

Airbnb Business Plan

Fill this out to help guide you in your Airbnb business decisions. This plan will help you know what to invest in, how to increase bookings and what to do next.

Property location:

Niche:

Customer avatar:

Age:

Reason for travel:

Needs:

Likes:

Competitor analysis:

Average price for same location and property type:

Amenities they offer:

Services they offer:

Airbnb business model (traditional, master lease or management):

Capital required to start:

Current funding:

Source of funding:

Unique selling point:

Marketing channels (Airbnb, VRBO, Pinterest, direct booking, social media, etc.):