

Airbnb Homes Guidelines for your Listing



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GREAT EXAMPLES



01

Checklist

Quick overview on how to prepare for your professional photoshoot



CHECKLIST

- ☐ Turn off all lights
- ☐ Open all curtains and shades
- ☐ Make beds with freshly ironed and tucked bedding
- ☐ Remove towels, stuffed animals, bed runners, flowers, and any other additional decorative items from beds.
- ☐ Straighten and align cushions, and pillows on furniture
- ☐ Arrange and fold blankets
- ☐ Clear the clutter from all surfaces (kitchen counters, bathroom vanity, hide visible wires and electrical cords)
- ☐ Remove all family portraits, personal items and kids toys
- ☐ Remove BBQ and pool covers
- ☐ If you have any questions preparing for your photoshoot or publishing your listing feel free to contact us at: photography@airbnb.com



02

Styling Tips

Step by step explanation on how to prepare your home for our professional photographer



Let's get your home ready for photography!

Our goal is to collaborate with photographers to create captivating imagery that will showcase your property and increase its appeal to travelers. All styling and cleaning should be done before their arrival to ensure they can focus on creating great content.



02

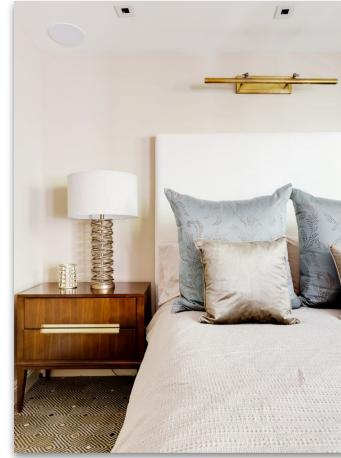
Essentials



Turn off all lamp lights. This will help your home feel inviting and clean.



Open all blinds, shades, and curtains to help bring in natural light and reveal external views.



Remove towels, stuffed animals, bed runners, flowers, and any other additional decorative items from beds.



Remove cluttered items from any tables, countertops, and other surfaces. This will help rooms look spacious.



02

Exteriors & Backyards



Exteriors

Remove cars from driveway and hide unwanted objects (gardening hose, toys, tools). Tidy up any decorations or plants near the front door.



Backyard & Outdoor Areas

Remove any unwanted items and tidy up area. Set up tables, umbrellas & chairs as if a guest will use them. Make sure all furniture & umbrellas are opened. Remove BBQ and/ or pool covers. Turn on overhead rope lights, safely ignite fire pits, etc.



02

Living Areas



Living & Dining Rooms

Turn off all the lights, open curtains and blinds. Fluff pillows and smooth out cushions & blankets. Arrange decorative objects on all tables and shelves. Light fireplace & turn off the TV. Position dining room chairs symmetrically. Tidy tables, counters, and other surfaces.



Kitchens

Turn off all the lights, open curtains and blinds. Clean countertops and hide visible wires. Display a few top kitchen amenities of your choosing on countertop (e.g. espresso machine, sparkling water machine, toaster oven,). Place all cooking ingredients inside cabinets/on shelves. Arrange visible objects symmetrically (hanging pans, stools)



02

Bedrooms & Bathrooms



Bedrooms

Turn off all the lights, open curtains and blinds. Remove towels, stuffed animals and bed runners from bed. Tuck in/check that the comforter is even at floor level. Fluff pillows (include two pillows per sleeper)
Clear bedside table, dresser, and desks of clutter.



Bathrooms

Turn off all the lights, open curtains and blinds. Arrange toiletries & hang towels neatly. Replace new toilet paper roll and put the toilet seat down. Open shower curtains/door. Clean surfaces (mirrors, glass doors, handles, etc.) If you have accessible amenities, such as a shower chair, please put them in place



03

Publishing

Quick overview on what to avoid and
what we would love to see



Curating and Captions

Once your home has been photographed, our team will edit and retouch the photos. We'll then upload directly to your listing page, replacing the old images into a curated home tour.

From there, you will be able to rearrange and customize the order of the images. We recommend keeping the order uploaded by our editors.

Captions can be included for each image and are a great way to share additional context. Ideally, captions should be less than 140 characters and only focus on details that are not visually obvious.



03

Essentials

Highlight Accessibility Features

Highlight any accessibility features in your space—like a flat path to the entryway or a wide bathroom door frame that's 32 inches or more. Similarly, if you have items like ramps, grab bars, or other accessible amenities, be sure to mention you have them available.

Example:

“Step-free bathroom with sturdy grab bars and non-slip shower mat. We can provide a shower chair upon request.”



03

Essentials

Contextualize Layout

It's not always clear to guests where each room fits into a floor plan, so captions can help provide more context and further explain features that aren't visible in the photo.

Example:

"Bedroom 1 (2nd floor) has a comfortable memory-foam mattress, Egyptian cotton sheets, and an ensuite bathroom."



03

Essentials

Call Out Features & Amenities

Be clear that features displayed in the photo are available to your guests—like a kitchen in a shared home or a jacuzzi in the backyard.

Example:
“Functioning kitchenette with stove, microwave, and coffee maker within your private room.”



04

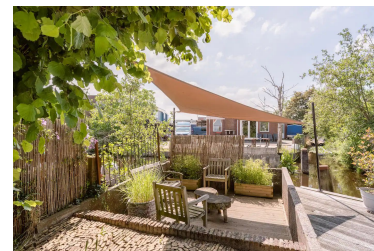
Great Examples

Feel inspired by these recent professional photoshoots



- ✓ Lights off, natural light
- ✓ Blinds, curtains open
- ✓ Remove personal items
- ✓ Clean
- ✓ Welcoming and Inviting

Check out the listing [here](#)



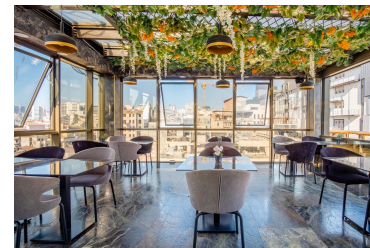
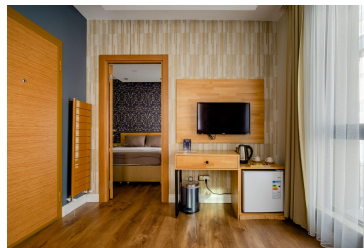
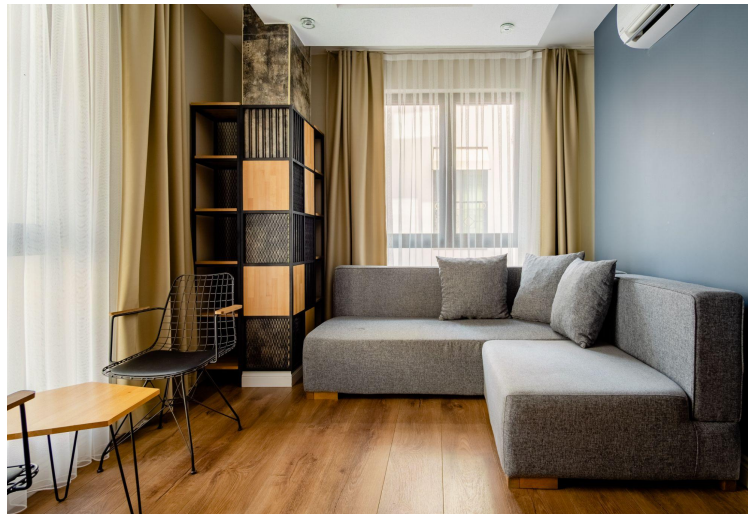
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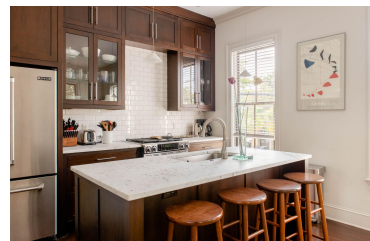
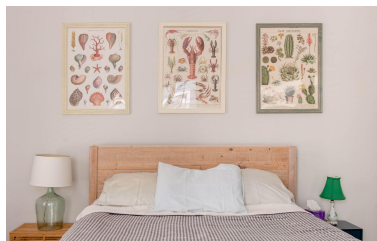
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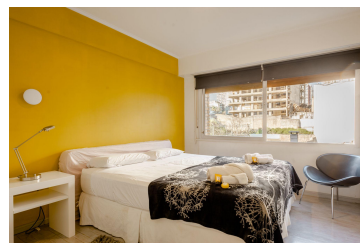
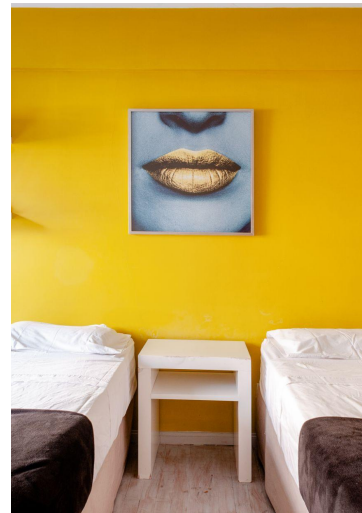
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