



B&B, holiday homes
and apartments:
the guide for your
business.

Index

Introduction - B&B, Holiday Homes
and AirBnB: the guide for your business

BED AND BREAKFAST

- › what you need to open a B&B
- › where to open a B&B
- › necessary costs to open a B&B

HOLIDAY HOME

- › what to do before opening a holiday home
- › technical aspects
- › how to manage a holiday home

AIRBNB

- › how does AirBnB works
- › how much does AirBnB cost?
- › regulations
- › how to stand out

Conclusions

WuBook® experts

Introduction

Are you thinking of opening a Bed & Breakfast, holiday home or using AirBnB service?

In all three cases there are information you need to know before starting your business. Each of these businesses is in fact regulated by specific rules and aspects. With this guide, dedicated to business for accommodations, we are sure you will have the main aspects clear and find sound advice on how to proceed.

Have a good read and enjoy your work!





Bed & Breakfast

What you need to open a B&B?

Bed and Breakfast are “accommodation facilities managed by individuals who, making use of their family organization, use part of their home, with annual or seasonal opening periods and with a limited number of rooms and beds, based on regional laws of the sector or of specific municipal regulations”.

In fact, every country has its own **law governing the opening of a B&B**. Each region has its own rules about, for example, the number of guests, minimum rooms or the necessary documentation.

So, first of all, **you will need to know the laws of your country** regarding B&B facilities.





Where to open a B&B.

Before starting all the procedures for opening your business, **we invite you to reflect on an aspect that will make a difference in your business: the territory.** Surely if you are thinking of opening a B&B you have already evaluated that you are in an area that is particularly interesting for the landscape or for its proximity to points of interest. Whether it is proximity to a hospital, a fair area or a historic center, the location of the B&B will orient its customers.

Therefore, where the offer is part of providing a hospitality service for travelers and tourists (and in part, to customers who travel for work), other aspects relating to the territory must also be evaluated, such as history, customs, gastronomy and so on. You will thus be able to enrich the stay of guests by providing useful information and, perhaps, establishing synergies in various ways with the places that you will be able to suggest.

But there are not only B&Bs with an enviable position.

Very often the guests are people who travel for work, or for personal reasons that go beyond the more traditional tourism. As already mentioned, solutions near a public transport line that quickly leads to an exhibition center are often successful. Otherwise, those who have the opportunity to offer hospitality near an important hospital or sports facility, will enjoy a different type of guest.



Costs needed to open a B&B.

Obviously, to open a Bed & Breakfast, it is necessary to make an investment in starting the business. The costs are not incurred, especially when compared with other types of business start-ups.

1) **Verification of the suitability of the property.**

It is the first step to take, to avoid any legal, urban or technical problem and, if necessary, to remedy it.

2) **Adaptation to regulations.**

Make sure that you have the right certifications required from your country, related to electrical and gas systems and to fire extinguishers.



3) Insurance.

Practically, most of directives that regulate the opening of a B&B, include the signing of an insurance policy as a prerequisite.

It is therefore essential to take out a specific policy to protect guests and the structure.

4) Promotion.

To make yourself known and have a constant flow of guests that makes the entrepreneurial effort sustainable, you need to prepare a real “marketing plan”. If the tourist offices are a good place to leave any printed promotional materials, it is the web that makes the difference, guiding the choice of the potential customer long before they reach the place where your B&B is located. On this regard, we at WuBook can help you create a web site in line with the most up-to-date expectations and that integrates with the main online booking platforms.





Holiday Homes

What to do before opening and managing a Holiday Ho



Opening a business is never easy. Legal requirements and regulations to follow are always unavoidable and, for those starting out, a source of concern.

In the field of hospitality, **Internet has given the industry a big boost** and has offered tools that have revolutionized this market as well.

So if you are lucky enough to be able to put a property up for income as a Vacation Home, you will have a better chance of success if the property is in an area already targeted by tourist flows. Then if the property has special features, including location, accessibility and furnishings, its charm will be a magnet!

Technical aspects of how to open and manage a Holiday Home.

Opening and managing a Holiday Home has both pros and cons: the advantages certainly include the income from renting the property to tourists, combined with the convenience of investing in an asset that is already owned and, perhaps, would not be used (think about the classic beach house left empty).



The drawbacks, however, can be no small matter. First, extraordinary expenses stay with the owner/manager. If the boiler breaks down or there is a fault in the electrical system, the costs are borne by the owner (unless the damage is obviously attributable to use by the tenants). In very short term rentals, moreover, even the day-to-day administration will fall on the owner; from repairing small defects, to cleaning the facility before giving it to the new tenant are always the responsibility of the owner.

In addition, there are taxes to be paid on the earnings, and other expenses related to the registration of the contract and the notice of transfer of the building. To these costs should be added the taking out of an insurance policy, which although not mandatory is highly advisable.

Since it is defined as a merely hospitality business, it only required for a Holiday Home to own a livable property.

The structure will have to be up to standard.

In the sense that it must be fully accessible and habitable (and equipped, therefore, with a bathroom and kitchen).

In addition, **it is necessary to report the opening of the business to the local police headquarters, which has only the informative purpose for the authority.**

Regardless of whether one is framed as a professional or not, a tax receipt for payment should be issued at the end of the rental, and the earnings should be declared as income.



How to manage a Holiday Home?

As we said being positioned in an area rich and popular for tourism will help you, but today it may not be enough. So entering the world of web intermediation is extremely important. So many people start out just by reporting their presence at sites such as Booking or AirBnb, but soon you realize that being able for the potential customer to have an idea about the property on the owner site is a decisive aspect.

In addition, purchases on OTA portals involve the recognition of a fee that could be avoided if our site has a booking engine with channel manager able to perform transactions.

We at WuBook® **are able to give you state-of-the-art tools**, but nonetheless, we want to give you some additional tips:

› Synergies

Establish synergies with tourism offices. Also try to have a few more trump cards than the competition to solve your guests' needs. Whether it's a trustworthy mechanic who can do an honest and well-done job to a car with a problem or a winery with vineyards where you can orient your guests for a special evening, these are all aspects that will contribute to your reputation, real and online;

› **The care**

Houses that look run-down are chosen by tourists as fallback choices. They also induce guests to take little care of the interior, which causes a dangerous spiral of increasing shabbiness. With a little taste and creativity, a well-furnished home can be offered without investing large amounts of capital;

› **The attitude**

Human relationship is important, we who make a living designing Internet services can tell you. For your guests, be an unobtrusive mentor, help them experience the best your area has to offer.





AirBnB

How does AirBnB work?

AirBnB is a platform that connects "hosts," i.e., those offering the accommodation, and users looking for a hospitality solution, usually for a short period. The large offer is easily navigable and the search can be narrowed down according to many parameters.

Payment is immediate, registration for both guests and hosts is free, and respective credibility is established by the ability to leave public reviews: if for tourists reviews are useful for refining their search, for hosts it becomes a way of customer selection.

AirBnB allows anyone to register as a "host."



AirBnB gives the opportunity to make a property you own (or have legitimate use of), free, furnished and with utilities on, available to potential guests.

Registration as a host takes place through a series of steps, where a number of data and documents are requested and ends with the launch of your own activity on AirBnB.

Once the host profile has been verified and activated, the offer must be submitted.

When filling in, it is necessary to specify the type of accommodation (apartment, house, Bed & Breakfast, etc.). But also what kind of room (whole house, private or shared) is offered to guests; the maximum number of people you can accommodate; and, of course, the city you are in.

As mentioned for other situations, **what is shown is important** because it is what the potential guest bases their choice on. Texts should be comprehensive, truthful, and images will convert more if they match the offer.

Over time, **hosts have the opportunity to be selected by the site according to prestigious standards**, such as the "Superhost Program" and the more exclusive "AirBnB plus," for advertisers who meet special quality and investment criteria.



How much does Airbnb cost?

Although registration is free, AirBnB withholds a percentage of payments. From the end of 2020 it will deduct a percentage on transactions of about **15 percent**.

Being a business, before you start accepting payments, we suggest you to consult an accountant and make sure you are doing everything correctly according to your country's tax purposes.





Regulations.

AirBnB has, over the years, equipped itself with rules and regulations, as much to be a guarantee for end customers as for the business to be respectful of segmented and complex legal realities, such as those in Europe compared to those in North America.

So when you decide to be an AirBnB host, you will find on the platform a number of up-to-date articles on the issue of standards compliance, including regional ones, which will be of paramount importance.

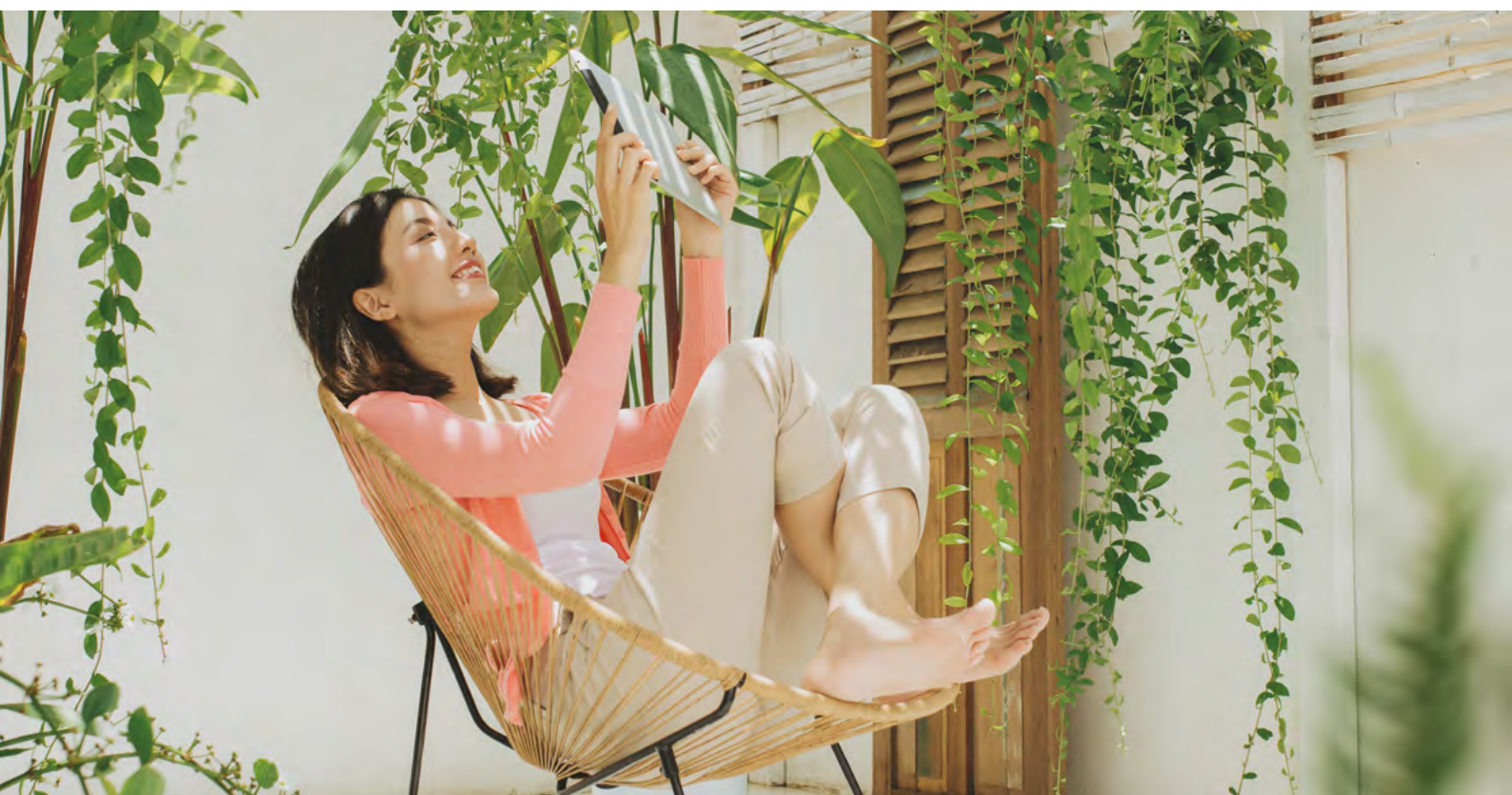
And again to provide hosts with more tools, today **AirBnB is able to go along with a kind of policy** that makes the business more secure (but does not replace the one that would be wise to already have when joining the portal). It's called AirCover and it's a great tool to raise the level of protection towards hosts, their business and their properties.

How to stand out on AirBnB?

One detail that the AirBnB revolution has launched, and which, therefore, has become demanded by users, is to take advantage of tastefully furnished premises, which is also possible today with minimal investment. So whether it is "shabby chic" or "Scandinavian minimal," **the important thing is to try to style the rental property.** Remember that customer ratings are crucial, and AirBnB also ranks offers based on these.

Therefore, along with the courtesy of the host, the cleanliness of the building, the truthfulness of the description, the furniture style also contributes to encourage the user to leave a positive review.

Also in the "social" derivation perspective, the ability to be quick to respond and interact, both in the negotiation part as well as in the stay part, is an important factor in the evaluation of the experience, so, we advise hosts to be present and available.



Conclusions.

Opening a hospitality business requires diverse knowledge in the regulatory field and skills related to marketing and communication.

We hope that this guide has helped you understand the main steps needed and provided you with insights to make your business profitable.

Remember. We at WuBook® are always available to support those who want to open or improve their hospitality business.

We offer services and a software that can make your work easier, make your facility competitive and thus increase room sales.

Copyright © 2023 WuBook®. All rights reserved.

Photography by: Cottonbro - Daria Shevtsova - Surface - Eli Sommer - Jessica Lewis / from Pexels.





Join more than 22 thousand facilities
who are increasing their business
with us!

WE START TOGETHER - WE HELP YOU - NO CONSTRAINTS

WuBook® is an all-in-one, cloud-based property management system. Here are some examples of the digital tools, of great value and simple use, that WuBook® offers you.

- **Website creator for hotels:** we support you in creating a website for hotels, B&Bs, vacation homes and apartments. You can choose from several graphic templates, which you can change whenever you want, while maintaining your content. You will thus have a simple site, accessible from all devices and continuously updated to web security standards.
- **Channel Manager:** whatever your tourism facility is, Zak Channel Manager manages OTA and Metasearches in one place, synchronizes availability, rates and reservations, drastically reducing the risk of overbooking.
- **Booking Engine:** allows you to receive reservations directly from the website of your facility without intermediaries. At that point, you can create personalized offers incentivizing your guests to return in the future.

TRY WUBOOK FOR FREE





www.wubook.net