



Bring New Life to Your Farm

A guide to becoming a Host on Airbnb





“Not only does Airbnb allow me to share this beautiful place, but it also monetizes it,” says [Superhost Michael](#), a rancher in southern Texas. “Hosting has given me a unique way to raise the cattle in harmony with the land.”

Airbnb’s commitment

Hosting adds a valuable revenue stream to farms, ranches, and vineyards worldwide.

Farmers around the world know all too well the many challenges they face. The combined impacts of historic droughts and fires have hurt farmers in particular, and the COVID-19 pandemic has further exacerbated the impacts on farming and regional tourism.

Airbnb is committed to supporting regional economies to help get people back on their feet.

We have partnered with organizations like [Australian Regional Tourism](#) and [Agriturismo](#) in Italy to help regrow tourism, as well as [FADEMUR](#) (The Federation of Rural Women Association) in Spain and [Urlaub am Bauernhof](#) in Austria to help support farmers.

Our commitment runs deep. The heart of Airbnb’s community in many parts of the world is in areas where the majority of listings are located outside capital cities. In June of 2020, for instance, more than 90 percent of Host earnings in the US were [made outside](#) the country’s 10 most populous cities.

Hosting a farm, ranch, or vineyard is about more than just providing guests a place to stay—it enhances their connection with the landscape.

We want to continue investing in tourism in regional areas by helping more farmers diversify their income through agritourism. There are two ways to host on Airbnb: [stays](#) and [Experiences](#). Whether you’re providing overnight accommodations or leading an activity, a visit to a farm has something for everyone.

This handbook is designed to help farmers understand the benefits of hosting on Airbnb while serving as a helpful resource for new Hosts. To develop it, we’ve partnered with farm stay Hosts around the world, including [Greg and Lauren](#) in Australia and [Nigel](#) in the United Kingdom.

Ready to try hosting?

[Host a farm stay](#)

[Host an experience](#)

Why host?

By hosting your farm stay or experience on Airbnb, you can:

Earn a hosting income and pursue your passions

- Reach our global community of millions of guests searching for unique ways to travel
- Diversify your farm's income stream

"Airbnb has developed into a critical income component to assist with feeding, shearing, and health costs associated with alpaca farming. This income also assists our local community with cafes, restaurants, events, activities, and other farm visits benefiting from these guests."

— [Susan](#), farm stay and experience Superhost, Australia

Run your hosting business how you want to

- List your space or experience without spending a dime—it's easy and secure
- Control your availability, pricing, house rules, and guest interactions with Airbnb's industry-leading hosting tools

"We've been able to use the money from hosting to convert our barn, which is also listed on Airbnb. For us, it's not just a job; we feel it's something more. If you give more than what's expected it's more fulfilling—and that's what we love about it."

— [Alex & Renie](#), farm stay Superhosts, United Kingdom

Share your farmland and way of life

- Educate guests about farm life and agriculture—from the challenges farmers face to the beauty and life surrounding them
- Provide unique and memorable moments

"Most of our guests want to take part in our daily farm work and really enjoy it... We love that we offer more than a bed; we offer a happy place and memorable experience."

— [Hilary and Nicolas](#), farm stay Superhosts, France

Connect with guests seeking to immerse themselves in nature

- From the pasture to the fire pit, develop meaningful relationships with people looking to immerse themselves in your natural setting
- Use Airbnb's hosting tools to control your guest interactions and set expectations

"For me, Takigahara Farm is like a river. It started with a single drop, and gradually became a larger stream that nurtures a growing community. The reason I host is because I can meet new people, and be able to share the greatness of this place with them."

— [Ryo](#), farm stay Superhost, Japan



Farm stays on Airbnb

A growing cultural fascination with how food and drink move from farm to table, combined with a desire to safely reconnect as the pressures of the pandemic begin to subside, has made outdoor getaways, like farms, ranches and vineyards, an increasingly attractive option for Airbnb guests—and a financial opportunity for landowners.

Being a Host on Airbnb adds another revenue stream to your farming business. You host on your own terms, setting your pricing, calendar, house rules, and more—all while helping your guests connect with the landscape, animals, and food.

“We are passionate about farming and people,” says Nigel, who hosts a shepherd’s hut on a quiet corner of

his farm in the UK with his wife Hannah. Now more than ever, he adds, people want to “connect with nature and learn about where their food comes from.”

Hosting on Airbnb makes it possible for Nigel and Hannah to share their way of life, make new connections, and earn extra income—all while running their hosting business exactly how they want to.

“We love sharing our small farm and indie-farmer lifestyle with our guests,” Nigel says. “The farm feels suddenly more alive when people are staying here and enjoying it.... The 'culture' part of agriculture is really important to us.”



Airbnb Host Nigel stands in front of the shepherd's hut with his wife Hannah.

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— [Nigel](#), Airbnb Host, United Kingdom

Experiences on Airbnb

Airbnb Experiences are activities designed and led by locals. They go beyond typical tours or classes—you can share your hobbies, skills, and expertise without needing an extra room. And they are a way to introduce guests to your farm and local area, and to connect with guests while doing what you love.

Whether you choose to host a farm stay, an experience, or both, Airbnb offers hosting tools, insurance, hospitality tips, 24/7 support, and an online community of experienced Hosts for asking questions and sharing ideas for success. You're in full control and can set your own pricing, schedule, group size, and more.



What Airbnb guests love about visiting farms

Farms, ranches, and vineyards are uniquely positioned to provide memorable and authentic experiences for guests. Beyond the fresh air and wide open spaces, these stays and experiences offer visitors a chance to disconnect from their daily routines and recharge in nature. Guests also love:

Learning about farm life, including:

- Meeting farmers, ranchers, and vintners
- Interacting with animals
- Watching and joining in farm activities
- Socializing around the table or fire pit

Tasting farm-grown treats, including:

- Eggs from the chicken coop
- Fruits and vegetables from the fields
- Jams and spreads from the kitchen
- Wines from the vineyard

Staying in special accommodations, including:

- Cottages and ranch houses
- Converted barns and shepherd's huts
- Tiny houses and RVs
- Yurts and geodesic domes



What guests are saying

“Steve provides a one-of-a-kind experience where you encounter alpacas ranging from newborns to prize-winning animals. The level of care shown for them was amazing, and the many different aspects of the business were extremely interesting. Would highly recommend to all types of visitors.”

— Guest Greg, for an [experience in California](#)

“We really enjoyed our summer weekend at Bumble Barn. The eco-friendly barn was stylish, very comfortable, and sparkling clean, and we were made to feel very welcome. Our kids loved meeting the chickens and horses and playing with the toys. Thanks!”

— Guest Julian, for a [barn in England](#)

“If one wants to slow down and live life a little, please find yourself at the barn and you are alive. The farm, the majestic horses, the heavenly food and fresh flowery smelling rooms are things we miss out amidst the mundane lives. You have to be here once to know what life actually consists of.”

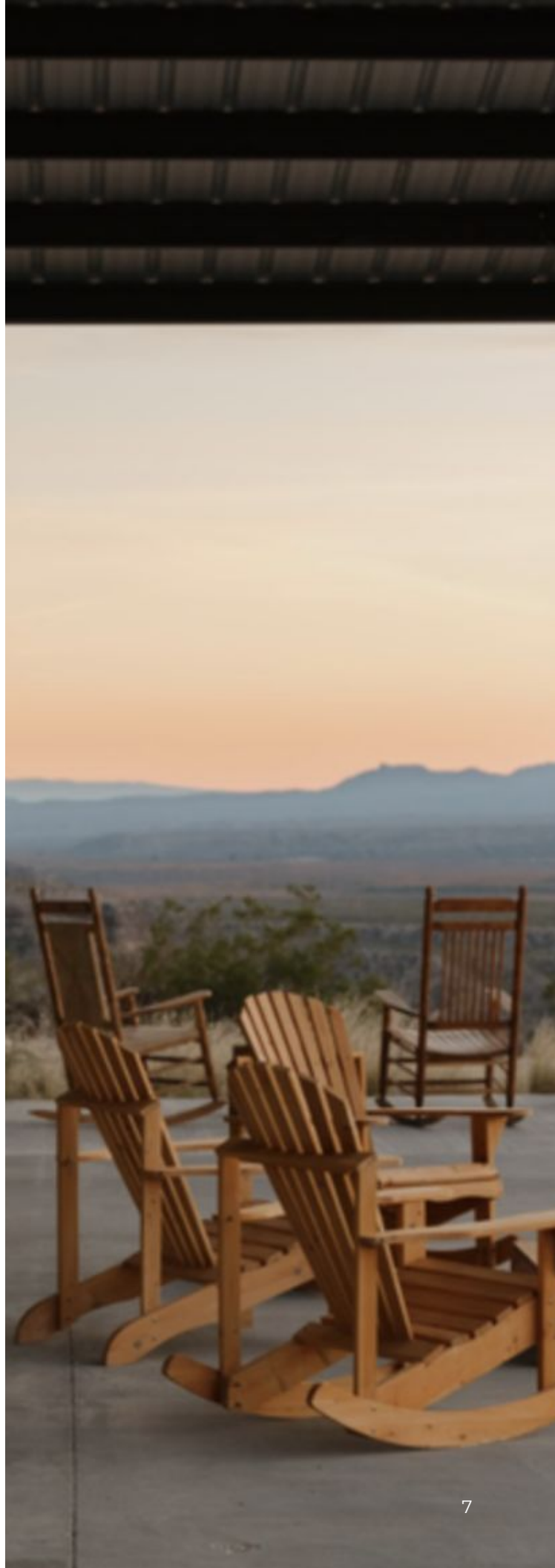
— Guest Mayank, for a [farm stay in India](#)

“Where to begin with this house? Every space is perfectly curated. The architecture blends outdoor and indoor spaces so seamlessly, you're never really sure if you're inside or out. The house is covered in vines, accented with fresh flowers from their beautiful farm, and has every amenity you could want.... Chris and Dane are so kind and so accommodating—every decision and detail is meant to improve your experience.”

— Guest Taylor, for a [farm stay in South Africa](#)

“Such a stunning, bright, well-styled place to stay. We loved the location, right near wineries, not far from town and the beach. A shower view to die for. We adored the house and farm. Most of all we gushed over the friendliest furry resident Bango, who topped off our stay.”

— Guest Jodie, for a [farm stay in Australia](#)



How to get started hosting

Farmers and ranchers share their suggestions on how to get ready for guests.



1. Learn from similar stays in your area

By [searching Airbnb](#), you can get a sense of how many farm stays are in your area, as well as what other Hosts are doing that you might want to model. You can also learn more about hosting by [joining a class](#) with an Airbnb Ambassador.

2. Evaluate your land for hosting potential

Consider everything from where your guests will enter your property and how much privacy you'd like to maintain to where they will park and what sort of view they will have.

3. Sort out the utilities

Water

Not all farm stays include indoor plumbing, but a tap with running water is a basic minimum.

Bathroom facilities

Farm facilities can range widely, from luxurious ensuite bathrooms to primitive compost toilets. A bit of dried lavender and a mirror can really dress those up.

Heat

Providing comfort on cold winter nights can make all the difference to guests. While some farm stays already have heating, other Hosts elect to add a small wood burner or electric blankets.

Lighting

While lighting is not required, providing something as basic as lanterns or candles can minimize what your guests have to pack—and add Old World charm.

Cooking

Not all farm stays include kitchens, but most offer an area to prepare and cook food. Consider including a basic kit with cooking tools, a few pantry staples, and a camping stove.

4. Make it unique with personal touches

Whether you're going for a certain aesthetic or just want to repurpose what you've already got, adding a few personal touches can leave a lasting impression. This can range from local artisan wares to a few of your favorite games or books to show guests your personality or way of life—and that you care.

5. Outfit your outdoor spaces

Make your stay interactive to give your guests a taste of the farm life. You can show your guests how to bottle-feed the lambs or grab eggs from the chicken coop. And consider providing a fire pit, lounge chairs or a hammock, a shaded picnic table, and bicycles for exploring the countryside.

6. Prepare your listing

Set your pricing

It's free to list your space on Airbnb. To [make money](#), you'll need to think through what to charge your guests. Airbnb offers [pricing tools](#) and tips for creating a [hosting business plan](#), and you can change your nightly rate at any time as well as add fees for anything from extra guests to cleanings. (Keep in mind that Airbnb deducts a [Host service fee](#) from each payout you receive.)

Take (and edit) high-impact photos

Did you know you can [take great photos on a smartphone](#)? The key is to shoot without flash in natural lighting, use grids and autofocus to let your phone do the work, and highlight each space that guests can access.

Keep in mind that you can change the details of your listing at any time, including your photos, so you'll always have a chance to add and reorder down the road.

Describe what stands out about your stay

If you're not a writer, don't worry: The two most important things about writing a good listing description are that you are honest and that you go into detail about what you provide so that guests know what to expect. Bonus points if you can tell a story about your farm, ranch, or vineyard and inject some of your personality.

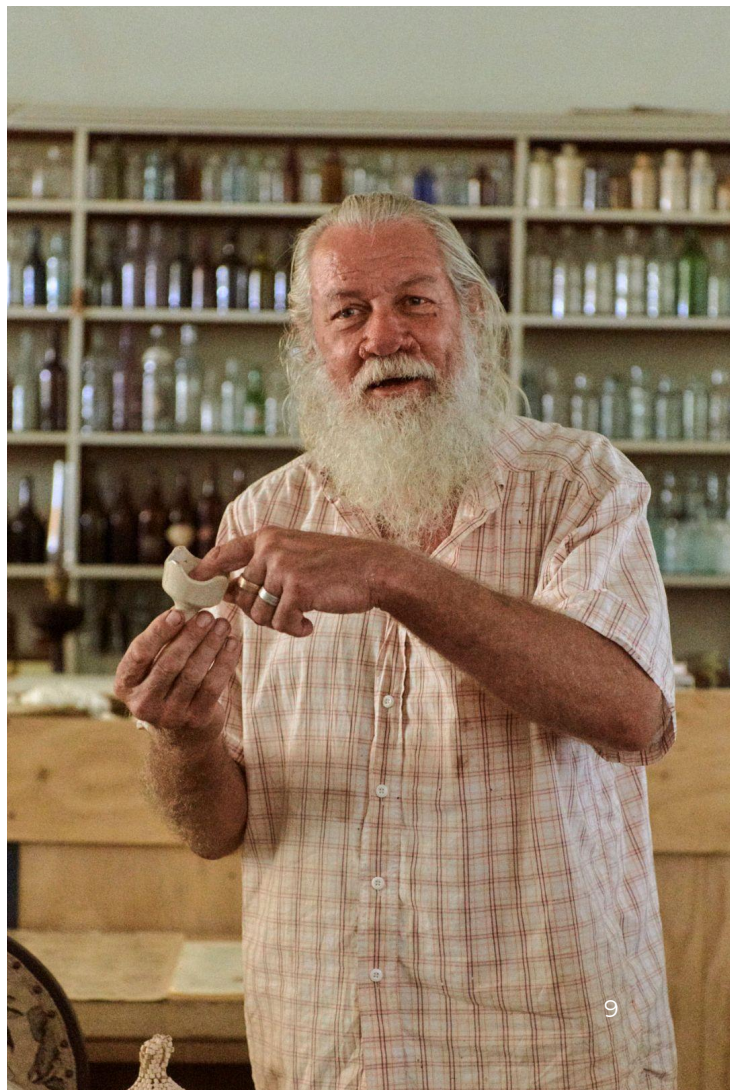
Set your availability

When you create your listing, you will be asked whether you want to host your space on Airbnb as much as possible or only part-time. From there, you can edit your calendar to block certain days when you don't want to host.

Rest assured that you can [edit your booking settings](#) at any time, and even set parameters for advance notice, trip lengths, and check-in and check-out times.

7. Welcome your first guests

It can be very exciting for new Hosts to welcome their first guests. [Superhost Donna](#), who [set up a bell tent on her family farm](#) in New Zealand, says she had her phone by her side the entire evening her first guests arrived and was thrilled when they enjoyed their stay, while Nigel and Hannah left a hamper of breakfast goodies (including fresh eggs) for their first shepherd's hut guests.



Tips to becoming a great Host



Make it clean and cozy

- On cold days, turn up the heat before your guests arrive.
- On hot days, open the windows early in the morning or turn on the AC if you have it.
- Consider including high-quality linens, plush pillows and towels, local artisan soaps, a boot tray, and plenty of hangers and shelves.

Prepare for seasonal adjustments

- Think about plantings and harvests, and how you will manage your hosting operations during peak farming periods.
- Consider adding accommodations like tents during the slower or warmer months, and heating to insulated structures in the winter.
- Adjust your pricing, availability, and minimum stay to sync with your local holidays.

Communicate with your guests

- Let them know what to expect before arriving, and listen to and answer their questions.
- Clearly articulate your farm and house rules, and consider creating a map of the farm.
- Make yourself available, adjusting your interactions for guests who want privacy versus those who want to actively engage.

Be authentic

- Share your knowledge to create the local, people-powered experiences driving Airbnb.
- Before hosting, check the regulations in your area and [follow the local laws](#).

Share your experience

- Use video, blog, and social media posts to raise awareness and boost bookings.

“Try to focus on what's unique about your farm, and try to incorporate the guests in your life.”

— [Michael](#), farm stay Superhost in Australia



Frequently asked questions

Working farms can be dangerous—how do I make sure that my guests are safe?

You know your farm better than anyone, and it's important to make your guests aware of any safety hazards. You should clearly explain which parts of the farm are not open to guests, along with any precautions they may need to take to stay safe and [respect your farm](#) during their stay. Airbnb also has [rules about potentially dangerous animals](#).

What are the local rules for hosting?

We've put together Responsible Hosting pages for [stays](#) and [experiences](#) to help Airbnb Hosts become familiar with hosting responsibilities, and to provide a general overview of different laws, regulations, and best practices that may affect Hosts. You're required to follow our guidelines, like our [Hosting Standards](#), and to make sure that you follow the laws and other rules that apply to your specific circumstances and locale.

How do payouts work?

Airbnb typically releases your payout roughly 24 hours after your guest's scheduled check-in time. You can always check the status of your payouts at any time by reviewing your transaction history in your account. You choose [how you get paid](#), including direct deposit to your bank, international wire, PayPal, Western Union, reloadable prepaid cards, and more. To avoid any surprises, [research your local taxes](#).

What should I do about insurance?

Airbnb's [Host Protection Insurance](#) and [Experience Protection Insurance](#) provide you with basic coverage for listed damages and liabilities. However, these don't take the place of homeowners insurance, renters insurance, liability coverage, or other insurance requirements you may have. You should work with your insurance agent or carrier to determine what kind of obligations, limits, and coverage are required for your specific circumstances.

Where can I find more information?

Airbnb's [Resource Center](#), [Newsroom](#), and [Experience Resource Center](#) are hubs for Airbnb updates, articles, and tools to help you successfully host. The [Help Center](#) is the hub for assistance with and information about your reservations, account, listing, guest communication, and more. You might find Nigel's [Indie Farmer](#) articles about becoming a farm stay Host helpful as well.

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About Airbnb

People around the world use Airbnb to host and find unique and authentic stays and experiences. With more than 7 million stays, tens of thousands of experiences, and 900 million guest arrivals to date, Airbnb helps Hosts earn extra income when they share their spaces and passions.

