



How to Design Instagram-Worthy Properties That Guests Are Drawn to Book

5 rules to live by when designing your short-term rentals



Curated with care by the pros at [Guesty](https://www.guesty.com) & [Fülhaus](https://www.fulhaus.com)

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Even the smallest and simplest space can become Instagram-worthy with a bit of inspiration and planning. Ensure that guests are left 'oohing' and 'ahhing' over your property with the help of these 5 simple design rules.

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Find that perfect balance between neutral and bold palettes.

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Don't stop at design! Learn how Guesty can help improve all areas of your short-term rental business.



Go Beyond the Basics for More Bookings

So many properties to compete with, yet so little time to make a first impression before guests scroll on to the next option. In today's heavily saturated short-term rental market, standing out from your competition is critical to your business's success, but the fact of the matter is: guests judge properties in the same way people judge books — by their covers, or in our case, by their photos. You'll want your listing to be so alluring that guests can't help but envision themselves enjoying your property as their own, and maybe even posting an Instagram photo amongst the chic decor.

Because photos act as the 'cover' to your listings, design plays a pivotal role in making a first impression and in scoring (or losing) bookings.

So, what steps can you take to elevate your listings with a touch of style? If there's anyone to ask, it's our [Marketplace](#) partner [Fülhaus](#) — a turnkey interior design company offering holistic design solutions for short-term rental properties, big or small. With their 'haus-in-a-box' offering, Fülhaus designs, furnishes, installs and takes professional photos of a property within a three week timeline to create stylish, move-in-ready accommodations that are sure to woo potential guests.



01. Color

Paint & Wallpaper

Adding paint or wallpaper to a room can instantly change the look & feel of a space. Sprucing up one wall in a room with a bright pop of color or a patterned wallpaper is enough to make a potential traveler click to see more, and ultimately book your property. Fülhaus suggests placing wallpaper on the wall behind the sofa in your living room or lounge, or playing around with lines to create an interesting visual of paint, as seen in the image below.

Decorative Accents

While introducing color is a great trick for bringing your spaces to life, keep in mind that you can still create that “wow” factor while sticking to a neutral color palette. In a 2019 [survey](#) of 900 top real estate agents across the United States, it was agreed upon that when staging a home, neutrals will appeal to the biggest pool of buyers. Using more toned-down color schemes will also enable you to make a statement using bold-colored accents, like throw pillows or rugs.

The Exception

The idea of bringing color into a space to make a stylish impact is true for any room, including bedrooms. That is, except when it comes to bed linens. Having crisp, white sheets where guests can catch some zzz’s is a must — this one simple but important detail immediately communicates cleanliness to guests, and gives your accommodation a hotel-like flair.



02. Artwork & Wall Decor

Placement Matters

When choosing artwork, orientation should play a big part in your final selection. While color schemes and the content of the piece are also important, hanging art that is off scale can draw eyes in the wrong way and ultimately distort the shape or size of the space. Fülhaus suggests hanging landscape pieces above sofas and beds, while using portrait orientation in the hallways or above dining sets.



Got More Wall Space?

A mirror is a great way to make a smaller room seem bigger and brighter; just make sure it's anchored securely. Placing a mirror across from or near a window will create depth by maximizing your natural light sources, which is ideal for photographs. In addition, placing a full-length mirror at the end of a hallway will elongate the space (not to mention, guests do prefer having one full-length mirror during their stays). Daniel Rusteen, author of "Optimize Your Bnb," [mentions](#) that every listing should include at least one full-length mirror to check those last-minute wardrobe changes, making it functional as much as it is aesthetically pleasing.

03. Texture

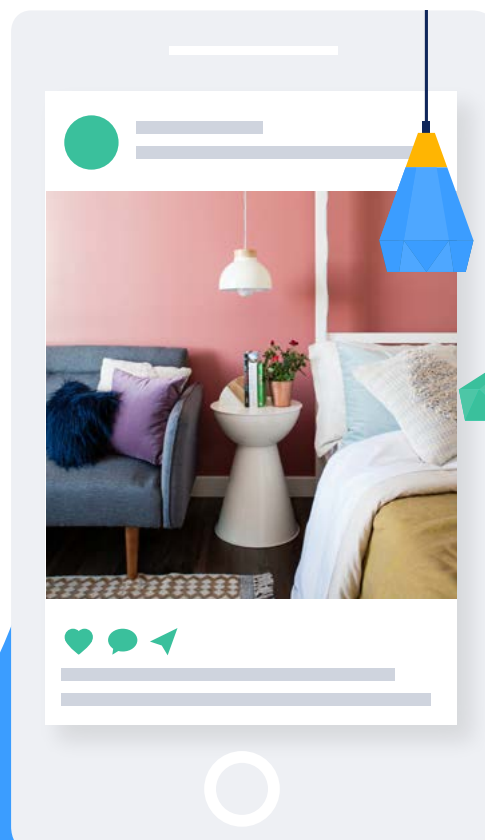
Fabric & Textiles

Depending on the aesthetic you're trying to achieve, mixing and matching fabrics and textiles can help you fully lock down the look you're going for - whether it be modern or boho chic. Perfectly demonstrated in the image below, as a part of Fülhaus's 'millennial' haus-in-a-box package, accents of all different textures and materials are being combined to elevate the space. You can bring this same technique to your sofa or bed when pairing pillows, for example. Choose one patterned pillow with multiple colors and pair it with one that's a solid color from that pattern itself. Don't be afraid to mix different textures, too, like a fur or a soft velvet.

Set the Mood

Area rugs are essential when it comes to adding texture to a room. Not only do they instantly tie a space together, but they can also make small spaces appear much larger — especially in photos.

When choosing the right rug, think about the setting you want to create for your guests. Renting out a beachside condo? A neutral-toned, natural fiber rug can instantly give your space a coastal vibe. Going for a more eclectic or contemporary feel? Complete the look using rugs with graphic or large-scale patterns.



04. Staging

Finishing Touches

Staging can really make or break a space, and especially the way it looks in photos. This makes it crucial to add ‘final touches’ to a listing’s interior decor. This can be achieved by emphasizing a vignette (a small styled area that usually encompasses a cluster of decorative objects on a table or items arranged on shelves), or by showcasing any unique design features in the space, like built-ins or decorative succulents for some added greenery.

When photographing your property to list online, you’ll want all furniture and surfaces to be squeaky clean. At the same time, you also want the space to appear comfortable and just slightly ‘lived-in’ — this can be accomplished with a perfectly folded newspaper, cocktails on a dining table, or a beautifully draped throw blanket.



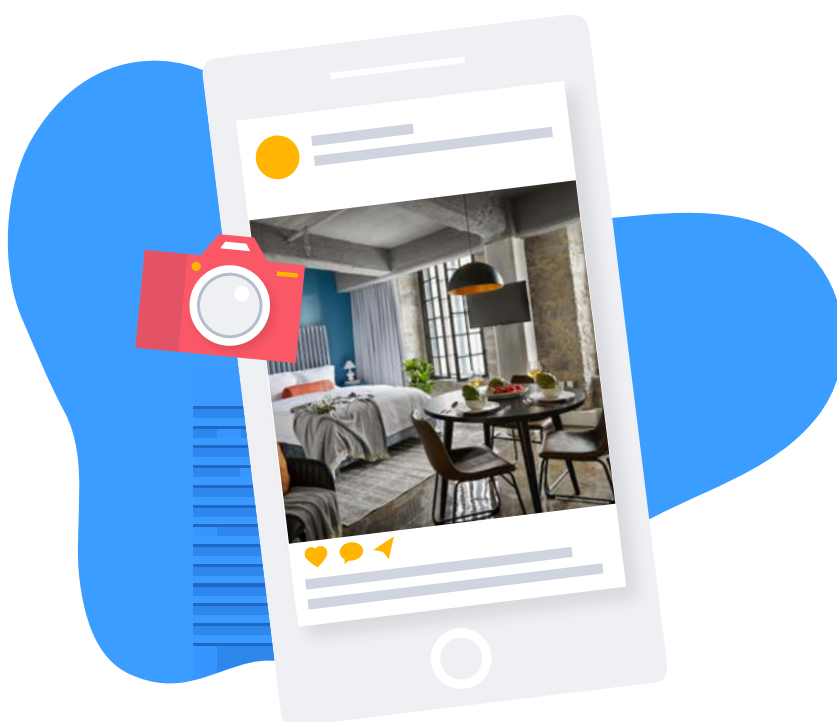
05. Professional Photos

Do It for the (Insta)gram

Now that you've put the time and effort into creating a stellar design for your listing, the only thing left to do is show it off! It's been proven that professional photos raise a client's occupancy rate: based on a 2016 [study](#) of more than 100,000 Airbnb listings, those with professional photography earned 28% more bookings, could charge a 26% higher nightly rate and increased overall earnings by 40%. Plus, you can make further use of those professional photos by sharing them on your social media channels to promote your property and create some buzz.

Keep it Authentic

As the very first - and sometimes only - glimpse of your property that potential guests see before deciding if they're interested, it's no secret how important photos are to your property's success. Photos elicit excitement and encourage travellers to envision themselves staying at your property. But remember, photos are responsible for more than just making a first impression: they also help provide guests with a sense of the property's amenities, layout, and its appeal to their personal preferences. Therefore, it's also important to note that a listing with misleading photos is a recipe for disappointed guests, so make sure your photos accurately and truthfully portray your space in order to rack up those 5-star reviews after your guests leave.



Keep the Improvements Going

In order to boost bookings, putting extra thought and resources into the design and aesthetics of your property is crucial if you expect to beat out the competition. From small, staged details to purposefully placed artwork or area rugs, these simple design additions can take your property from ordinary to extraordinary.

Guesty not only provides you with guides like this one to help you elevate your businesses, it also provides property managers with an end-to-end solution to simplify the complex operational needs of short-term rentals. With Guesty, users can manage listings from multiple online travel agencies like Airbnb, Booking.com, Agoda, TripAdvisor and more, as well as utilize the company's guest-centric tools such as: Unified Inbox, Automation Tools, 24/7 Guesty Communication Services, Payment Processing and more.



Want to learn more from the pros at Guesty?

Let us show you how Guesty's end-to-end property management platform can help you optimize and grow your short-term rental business.

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with one of our product experts



Customers who use Guesty report a:



100%

Increase in
Listings Annually



150%

Increase in
Annual Revenue



50+

Hours Saved
Weekly On Average



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