

Interview mit Clara, Airbnb-Host, persönlich, 26.04.2017

Interviewer: TF, Transkription: GS, Korrektur der Transkription: LS

Thomas: It starts now. #00:00:03-5#

Clara: I agree to be, have this interview recorded. #00:00:06-8#

Thomas: Okay, great, thanks. Maybe just to begin if you would just briefly introduce yourself with regards to your Airbnb listing ... shortly, yeah introduce yourself and how long have you been an Airbnb host. #00:00:23-7#

Clara: Mhm. #00:00:25-2#

Thomas: If you have like Airbnb, just very briefly. #00:00:29-6#

Clara: Well, my name is (*Clara*) and I've been a host for over six years. I was an early host with Airbnb when they first started in (*city in California*) and it's been an extremely positive experience for me. The various aspects of hosting, because the number of people that I have met from all walks of life, from pretty much all over the world. I think I have, the last time I counted 21 countries, different countries that I have hosted from and ... having the opportunity to meet so many people from different places and finding so much that I learned from them and also finding how much we had in common, I think it makes me very enthusiastic about the world, how small it is and how well, how much common ground we can find. #00:01:32-6#

Thomas: Aha. So that's one thing that you like about being a host. #00:01:36-5#

Clara: Absolutely. The other part of what is important to me and the reason I started hosting is financial. My husband was working in (*city in Arizona*), I needed to, could not afford to have two households and I did not wanna leave because my daughter and my grandchildren who were just born were, are close by. Therefore, I needed to have the income to be able to stay in my house. And so initially, I was only hosting when I was leaving the house and then I started hosting, having guests in my house, in other words: sharing the house with them. #00:02:28-2#

Thomas: Okay. And is there anything that you remember as being particularly nice, any situation or any moment that you that stands out these years, six years ((or something))? #00:02:42-4#

Clara: Oh, there are so many. I mean, there are so many, there are people that I'm in touch with that I plan to visit. I have invitations to go to Australia, to China, to Singapore, to various countries in Europe. By the way, for, it still is my, one of my favorite groups were Germans. (laughter) Great guests, amazingly clean, everything was always proper. But then, most guests are like that. There is very, I cannot identify one particular group that I would say, "Uuh, I don't think, I think I would hesitate for this particular group". Because it just hasn't happened. I have so, did last year for the first time having people from South America. I've had a few Brazilian groups that came to visit and that was new because so far I had, my very first group when I first opened was Australians. Australians were for the first year, half of my guests came from Australia. And then last year, I had plenty of South Americans. I love the French because I also speak French and ... there are so many experiences that I had that I cannot, I would have to think about what made some of them more special than others. #00:04:17-2#

Thomas: No, that's that's fine but it's the the ... really the meeting the people. #00:04:24-4#

Clara: There are some some guests have come back to me multiple times. One particular French couple that has come three times already and stayed with me. They have invited me to go with them to India next year. #00:04:38-0#

Thomas: And? Will you go? #00:04:38-6#

Clara: I think I will (laughter). #00:04:40-8#

Thomas: Yeah? #00:04:42-0#

Clara: It's my opportunity to go to India because they go to India as often as they go to San Francisco. In other words: They are very familiar. It's just a place that they love to go to. It just has, they keep coming back to San Francisco, so yeah. It happened to be a gay couple. (laughter) But they are fantastic. Great friends. #00:05:01-5#

Thomas: And is there any, also anything that you don't like about being a host or that is annoying? #00:05:07-9#

Clara: ... It is occasionally tiring. #00:05:15-9#

Thomas: Mhm. #00:05:16-9#

Clara: In the sense that I am still a very private person. Sometime I feel like I need to clothes shop just so that I can have no one around. Sometime I just feel shy, I just don't feel like being social. And I feel that I owe it to my guests when they come to be there and receive them and give them as much interaction as they wish. Some guests would, are gone all day and I'm thrilled (*laughter*) because it is so easy. Some guests want to, you know, I've taken them to restaurants, I've taken them to clubs, I've taken them to – “do you wanna know the locals?” They wanna know the local life. I introduce them to friends, they wanna, this is the experience that you don't get when you are in a hotel. It's something I appreciate when I travel, so I wanna offer that to them, too. I and so the part of it that sometimes I feel that I have to my grandchildren out there, I have guests coming and I have to make sure that I clean up and everything has to be precisely clean to have guests. sometimes that's, that can be a little stressful. #00:06:37-5#

Thomas: Okay. And how did you deal with that? If you ... #00:06:41-4#

Clara: I have a cleaning lady (laughter). #00:06:43-7#

Thomas: If you're not into interaction? #00:06:48-6#

Clara: Oh once this is clear I reserve time when my grandchildren are, when I'm gonna have them for the weekend and I plan on it I don't have guests because this is just much easier. I don't want to constrain the little ones and tell them, “Pick up your toys”, or, you know, “Don't be so loud”, or whatever. When the grandkids are there for the weekend, no guests. So that makes it much easier and that's what I love about Airbnb: the flexibility. You just schedule time with guests and schedule time with no guests. Schedule time with my friends, schedule time for ... guests that I have not met. #00:07:33-8#

Thomas: Maybe relating to this in in general: how do you integrate this, I mean it's also a little bit of work, you have to do the cleaning or organize the this (...) part and you have to

do the communication, the messages and everything, so how do you integrate this in your daily life? #00:07:53-7#

Clara: Thank goodness for the technology. Because it's all on the phone. Well, I usually answer inquiries within minutes. Unless I'm on a, which never seems to happen, when I'm on a flight (laughter). As soon as I get out of the plane and then I power up, there's gonna be a couple of messages that are a couple of hours old. But I have not found it difficult to just keep in touch and relate to my guests and answer all the questions. Most of it is automated because people end up asking the same thing all over again, so the phone recognizes when I'm starting to type a paragraph, it just spells it out (laughter). I have written the same thing over and over again so often. So it's, a lot of it becomes automated and a lot of it is easy. I have friends that I've encouraged to do this and they have not liked it, so I think it depends on the personality. For me it is not, it has been more fun than anything else. It's not, it's not been a lot of ((jugglery)). It's been, it's been a lot of, easier and fun. #00:09:16-1#

Thomas: It's fine. So it's not too much workload for you? #00:09:17-9#

Clara: No, I don't think so. No. #00:09:19-9#

Thomas: Okay. And do you use any other apps? Like there's pricing apps and other things to do. #00:09:29-8#

Clara: No. I have tried those and have not found that those were helpful. #00:09:41-9#

Thomas: Okay. And what is special about your listing or your apartment? What do you think? #00:09:44-4#

Clara: I think we have a, a pretty central location in San Francisco. Central, yet away from the touristy spots. And it's also, as you mentioned, in a historic district of very old Victorians. There aren't that many of them as the city grows of course. As the city grows and more housings, especially downtown as they build up. And the old eighteen hundreds, mine was built in the 1790, way before the earthquake. ... The number of those shrink all the time, so I feel very privileged that I have a very old one. And that's another reason why I host, so that I can keep up with my old house and maintain it properly because it's ... a ((labour of love)). I have to constantly make sure that everything is well maintained so it doesn't deteriorate. #00:10:53-1#

Thomas: And do you change your listing profile on the website regularly or is it basically the same? As// #00:11:01-6#

Clara: It hasn't changed much in the last few years. The first couple of years I was constantly updating it as people were asking information, I was realizing it's better for me to have everything in my listing because I wanted to be as transparent to be as possible. I did not want anybody to be surprised. I even at some point decided to put in there that there are 22 steps from the street to the front door (laughter) because I did not want people who didn't look – and it has happened – carefully at the picture, to say, “Oh my God, we didn't know there were so many steps.” So I wanna make sure that they know everything, that they know that my living room is not very big but, you know, that they have the big TV. But, you know, all the details both the pros and the cons of my house I wanted to be in the listing. So it took me time to build that up, to make sure that almost all the questions that were regularly asked were already in the listings to make it easier to me and to be fair to my guests. #00:12:04-3#

Thomas: Yeah you had to also// #00:12:05-8#

Clara: But in the last few years I didn't change much. #00:12:09-2#

Thomas: Okay. #00:12:08-7#

Clara: When I, when I put in a new stove, yeah, I took a new picture. #00:12:14-4#

Thomas: Okay and how would you describe what makes a good host? #00:12:22-1#

Clara: I think a lot of it, maybe a good component to make it easier for the host and for the guest is, might be temperament. You have to enjoy hosting. If you don't and you do it only for instance financial reasons that may not work as well. I think the guest will feel, will not feel as welcome. I'm pretty detailed and passionate, not all hosts are. But I wanna, I'm very focused on the host experience, I mean on the guest experience so after my cleaning lady leaves, I'll go back here and then, you know, make sure that the towels are arranged in a way that everything looks nice in the space. You know, I love it when they come in and they go, "Wow, we love the house!" That's the kind of, you know? #00:13:20-1#

Thomas: You like the feedback you get from the guests and// #00:13:22-3#

Clara: Right. #00:13:23-1#

Thomas: And what's a good guest then? #00:13:26-0#

Clara: (exhaling) #00:13:28-0#

Thomas: An easy guest for you or an (laughter) preferred guests? #00:13:32-3#

Clara: Most of my guests are great guests because they are appreciative. They usually thank me for opening up my home and they love what I have to offer. [phone vibrating] Oh. ... A difficult guest and I've had a few had expectations that were not met. Now in six years it might have happened maybe five or six times, so not very often, I've had hundreds of guests yet maybe less than five I have, five or six that I wish (laughter) they have gone elsewhere. And those are probably the five or six reviews over time that did not give me five stars on everything because for whatever reason their expectations were not met and that can be for a number of things. It could be their time of their lives, it could be what they were facing at that particular time, it could be the experience that they had before or the experience that they never had with Airbnb. A lot of them are first time Airbnbbers. It's rare, but I've had difficult people who felt that who I felt I could not satisfy and not and they could not be happy but just it was I guess a complaint and it's the only time in six years about my beds being noisy. #00:15:08-7#

Thomas: Okay. #00:15:12-5#

Clara: Nobody has ever said that to me, so, you know, it can always happen. #00:15:16-0#

Thomas: How did you, would ((please)) a few guests that have been like sort of problematic? #00:15:23-9#

Clara: I apologize that their expectations were not met, that were disappointed anyway and I attend to whatever complaints that was, even if I've never heard that any complaints about my bed will go and check everything out and make sure that nobody else will have

such an experience so whether or not I, I never think a criticism is not justified. I'm always kind of thriving to make sure that, you know, I get everything so. #00:15:54-4#

Thomas: Aha. #00:15:55-6#

Clara: And it's, it's always, you know, disappointing when a guest is disappointed (laughter). But it's gonna happen. And I'll take it on me and say: "Thank you for the feedback, I'm going to attend to it and try to get better." #00:16:12-4#

Thomas: Mhm. So if people like ... express critique or something in the reviews you, it affects your listing and you check if you can do it somehow better and even if you don't think this is a justified critique to put it in some words. #00:16:39-2#

Clara: Well, whatever// #00:16:39-8#

Thomas: You take, you take it serious. #00:16:42-2#

Clara: Absolutely, absolutely. My choice. #00:16:47-4#

Thomas: Okay and I mean I know that you meet other hosts and participate in another event, but could you maybe just briefly say what you what this exchange is about or what kind of (...)? #00:17:04-5#

Clara: We, we do have a community of hosts and we organized initially for political reasons because the city was threatening to, basically banned short-term rental which originally was, in the books it was always not legal. And when Airbnb started and I started early on, nobody paid attention because everybody rented their house to, you know, ((someone)) here and there, it was not, it was not enough to, for the city to worry about. But as it grew and it became an issue then they had to either ban it and enforce the law or change the laws. So we were organized politically to make sure that the laws were changed so that the activity of short-term renting, sharing the homes, was no longer illegal. Because initially, it simply was. And so we were successful at that, but as we get to know each other and we're actually, a lot of us are neighbors ... we became a social group, too. As you've experienced. #00:18:18-2#

Thomas: Okay, so you meet regularly. #00:18:19-0#

Clara: We really are friends. #00:18:21-9#

Thomas: Not only for this political reasons, but also just to socialize. #00:18:27-8#

Clara: Correct, correct. Tomorrow we're having a potluck at one of, somebody is hosting a potluck and we're just you know all gathering at least in some of the neighborhoods that are close by me, so. #00:18:40-0#

Thomas: Okay and it's also, you've also been in some Airbnb events, right? This Airbnb Open in LA. #00:18:45-3#

Clara: Correct, mhm. #00:18:48-3#

Thomas: And also, you've been invited by Airbnb to some events, right? The// #00:18:52-6#

Clara: Sure, correct. Initially, especially as we were much smaller, I'd see, he would often invite the hosts to headquarters and sit down with us and offer us lunch so that we could give him feedback and so that he would, I mean he grew with us, he learned from us. And it was, I think he has been a better ... corporate leader for staying in touch with the base that basically makes Airbnb which is the hosts, so, yeah. #00:19:34-0#

Thomas: Mhm. And so you think this still the same or has it changed in anyway? Is it// #00:19:43-4#

Clara: I think, actually, just recently Brian Chesky has sent out a letter talking about how he wants to formalize staying in touch with the hosts. Because, I think, it's because they are so big now this contact was being lost. And he wants to reintroduce it formally. And have a group of hosts formally meet with him on a regular basis. Almost like an advisory board, so to speak. #00:20:20-5#

Thomas: Yeah yeah, maybe one question on how you prepare the apartment when the guests arrive. Is this a routine thing for you? So far? Do you have like schedule that you follow, you have a cleaning lady that's coming but when they arrive do you always like say hi and explain everything? How do you do this? #00:20:51-9#

Clara: I'll greet them, I have already sent them a welcome package, I'll send my welcome package about two weeks before their arrival including my, what I call my house manual which is all my, well, rules about the house: what they can expect, what, things that they can do and the things that they cannot. And I'll also send them a neighborhood guide with, just specific to my neighborhood because – of course as far as the city is concerned they can, that's, the internet will do much better than me. But as far as my neighborhood is concerned, I, I'll guide them, I tell them why my neighborhood is special, I'll tell them my favorite spots, I'll tell them my favorite cafe, my favorite restaurants and I also give feedback on – and I ask them, "Have you discovered something in my neighborhood that you liked? Let me know, so I'll put it in". So over time my neighborhood guide has grown because of my guests' input that goes into that, too. And when they arrive, of course, I have usually a basket of sweets and a (laughter) bottle of wine for them. #00:21:58-4#

Thomas: Okay. Yeah. #00:22:00-6#

Clara: And I usually greet them, show them to their room and I'll ask them what they want for breakfast. #00:22:06-9#

Thomas: So you give them breakfast too? #00:22:09-1#

Clara: I do. I usually do. #00:22:09-8

Thomas: 'Cause that's rather unusual. I've never had this I guess. #00:22:14-3#

Clara: When I'm// #00:22:14-8#

Thomas: Maybe once. #00:22:15-4#

Clara: When I'm home, I will make breakfast, I will, I have a minimum of four, four nights. Usually they come from far away. The guest that I'm having currently they actually came from Australia. They are usually tired, they are usually jet-lagged. The first – and they don't have time to go shopping because they just arrived – I usually offer the first breakfast because that's ((set with that)). And then they have time to// #00:22:45-4#

Thomas: Okay. #00:22:46-5#

Clara: ((Like get what they//)) #00:22:49-1#

Thomas: Okay. And how does it work when they leave? Is it also some, do you write a review all the time, right away or? Decide by vibe personally or I don't know, is there anything? #00:23:03-8#

Clara: I say goodbye to them. Usually I am I usually don't even always see them off because they leave at different times and I have my own schedule and things that I need to do and places that I need to be. So I'm not always there, but I will say goodbye when I know that I will not see them the next day. And they have the check-out instructions, I also have check-in instructions for instance the day that we were at the at the ((citadel)) on Monday // #00:23:37-4#

Thomas: Mhm. On Monday? #00:23:39-9#

Clara: I had guests arriving, their plane was late, these, the Australians, their plane was late. And I wanted to come to the, so I left them the lock box key. And so they got the lock box and I met them when I, when I got home later on. #00:23:54-4#

Thomas: Okay so you have an option when you're not at home. #00:23:56-9#

Clara: Absolutely, absolutely. I'm quite fine with their, you know – and they usually like that. They can check out everything without feeling the host being right there (laughter). #00:24:06-8#

Thomas: I imagine. And in general what do you think about the review system that is used by Airbnb? #00:24:17-0#

Clara: It works, it works extremely well. I've met quite a few, a number of hosts who are very hesitant about having strangers in their homes and will not except a guest who don't have not been reviewed. I started when nobody had any reviews so I have this confidence because even though when I started – of course since Airbnb was new there was nobody that was reviewed, I wasn't reviewed, they hadn't reviewed – we had to have a certain amount of trust by talking to each other initially. I'm quite confident that when somebody doesn't have a review I'll go, "Great! They must be first-timers". #00:25:03-7#

Thomas: Mhm. #00:25:04-9#

Clara: No problem. #00:25:06-0#

Thomas: Okay. #00:25:07-0#

Clara: But it does work great and I think it brings me a lot of traffic because I've been a superhost for a number of years. #00:25:18-6#

Thomas: Okay. #00:25:19-6#

Clara: Do you know about the superhost program? #00:25:21-0#

Thomas: Yeah, I know, I I'm I mean there are some certain, maybe you can tell me more about it. I know the like the what Airbnb writes on their website but// #00:25:31-1#

Clara: That's pretty much it. #00:25:32-4#

Thomas: What's your experience? It helps to// #00:25:34-4#

Clara: A superhost, you will get a superhost batch if you need certain, first of all if you, you know, answer every inquiry. If you don't that, it drops you down. They call that the commitment fees. If you are committed that means that you answer everybody who writes to you, whenever there is an inquiry. The other, and then when you get reviewed afterwards by guests, they have to give you five stars in every category eighty percent of the time, so that's. #00:26:08-0#

Thomas: Yeah, but it's a good thing to have it. #00:26:10-9#

Clara: Absolutely. Apparently only fifteen percent of hosts worldwide make the superhost status, so not bad. #00:26:23-0#

Thomas: Yeah, and do you know how many of your guests write a review? Everybody? #00:26:27-7#

Clara: Nine out of ten. #00:26:30-2#

Thomas: Nine out of ten? #00:26:29-8#

Clara: Yeah, 90%. #00:26:31-8#

Thomas: And you? Do you also write any reviews? Do you have the time, or? #00:26:34-7#

Clara: The only times and I'm almost embarrassed to say this, the very rare times that I have not reviewed somebody is when there was something that made me unhappy. So in principle I should write a review and not rate them well but I always hesitate to do that. So// #00:27:00-3#

Thomas: Why is that? #00:27:05-8#

Clara: Good question. Why is that? Because it is useful for others as I told you there has been a handful of people who were difficult, who would complain about something and sometimes they complain after they left. Even though while they were there I would ask, "How's everything?" or, "Are you happy with everything?" – "Oh yeah, everything is great!" And then they leave, and then they send me a complaint. Why didn't you tell me that the internet was slow? I would have fixed it (laughter). It would've been easy to fix. You didn't have to be miserable and then complain about it later! I mean that sort of thing. ... A few times I have not written reviews because they didn't write me a review and I kind of felt that maybe they shouldn't and I didn't feel like reviewing them. #00:28:00-9#

Thomas: Okay. #00:28:01-6#

Clara: And so you cannot cancel each other out ... which maybe for the community is not the best. And I've been working on myself for not doing that because, you know, for the community to really work well, people who are not such great guests, I should// #00:28:19-2#

Thomas: Yeah, there should be honest reviews// #00:28:22-5#

Clara: Absolutely. #00:28:24-7#

Thomas: Will be helpful for everybody. #00:28:25-1#

Clara: Exactly. #00:28:27-6#

Thomas: But in all the other cases, everything has been fine? You leave a short review? #00:28:33-9#

Clara: I do. Sometimes I leave a more detailed review. There have been guests who have been just fantastic. They have been such an incredible pleasure to know and to that we've had tremendous fun with. We went to Hungary to visit a guest who was here and then he hosted us in Hungary. I mean it was fantastic! As I told you, those guests in France that have become friends, we hang out when – I can't wait when they come because we have so much, such a good time together! And there are also guests who will do the laundry. #00:29:10-2#

Thomas: Mhm. #00:29:12-5#

Clara: That's – no! You gave a cleaning fee, you don't have to do that. But they kind of, they seemed to appreciate so much what they were given, I suppose, for they felt that they had good value that they wanted to do more to kind of show the appreciation. So, for a guest like that I will write a longer review and talk about how fantastic they were because I think it's only fair. #00:29:39-2#

Thomas: Aha. ... And because you are a superhost, is it important because you said you to have eighty percent five starts and everything so it's, so it's important for you to receive a positive review? #00:29:54-7#

Clara: Of course. #00:29:54-4#

Thomas: To not lose this status? #00:29:58-0#

Clara: I think there is a little bit of that. It becomes a competition. Initially, it was not because we were not trying to be superhosts. The superhost program, I don't think was available until maybe three or four years ago. #00:30:10-0#

Thomas: Yeah, it's very recent. Yeah #00:30:11-3#

Clara: Right. So initially it wasn't about that. But once you do get the badge and you do feel the honor of being (laughter) you know ... because they send you a congratulatory letter and they will make you feel like you're special of course. It would be kind of ego-crushing to lose it. But then I've always done what I needed to do anyway to be a superhost. So I don't think that I'm at risk of losing it. #00:30:46-7#

Thomas: Okay. And// #00:30:49-5#

Clara: I think, they, they actually give you a percentage of my five star rating is at ninety percent and I only need eighty percent. So I'm good. #00:31:02-7#

Thomas: And you mentioned a few reviews that have been not so good do you also react? I mean you can answer the reviews like comment them on the site. Do you do this or how do you react? Or leave it just like that? #00:31:20-0#

Clara: I leave it. There was only one time that I actually wrote to the ... to the guest and expressed my dismay that they had nothing but good things to say while they were at my house and then ... I got a review that was really, that felt to me devastating (laughter). I was very disappointed ... To my amazement, I don't know what was going – I mean I was willing to accept it, I didn't, I wasn't mad or anything, I just expressed that dismay and ... and I thought it, I've been ((saved)) but I thought it was ((grossly)) unfair. So it's, he hadn't said anything while they were there. He sent me back an apology. And managed to pull it out. They, he actually called Airbnb and he try to get rid off that review. I had never had that happen ever. So for the only time that I wrote to a guest and expressed disappointment he must have felt guilty and must have felt he was unfair because he apologized and retracted it. But otherwise when a review mentions something, somebody mentions that there is not a lot of natural light, another mentioned that the rooms are small – all true (laughter). That, a few people have mentioned, “Yep, those steps are as steep as they look” (laughter). It's part of my warning. People still, you know, say things like that and I'm fine with it, you know? I, I think it's only fair. #00:33:11-3#

Thomas: That one person you wrote like a message or you commented it on public the// #00:33:15-9#

Clara: I wrote him a message. I did not comment on the on the review. #00:33:20-9#

Thomas: Okay. ... #00:33:25-8#

Clara: They were great guests, too. They seemed to be having such a good time, so I had given them a great review. #00:33:35-8#

Thomas: And as you said before, you tend to be nicer and if there is a negative experience maybe not write a review, so usually reviews are really positive, so// #00:33:49-7#

Clara: Unfortunately so. I think we need to be encourage more to be totally honest in the reviews even if it's gonna be a ((lot)) negative now. There's, there is two aspects of the review: There's the actual words that you write and there's the actual number of stars that you give in each category and what I find is that very often people will not say much in the words but will // #00:34:19-6#

Thomas: Use the stars// #00:34:22-2#

Clara: Which makes them feel better, so that's a good thing. Because sometimes you will look at the listing and you will read and you will see nothing but positive reviews but when you look at the stars you'll see Oh cleanliness only four, not five. Location only three (laughter), you know, that sort of thing people go// #00:34:39-9#

Thomas: Yeah maybe because the text is connected with your profile and the stars are not. You don't see how many stars you give because it's all ((mixed)) to one average rating. #00:34:50-1#

Clara: Correct, correct. #00:34:53-2#

Thomas: So maybe people are more comfortable in giving less stars here. #00:34:58-7#

Clara: Right, I don't know, right, I don't know how it works for the guests. But as far as listings are concerned people in their home, you can pretty much see what the guest really

think in the stars right than in the comments. The comments are very, very useful. I mean I simply look at them as a guest when I'm you know looking to f// #00:35:19-2#

Thomas: What are, what are you looking at in the reviews? What is like important for you? When you read the reviews? Do you pay special attention to I don't know specific things, or is it just really like the first three, four and see if there is anything negative? Or I don't know. #00:35:43-8#

Clara: I will read more than four. Of course I'm not, nobody reads dozens or hundreds but I will certainly read the first ten or so, the first couple of pages of reviews. I will, I will read that really gives, teaches somebody a lot about you know are the people's experiences of that place and I will look for long reviews because there are very short reviews that don't say very much and there are longer reviews that really express appreciation for various aspects and those I think are much more useful. #00:36:21-6#

Thomas: Okay. So yeah, the other question would be because they're all so positive how you make sure that ... that guests (...) disturbing or problematic (...) read the review, so guests I don't know read the reviews of the listing but you think sort of// #00:36:41-2#

Clara: I couldn't hear the beginning of the, it's getting a lot noisy// #00:36:44-8#

Thomas: You are (...), you're looking out for the length that says it does,(...) it says, "Go for the stars". Most of them are just really equal because you cannot really distinguish between the (...) too much (...) star rating. #00:37:03-8#

Clara: No, I think the star rating is just the quickest way to narrow down the things I really want. I mean if the cleanliness is short, that's gonna turn me off. In other words: anybody that has less than five stars in cleanliness is going to, is not, probably I'm not gonna get that. And then there is location. If I'm going anywhere you know I want usually I wanna be in a certain part of town and that's gonna be important to me. So I need the five stars in cleanliness and location and then the rest I can give. #00:37:40-8#

Thomas: Okay. ... yeah. I think that's basically it. I don't know if you wanna add something that you think might be important. #00:37:51-0#

Clara: No. I think, I'm, my hour maybe is almost (laughter).

Thomas: Oh. Okay. #00:37:55-4#

Clara: I have an appointment, and it's (laughter)// #00:37:56-6#

Thomas: Okay, that's great. So. #00:37:59-8#

Clara: That's perfect. #00:38:00-0#

Thomas: Thank you very much. #00:37:54-2#