



# How to become a superhost on Airbnb

## **Superhost:**

A Superhost is someone who goes above and beyond in their hosting duties and is a shining example of how a Host should be. You can easily identify one from the badge that appears on their listing and profile.

Superhost status is a badge of honor given to Airbnb hosts that meet certain strict criteria.

Once you've reached the criteria outlined by Airbnb, you'll be awarded a badge that will appear on your profile.

The Superhost badge is a visual symbol attached to your profile, adding an extra layer of trust and credibility to you and your listing.

## **How to become a superhost:**

You become a Superhost when you meet the criteria set out by Airbnb. If you and the place that you are renting out qualify, you'd be notified by Airbnb of your new superhost status. A Superhost badge will appear on your profile and listing.

And, every three months, you'll be re-appraised to see if your hosting/listings' performance still meets these criteria. If you do not meet any of the specific requirements at the next assessment, you could lose that status.

Keep in mind that although you'll be re-appraised every three months, your performance metrics will be the accumulated average of the past 12 months. So it's important to constantly monitor your response and cancellation rates and your overall rating to ensure that you keep your new VIP status.

Getting a super host status implies doing a lot of things right. It also means you need to avoid the stupid mistakes that impact your guests'



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experience and make you say goodbye to the superhost badge. Download our free guide on avoiding the horrible, still popular hosting mistakes.

## Superhosts, super benefits

When you become a Superhost, you're rewarded with a special badge on your profile and listing. Superhosts have the chance to:

- **Earn extra money**

Superhosts often benefit from a significant increase in earnings. More visibility and trust from guests can mean more money for you.

- **Attract more guests**

The badge can make your listing more attractive to guests—they'll know you're an experienced host known for great hospitality. Guests can even filter their search results to discover only listings with Superhost status.

- **Gain access to exclusive rewards**

You'll get an extra 20% on top of the usual bonus when referring new hosts. And after 4 consecutive quarters as a Superhost, you'll receive a travel coupon.

- **Less than 1% cancellation rate**

- Superhosts must not cancel on their guests, so the standard for them is to cancel less than 1% of the time. This means that Superhosts can cancel 0 times with fewer than 100 reservations per year, ensuring peace of mind for guests.

Of course, this does not include extenuating circumstances such as natural disasters, government travel restrictions, military activity and an officially declared state of emergency.



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- **90% response rate**

Communication is key in running a successful short term rental business, so that's why Superhosts need to respond to 90% of new messages within 24 hours. This includes questions, concerns, or requests to book messages. Superhosts must be highly attentive to their guests.

## What does Superhost status do?

As a Superhost, **you'll be able to receive more bookings**. This is because guests will see a Superhost badge on your host profile and each of your listings. Since guests usually look for the most reliable hosts on Airbnb to rent from, they'll naturally consider your listings.