

AIRBNB FURNISHING

THAT WORKS

FROM FIRST IMPRESSION TO A 5-STAR REVIEW



A practical furnishing
guide for every
Airbnb host

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Introduction



Today's Airbnb guests are spoilt for choice, as too many options are available, making the competition for short-let hosts extremely intense. The expectation is no longer just a clean and available space to lodge but an experience worth flexing about with their Instagram friends and followers.

This shift in user or guest expectations is why Airbnb or short-let hosts must adopt a different approach to styling and presenting their properties as luxurious abodes instead of standard stays.

While you might think it is expensive, our result-driven design and furnishing ideas are cost-effective and curated by expert designers with years of experience styling short-let houses and apartments across London.

Here's how you can turn your Airbnb into a booked-out rental that attracts quality guests who will appreciate your property in the reviews they leave behind.

Why does furnishing matter in Airbnb success?

High-quality furnishing and interior design are key differentiators between booked-out and overlooked short-term rentals.

According to the short-term rental data analytics platform AirDNA, thoughtful furnishings and interior design can increase a host's Airbnb revenue by up to 50%. Furthermore, properties with well-executed design themes, such as biophilic, Scandinavian, and modern farmhouses, have timeless styles and appeal to a broad range of guests.

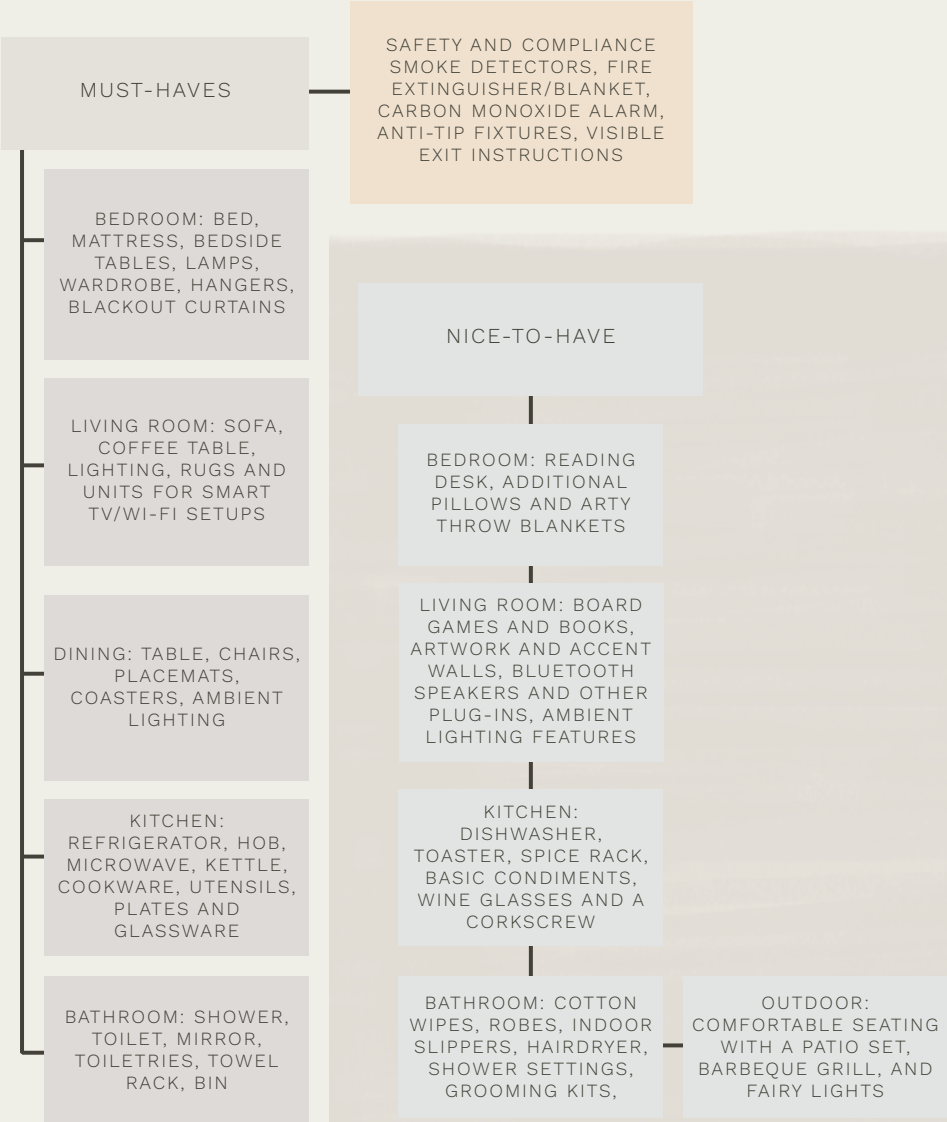
Hosts looking to stay ahead of the curve regularly scan what competitors are offering and try to create a unique experience that seamlessly merges aesthetics with functionality. Whether it is a riverfront property or a charming village cottage, London offers a diverse landscape. By incorporating elements that reflect the location and its surroundings, Airbnb properties can create an instant and intimate connection with guests.

Premium furnishing and innovative decor ideas are strategic investments that shape positive guest experiences and result in top-rated reviews and rebookings. People genuinely look forward to exclusive holiday experiences, and providing that can set you up for success as a super host.



Why does furnishing matter in Airbnb success?

While there is no limit to how detailed a host can be to make the guest experience memorable, a few essentials are a must, and if missed, they can be detrimental to building a good score. Here's a quick room-by-room checklist of your Airbnb's must-haves and nice-to-haves.



Design that converts — Guest-loved styling tips

The top 10% of Airbnbs in the short-term rental space go beyond comfort and function to craft a visual story through aesthetics.

Your guests are the main characters of that story, and pictures taken at your property will be important for their albums. It can also help you drive clicks, bookings and reshares.

When picking colours, opt for neutral shades like grey, beige, and taupe, which have a broader appeal. Layering bolder accents like emerald green, royal blue and ruby red for minor things like throw cushions can create the perfect balance for likes on the gram.

Innovative storage options like ottomans, fold-out units and wall-mounted shelves are ideal for smaller spaces. Most importantly, your interiors should match the preferences of your target guests. Whether adding sleek desks for professionals and business travellers, playful, child-friendly themes for young families or cosy elements for tourists, always know your audience.



Durability and maintenance made simple

One of the biggest concerns that most Airbnb hosts have when starting is the safety and maintenance of their furniture. While guests will not intentionally damage items, spills and stains are common when hosting someone. Here's where the expertise of a professional furnishing and interior design expert is needed.

The timely use of practical aesthetics, such as stain-resistant and easy-to-clean performance fabrics such as polyester blends and velvet-like microfibres, comes in handy. Additionally, surfaces such as scratch-resistant or matte finishes can easily hide wear and tear.

Here's InStyle's dedicated Furniture Care Guide to help you keep your investments safe for a long time.

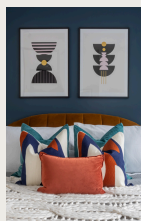
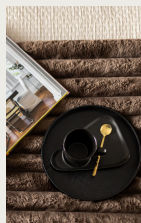
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Speed and practicality — Get guest-ready fast

Furnishing your short-let doesn't have to be slow and stressful if you collaborate with the right partner.

At InStyle Direct, we handle everything end-to-end to ensure a seamless setup journey for our clients. Many of our clients are overseas and appreciate our one-stop service.



From picking the right furniture for your unique layout to safe delivery and installation within 24-48 hours*, waste removal and adhering to the host's pre-check-in checklist, we ensure your property is ready from day one.

(*Based on stock availability.)

Bonus checklist

Here is a checklist of 10 essentials to double-check before you welcome your first guest at your short-term rental.

✓ Fresh linens and clean towels are stacked neatly

✓ Wi-Fi name and password are visible

✓ Smart lock or key handover is ready

✓ Kitchen stocked with essentials

✓ Toiletries and toilet paper are available

✓ Smoke detectors are properly tested

✓ Lighting, heating, and AC are working

✓ Rubbish bins are lined and emptied

✓ Welcome guide and house rules printed

✓ Clean, clutter-free, well-styled interiors



CLIENT SUCCESS STORIES



Seaside penthouse transformation

A private client with a three-bed unit in Kent was looking for cost-effective furniture packs and used our Upgraded Gold Package to create a fun yet welcoming space for guests. Ample storage solutions combined with thoughtful aesthetic touches led to a quick rental, within just a week of furnishing.

"It was a pleasure to work with Emma and James on our first holiday let (Bowen House in Hythe) . We knew the apartment had so much potential and as much as I have good ideas, I felt that I needed some professional help as it had to be exceptional ! I was not disappointed at the results. From discussing the project and site meetings, these guys listened to ideas and then were able to specify everything including all the furniture to the choice of paint & wallpaper, down to the last small detail of diffusers, books and even apples in the fruit bowl. During this process, amazing illustrations were created , floor plans and detailed equipment schedules provided so you knew exactly what you were getting . On the day when the install team had finished, Emma had already been there making sure it was all coordinated and completing the finishing touches . I was so genuinely pleased with the results I couldn't hide big smile on my face as this was a bit of dream to do this and sometimes thought I may not do it, Simply walking around the place that afternoon I felt so proud of the outcome and without both these guys efforts delivering this , it would never have looked so good. I almost felt I wasn't good enough even to do it. It was that good! Top quality service .Looking forward to taking a few bookings from you guys in the near future ! " - Chris Stace



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Effortless one-stop service for an overseas Airbnb host

An overseas host with a ground-floor one-bedroom apartment on Campden Street was looking for an end-to-end partner that would take care of everything from refurbishment to painting, furnishing, interior design and window dressing. With the help of our elite Diamond Package, the apartment received a quick rental within just a week.

"Just used Instyle Direct to furnish our rental apartment in London. I found them to be extremely professional and competent. The whole process ran very smoothly. I am very happy with the result and we managed to let the apartment in a very short time. All the people from Instyle that I had dealings with were very capable and worth mentioning. Thanks to James, Anna, Amit and their respective teams. I highly recommend Instyle." - Tracy Marks



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Enhanced functionality for an apartment in Notting Hill

Another private landlord requested to improve the space and functionality of a one-bed apartment at The Pembride in Notting Hill. Our teams combined forces to create an enhanced look with the help of our hybrid Gold and Diamond furniture packs and a beautiful, earthy design theme to optimise Airbnb bookings.

"InStyle has truly exceeded expectations with their exceptional work on my Notting Hill apartment. They transformed the entire house, which started as just bare walls, into a beautifully designed and functional space. From the bedroom to the living room and kitchen, every detail was thoughtfully planned and flawlessly executed. The final result is absolutely stunning, with a perfect blend of style, functionality, and comfort. We are extremely happy with the outcome. The team's professionalism, attention to detail, and commitment to quality were evident throughout. I highly recommend InStyle for anyone seeking high-end, beautiful interior design." - Vasundhara Singh



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FREQUENTLY ASKED QUESTIONS

Airbnb hosts ask about furnishing

Do I need to furnish fully or partially?

For Airbnb hosts, providing fully furnished units is recommended, as guests are looking for a comfortable and peaceful stay and appreciate luxurious or well-designed interiors.

Can I reuse what I already have?

If the furniture and décor items you already have are of high quality, you can reuse them with light refurbishments.

How quickly can you furnish?

Depending on the availability of furniture and access to your property, we can install hard furniture packs anywhere in London between 24 and 48 hours.

FREQUENTLY ASKED QUESTIONS

Airbnb hosts ask about furnishing

What's the difference between staging and furnishing?

While furnishing focuses on personalising a space to make it ready for living, staging is more about presenting a property for sale to maximise its potential and appeal to buyers.



Do I need to be in London during the install?

You need not be in London at any time, as our professionals have the required skills and expertise to manage everything from consultations to execution and post-project formalities remotely for overseas clients.



How much does a full furniture pack cost?

Depending on your location, preferred design theme, and budget, we have furniture packs starting from £3,395 + VAT.





HOW WE CAN HELP



With InStyle Direct, Airbnb hosts get a one-stop solution for all their furnishing and home styling needs. Our curated furniture packs offer free design consultations to tailor furnishings according to your property size, layout and desired outcome.

Our white-glove delivery service through our fleet further ensures that all items reach your property safely, while express and efficient installation make your Airbnb guest-ready in no time. This seamless coordination and project execution is preferred by overseas owners looking for a local expert.

Whether you're setting up a new listing or refreshing an existing one, we take the hassle out of the process—so you can focus on bookings while we handle the rest.



**FOR MORE DETAILS
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