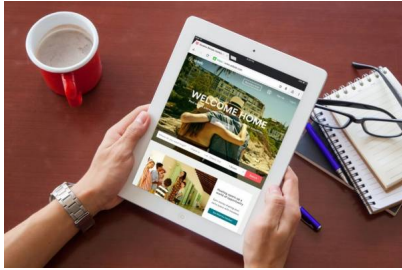


AIRBNB GIVES MORE LISTING PREFERENCES FOR PROPERTIES WITH TOP REVIEWS



Airbnb, the popular accommodation platform, has introduced a new "Guest Favorites" feature that highlights highly-rated properties to attract more travelers. This new category includes over two million houses and apartments with an impressive average rating of 4.9 out of 5 possible stars. Users can now sort reviews by date or star rating to better understand the properties they are interested in.

Additionally, hosts can now easily create photo tours of their properties and integrate smart locks into the Airbnb app for added convenience.

Airbnb has introduced the "Guest Favorites" feature to attract new users who may have concerns about the platform's reliability. According to Airbnb co-founder Nathan Blecharczyk, the accommodations are selected using software based on various evaluation criteria, and the list is updated daily. The 4.9 average rating is not a fixed requirement for each individual accommodation, but rather a benchmark for the top two million offers.

To prioritize "Guest Favorites", they should be displayed above average in search results. Additionally, you can limit your search results to just those favorites. Airbnb faces direct competition with hotels and other accommodation platforms. Due to the coronavirus pandemic, with many people working and learning from home, there has been a surge in travel demand. As a result, Airbnb has experienced significant growth. However, the company recently gave a cautious forecast for the current quarter and expects slower growth in the number of overnight stays.

Experts note that some trends that emerged during the Corona period have persisted. For instance, although not everyone works from home, a larger number of people are now working remotely compared to before the pandemic. Additionally, people have become more amenable to hybrid models that combine office work with remote work. For example, in Germany, there was a 94 percent increase in long-term stays booked on Airbnb in the first half of 2023 compared to the corresponding pre-pandemic period.

Airbnb hosts can now create photo galleries of their properties with ease. The software analyzes the images and assigns them to individual rooms automatically. Airbnb is also exploring using artificial intelligence, such as chatbots, in customer service. Using AI, they hope to identify user problems better before an employee takes action, leading to faster and more efficient customer support.

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