

# How to *boost* your performance on Airbnb

Are you connected to Airbnb and looking to boost your bookings? We've gathered some valuable stats and tips to help you succeed.

## 20%

less time to get your first booking enabling the New Listing Promotion.

## 65%

of Airbnb bookings last year were for listings with an average of 80% 5-star reviews.

## +9%

improvement in the conversion rate when using more flexible cancellation policies

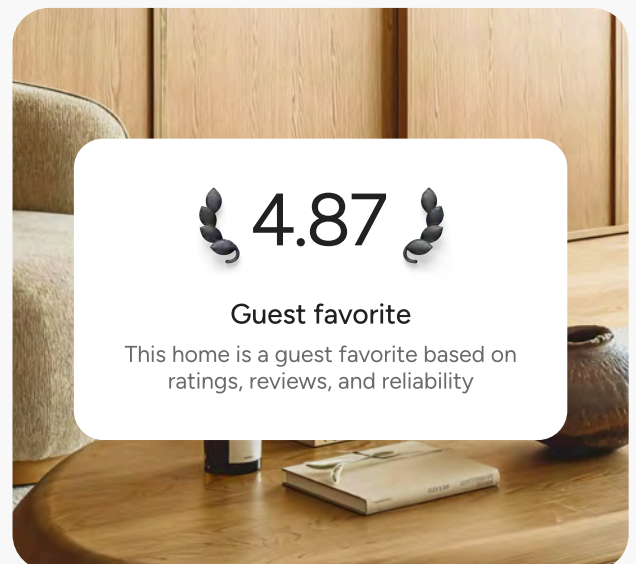
## Airbnb's *Guest Favorite* badge

Guest Favorites - a collection of the **2 million most-loved homes** on Airbnb show a Guest Favorite badge.

Every day, eligible homes are evaluated based on the ratings, reviews, and data from millions of guests traveling daily, to determine which **homes are the most loved by guests**.

The **Guest Favorite badge** is on a listing level, not an account level such as Superhost, and is therefore easier to achieve.

[Learn more](#)

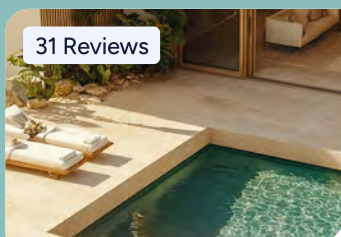


### Earn High Ratings

Guest Favorites have 5+ reviews over 2 years, ratings above 4.7 stars, and top marks for check-in, cleanliness, listing accuracy, host communication, location, and value.

Sea View Villas

31 Reviews

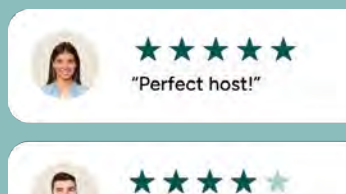


### Boost Guest Reviews

Optimize guest communication with timely [automated messages](#) and effortlessly gather feedback through [auto-reviews](#).

4.87 ★

40 user reviews



### Improve your Airbnb listings

Start using the [Airbnb Quality Dashboard](#) to give you instant access to key guest feedback, performance trends and areas of improvement.

Airbnb Quality Dashboard

Overall



Accuracy

Communication



Check In

# How to *boost* your performance on Airbnb



## Combine Flexibility with Smart Discounts

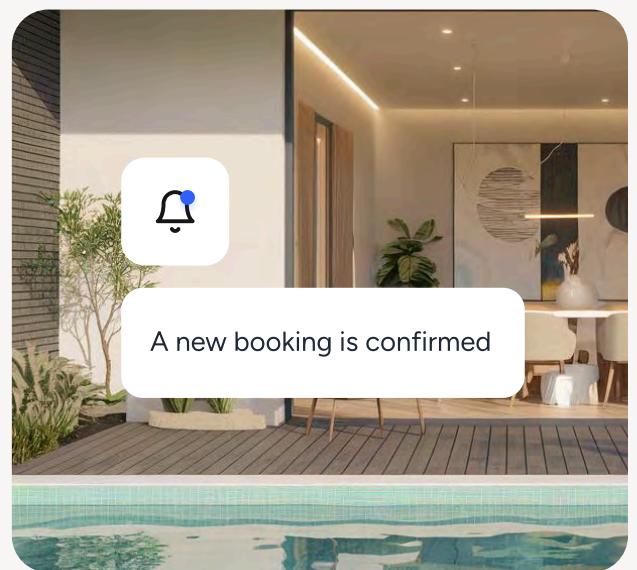
Do you not only want to add a flexible cancellation policy?

Through Guesty you can also simultaneously add a [non refundable discount](#)

## New listing promotion - get your first booking faster

Approximately 50% of all listings that received a first booking on Airbnb in the second half of 2023 had a New Listing Promotion applied.

[Find out more](#) [Learn About Other Discounts](#)



## Enhance your listings



Taking [great photos](#) of your listings



[Eye-catching](#) cover image



Use [key words](#) in property name



Attractive listings [description](#)



Accurate list of [amenities](#)