

## **Interview questions Hosts (Airbnb)**

### **Intro**

- ☐ Project description + declaration of agreement
- ☐ Introduction, interviewer and interviewee (briefly including type of listing)

### **General questions**

**In general, what do you associate with Airbnb?**

**Why did you register as an Airbnb host?**

- ☐ Personal motivation
- ☐ Other platforms?

**What do you like about being an Airbnb host and is there a situation/moment that you remember as being particularly nice/special/good?**

**Is there anything that you don't like about it or find annoying? Did you have any bad experiences?**

### **Being a host**

**What is special about your listing?**

- ☐ What do you emphasize
- ☐ Taking care of the profile – updating?

**How would you describe a good Airbnb host?**

- ☐ Superhost

**Do you meet other hosts or participate in any Airbnb events?**

- ☐ Friends? Meet-Ups? AirbnbOpen?
- ☐ Online: Airbnb, Blogs, Forums

**What do you consider before you accept a guest request?**

- ☐ Criteria? (screening profile for what? Verifications? reviews)
- ☐ Acceptance rate? Any Refusals, and why?

**How would you describe a good Airbnb guest?**

**How do you prepare yourself and your listing for the arrival of a new guest?**

- ☐ Communication before?
- ☐ Preparing the apartment
- ☐ Arrival
- ☐ Changes over time?

**How do you integrate the presence of guests in your everyday life?**

- ☐ level of interaction, maintaining privacy of both (yours/guest's)
- ☐ differences guest/no guest, changes in general since starting as a host
- ☐ sympathy/antipathy
- ☐ Reviewing as a thing to think about

**What do you do when guests check out and after they have left?**

- ☐ Personal presence or other communication
- ☐ do guests leave something, notes, presents...
- ☐ review or not, right away

**What do you think about the city's attempts to regulate Airbnb?**

## Reviews

**What do you think about the Airbnb review system in general?**

- ☐ Trust, safety, reputation
- ☐ Important, appropriate or not
- ☐ What's good, what's bad

**Has a review affected you and your listing once? How?**

- ☐ easier/harder to find new guests
- ☐ changes in the apartment (e.g. new purchases)

**How many of your guest write a review?**

- ☐ Read all of them
- ☐ Absence of review – okay or disappointed?

**Is it important for you to receive a positive review?**

- ☐ Why?
- ☐ What do you do to get a good review?

**How do you react to critique expressed in reviews?**

- ☐ What sort: Something is missing, not so clean, not as expected
- ☐ Message to guest, reply to public review, make it better (clean better, buy sth)

**Did you ever receive a review that you found unfair? If so, how did you react to it?**

- ☐ Personal message, comment on website, contact Airbnb...
- ☐ what would be unfair, what would be a reaction (if not happened)

**What do you consider when writing a review for a guest?**

- ☐ Do you write reviews – in which cases?
- ☐ Changes over time
- ☐ Standardized reviews, special guests

**How would you deal with problematic guests?**

- ☐ Review yes/no
- ☐ What would you write

**What do you consider when reading reviews of guests requesting a booking?**

**Airbnb reviews tend to be very positive. How do you make sure, that guests will not be disturbing or problematic?**

**Do you think reviews are influencing the way you and your guests are acting during their stay at your apartment?**