

AirBnB Interest Meeting:

So what does it take to be an Airbnb host? First, you need to have a space available to share with travelers. Whether that's an entire home, a spare room, or a comfy sofa bed, there's likely to be a guest who will be happy in your space—the key is to create an Airbnb listing that honestly and accurately shows travelers what to expect. And you need to be willing to provide your guests with warm hospitality, which in general means:

- Communicate promptly and clearly
- Provide a clean space with the basic amenities needed for a comfortable stay
- Add any extra touches you think will make your space special

Tax Information

Starting January 1, 2022, the IRS requires US companies to report gross earnings for all US users who earn over \$600 in the calendar year. If you exceed the IRS threshold in a calendar year, Airbnb will issue you a Form 1099-K.

What expenses are deductible from my Airbnb income as a host of a stay?

If you're hosting a stay, it's possible that not all of your Airbnb income is taxable. Deductible items may include rent, mortgage, cleaning fees, rental commissions, insurance, and other expenses. Other factors you might consider when assessing taxable income include renting vs. owning the space, number of nights hosted, tax status, and total net amount earned (any tax forms issued to you display your total gross earnings).

We encourage you to consult a tax advisor for more details, as there are many special rules in this area and we aren't able to provide tax advice.

Occupancy tax collection and remittance by Airbnb in Mississippi

Guests who book Airbnb listings that are located in Mississippi will pay the following taxes as part of their reservation:

State Sales Tax: 7% of the listing price including any cleaning fee for reservations in Mississippi. For detailed information, visit the [Mississippi Department of Revenue](#) website.

Tourism and Economic Development Taxes: Varies by locality. For detailed information, visit the Tourism and Economic Development section of the [Mississippi Department of Revenue](#) website.

What you charge is up to you

By hosting on Airbnb, you can advertise your home to travelers with no strings attached—no sign-up charges or membership fees. And you decide on your own nightly rate. You can set custom prices for seasons, weekends, and any other nights where you want to control what you charge. You can also add fees upfront for things like extra guests or house cleaning*. If you want some help determining how much to charge, Airbnb has tools that match your prices with demand and suggest a competitive price for every night.

You can also choose how you get paid, using methods like direct bank deposit or PayPal. Airbnb typically releases your payment about 24 hours after your guest is scheduled to arrive. It may take a couple of days for the funds to hit your account. Your payout will be your nightly rate minus a small service fee.

Airbnb doesn't charge any fees for processing credit cards, making it just as easy for guests to book as it is for hosts to get paid.

Your nightly rate plus your optional extra charges (a cleaning fee or extra guest fee, etc.) minus the Host service fee = your received payout.

Go to <https://www.airbnb.com/help/article/54/adding-a-payout-method>

Airbnb service fees

To help Airbnb run smoothly and to cover the cost of services like 24/7 customer support, we charge a service fee when a booking is confirmed.

There are 2 different fee structures for stays: a split-fee and a Host-only fee.

1. Split-fee (This fee structure is the most common and is split between the Host and the guest.)

Host fee: Most Hosts pay a 3% fee, but some pay more, including: Airbnb Plus Hosts, Hosts with listings in Italy, Hosts with Super Strict cancellation policies. This fee is calculated from the booking subtotal (nightly rate + cleaning fee + additional guest fee, if applicable—excluding Airbnb fees and taxes) and is automatically deducted from the Host payout.

Guest fee: Most guest service fees are under 14.2% of the booking subtotal (nightly rate + cleaning fee + additional guest fee, if applicable—excluding Airbnb fees and taxes). This fee varies based on a variety of factors and is shown during checkout before you book so you know what to expect.

2. Host-only fee

With this structure, the entire fee is deducted from the Host payout. It's typically 14–16%, though Airbnb Plus Hosts and Hosts with Super Strict cancellation policies may pay more.

What do service fees pay for?

<https://www.airbnb.com/resources/hosting-homes/a/what-do-service-fees-pay-for-61>

1. Bringing you guests

To help make sure travelers think of Airbnb when they're planning a trip or an experience, we invest heavily in marketing and work to make sure Airbnb listings appear high in web search results. This means there's a consistent stream of guests coming to Airbnb. For example:

- We promote Airbnb through Facebook, Google, and elsewhere
- Guests receive direct communication from us, including reminders after a search to finish the booking process
- We also publish inspirational articles and other content on our app and website to help guests feel excited to discover new spaces or participate in unique activities

Our marketing efforts have been a success. In 2019, more than 70% of millennials in the U.K. said they had talked about Airbnb in the past two weeks,* and in 2018, we became the most searched

accommodations brand on Google.** This just means that you have more opportunities to host guests from around the world.

2. Powering your business

From identity verification to listing management tools, we handle the logistics so you can focus on hosting. And if you want to expand your business, we develop new products that make it easier for you to host and use data to highlight opportunities for you to earn more. A few examples:

- Our global **Resource Center**, launched in early 2020, offers hosting tips and guidance curated from top hosts around the world, as well as up-to-the-minute news from Airbnb
- Tools like the **Opportunities tab** help you stay up to date on the things guests are searching for, so you can adjust your listing accordingly
- The inbox and message center allow you to communicate with your guests easily, and new features like scheduled messaging help to streamline your day-to-day hosting tasks
- Pricing insight emails help you understand what guests are paying for listings like yours and help you set competitive prices that adjust to customer demand

3. Supporting the community

We're here to support you if you have questions or concerns. As we mentioned in a recent **Host Update**, we're investing a substantial amount of resources into expanding our Community Support team.

We're working on creating a stronger support system to better ensure we're there when you need us. For instance:

- We've been adding more customer support staff to meet the needs of hosts and guests as travel rebounds
- We restored priority phone support for Superhosts, and we're prioritizing urgent issues for hosts and guests with upcoming bookings
- We fast-track emergency safety issues
- You can expect to receive a response on our online chat system within an average of two minutes
- We've expanded our hours of operation for our chat system, and we currently support chat capabilities in English, Spanish, Portuguese, and Mandarin

We'll continue to make improvements and invest in our Community Support team to handle your issues more quickly and effectively whenever you need us.

Policies and Protections:

<https://www.airbnb.com/resources/hosting-homes/a/host-with-confidence-with-our-policies-and-protections-280>

At Airbnb, our comprehensive Host protections set us apart and help us keep our community safe.

- **AirCover:** What if a guest smokes in your space, and you need special cleaning? What if a guest's dog makes a snack of your sofa, and you need to repair it? Fortunately, there's **AirCover**. AirCover gives you \$1 million USD in damage protection and \$1 million USD in liability insurance. It's always included and always free—only on Airbnb.* (see more below)
- **Guest Standards:** Our **guest reliability standards** outline what Airbnb expects of guests. A reported violation of any of these standards is considered alongside past violations, which informs any enforcement decisions made by Airbnb.
- **Cancellation notifications:** We'll alert you if we proactively cancel reservations that may have led to a party, based on previous guest reviews that mention parties and other criteria. You also have the right to assess guest reviews and message threads, and to **cancel a reservation** you reasonably believe will lead to a party. All cancellations must be in line with **Airbnb's nondiscrimination policy**.

Tools to give you more control

Part of hosting is **setting expectations** to help prevent incidents from happening in the first place. Here are a few of the features we've created to help you attract guests who'll be a good fit for your space:

- **Calendar and booking settings:** Starting with how many people can stay at your place, you let guests know what works for you. Choose how many nights guests can stay, how far in advance they can book, and how much time you need between stays. **Learn more about choosing your booking settings**
- **Cancellation policies:** The cancellation policy you choose will clearly state how much notice your guests must give if they want to cancel their reservation and receive a full refund. **Learn more about choosing a cancellation policy**
- **ID verification:** All guests must provide their full name, date of birth, phone number, email address, and payment information to Airbnb before booking, but you can also require that guests provide Airbnb with a valid form of identification before they book. **Learn how to request that guests be verified**
- **House rules:** Your **house rules**—like no smoking, pets, or visitors—are customizable and help guests better understand your expectations so they can decide whether your space is a good fit. Because of the importance of house rules, we've made them visible to guests in numerous places, including your listing page and the booking confirmation page.
- **Response tools:** If you're uncomfortable with a trip request, you can choose to **decline it** as long as you're adhering to our **nondiscrimination policy**.

Community support for Hosts

Even with these standards and settings in place, there are rare cases where things don't go as expected. In those moments, there are several ways for you to get support from Airbnb:

- **Live chat:** Airbnb online support is the fastest way to get the help you need for non-urgent issues like updating your calendar or adjusting your pricing.
- **Dedicated Superhost support:** If you're a Superhost, you'll effortlessly connect with an expert customer service staff member whenever you ask for help.
- **A local emergency line:** We know that guests traveling in unfamiliar countries may not know how to contact local emergency services, so we've launched an in-app emergency call button. This button provides a direct line to local law enforcement and emergency services during an active reservation.
- **An urgent support line:** If you're in the U.S. and you're experiencing an urgent matter related to your security or safety during an active reservation, you can quickly connect to a specialist for help via our app.

Insurance: Getting protected through AirCover

AirCover is top-to-bottom protection that gives you \$1 million in damage protection and \$1 million in liability insurance. It's always included and always free whenever you host.

Damage protection covers you if a guest damages your place or belongings during an Airbnb stay. Liability insurance covers you in the rare event someone gets hurt or their property is damaged during an Airbnb stay or Experience.

While AirCover offers many protections while you're hosting a stay or Experience, it is not a substitute for personal homeowner's or liability insurance that may cover you all the time. Keep in mind that everyone's situation is different and you may want even more protections.

Safety is a Priority:

<https://www.airbnb.com/TRUST>

1 Set clear expectations

Your listing should let potential guests know about the unique features and amenities of your home or experience. Even small details like the number of flights of stairs to your front door or the fitness level required for your experience can help make sure guests enjoy their time with you.

If you're a home host, you can also outline specific expectations (like quiet hours) in your house rules.

2 Set guest requirements

Every guest is asked to provide their full name, date of birth, phone number, email address, and payment information to Airbnb before booking. Home hosts also have the option to require guests to provide Airbnb with a government ID before booking their listing.

3 Read profiles & reviews

If you want to know more about a guest before accepting their reservation request, check out their profile or read reviews from past hosts. Hosts and guests can only review each other after a reservation is complete, so you know the feedback you're reading is based on actual experiences.

4 Get to know your guest in advance

Our secure messaging tool gives you the chance to get to know guests and answer or ask any questions that come up before or during the trip. Messaging is also a great place to coordinate things like check-in or provide local recommendation

5 Keep safety info & equipment handy

It's important to equip your home or experience and your guests with the safety essentials they might need during their trip. This includes things like a working smoke and carbon monoxide detector ([hosts can order a free one here](#)), a fire extinguisher, a first aid kit, and information on how to get in touch with local authorities.

6 We're here for you 24/7

In the rare event that an issue should arise, our team is available 24/7 in 11 languages to support you and your guests—all you have to do is [reach out](#). We offer things like rebooking assistance, refunds, reimbursements, our \$1 million [Host Guarantee](#), and insurance programs for [home](#) and [experience](#) hosts to help make things right.

The Resource Center:

The Resource Center has so many videos and guides for you to go through to help answer questions and give tips on how to make the most of your listing! Most of this information came from either guides found in the Resource Center or in Help Center.

<https://www.airbnb.com/resources/hosting-homes>

https://www.airbnb.com/help/?from=footer&audience=home_host

If you have questions that you cannot find the answer to on the website you can chat with a Superhost. A Superhost is a host who has experience who can give personal tips and guidance, provide hands on help listing your place, and help you prep for your first guest.

<https://www.airbnb.com/askasuperhost?from=hlp>

Listing Your Home:

Try Hosting Link (<https://www.airbnb.com/become-a-host>)

Create A New Listing

Lets Go

Choose the Type of Listing (Apt, House, Secondary Unit, etc)

Choose a Description for the Type of Listing (Vacation Home, Rental House, Cabin, Condo, etc)

What is the Space Like? (Entire House, Private Room, Shared Space)

List Address

Add Number of Guests the Space Can Hold with Number of Bedrooms & Bathrooms

List Amenities & Safety Items Available for Your Guests

Add at least 5 Photos

Create a Listing Title

Choose 2 Highlights (Family-Friendly, Spacious, Centrally Located, etc)

Create a Descriptive Tag Line

Choose Your Rate (They Will Have Recommendations Listed Based on Other Local & Similar Listings)

Disclose If You Have Weapons, Security Cameras or Dangerous Animals on the Premise

Review your listing & publish!

You can update your cancelation policy & other features once you have the listing complete!

*Feel free to reach out to the Chamber Staff if you have additional questions. We will do our best to help answer your questions or direct you to someone who can.

**Let us know if you list your home so we can direct cyclists to the website for additional lodging options! You can reach out to the Chamber Staff at 662-453-4152.