

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?