are correct.

d. Accommodation type:

The information entered here will be displayed on all of your Airbnb listings so it needs to be carefully completed with relevant information.

Property Details

Property Details | Address | **Descriptions** | Images | Features | Resonline Fees | Payment Options | Booking Policies | Security

Descriptions

Property Description —> Info displayed under "Overview"

Seaside Bliss is a boutique hotel that engages your senses. Swinging couches, signature desserts, cocktails, candles and Liquorice All-Sort stools are merely the entree. A step away from bustling city streets, enjoy the sensation of escape. Lose yourself in luxury, in texture. Absorb the soft sounds, the whispers, laughter and music.

Check In Instructions —> Info displayed under "House Rules"

Travel Directions —> Info displayed under "Getting around"

This apartment is a boutique hotel on Geraldton Drive which is less than 10 minutes walk from the middle of town.

Business Facilities —> Info displayed under "Guest Access"

The complex has a heated swimming pool and a kids pool, hot tub, and sauna. There are four bbqs onsite which are free to use with ample covered seating area. There is also a kids play area. During your stay, you will have access to free wifi internet.

Things To Do —> Info displayed under "Neighbourhood Overview"

Car Parking Details —> Info not displayed on Airbnb

Children and Extra Guest Details Info displayed under "Other things to note"

- **Property description/Overview:** You need to describe your property and what's unique about it. Try to write your Airbnb description as though you're describing your property to a friend – you'll capture an informal yet excited tone that will draw your reader in. Just keep it consistent throughout. Aim to allure viewers with a carefully composed story of what their stay will be like at your property. Try to be informal and personalized.
- **Business facilities/Guest Access:** Opportunity to emphasise all the shared facilities accessible to the guests, such as your restaurant, pool, spa, etc.
- **Check in instructions/House Rules:** Laying down House Rules and displaying them on your listing is the best way to ensure your guests know what you expect of them. Your House Rules should outline anything that is out of bounds or not permitted in your property. Please do not put your check-in/check-out time in this section.
  E.g. No noise after 10pm
- **Travel Directions/Getting around:** Share directions to your property, public transportation and parking tips.
- **Things to Do/Neighborhood Overview:** Lets guests know what your neighborhood is like, and what makes it unique.
- **Children and Extra guest details/Other Things to Note:** Lets guests know if there are other details that will impact their stay.

  e. Images:

Upload pictures for your property + all your different room types. It is really important to upload pictures of room types first and then pictures of the property such as reception, pool, etc., otherwise your hero shot will be the same for all your Airbnb listings.

High resolution photos look best, we recommend 4200 x 2700 px @300dpi. Do not put watermarks, logos or text on top of your images.

- **Property:** 15 or more pictures
- **Room Type:** 7 or more pictures including at least 2 pictures of the bathroom.

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Your pictures' name will be displayed on Airbnb as a caption so make sure to replace all your pictures' name with a relevant caption. To do so, simply click on the picture.

f. Features/Amenities

Airbnb amenities are a combination of Resonline Property and Room Features. There must be a minimum of five (5) amenities selected. "Essential" amenities are not mandatory but are highly recommend and include, toilet paper, soap, linens/sheets, and at least one towel and pillow per booked guest.

Note: Only the amenities with an Airbnb logo will be reflected on Airbnb.

g. Check-in/out and advance notice policies

This can be setup under the "Booking Policies" tab. In Airbnb, this will appear under House Rules.

II. Rate plan and room type content creation

Go to "Rooms & Rates" under Setup

1. Update your room details, bedding configuration and room features

For each room type you'd like to have listed on Airbnb, make sure all the details circled in red in the below screenshots are up to date:

2. Adapt your rate packages for Airbnb

a. For each room type, click on the rate package you'd like to use for Airbnb (you also have the ability to create a dedicated rate package for Airbnb by simply copying one of your existing rate package). At this stage, only one rate package per room type can be mapped to Airbnb.

b. Personalize your listing title & description of the space by adjusting the name and description of your rate package

We wanted to mimic this sense of openness and community which we feel is important these days. To achieve this, we created a community lounge w/ a TV area, mini library, laundry and a complete, pro-series kitchen where one can share in the creature comforts of home. We feel we've created an environment where one can truly experience Milwaukee and, in particular, Bayview and do so on their own terms, a home away from home. Something they could call their own, even if for a few days

The space   **Rate package description** ←   **Property details description** ↰

Kinn Guesthouse is a perfect hybrid of a standard hotel and a residential apartment designed w/ needs the Air BnB traveler in mind where we strive to celebrate community. Whether you choose to enjoy some seasonal fare and a craft cocktail at the long awaited Kindred Restaurant & Bar on the first floor or to prepare your own creation upstairs, at Kinn you'll discover a highly tailorable living experience with a bit of something for everyone. Come to Kinn and visit Milwaukee on your own terms.

- **Listing Name:** Use an eye catching title - Grab your potential guests' eyes from the get-go with an interesting title which refer to the property/room's best features. You can include the name of the room category but ideally not the hotel name and please don't simply use the room type name.
- **Description of the space:** You need to describe the room and what's unique about it. Try to write your Airbnb description as though you're describing your property to a friend – you'll capture an informal yet excited tone that will draw your reader in. Just keep it consistent throughout. Aim to allure viewers with a carefully composed story of what their stay will be like at your property. Try to be more informal and personalized.

c. Check your occupancy settings

Standard Guests Included in Price	2
Maximum Guests Allowed	6
Extra Adult Charge	25
Extra Child Charge	25
Standard Rate	500

This is not supported by Airbnb

d. Fill out Year Round and Last Minute Defaults

e. Select your listing pictures

Under "images for this rate package" select 7 pictures you'd like to show on your Airbnb listing. Please note that images must be loaded in the order you would like them to appear on Airbnb with the "Hero" image going first followed by the remaining images for the listing. If the order of your pictures is not correct, you will need to re-upload your pictures under property details.

III.   Connection process

1.   Create an Airbnb account
Every host connecting through Resonline must have an Airbnb account (but there is no need to have existing listings).

If you don't have one yet, create an Airbnb account by going to airbnb.com and clicking **Sign Up**.

You can sign up using your email address, Facebook account, Google account, or Amex. Signing up and creating an Airbnb account is free.

After you sign up, you need to complete your Airbnb host account by adding a profile photo, payment information, etc.

Host profile setup recommendations:

Airbnb users are required to have a profile, which other users will take into account when they make their decisions on whose place to book. Even if the rest of your Airbnb listings look fabulous, without an awesome host profile, it's unlikely you'll see the bookings roll in. A welcoming, trust-inspiring profile can make all the difference when it comes to attracting Airbnb guests.

- **First Name:** Put the name of the main contact followed by the property name (recommended) or simply the property name
- **Last Name:** this won't be displayed publicly. You can put the name of the city your property is located in
- **Birthday:** Enter the birthday of the GM or reservation manager
- **Email:** Enter the email address where you want all correspondence to go. This must be the email address from which you respond to messages. If your preferred email address is associated with an existing Airbnb account, be sure to remove your email address from that account before attempting to add it to your new, Resonline-connected account.
- **Phone number:** This must be a landline or mobile phone that you have access to, since it will be used for verification. It cannot be an answering service.
- **Profile picture:** Put a picture of the GM (recommended), reception staff or simply your logo
- **Describe yourself:** Opportunity to describe your property and its philosophy and why you think guests will have a great stay.

Example of a good Airbnb profile for a hotel:

For

2. Connect your Resonline account to Airbnb

<mark>You will need to log into your Airbnb account and keep this open in a separate tab before proceeding with the steps below in Resonline.</mark>
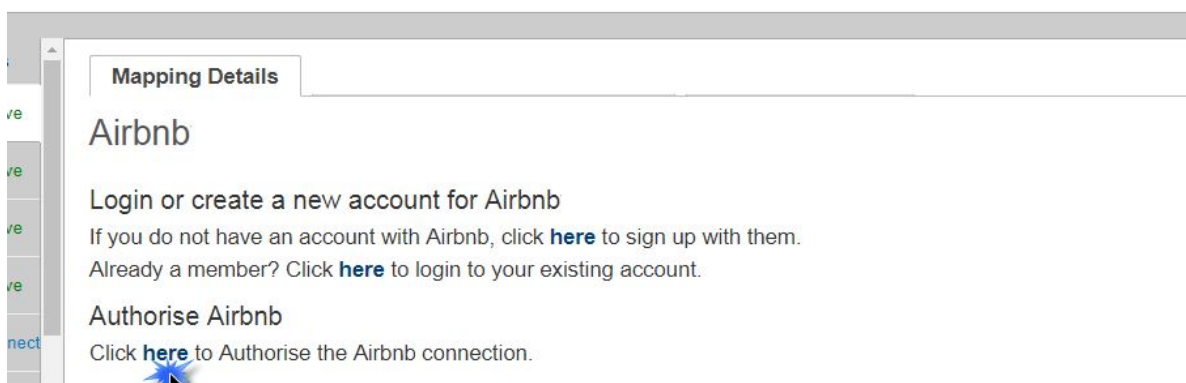
a. Go to "Distribution" under "Setup"

b. Select "Airbnb" on the list of websites and click "accept & connect" at the bottom of the page

By clicking Accept and Connect, you are indicating your acceptance of the Terms and Conditions of using the Resonline Channel Manager.

*** The information above only serves general information purposes, it may be subject to change at any time without prior notice.

Accept and Connect

c. Authorise the connection

Mapping Details

Airbnb

Login or create a new account for Airbnb
If you do not have an account with Airbnb, click **here** to sign up with them.
Already a member? Click **here** to login to your existing account.

Authorise Airbnb
Click **here** to Authorise the Airbnb connection.

You will then be redirected to the authorisation screen, please see the example below. Tick 'I agree' then click 'Allow'.

You will then be redirected back to Resonline to complete the connection setup.

3. Finalize the connection setup

    a. Activate the Connection

    b. Select your Airbnb cancellation policy

Please note that your fee will vary depending on the policy you choose to apply (see below for more details).

Airbnb's cancellation policies:
3% host fees for following cancellation policies:
-   Flexible: full refund 1 day prior to arrival (non-refundable if cancelled on day of check-in)
-   Moderate: full refund 5 days prior to arrival (non-refundable if cancelled within 5 days)
-   Strict: 50% refund up to 1 week before arrival (non-refundable if cancelled within 7 days)
*With those 3 cancellation policies, **you get paid 24h after the guests' check-in***

5% host fees for following cancellation policies:
-   Super strict 30: 50% refund up to 30 days prior to arrival
-   Super strict 60: 50% refund up to 60 days prior to arrival
*With those 2 cancellation policies, **you get paid respectively 30 and 60 days prior to arrival***

     c.   Map your rate packages to Airbnb to create listings

First, it is recommended to set up a "-10%" rate adjustment to compensate for Airbnb service fee. This enables Resonline to automatically decrease the rates being pushed to Airbnb by 10%.

Second, for each room type select the rate package you'd like to map to Airbnb, tick "Push to Airbnb" and then click on "save changes"

Resonline Rooms	Rate Adjustment	Mapping Status	Available Rate Packages	Push To Airbnb
Oceanfront deluxe King suite in upscale boutique hotel	-10 %	InUse	The Airbnb of Airbnbs!	☑
Standard room	-10 %	InUse	standard room - 2 nights	☑

Save Changes

Please note, your listings won't be pushed through to Airbnb if they don't meet minimum compliance requirements:

- Less than 8 characters in the "Title" field
- Less than 50 characters in the listing description
- Less than 7 photos
- Photos under 800 x 500 pixels
- Less than 5 amenities selected
- Less than 30 days of availability over the next 12 month period

IV. Review & Publish your listings

All listings must meet a minimum set of criteria prior to being live on Airbnb. The process of evaluating that minimum criteria may take up to 3 business days. You will be notified via email once your listings have been reviewed.

Approvals:

As soon as your listings have been approved, you will receive an email from Airbnb prompting you to log into Airbnb to review & publish your listings.

To publish your listings, follow the below instructions:

For users new to Airbnb:

Go to your Listings page on Airbnb and click on 'Resonline Sync' button.

OR

2. Before pressing the publish button, you will have the ability to switch your sync setting from **'Everything sync'** (everything is managed via Resonline including rates availability, descriptions, photos, and content) to **'Limited sync'** (Resonline only updates rates and availability; content including descriptions, photos needs to be edited in Airbnb).

Review your Resonline listings

Ready to publish (1)   Already published   Failed to import (1)

These Resonline listings have been successfully imported! Before guests can book them, you'll need to choose your settings and publish the listings.

Resonline listing	Airbnb listing ⓘ	Sync settings ⓘ
Oceanfront deluxe King suite	New listing	Everything ^ Publish

"Limited sync" is recommended to get access to all content settings within Airbnb

Give feedback

Limited ○
Only sync pricing, availability, and messages

Everything ●
Sync listing details, booking settings, pricing, availability, and messages

3. Press publish. Follow the same process for any remaining listings.

For existing Airbnb users:

1. Go to your Listings page on Airbnb and click on 'Resonline Sync' button. If you have existing Airbnb listings, please note it is normal to see duplicate listings appearing. Simply follow steps below to remove duplicates (by merging your listings).

Your Listings
Your Reservations
Reservation Requirements
Listings page
Resonline Sync

In progress

Beautiful Queen Suite with Mountain Views

Last updated on June 6, 2018

Finish your listing
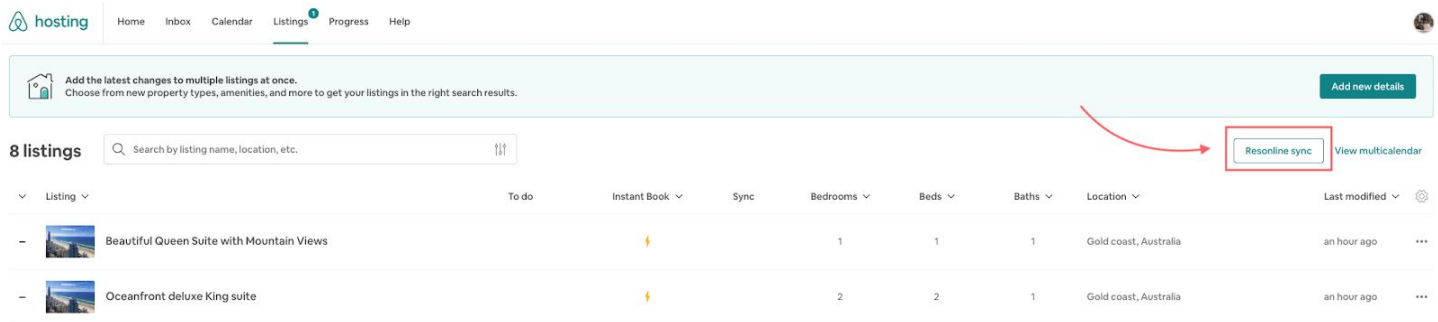You're 35% of the way there.

Disregard the "Finish your listing" info

Oceanfront deluxe King suite
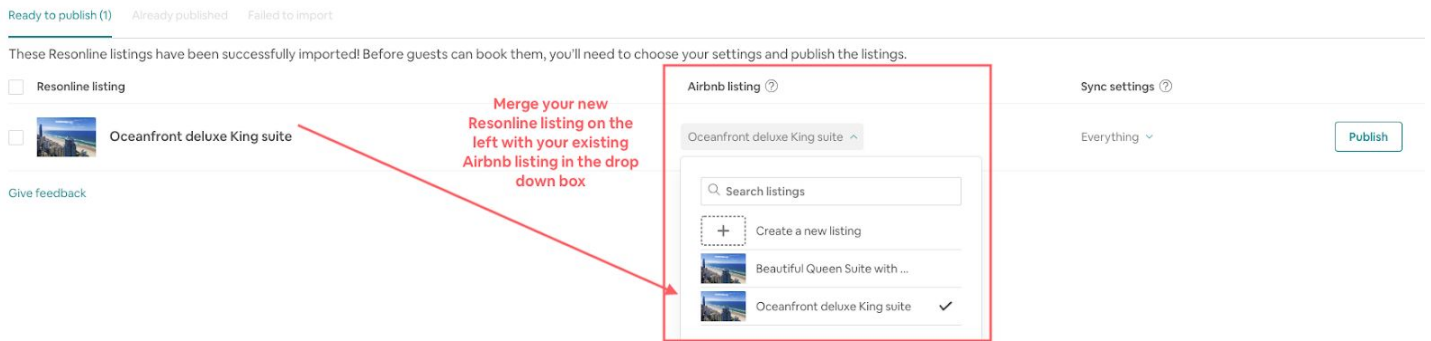
Last updated on June 6, 2018

Finish your listing
You're 35% of the way there.

OR

2. First, please make sure to select the existing Airbnb listing in the dropdown box you want to merge the newly created listing to, otherwise if you don't it will create a completely new listing. To keep reviews and content please **MERGE** listings!
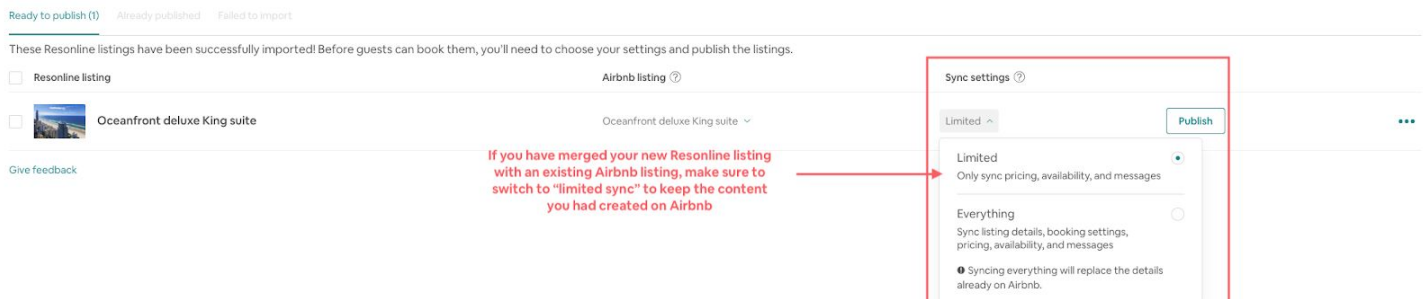

3. Before pressing the "publish" button, make sure to switch to **'Limited sync'** (Resonline only updates rates and availability; content including descriptions, photos needs to be edited in Airbnb) in order to keep the content you had created previously on Airbnb including reviews.

4. Press publish. Follow the same process for any remaining listings.

Upon publishing your listings, they will begin appearing in search results on airbnb.com and will be bookable by guests automatically, so please make sure to quickly review your Airbnb listings and ensure the content/rates and availability are correct.

Rejections:
If your listings were rejected, you will have an opportunity to modify the content and resubmit.

It is possible, that due to the small size of our hotel program at this time, we may not accept hotels based on their location or our hotel standards. We are rapidly expanding this program and will contact you as soon as it is possible to connect you with Airbnb.

V. Get help

If you need help with the Resonline set-up, you can reach out to their Support teams:

Help: help.resonline.com
Phone number: +61 7 5668 2540
Submit a support ticket: https://help.resonline.com/support/tickets/new
Email: support@resonline.com

Help: airbnb.com.au/help
Phone number: +61 2 8520 3333
Contact us: https://www.airbnb.com.au/help/contact_us
Search Ranking: "How it works? " Click here