



## TRAINING

### Airbnb

#### LEARNING OBJECTIVES

- Understand how the Airbnb platform works and its opportunities
- Create and optimise a high-performing listing
- Manage bookings, customer communication and traveller experience
- Maximise profitability and visibility of a property

#### TRAINING DURATION

2 days (14 hours)

#### TARGET AUDIENCE

Real estate, tourism and short-term rental professionals

#### PREREQUISITES

Fundamentals of luxury

#### ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

#### PRICE

- Inter-company training: €1,690 excl. VAT per person
- Intra-company / tailor-made training: on request

#### Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : [contact@crews-education.com](mailto:contact@crews-education.com)

[www.crews-education.com](http://www.crews-education.com)



## DETAILED PROGRAM

- Introduction to Airbnb
  - Overview of the platform and the short-term rental market
  - How the Airbnb ecosystem works
  - Opportunities and regulatory constraints
- Creating a high-performing listing
  - Choosing positioning and target audience
  - Writing the listing, storytelling and Airbnb SEO optimisation
  - Photos, titles, descriptions and amenities
- Managing bookings
  - Setting up the calendar and availability
  - Dynamic pricing and pricing strategies
  - Managing requests and confirmations
- Customer experience and communication
  - Automated messages and customer relationship
  - Welcoming guests and managing the stay
  - Managing reviews and e-reputation
- Performance optimisation
  - Improving booking rate and ranking
  - Using Airbnb analytics tools
  - Strategies to maximise revenue
- Automation and tools
  - Channel managers, dynamic pricing tools
  - Automating messages and check-in
  - Managing multiple properties
- Practical workshop
  - Creating or optimising an Airbnb listing
  - Simulating booking management
  - Performance analysis and recommendations

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## CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to create and manage a short-term rental business on Airbnb, optimise their listings and improve profitability through tailored strategies.

## TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

## TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

## EVALUATION METHODS

- End-of-training assessment via quiz or project submission

## RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

## ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: [handicap@crews-education.com](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## CONTACTS

- By telephone: +33(0)4 80 81 94 50
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