

TOP 10 AIRBNB DESIGN ESSENTIALS THAT BOOST BOOKINGS

Simple upgrades that help your space shine and keep guests coming back

1. A CLEAN, EASY COLOR PALETTE

Stick to colors that feel calm and pulled together. Soft neutrals, warm whites, and a pop of personality go a long way — and they photograph beautifully.

2. COMFORTABLE, INVITING BEDDING

Think hotel vibes. Soft sheets, a cozy comforter, and fluffy pillows instantly make guests feel cared for. Great sleep = great reviews.

3. LIGHTING THAT SETS THE MOOD

Swap out dull fixtures for something stylish. Add warm bedside lamps and make sure every room has good lighting for photos and for guest comfort.

4. DURABLE FURNITURE THAT STILL LOOKS GOOD

Choose pieces that can handle real-life use. Performance fabrics, solid materials, and timeless shapes keep your rental looking fresh longer.

5. A LIVING ROOM GUESTS WANT TO LOUNGE IN

Style your sofa with throw pillows, add a rug that grounds the space, and include a little greenery. Guests decide quickly if a place “feels good.”

6. EASY STORAGE SOLUTIONS

Give guests places to drop their bags, hang their clothes, and stay organized. Think baskets, nightstands, luggage racks, and hooks.

7. A BATHROOM THAT FEELS THOUGHTFUL

Soft towels, good lighting, refillable toiletries, and enough hooks for everyone. Small details make a big difference.

8. A WELL-STOCKED KITCHEN

Include solid basics plus guest favorites: coffee station, wine glasses, cutting boards, good pans, and simple spices. A well-equipped kitchen earns extra points.

9. A TOUCH OF LOCAL PERSONALITY

Add something that reflects your area: artwork, a small decor piece, a guidebook, or colors inspired by the local vibe. It makes your place memorable.

10. ONE “INSTAGRAM MOMENT”

Create at least one photo-worthy spot. An accent wall, unique chair, fun artwork, or cozy reading corner helps your listing pop online.

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