

Airbnb Experience

An Airbnb Experience gives travelers an opportunity to book a unique and niche experience they cannot find anywhere else. A Booking.com study of 20,500 global travelers revealed that 62 percent of travelers want to experience new cultures, 52 percent want to taste local cuisines and 33 percent want to embrace meeting new people.

By signing up your Discovery Farm as an Airbnb Experience, you gain the ability to reach a larger segment of the general public and share the amazing Arabian horse. Airbnb sends emails out to all guests in a region suggesting local activities. If you register a horse experience with them, it will reach anyone staying at any Airbnb within a certain radius of your location with the potential to reach hundreds of travelers every week.

In addition, Airbnb provides liability coverage through their Airbnb Experience program and you have the ability to register your Experience with local tourism bureaus.

How to Get Started

- Create an Airbnb account. If you have stayed at Airbnb previously, you will use this same account.
- Consider what type of experience you would like to offer. What makes your farm or horses unique? Do you as a host/guide have unique credentials or awards? Is there a particular activity you want to offer, will people be observing, interacting, riding, etc. Try to be unique in your offering. For examples of different Airbnb Experiences explore options here <https://www.airbnb.com/mt/s/experiences>
- Have a minimum of 10 images with different angles and content. Photos need to include the host and your experience activities/horses. Enlist family or friends to come over and go through your experience and take photos during this time.
- Write a one paragraph host bio maximum of 850 characters describing your expertise and what makes you unique
- Write a description of your experience maximum 1400 characters. What can guests expect? What do you hope they will learn/take home? Etc.
- Pro tip: include optional warnings about weather conditions, wildlife/insects, smells, horse manure, appropriate clothing, perfume, service animals. Make sure you include any key requirements or warnings right in your first description. For example: no pets, advanced notice of service animals. Closed-toe shoes required. If your experience does not include riding, say that explicitly. People assume.

Signing Up to Host an Experience

1. Go to https://www.airbnb.com/mt/host/experiences?from_nav=1 and click "Let's go"
2. Login to your Airbnb account
3. Select in person or online only
4. Choose your location
5. Select a theme (Most will be animal and depending on offering horseback riding class, tour, other animal experience, etc.) You can add additional themes if there is one that is applicable.
6. Follow prompts to Expertise screen. Choose either "Yes, I've hosted or taught this activity professionally" or "Yes, I've hosted this activity informally for friends or family"
7. Follow prompts to the Connection screen and select yes to "Are you able to share stories or educate guests about the animals in your experience?"
8. On the Describe Your Experience screen input the 1400 character or less description of your experience and complete the prompts for duration, location, etc. On the location description try to paint a picture that makes you want to visit! Use terms that someone without horse experience will understand.

Example of summary from Airbnb website: Join me on one of the most beautiful trails in South Korea and create memories you cannot forget. We will go through the meadow with horses, the Gotjawal Forest, and Tarabi oreum-the volcanic cone known as the "queen" among 380 volcanic cones here-and the windmill area. You will also see Mt. Halla, the sea, and Seongsan fichu/Bong (Seongsan Sunrise Peak).

All this, and we will only walk or run about four and a half miles. This trail is easy and fun for beginners. When we return, we'll end our time together with local food and special coffee.

9. On the Tell guest (and us) more about you screen input the 850 character or less host bio.
10. Continue to follow prompts on location, details about what you'll provide, etc.
11. On the Who can attend screen be sure to communicate attire/footwear requirements, age restrictions, topographical challenges, etc.
12. Name Your Experience - keep this concise but use terms that someone without horse experience will understand.
13. Upload photos ideally around 10.
14. Continue to follow prompts on group size, availability, pricing, booking settings, cancellation policies, etc. and submit your experience for review.
15. Airbnb will notify you once your experience is approved. If your experience is not approved, reassess and consider ways you can make your experience stand out more and resubmit!

Pro Tips:

- Take advantage of their automated email feature.
- Set up a welcome message to go as soon as someone books your Experience. Thank them, remind them what they just signed up for, remind them of key features and key warnings or requirements.
- Set up a second message to give travel tips and remind guests of key features and warnings.
- Set up a thank you message to send to guests after their Experience. Include an invitation to return and a reminder of how to get more involved with Arabians. Airbnb will remove some common websites, so also include a key search term. For example: to find Arabian horses near you, please visit arabianhorses.org or search online for The Arabian Horse Association. Remind guests to tag you in their posts.
- Opt-in to Airbnb's enhanced security screening.
- Opt-in to Airbnb's enhanced Covid protocol.
- When you schedule your calendar, schedule as many time slots as possible. 50 appears to be a recommended minimum. Don't expect to fill them all. Top Experiences have 200 slots available at any time. This means creating slots well into the future for the full year, or multiple slots per day. You can change them at any time before someone books them. Update your calendar regularly.
- Keep your facility neat and clean. You don't have to be a fancy show barn, but do have clean safe chairs, a swept floor, and clutter picked up.
- Airbnb takes animal care very seriously and maintains humane standards. You can read their standards on their website.
- Make sure you have checked local laws and state laws for your type of experience. Ensure that appropriate signage is in place.
- Strongly consider opting into the extra security screening that Airbnb offers. Require guests to at least provide ID to Airbnb. Consider additional measures like a release form, recording license plates, or confirming ID on site.