Airbnb photo checklist

Every photo a vacation rental listing needs, in the order guests scroll: the cover first, then every room, every bed and the amenities guests search for. Print it or save it as a PDF.

Before the first photo

- [ ] **Beds made tight, with the pillows plumped**
- [ ] **Lights on in every room; blinds open**
- [ ] **Counters, tables and the bathroom cleared of personal things**
- [ ] **Towels folded and stacked**
- [ ] **Any welcome touches set out the way guests will find them**
- [ ] **Phone lens wiped; phone held level, at about chest height**

Cover photo

- [ ] **Your best room, wide and bright**
  Usually the living room or the view; landscape, level, nothing in the way
- [ ] **A second option**
  Shoot two candidates and pick the stronger one

Living room

- [ ] **From the corner by the door**
  Seating, a window and the way through to the rest of the place
- [ ] **From the opposite corner**
  The reverse view

Bedrooms

- [ ] **Every bedroom, bed and window in**
  One photo per room, from the corner by the door
- [ ] **Every sleeping spot**
  Sofa beds and bunks too, so guests can see where everyone sleeps

Bathrooms

- [ ] **Each bathroom from the doorway**
  Toilet lid down, towels folded

Kitchen

- [ ] **The whole kitchen**
  From the doorway
- [ ] **What guests cook with**
  The stove, coffee maker and dishwasher, if there is one

Dining

- [ ] **Where guests eat**
  The table with the room behind it

Amenities guests filter for

- [ ] **Workspace**
  Desk and chair, if you list a dedicated workspace
- [ ] **Washer and dryer**
- [ ] **Hot tub, pool, grill, fire pit**
  Each one you list
- [ ] **Parking**
  The driveway, garage or space
- [ ] **Outdoor space**
  Patio, balcony, yard, and the view from it

Arrival and surroundings

- [ ] **Outside the building**
  So guests recognise it when they arrive
- [ ] **Entrance and keypad or lockbox**
  Where check-in happens
- [ ] **The neighbourhood**
  Beach, trail or street, if it is a reason to book

How many photos

Airbnb needs at least 5 photos to publish a listing, Vrbo 6 and Booking.com 10 (photo requirements by platform). This list comes to about 18 shots for a typical rental; add one for every extra bedroom.

Shot list by October, https://www.october-ai.com/tools/airbnb-photo-checklist. Free to print, share and reuse under CC BY 4.0.