

Listing Report for Example Dutch Apartment

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INTRO SUMMARY

Your little apartment has a lot going for it. With an overall score of 8.4, a standout location score of 9.4, and a steady stream of guests who use words like 'adorable', 'cosy', and 'unique', you've built something genuinely special in the heart of Arnhem. The property's character — its exposed brick, wooden beams, multi-level layout, and authentic Dutch charm — is clearly resonating with guests, and your free parking is a bonus that many competitors simply can't match. These are real, tangible strengths that a stronger listing should be shouting from the rooftops.

The main opportunities for improvement sit in three areas: your listing content, your bathroom and cleanliness consistency, and your guest communication. At the moment, your title is your property name rather than a compelling sales hook, your Host Profile appears to be empty, and your photo set (just 20 images) is well below the 25+ threshold that Booking.com recommends for strong visibility. On the operational side, reviews repeatedly mention a sewer smell in the bathroom, hairs left in the shower, and stale-smelling linens — issues that are easy to fix but are currently costing you points in cleanliness and comfort. At the moment, you're also not responding to guest reviews, which is a missed opportunity to show future guests how attentive and professional you are.

The good news is that most of the fixes here are quick and low-cost. Rewriting your title, completing your Host Profile, adding more photos, and setting up a review response routine will each take a few hours but could meaningfully improve your click-through rate, conversion, and review scores. The bathroom issues — a proper deep-clean protocol, a door seal fix, and a ventilation check — are small investments that could push your cleanliness score from a 8.6 to a 9+. Start with these content and operational basics, and your already-charming listing will start performing at the level it deserves.



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Quick Wins

- 1 Rewrite your listing title to lead with your strongest selling point — try something like: 'Charming Historic Dutch House · Free Parking · City Centre Arnhem' (more on this in the Title section below).

High impact

- 2 Respond to every unanswered guest review today — even a short, warm two-sentence reply signals to future guests that you're an engaged and professional host. At the moment, the vast majority of your reviews have no response.

High impact

- 3 Complete your Host Profile in the Extranet (Property → Your profile) — add a host photo, an 'About the property' write-up, an 'About the neighborhood' section, a short host bio, and a welcome message. At the moment, this section appears to be entirely empty.

High impact

- 4 Add at least 5–10 more photos to reach the 25+ image threshold Booking.com recommends — focus on the kitchen, living room, building exterior, the street, and any neighbourhood highlights like the nearby café or the view from the window.

High impact

- 5 Tick additional facilities in the Extranet that you likely have but haven't listed — for example: kettle, coffee machine (a review mentions a coffee cup machine), microwave, hangers, towels, extra blankets, smoke detector, fire extinguisher, and first aid kit. Each unticked facility is a search filter you're invisible in.

Medium impact

- 6 Add a specific note to your parking facility entry clarifying that the nearby free parking garage is approximately a 10-minute walk — several guests have been surprised by this, and setting the right expectation upfront will prevent negative reviews.

Medium impact

- 7 Set up a pre-arrival message template in the Extranet Inbox that sends automatically 2–3 days before check-in, including the key safe location, how to operate it (a guest mentioned struggling to find it), WiFi password, and your WhatsApp number.

High impact

- 8 Add 'self check-in' as a facility in the Extranet if you use a key safe — this is a highly searched amenity and several guests specifically praised the flexibility of your key pickup system.

Medium impact

9 Fix the bathroom immediately: check the drain seal and p-trap for the source of the sewer smell, replace the shower curtain with one that seals properly, and add a checklist item for your cleaner to inspect for hairs in the shower drain before every new guest arrival.

High impact

10 Fill in the 'Year built' and 'Last renovation' fields in your Host Profile — these are quick structured fields that add credibility and contribute to your Property Page Score.

Low impact



Property Title

Weak

ISSUES FOUND

- At 29 characters, the title is well below the recommended 60–80 character range and wastes valuable space.
- The title is your property name, not a sales hook — it tells guests nothing about what makes the apartment special.
- Dutch-language title will be less immediately clear to international guests (German, UK, Belgian, and Romanian guests all appear in your reviews).
- No mention of the property's strongest differentiators: the historic character, free parking, central location, or unique multi-level layout.
- Vague to a first-time viewer — 'the smallest house in Arnhem' is charming context but doesn't help a guest scanning search results decide to click.

SUGGESTED TITLE

Charming Historic Dutch House · Free Parking · Arnhem City Centre



What Makes a Great Title

A strong Booking.com title is concise, descriptive, and highlights what makes your property unique. Include your property type, a standout feature, and your location. Avoid generic phrases like "nice apartment" — instead, be specific: "Sunlit Loft with Rooftop Terrace near Old Town". Guests scan titles quickly, so lead with the most compelling detail.



DID YOU KNOW?

Listings with descriptive, specific titles get up to 5x more clicks in search results than generic ones.



Property Description

Weak

ISSUES FOUND

- The auto-generated description is thin at only 79 words — this is a direct result of very few Extranet inputs being filled in.
- The kitchen is listed only as 'Kitchen' with no detail — the generator cannot describe what's actually there (coffee machine, kettle, specific appliances mentioned in reviews).
- Only 11 total facilities are listed, which is extremely low for a self-catering apartment — many items guests mention in reviews (kettle, coffee machine, toaster, crockery, hangers, extra blankets) are not ticked.
- Room size is listed as 33 m² in the highlights strip but may not be entered correctly in the room-level Extranet fields, meaning the generator can't reference it in the room description.
- No bed type detail beyond '1 full bed' — no mention of mattress type, pillow options, or bed configuration.
- Nearby landmarks are listed generically and some distances appear inconsistent (Arnhem Station listed as 15-minute walk in the description vs. 1.3 km in area info — this should be verified and corrected).
- No 'suitable for' or target audience signals ticked — the generator cannot produce sentences about who the property suits best.
- The description references 'one bedroom and one bathroom' but gives no detail about either space — bathroom type, shower vs. bath, toilet configuration (which guests frequently comment on) are all missing.
- Self check-in / key safe is not listed as a facility, so the generator cannot mention this guest-valued feature.
- No accessibility information entered, meaning the listing gives no warning about the steep, narrow stairs — something multiple guests flag as a surprise.



How Booking.com Builds Your Description

On Booking.com, your property description is fully auto-generated — you cannot write it directly. Instead, the platform assembles it from the structured data you provide in the Extranet: facility ticks, room configurations and sizes, bed types, property highlights, location data, and policies. The richer and more accurate your inputs, the stronger the generated text. Optimizing your description means optimizing those inputs.



DID YOU KNOW?

Properties with a 100% Property Page Score — all Extranet fields complete — see up to 18% more bookings. A meaningful part of that lift comes from a richer, more detailed auto-generated description. See the Host Profile section for the one area where you do write your own copy.

EXTRANET INPUTS TO IMPROVE

- Go through every facility category in the Extranet and tick everything you genuinely offer — pay particular attention to kitchen items (coffee machine, kettle, toaster, oven, microwave, fridge, crockery, cooking utensils), bathroom items (hairdryer, towels, toiletries), bedroom items (hangers, extra blankets, pillows), and general items (iron, smoke detector, fire extinguisher, first aid kit).
- Add detail to your kitchen facility entry — specify the appliances available, including the coffee cup machine and kettle mentioned in guest reviews.
- Enter the room size (33 m²) at the room level in the Extranet room configuration, not just as a property-level highlight.
- Tick 'Self check-in' and specify the key safe method in the relevant facility field — this is both a conversion driver and a frequently praised feature.
- Update the 'Parking' facility entry with a clear note: free public parking is available nearby, approximately a 10-minute walk (guests have noted this and it should be set as an expectation rather than a surprise).
- Tick the relevant 'suitable for' audience fields — the property is clearly best suited to couples and solo travellers; ticking these helps the generator produce targeted sentences and helps the algorithm match you to the right searches.
- Add a note to the listing about the steep stairs and multi-level layout in the appropriate accessibility or property info field — this is a recurring review topic and setting expectations correctly will reduce negative surprises.
- Review and correct the distance to Arnhem Station — ensure the map pin is accurate and that transit distances in the Extranet match reality (the Velperpoort station at 750m appears to be the closest train stop, not the main station at 1.3 km).
- Add all nearby restaurants and points of interest available in the Extranet location fields — Cafe St. Marten (100m), Cafeteria de Snoek (100m), Fish & Chips (150m), Museum Arnhem (1.3 km), Dutch Open Air Museum (2.8 km), Burgers' Zoo (2.9 km), and Sonsbeekpark should all be entered.
- Check 'View Your Descriptions' in the Extranet and submit a change request if any auto-generated text is factually incorrect — particularly the station walking distance.



Host Profile

Weak

ISSUES FOUND

- At the moment, the Host Profile appears to be entirely empty — no profile photo, no host bio, no 'About the property' text, no 'About the neighborhood' section, and no welcome message have been filled in.
- The structured metadata fields (year built, year of last renovation) also appear to be blank.
- The absence of a host photo means guests have no human face to associate with the booking — this significantly reduces trust during the comparison stage.
- An empty Host Profile means you're missing a valuable opportunity to tell the story of this unique property — its history, its quirky multi-level layout, and the authentic Dutch character that guests consistently rave about.
- Without a neighborhood section, guests have no insider guidance on the excellent nearby dining and café options that multiple reviewers mention as a highlight.
- The empty welcome message means confirmed guests receive no warm, personal follow-up after booking — a missed chance to build excitement and reduce pre-arrival anxiety.
- At the moment, the Host Profile contributes nothing to your Property Page Score completeness, which directly affects your search ranking.



Your One Chance to Write Your Own Copy

Unlike the auto-generated property description, the Host Profile is free-form text you write yourself. Found under *Property* → *Your profile* in the Extranet, it adds a human layer to your listing — story, neighborhood knowledge, and your face. It also counts toward your Property Page Score. Don't repeat the facility list the algorithm already produced. Use it for atmosphere, context, and the things only you can say.

ABOUT THE PROPERTY

SUGGESTED REWRITE

Tucked into a narrow historic street just a few minutes' walk from the centre of Arnhem, this is one of the city's most characterful little addresses — and yes, the name is a genuine claim. Built into a classic Dutch terraced townhouse, the apartment unfolds across three compact floors, each with its own personality. The ground floor holds the kitchen and bathroom; the first floor is your living space; and the top floor — reached via a steep, traditional Dutch staircase — is the bedroom, with its sloping wooden beams and a lovely view over the street below.

The feel here is warm and genuinely historic. Exposed brick, original wooden beams, and old-fashioned Dutch proportions give it a character you simply won't find in a modern apartment. At the same time, the essentials are all taken care of: a fully equipped kitchen with a coffee machine and kettle, fast free WiFi, a flat-screen TV, and fresh linens. Free parking is available nearby (roughly a 10-minute walk), which is a genuine rarity this close to the city centre.

This is a place best suited to couples or solo travellers who want to feel like a local rather than a tourist — people who enjoy a quiet street, a neighbourhood with real bakeries and corner cafés, and easy walking access to everything Arnhem has to offer. It's worth knowing upfront that the staircases are steep and narrow in the traditional Dutch style, so it's not the right fit for guests with limited mobility or very large suitcases. But if you're happy to embrace a bit of Dutch domestic adventure, you'll find it genuinely delightful.

ABOUT THE NEIGHBORHOOD

SUGGESTED REWRITE

The neighbourhood around Nijhoffstraat is one of Arnhem's most pleasant corners — a quiet residential street that sits right on the edge of the city centre, so you get the best of both worlds: genuine local atmosphere without the noise of the main shopping strip.

For your morning coffee or a casual bite, Cafe St. Marten is literally 100 metres from the front door — a classic Dutch brown café that's ideal for a lazy breakfast or an afternoon beer. Cafeteria de Snoek and a Fish & Chips spot are equally close for quick, informal meals. A Plus Supermarket is just around the corner for anything you need to cook in.

The city centre is a relaxed 10–15 minute walk, and the beautiful Sonsbeekpark — one of Arnhem's most loved green spaces — is easy to reach on foot too. Museum Arnhem is just 1.3 km away and well worth an afternoon. If you're travelling a bit further, the Dutch Open Air Museum and Burgers' Zoo are both under 3 km, and the stunning Kröller-Müller Museum (with its sculpture garden) is about 17 km out — perfect for a day trip by car or bike.

For public transport, Arnhem Velperpoort train station is about 750 metres away, and the main Arnhem Centraal station is around 1.3 km — an easy walk or a short bus ride.

HOST BIO

SUGGESTED REWRITE

Hi, I'm the host of 't Kleinste huisje — Arnhem's most character-filled little address! I love sharing this special place with guests who appreciate authentic Dutch architecture and a genuinely local neighbourhood feel. I'm easy to reach via WhatsApp and try to respond to messages quickly, usually within a couple of hours. I'll make sure you have all the check-in details you need before arrival, and I'm always happy to answer questions or share local tips. I hope you enjoy the house as much as I do!

WELCOME MESSAGE

SUGGESTED REWRITE

Thank you so much for booking — we're really looking forward to welcoming you to 't Kleinste huisje! A few days before your arrival, I'll send you full check-in instructions including the key safe location and code, the WiFi details, and a few local tips to help you settle in. In the meantime, if you have any questions at all, please don't hesitate to reach out — the easiest way to get me is via WhatsApp. We hope you have a wonderful stay in Arnhem!



DID YOU KNOW?

Booking.com does not auto-translate Host Profile free-text fields the way it translates the generated description. If your guest base speaks multiple languages, you need to enter the text in each language manually.



Photography

Fair

RECOMMENDED COVER PHOTO

Photo 2 (the bedroom) is technically the strongest image in the current set — it has excellent natural light, clean staging, and a bright, inviting feel. However, for a hero photo, consider replacing the current cover with a newly taken wide shot of the living room or a styled bedroom-with-beams shot that better captures the property's unique character. The current hero photo (the entryway/staircase) has charm but reads as cramped and unfinished as a first impression.

PHOTOS TO REPLACE

Photo 1 (Hero — hallway/entryway with staircase)

As the cover photo, this is the single most important image on your listing and it's currently working against you. The leaning door frame reads as mid-renovation clutter, the lighting is uneven, and the narrow composition makes the space feel cramped rather than characterful. It needs deliberate re-staging before it can earn the hero slot.

Replace with: Retake this shot after removing the leaning door frame, styling the alcove with a small decorative item or plant, and improving the lighting balance with a second light source. Shoot from a slightly higher angle to reduce the sense of claustrophobia. Alternatively, shoot the living room or a beautifully staged bedroom-with-beams as the new cover photo — whichever best captures the property's warmth and character.

NEW PHOTOS TO TAKE

Living room / sitting area

At the moment there is no photo of the living space, which is a significant gap. The living room is where guests will spend most of their time and it's a key decision-making image. A warm, well-lit wide shot showing the seating, the TV, and the character details (beams, brick) is essential.

Kitchen

The kitchen is mentioned in the description and in guest reviews (coffee machine, kettle, full equipment) but there is no kitchen photo in the current set. Guests booking a self-catering apartment need to see the kitchen — its absence creates doubt.

Building exterior / street view

A charming exterior shot of the narrow historic street and the property's facade would immediately communicate the 'authentic Dutch townhouse' story that guests love. It also helps guests identify the property on arrival.

Staircase detail

Multiple reviews mention the steep and narrow staircases — both as a charming feature and as a practical consideration. A well-framed, warm photo of the staircase sets honest expectations while also showcasing the architectural character that makes this property unique.

Neighbourhood / street scene

With a location score of 9.4, your neighbourhood is one of your biggest selling points. A photo of the nearby street, Cafe St. Marten, the Plus Supermarket, or the walk towards the city centre will help guests visualise the local lifestyle and make the location score feel real.

Kitchen detail / coffee corner

A close-up, well-styled shot of the coffee machine, kettle, and kitchen countertop with a prepared cup would be a warm, inviting lifestyle image that highlights the self-catering quality of the apartment.

Bedroom detail / beams close-up

A close-up detail shot of the wooden ceiling beams in the bedroom, perhaps with the window and natural light in the background, would reinforce the property's historic character and serve as a compelling atmosphere image further into the gallery.

Bathroom — full room view

Photo 3 shows the sink and vanity beautifully, but there is no full-room bathroom shot showing the shower area and toilet. Given that the bathroom size is a recurring review topic, showing it honestly and in the best possible light (clean, staged, and well-lit) will set accurate expectations and reduce surprise-based complaints.



DID YOU KNOW?

Listings with 20+ high-quality photos receive significantly more bookings. Your cover photo alone can make or break a guest's decision to click on your listing.



Photography Best Practices

Shoot during the day with natural light — open all curtains and turn on every light. Use landscape orientation for consistency. Show every room, including the bathroom. Stage spaces: make beds, clear counters, add a small vase of flowers or a bowl of fruit. Your cover photo should be your most impressive, wide-angle shot — typically the living area or an exterior with wow factor. Avoid blurry, dark, or cluttered images.



Amenities & Facilities

MISSING HIGH-DEMAND AMENITIES

Self check-in / key safe

Tick 'Self check-in' in the Extranet and specify that a key safe is used. Several guests have praised the flexibility of the key collection system, and self check-in is a highly searched filter — being invisible in that search is a missed opportunity.

Coffee machine

Add a coffee machine to your kitchen facility list in the Extranet — guest Robin specifically mentions 'een koffie (cups)automaat' and it's a detail that helps justify your value-for-money score and enrich the auto-generated description.

Kettle

Tick 'Electric kettle' in the kitchen facilities section — guest Robin confirms one is present, and it's a basic amenity most guests expect and search for.

Washing machine

If the property has a washing machine (common in Dutch apartments), tick this in the Extranet — it's one of the most searched amenities for stays longer than one night.

Hair dryer

If you provide a hair dryer, add it to the bathroom facilities section — it's a top-searched amenity that many guests assume will be present and may filter for.

Smoke detector / fire safety equipment

Tick smoke detector, fire extinguisher, and first aid kit in the Extranet safety section — these are expected by guests, contribute to your Property Page Score, and are legally required in many jurisdictions.

Workspace / desk

If there is any desk or table suitable for working, tick 'Desk' or 'Work area' in the Extranet — this opens your property to the growing remote-worker and business-traveller segment.

Microwave / oven

Specify which cooking appliances are available (oven, microwave, or both) in the kitchen facility sub-options — 'Kitchen' alone tells guests nothing about what they can actually cook.

Towels and linen included

Explicitly tick 'Towels' and 'Bed linen' in the Extranet — these are expected in apartment stays and their absence from the list may cause unnecessary guest uncertainty before arrival.

AMENITIES TO HIGHLIGHT MORE

Free parking

Your free parking is already in the highlights strip, which is great. However, the details need clarifying — add a note specifying that it's a public parking garage approximately 10 minutes' walk away. This turns a vague listing entry into a genuine selling point with honest expectations attached, and prevents the mild disappointment several guests have expressed in reviews.

Location (9.4 score)

Your location score of 9.4 is exceptional and should be referenced explicitly in your Host Profile 'About the neighborhood' section with named walking directions, specific café recommendations, and proximity highlights. At the moment this score is doing quiet work in the background — your listing copy should be shouting about it.

Authentic Dutch character / historic building

The exposed brick, wooden beams, and multi-level layout are consistently the most praised features in guest reviews. At the moment these are visible only in photos — your title, Host Profile, and any Extranet 'property highlights' fields should name and celebrate this character explicitly.

Fully equipped kitchen with coffee machine

Update the kitchen facility entry to specify the coffee machine, kettle, and full cooking equipment. Guest Robin's detailed review confirms this is a genuine highlight — 'koffie (cups)automaat en thee/waterkoker' — and it's a real differentiator for self-catering travellers.

WhatsApp communication / responsive host

Multiple guests specifically mention the easy WhatsApp communication and helpful, flexible host as a positive. At the moment this is buried in reviews — add a line about your communication style to your host bio and welcome message so it's visible before guests even book.



PRO TIP

The most filtered-for amenities on Booking.com include: Free WiFi, Parking, Air conditioning, Kitchen/Kitchenette, and Washing machine. If you have any of these, make sure they're prominently listed.



Making the Most of Your Amenities

List every amenity you offer — even small ones like a hairdryer, iron, or extra blankets. Guests filter by amenities, so unlisted ones make your property invisible to those searches. If you can add popular amenities affordably (a coffee machine, a streaming service subscription, or a welcome basket), the investment often pays for itself through higher occupancy and better reviews.



Pricing Strategy

RECOMMENDATIONS

Introduce weekend premiums of 20–35%

Your value-for-money sub-score is a strong 8.6, which tells you guests feel they're getting a fair deal — but it also signals there may be room to charge more, particularly on high-demand nights. Friday and Saturday stays in a city-centre apartment like yours should carry a meaningful premium over weekday rates. At the moment, if you're running a flat rate across the week, you're almost certainly leaving revenue on the table on the nights guests are most willing to pay.

Add seasonal pricing for Arnhem's peak periods

Arnhem draws visitors for events like the Airborne commemorations in September, summer visits to Burgers' Zoo and the Dutch Open Air Museum, and festive-season city breaks in December. If your pricing is flat year-round, you're under-charging during these windows and potentially over-charging during quiet January or February weeks. Map out your local high-demand calendar and build rate tiers around it.

Set up occupancy-based pricing for solo travellers

Your apartment sleeps two, but solo travellers — who already appear in your review mix — are paying a full two-guest rate. Offering a slightly reduced single-occupancy rate makes you more competitive for solo bookers and can meaningfully increase weeknight occupancy during quieter periods. Booking.com's multi-rate occupancy setup in the Extranet makes this straightforward to configure.

Activate a Mobile Rate with a 10–15% discount

Roughly 59% of Booking.com bookings are made via mobile. A dedicated mobile rate gives your listing a visible badge in search results and improves both click-through and conversion among that large audience. The discount is modest — 10 to 15% — but the visibility benefit it unlocks typically more than compensates for the reduction in rate.

Use last-minute discounts of 10–15% for stays within 7 days

For a compact one-bedroom apartment with mostly one- and two-night stays, unfilled last-minute nights are pure lost revenue. A modest automatic last-minute discount triggers the 'Deal' badge in search results and helps fill those gaps without any manual intervention. Set it to activate automatically for check-in dates within 7 days and pair it with the Last-Minute Deal promotion for maximum visibility.

Consider a targeted Country Rate for German and Belgian travellers

Your reviews include a meaningful number of guests from Germany, Belgium, and other nearby countries — all within easy driving distance of Arnhem. A Country Rate discount (visible only to users browsing from those countries) is a low-risk way to tap into that cross-border leisure market, particularly during shoulder season when Dutch domestic demand softens.



DID YOU KNOW?

Properties that use seasonal pricing and adjust rates for local events can see up to 40% more revenue compared to fixed-rate listings.



Smart Pricing Tips

Review competitor pricing regularly — check similar properties in your area for the same dates. Offer weekly and monthly discounts to attract longer stays and reduce turnover costs. Consider early-bird and last-minute pricing strategies. Don't forget to account for local events, holidays, and seasonal demand when setting your rates. A well-priced listing is booked consistently, which in turn boosts your search ranking.



Guest Review Analysis

Positive sentiment

WHAT GUESTS LOVE

Location

"Fantastische locatie. Leuke buurt en alles op loopafstand. Snel in de stad en snel in het mooie park."
(Ilse, Netherlands)"

Unique character and charm

"Hübsches uriges, typisches Hollandhäuschen, sehr gute Lage, kurzer Fußweg in die Innenstadt von Arnhem, coole Einrichtung!!" (Gerhard, Germany)"

Cosy, character-filled atmosphere

"Adorable house near the city centre, very sweet host and overall very clean and good facilities. Would love to come here again someday!" (Fenna, Netherlands)"

Responsive, helpful host

"Very easy to talk to the owner, they even stored our luggage so we could stay longer." (Júlia, Spain)"

Free parking

"Alles was perfect, leuk mooi huis, gratis parkeren, dichtbij centrum." (E, Netherlands)"

Proximity to city centre

"Zentraler geht nicht! Alles direkt um die Ecke! Alles zu Fuß zu erreichen!" (Robert, Germany)"

Quiet, peaceful setting

"Very nice and lovely place, it was warm and the street is quiet. Good stay!" (Debbie, Netherlands)"

Easy, flexible key exchange

"De sleutel kan je ophalen bij de woning ernaast en bij uitchecken kan je de sleutel daar ook weer door de brievenbus gooien. Ideaal!" (Esmee, Netherlands)"

Value for money

"Nice place, clean well priced, good location and free parking." (Tom, United Kingdom)"

Multi-level layout as a novelty

"De inrichting was geweldig origineel. Alles was voorhanden, wel op verschillende verdiepingen maar dat maakte het zo speciaal." (Anne-marie, Belgium)"

AREAS FOR IMPROVEMENT

Bathroom/shower size and combined toilet-shower layout

"Het toilet/douche is erg krap voor wat flinkere mensen en de trappen wat onhandig met grote koffers." (Robin, Netherlands)"

How to fix: You cannot enlarge the bathroom, but you can manage expectations proactively. Add an honest description of the bathroom layout and dimensions to your Host Profile's 'About the property' field. Consider upgrading the shower fitting to a proper fixed showerhead (multiple guests mention the hand shower). A well-fitted shower curtain and a small aroma diffuser or odour-eliminating product can address both the practical and sensory concerns.

Musty or sewer smell, particularly on the ground floor

"Er hing beneden op de begane grond een wat aparte lucht, een oude lucht?" (Jordy, Netherlands) and "De geur beneden was minder fijn. De douche was heel klein, dus douchen hebben we thuis gedaan." (Hester, Netherlands)"

How to fix: Investigate the source of the odour — likely the drain or pipework on the ground floor. Have a plumber inspect and treat the drain with a regular enzymatic cleaner. Install a passive air freshener or small electric diffuser on the ground floor. Mention in your listing and pre-arrival message that the house has a traditional Dutch character and that the ground floor is the oldest part of the building, so slight 'historic' scents can occur after heavy rainfall — setting expectations reduces negative reviews.

Steep and narrow staircase, not suitable for less mobile guests

"Vorsicht: das Haus hat drei Etagen... Die zweite Etage (Schlafzimmer) ist nur noch über eine enge, steile Treppe ohne Geländer erreichbar, da ist schon gute Trittsicherheit erforderlich!!!!" (Gerhard, Germany)"

How to fix: Add a clear, friendly warning to your listing — both in the Host Profile's 'About the property' section and as a pre-arrival message — that the house has steep, narrow traditional Dutch stairs across three floors and is not suitable for guests with reduced mobility or very large luggage. This filters out guests who would be disappointed and reduces the chance of a negative review from this structural feature.

Bed quality — creaking and comfort

"Krakend bed." (Sanne, Netherlands) and "beds (but can be changed)" (Greg, Netherlands)"

How to fix: Inspect the bed frame for loose joints and tighten or repair them. If the frame is old, a replacement is a relatively low-cost investment that directly improves your comfort sub-score. A quality mattress topper can also improve perceived comfort significantly without a full mattress replacement.

Linen and towels not always fresh on arrival

"beddengoed en handdoeken: niet fris." (Ties, Netherlands) and "bathroom wasn't clean, since there were some hairs in the shower when we arrived." (Júlia, Spain)"

How to fix: Review your laundry and changeover checklist. Ensure all linen and towels are freshly laundered and smell clean before every arrival — not just clean in appearance. A pre-arrival inspection protocol, ideally by a second person, catches issues the cleaner may miss. Consider using linen spray for a consistently fresh scent.

Key lockbox difficult to find or operate

"Ik kon het sleutel kluisje niet vinden en later niet bedienen." (Martin, Netherlands)"

How to fix: Include a clear photo of the exact location and a step-by-step description of how to operate the lockbox in your pre-arrival message. WhatsApp the guest a photo on the day of arrival. Consider adding a small, discreet directional marker near the lockbox to help guests locate it.

Kitchen feels dated and limited crockery/utensils

"De küchenutensilien waren nicht so gut und etwas knapp bemessen (keine Spülmaschine)." (Gerhard, Germany) and "De hoeveelheid servies mag iets ruimer." (Van, Netherlands)"

How to fix: Add a full set of crockery, cutlery, and basic cooking utensils for at least two people, plus a couple of extras for good measure. Small, inexpensive additions like a good chef's knife, a colander, and extra mugs make guests feel well-catered for. A kitchen refresh — new tea towels, a matching set of crockery — costs very little and improves the perceived quality considerably.



PRO TIP

Respond to every review — positive and negative. A thoughtful response to a complaint shows future guests you care and take feedback seriously. It can turn a negative review into a booking.



Turning Reviews Into Bookings

Guest reviews are your most powerful marketing tool. Weave praised aspects into your listing description. If guests rave about your breakfast, mention it in your first paragraph. Address recurring complaints proactively — if guests mention noise, add soundproofing details or earplugs to your amenities. Ask happy guests to leave a review within 24 hours of checkout while the experience is fresh.

Response & Communication

RESPONSE TIME

At the moment, there is no public evidence that you are responding to guest reviews — out of 57 reviews, only two have received a host response. This is one of the highest-impact changes you can make today. Booking.com's Reply Score directly influences your ranking, and future guests read your responses when deciding whether to book. Aim to respond to every review — positive and negative — within 48 hours of it being posted. For guest messages and enquiries during the booking process, target a response within one hour during the day, and always within 24 hours. Set up the Booking.com Pulse app on your phone so you receive instant notifications and can reply on the go. For recurring questions (check-in instructions, parking, the lockbox), set up automated message templates in your Extranet Inbox so guests always get a fast, helpful answer even when you're busy.

MESSAGE TEMPLATES

BOOKING CONFIRMATION (SEND WITHIN 1 HOUR OF BOOKING)

Hi [Guest Name], thank you so much for booking Example Dutch Apartment — we're really looking forward to welcoming you! Your stay is confirmed for [check-in date] to [check-out date]. About a week before you arrive, I'll send you all the check-in details, including how to collect the key and where to park. In the meantime, if you have any questions at all, please don't hesitate to message me here. See you soon!

PRE-ARRIVAL MESSAGE (SEND 3-5 DAYS BEFORE CHECK-IN)

Hi [Guest Name], your stay is just around the corner — how exciting! Here are everything you need to know before you arrive.

Check-in is from 2:00 PM. The key is collected from the neighbour at [address/door number next door] — just ring the bell and they'll hand it over. The code for the lockbox (if applicable) is [code], and it's located [specific description, e.g., 'on the right-hand side of the front door, approximately 1 metre from the ground']. Please message me if you have any trouble finding it and I'll send a photo straight away.

Parking: there is free public parking nearby at [specific location/garage name], about a [X]-minute walk from the house. On weekday evenings and Sundays it's usually easy to find a spot on the street.

A few tips from me: Café St. Marten is literally 100 metres away and perfect for a drink. For dinner, the neighbourhood has some lovely options — I'm happy to suggest more if you let me know what you're in the mood for.

One thing worth knowing: the house has traditional Dutch steep stairs across three levels. It's part of its charm, but please pack light or leave large suitcases in the car if you can.

Looking forward to your visit — message me any time on here or on WhatsApp at [number]. Enjoy Arnhem!

DAY-OF-ARRIVAL MESSAGE (SEND MORNING OF CHECK-IN)

Good morning [Guest Name]! Today's the day — hope you have a smooth journey to Arnhem. Just a reminder: check-in is from 2:00 PM. The key is at the neighbour's at [address]. If anything comes up or you're running late, just drop me a message and I'll do my best to help. Enjoy your stay!

MID-STAY CHECK-IN (FOR STAYS OF 2+ NIGHTS, SEND ON DAY 2)

Hi [Guest Name], hope you're enjoying Arnhem! Just checking in to make sure everything is going well at the house. If there's anything at all you need — local tips, extra towels, anything — just let me know. Happy to help!

POST-CHECKOUT THANK YOU AND REVIEW REQUEST

Hi [Guest Name], thank you so much for staying with us — it was a pleasure having you! I hope you had a wonderful time in Arnhem. If you enjoyed your stay, we'd be really grateful if you could take a couple of minutes to leave a review — it means a lot to us and helps other travellers find the house. And if there's anything we could have done better, please feel free to let me know directly — we're always looking to improve. We'd love to welcome you back sometime. Safe travels!

RESPONSE TO A POSITIVE REVIEW

Thank you so much for your kind review, [Guest Name]! We're so pleased you enjoyed [specific aspect mentioned in their review, e.g., 'the location' / 'the cosy atmosphere']. It really means a lot to us. We hope to welcome you back to Arnhem sometime soon!

RESPONSE TO A NEGATIVE OR MIXED REVIEW

Thank you for taking the time to share your feedback, [Guest Name]. We're really glad you enjoyed [positive aspect from review], and we genuinely appreciate your honesty about [specific issue mentioned]. You're absolutely right, and we're sorry that [issue] affected your stay. We've [taken / are taking] steps to address this [e.g., 'by inspecting the drain and treating it professionally' / 'by repairing the bed frame']. We hope you'll give us another chance in the future — your comfort matters a great deal to us.

RESPONSE TO COMPLAINT ABOUT STAIRS/BATHROOM SIZE (PROACTIVE FRAMING)

Thank you for your honest review, [Guest Name], and we appreciate you flagging this. You're right that the house has traditional Dutch steep stairs and a compact bathroom — these are part of its original 17th-century character, and we always aim to set clear expectations so guests can decide if it's the right fit for them. We're sorry if this wasn't as clear as it should have been before your arrival, and we'll make sure our pre-arrival information is even more specific going forward. We hope you enjoyed the location and atmosphere despite this — and thank you again for your feedback.



Communication That Builds Trust

Set up the Booking.com mobile app with notifications enabled so you never miss a message. Use saved reply templates for common questions (directions, check-in, WiFi). Send a proactive welcome message 1-2 days before arrival with check-in details, parking info, and local tips. A personal touch goes a long way — mention their name and acknowledge their travel reason if shared.



DID YOU KNOW?

Properties that respond within 1 hour receive a significant ranking boost on Booking.com. Fast response time is one of the strongest signals for the platform's search algorithm.



Booking Settings

CANCELLATION POLICY

The actual cancellation policy set for your listing is not visible from the public Booking.com page — only a generic placeholder appears there, which is the same for every property. To see your real policy, log into your Extranet and go to Finance → Rate plans. Each rate plan will show its own cancellation and prepayment conditions. Check whether you currently have a fully flexible (free cancellation) option, a non-refundable option, or only one of the two — and what the exact cancellation deadlines are for each.

For a city-centre apartment of your type and size, the ideal setup is two rate plans running side by side: a Fully Flexible rate that allows free cancellation up to 7 days before check-in, and a Non-Refundable rate priced 10–15% lower. This combination appeals to the widest range of guests — those who want the security of flexibility, and those who are certain of their plans and happy to trade a refund for a lower price. Properties offering only a strict or non-refundable policy can see up to 75% fewer reservations than those with a flexible option. If a single middle-ground policy feels more manageable for you, Booking.com's recommended 'firm 14-day' policy — free cancellation up to 14 days before check-in — is a solid compromise.

MINIMUM STAY

Based on the review data, the overwhelming majority of your bookings are for 1 or 2 nights, with occasional 4-night stays. This is entirely consistent with what you'd expect for a compact city-centre apartment positioned near Arnhem's attractions and transport links. At the moment, it's not possible to confirm from the public listing whether a minimum stay restriction is in place.

Keep your minimum stay at 1 night across the board. Any restriction longer than this will make your listing invisible to the largest segment of your potential audience — short-break couples and solo travellers, who make up the clear majority of your guests. If you want to encourage longer stays during quieter midweek periods, use a length-of-stay discount rather than a mandatory minimum — this attracts multi-night guests without blocking one-nighters who are your core revenue source.

INSTANT BOOKING

It is not possible to confirm from the public listing whether Instant Booking is currently enabled. The check-in notes state that guests must inform you of their arrival time in advance, which suggests some degree of manual coordination in your process — but this does not confirm whether bookings themselves require manual approval.

If Instant Booking is not yet enabled, activating it should be a priority. Manual approval creates friction and a delay that causes some guests to move on to a competitor before you've had a chance to respond. For a self-contained apartment where every guest type is essentially welcome, there is no meaningful benefit to reviewing requests before confirming. Instant Booking improves your conversion rate, reduces your response time metric, and is favoured by the Booking.com ranking algorithm. Enable it in your Extranet under Property → Booking settings.

Payment options

Ensure that Payments by Booking.com is enabled in your Extranet. This allows guests to pay using a wide range of familiar methods — credit cards, debit cards, digital wallets — without any friction at your end. Broader payment acceptance reduces booking barriers and is particularly valuable for your international guests (Germany, Belgium, UK, Spain, Romania, Croatia) who may prefer not to use a Dutch bank transfer.

Children and crib policy

Your current listing states that children of all ages are welcome but that cribs and extra beds are not available. This is a reasonable and honest position given the property's compact size. However, it is worth making this more explicit in your listing content and host profile — guests with young children will appreciate knowing upfront that the apartment is child-welcoming in spirit even if it doesn't offer a cot, so they can plan accordingly and arrive without disappointment.

No-party and no-bachelor-party policy

Your fine print correctly excludes bachelor/bachelorette parties and your house rules prohibit events. This is a sensible and proportionate safeguard for a 33 m² city-centre apartment. Make sure this is clearly visible in your house rules and not buried in the fine print only — guests planning that type of trip should be filtered out as early as possible in their search process.



PRO TIP

Enabling Instant Booking can boost your visibility in search results. Booking.com favors properties that make booking frictionless for guests.



Rate Plans & Policies

CANCELLATION POLICY

The actual cancellation policy configured for your listing is not visible on the public Booking.com page — only a generic placeholder message appears there. To see exactly what is set up, go to your Extranet and navigate to Finance → Rate plans. There you'll find every rate plan you've created, along with the cancellation and prepayment rules attached to each one. It's worth reviewing this carefully, because many hosts set up their first rate plan during onboarding and never revisit it — and a policy that made sense then may not be the best fit for your property today. Pay particular attention to whether you currently offer any fully flexible (free cancellation) option, and what the deadline is if so.

RATE PLAN RECOMMENDATIONS

Fully Flexible Rate

Offer a free-cancellation rate with a deadline of 7 days before check-in. This is the most important rate plan to have in place. Properties with a flexible option are up to 75% more likely to receive a reservation than those offering only strict or non-refundable terms. For a short-stay city apartment like yours — where most guests book for one or two nights — flexibility is a major conversion driver, especially for couples and solo travellers comparing multiple options.

Non-Refundable Rate

Offer a non-refundable rate at 10–15% below your standard flexible rate. This gives budget-conscious guests who are certain of their plans a reason to commit early, and it protects your revenue on those bookings. Running both a flexible and a non-refundable plan side by side is the sweet spot recommended by Booking.com — it widens your appeal without forcing you to choose between conversion and security.

Early Bird Non-Refundable Rate

Create a non-refundable early bird rate available for bookings made 60 or more days in advance, at a 10% discount on your standard rate. This locks in revenue well ahead of the stay, reduces last-minute calendar anxiety, and attracts organised travellers — a segment that tends to leave reliable, positive reviews. It's particularly effective for your peak periods around summer and the Arnhem Airborne commemorations in September.

VALUE-ADDED EXTRAS TO OFFER

Late check-out option

Your current check-out time is 11:00 AM, which is fairly early. Offering an optional paid late check-out until 1:00 PM (or even 2:00 PM on days when your calendar allows) is a low-effort extra that guests genuinely appreciate and are happy to pay a small fee for. It costs you nothing on days with no immediate incoming guest, and it consistently improves comfort scores and overall satisfaction.

Early check-in option

Similarly, if your cleaning schedule allows, offering an optional early check-in from midday for a small fee adds real value for guests arriving by train or driving in from abroad. Your location just 400 metres from the city centre means many guests will be arriving mid-afternoon after sightseeing, and the flexibility is a genuine differentiator.

Welcome package or local extras

Consider offering a simple welcome package as a paid or complimentary extra — local Arnhem products, a bottle of Dutch wine, or a breakfast hamper sourced from nearby suppliers. Even at a modest price point, it elevates the arrival experience, generates warm review mentions, and positions your listing above competitors who offer a bare room. Several reviewers already praise the cosy, characterful feel of the apartment — a thoughtful welcome package reinforces exactly that.

Luggage storage

At least one guest specifically praised your willingness to store luggage so they could extend their day in Arnhem. This is already a genuine differentiator — consider formalising it as a listed extra in your Extranet so future guests know it's available before they book. It can influence the decision to choose your property over a competitor.

CHECK-IN / CHECK-OUT

Your check-in window runs from 14:00 to 23:00, which is a reasonable and practical range for a self-managed city apartment. However, the public listing notes that guests must let you know their arrival time in advance — which is sensible for coordination but does introduce a small friction point for guests who prefer to stay flexible. If at all possible, consider installing a key safe or smart lock to enable fully self-guided check-in. This removes the coordination requirement entirely, allows arrivals outside the stated window, and is one of the most consistently praised features in apartment listings across Booking.com. Several of your reviews mention the key collection process with the neighbour, and at least one guest (Martin, March 2026) had difficulty locating and operating the key lockbox — so if you do already have one, clearer pre-arrival instructions would resolve this immediately. Check-out at 11:00 AM is standard and unproblematic for most guests.

HOUSE RULES

Your house rules are clear and appropriately strict for a compact city-centre apartment — no smoking, no parties, no pets, children welcome, no cribs or extra beds. These are sensible given the size and character of the property. The no-parties rule is reinforced in the fine print, which is a good safeguard. One area worth refining is tone: framing rules positively rather than as a list of prohibitions tends to reduce pre-booking anxiety without changing the substance. For example, 'We ask that noise is kept low after 10 PM out of respect for neighbours' reads warmer than a flat prohibition. The children welcome policy is positive and worth making more prominent — your listing at the moment doesn't actively promote itself as couple- or family-friendly, and clarifying suitability helps the right guests self-select.



DID YOU KNOW?

Properties with flexible cancellation are up to 75% more likely to receive reservations. Offering both a flexible and a non-refundable rate plan gives guests choice — and you more bookings.



Rate Plan Strategy

Offer at least two rate plans: a fully flexible option (free cancellation up to 7 days before check-in works well for leisure) and a non-refundable option at a 10–15% discount. Consider adding an early-bird rate for bookings made 60+ days out. Value-added packages like "room + breakfast" or "room + airport transfer" differentiate you from competitors who only sell a room.



Availability & Calendar Management

RECOMMENDATIONS

Open your calendar at least 12–18 months ahead, and ideally 24 months

At the moment, it's not possible to confirm from the public listing how far ahead your calendar is open, but this is one of the most impactful and frequently overlooked settings for a property like yours.

Booking.com's algorithm actively rewards listings with long-horizon availability, and many guests — particularly those planning trips around events like the Arnhem Airborne commemoration or summer holidays — search and book months in advance. If your calendar closes before their travel dates, you simply won't appear in their results. Head to your Extranet, activate the Availability Planner, and set it to keep your calendar open for at least 18 months on a rolling basis — it's a one-time setup that runs automatically.

Review any minimum stay restrictions and keep them to 1 night wherever possible

The vast majority of your bookings appear to be 1-night stays, with a handful of 2- and 4-night stays in the review data. Your guests are clearly short-break travellers — couples visiting Arnhem for a night out, solo travellers passing through, groups exploring the city. Any minimum stay restriction longer than 1 night will make your listing invisible to the largest share of your potential audience. Keep your minimum stay at 1 night across the board, and if you do apply a 2-night minimum for weekend peak periods, be conservative and monitor whether it causes a drop in bookings.

Enable dynamic restriction rules to automate availability management

Rather than manually adjusting minimum stays and arrival-day restrictions as your calendar fills up, use Booking.com's dynamic restriction rules feature in the Extranet. These rules automatically loosen restrictions on unsold inventory — for example, allowing 1-night stays on dates that would otherwise sit empty — without you having to intervene manually. For a solo-managed property like yours, this kind of automation is a practical way to maximise occupancy without adding admin.

Accept last-minute bookings for gaps within 7 days

Given that most of your stays are just 1 night, last-minute gaps are almost impossible to fill without accepting short-notice bookings. Make sure your calendar doesn't have a cut-off that blocks bookings less than 24 or 48 hours before check-in, and pair this with the Last-Minute Deal promotion (see Deals & Promotions) to actively attract travellers searching for immediate availability. Arnhem's proximity to major Dutch cities means there's a genuine pool of spontaneous weekend travellers who could fill these dates.

If listed on other platforms, use Calendar Sync or a channel manager

If your property is also listed on Airbnb, Vrbo, or any other platform, it's essential to keep your availability synchronised across all of them. Booking.com's built-in Calendar Sync feature can connect to other calendars via iCal, or you can use a channel manager for full two-way sync. Double bookings are one of the fastest ways to damage your cancellation rate — which is a direct negative signal in Booking.com's ranking algorithm.



PRO TIP

Load your calendar at least 12–18 months ahead. Many travelers plan far in advance — if your calendar isn't open, you won't appear in their searches. Booking.com recommends up to 24 months for maximum visibility.



Calendar Best Practices

Activate the Availability Planner in the Extranet to keep your calendar open automatically. Around 10% of partners don't realize their property is unbookable due to missing availability. Avoid strict minimum stays in low-demand periods — they block a large portion of searches. If you're on multiple platforms, use Calendar Sync or a channel manager to prevent double bookings.

Deals, Promotions & Discounts

Based on the public listing data available, there are no active promotions or deals currently visible on your listing. This is a meaningful gap — promotional badges in search results demonstrably improve both click-through rates and conversion, and the Booking.com algorithm gives a temporary ranking boost to listings running active deals. Given your strong location score (9.4) and solid overall rating (8.4), your listing has a great foundation to build on with well-targeted promotions.

RECOMMENDED DEALS

Mobile Rate

This should be your first promotion to activate. Set a 10–15% discount exclusively for mobile users. With roughly 59% of all Booking.com bookings made via mobile, this is the single highest-reach promotion available. It adds a visible badge to your listing in search results, improving click-through rate, and it costs you less than it appears because many of these guests would not have found or booked your listing at full rate. Set it up in the Extranet under Promotions.

Last-Minute Deal

Create a Last-Minute Deal offering 10–15% off for bookings made within 7 days of check-in. Given that nearly all your stays are 1-night bookings, last-minute gaps in your calendar are pure lost revenue. This promotion triggers a 'Deal' badge in search results specifically for guests searching for imminent travel dates — exactly the audience most likely to book your property. It runs automatically once configured and can be switched off during periods when you're already running high occupancy.

Early Booker Deal

Set up an Early Booker Deal offering 5–10% off for reservations made 60 or more days before check-in. This is particularly valuable for filling your calendar around known high-demand periods — summer, the September Airborne events, and the December festive season — before competitors claim those bookings. Pair it with a non-refundable rate plan (see Rate Plans) to secure the revenue firmly.

Country Rate — Germany, Belgium, UK

Your reviews show a consistent flow of guests from Germany, Belgium, and the United Kingdom — all within easy driving or train distance of Arnhem. A Country Rate targeting these three markets offers a discount visible only to users browsing from those countries, making your listing more prominent in their search results without affecting what Dutch guests see. This is a low-risk way to grow your international audience, especially during weekday and shoulder-season periods when domestic Dutch demand is softer.

Secret Deal

Consider activating a Secret Deal — a discount available exclusively to Booking.com newsletter subscribers, who tend to be frequent, high-intent bookers. This won't be your highest-volume promotion, but it reaches a self-selected audience of engaged travellers who actively seek out deals and tend to book more reliably. It's also a useful tool for filling specific quiet periods without publicly advertising a rate reduction.

Limited-Time Deal

Use a Limited-Time Deal tactically — for example, at the start of each quarter when search competition is lower, or when you notice a soft patch in your booking pace. A short burst of a deeper discount (15–20%) can generate a meaningful spike in visibility and views, which in turn sends positive engagement signals to the Booking.com algorithm. Don't run it permanently; treat it as a targeted tool for specific windows when you need to accelerate bookings.



DID YOU KNOW?

In Booking.com experiments, promotional tools improved search rank by ~42 positions and views by ~182% for underperforming properties. Properties that optimized promotions saw +37% RevPAR.



Using Promotions Strategically

Don't leave promotions running permanently — use them strategically. Early Booker deals lock in revenue, Last-Minute deals fill gaps, and Mobile Rates tap into the 59% of bookings made on mobile devices. The Opportunity Center in the Extranet shows which promotions will have the biggest impact for your specific property.



Booking.com Programs

GENIUS PROGRAM

Your listing is well-positioned to join the Genius program right now. With 57 reviews and an overall score of 8.4, you comfortably clear the minimum eligibility threshold of 3 reviews and a 7.5+ score. Enrolling at Genius Level 1 (10% discount) will add a Genius badge to your listing in search results and connect you with Booking.com's most loyal, highest-intent travellers — a segment that tends to book more, cancel less, and leave more reviews. The data behind the program is compelling: Genius partners typically see around 29% more bookings and 24% more revenue even after the discount cost is factored in. Given that your location score is a standout 9.4 and your value-for-money score is 8.6, Genius travellers — who are actively comparing options — are very likely to convert when they see your listing. I'd recommend enrolling at Level 1 as an immediate step. Once you've accumulated more bookings and pushed your overall score toward 8.7–9.0, consider upgrading to Level 2, which adds extra perks like a free room upgrade or welcome gift — both of which suit your intimate, character-led property perfectly.

PREFERRED PARTNER

At the moment, your listing does not carry the Preferred Partner badge, which means you're missing out on the visibility boost that comes with it — Preferred Partner properties average 65% more page views and 35% more bookings. To become eligible, you'll need to meet Booking.com's threshold (broadly, a top ~30% performance ranking in your market), which is assessed on review score, response rate, cancellation rate, and availability. Your location score and review volume are real strengths here, but your overall score of 8.4 — while solid — is sitting just below the 8.5+ range that typically puts properties in contention for Preferred status. The clearest path to eligibility is pushing your overall score up by addressing the recurring bathroom and cleanliness complaints in your reviews (see the Guest Review section of this report), maintaining a near-perfect response rate, and keeping your calendar well-stocked. Check the Opportunity Center in your Extranet regularly — it will tell you exactly where you stand and what actions would move you into Preferred Partner territory.

OTHER PROGRAMS TO CONSIDER

Opportunity Center

Make the Opportunity Center your first stop in the Extranet each week. It delivers personalised, data-driven recommendations specific to your property — from pricing nudges and promotion suggestions to program eligibility alerts. For a privately managed apartment like yours, this is the most efficient way to spot quick wins without having to manually check every dashboard. Set a reminder to review it every Monday morning.

Booking Holdings Sponsored Listings

Once your overall score is consistently above 8.5 and your photos and Host Profile have been strengthened, Sponsored Listings become a worthwhile consideration for peak periods — think summer weekends, the Arnhem school holiday windows, and the Burgers' Zoo / Dutch Open Air Museum high season. Sponsored Listings give you cross-platform visibility across Booking.com, Priceline, and Agoda simultaneously, which is particularly useful for reaching the German and Belgian couples who already feature prominently in your review base. Hold off on this until your listing fundamentals are solid — sponsored placement amplifies what's already there, so it's most effective when your photos, profile, and score are all performing well.

Preferred Plus

Preferred Plus — reserved for the top 10% of Preferred Partners — is a longer-term goal for your property. It's worth knowing it exists and building toward it systematically. If you achieve Preferred Partner status and then continue improving your review score toward 9.0+, you'll naturally move into contention. Keep it on your radar as a 12–18 month target.



DID YOU KNOW?

Genius partners increase bookings by ~29% and revenue by ~24% (even after discount costs). Preferred Partners see 65% more page views and 35% more bookings.



Maximizing Program Benefits

Genius is worth joining for most properties — the visibility boost outweighs the discount. You need a minimum 7.5 review score and 3+ reviews to qualify. Level 2+ is recommended for maximum impact. The Preferred Partner program (top 30% of properties) requires an 8.0+ score, high response rate, and low cancellation rate — check your eligibility in the Opportunity Center.



Guest Experience & Operational Excellence

Fair

STRENGTHS

- Location is your superpower — a 9.4 location score tells the story clearly, and guests consistently describe the neighbourhood as quiet, central, and walkable. Reviews mention the proximity to the city centre, Sonsbeekpark, and the local supermarket as genuine highlights.
- The property's authentic Dutch character — exposed brick, wooden beams, multi-level layout, and narrow staircases — generates genuine delight in guests who appreciate historic architecture. Phrases like 'adorable', 'super schattig', 'uriges Hollandhäuschen', and 'heerlijk knusse plek' appear repeatedly.
- Host communication is consistently praised, particularly via WhatsApp. Guests highlight flexibility around luggage storage, a seamless key pickup system, and a host who thinks along with them — these are real competitive advantages.
- Free parking, while a short walk away, is a meaningful bonus in a city-centre location and guests regularly call it out as a positive.
- Value for money resonates well — the 8.6 value score reflects that guests feel they're getting a charming, characterful stay at a fair price.

AREAS FOR IMPROVEMENT

Bathroom cleanliness and odour

This is your most urgent operational issue. Multiple reviews across different dates mention a sewer smell ('rioollicht'), hairs left in the shower, a musty/damp odour, and a shower curtain that doesn't seal properly. Check and replace the p-trap/drain seal under the bathroom fittings (the most common cause of sewer smell in Dutch apartments), install a small bathroom ventilation fan if one isn't already present, replace the shower curtain with a new sealed version, and add a specific bathroom deep-clean step to your cleaning checklist that includes drain inspection before every new arrival. One guest (Hester) mentioned skipping the shower entirely and going home to wash — this is a serious signal that needs addressing.

Linen and towel freshness

Two recent reviews mention linens and towels that don't smell fresh ('beddengoed en handdoeken: niet fris' — Ties, April 2026). Introduce a standard wash protocol that includes a hot wash with a cup of white vinegar added to the rinse cycle, which eliminates musty smells from linens. If you're using a laundry service, specify freshness standards explicitly. Replace any linens or towels that have been in rotation for more than a year.

Bed quality and creaking

Two guests mention the bed — one notes it creaks ('krakend bed' — Sanne), another finds it uncomfortable (Greg). Inspect and tighten all bed frame joints, add felt pads under any metal contact points, and consider whether the mattress needs replacing. A poor night's sleep has an outsized impact on comfort scores.

Key safe instructions and check-in clarity

Guest Martin (March 2026, score 9.0) couldn't find the key safe and then struggled to operate it. Set up an automated pre-arrival message (ideally sent 48 hours before check-in) that includes a photo or brief video of the key safe location, the exact code, and step-by-step opening instructions. This is a quick fix that eliminates a frustrating first impression.

Honest expectation-setting for compact bathroom and steep stairs

The combined toilet/shower room and the steep staircases are the two most frequently mentioned 'surprises' in reviews — not because guests hate them, but because they weren't expected. Adding clear, friendly wording to your Host Profile and pre-arrival message (for example: 'The bathroom is compact with a combined shower and toilet — perfect for a couple on a city break but worth knowing in advance. The traditional Dutch staircases are steep and narrow, so we recommend light luggage for the top floor.') will turn potential complaints into non-issues for guests who've been properly prepared.



PRO TIP

A welcome note or small gift (local chocolate, bottled water, fresh fruit) costs very little but consistently improves reviews. Guests who feel looked-after leave better scores regardless of minor issues.



Creating Memorable Stays

Focus on the fundamentals: frictionless check-in, spotless cleanliness, and quality sleep. Blackout blinds are one of the most frequently mentioned comfort improvements in reviews. Provide a guestbook with WiFi details, appliance instructions, local recommendations, and emergency contacts. Small extras like USB charging ports, a quality coffee machine, or a curated list of local experiences differentiate you from the competition.

Visibility & Marketing

VISIBILITY BOOSTER

The Visibility Booster is a smart lever to use selectively, and your property has a profile that can benefit from it — but timing is everything. Because the Booster works by paying a higher commission rate to secure better placement, it's most valuable when (a) demand in Arnhem is high and competition is stiff, and (b) your listing is already strong enough to convert the extra eyeballs it earns. At the moment, I'd recommend waiting until you've updated your photos, completed the Host Profile, and pushed your overall score above 8.5 before activating it — otherwise you're paying for visibility that may not convert. Once those fundamentals are in place, use the Booster in three scenarios: first, during Arnhem's peak summer season (June–August), when Burgers' Zoo and the Dutch Open Air Museum drive significant inbound tourism; second, during the GelreDome event calendar — major concerts and football fixtures fill the city quickly and guests searching last-minute need to see you; and third, to recover quickly from any cancellation gaps that open up in an otherwise well-booked calendar. Target the Booster at the Netherlands, Belgium, and Germany specifically, since those three markets make up the bulk of your existing guest base. Monitor ROI carefully after each activation and switch it off once the target dates are filled.

EXTERNAL MARKETING & TECHNOLOGY

Instagram

Your property has a genuine visual story to tell — a genuinely tiny, multi-storey Dutch townhouse with exposed beams, brick walls, and a prime city-centre location. That's exactly the kind of content that performs well on Instagram. Create a profile for the property and post 2–3 times per week: atmospheric interior shots, seasonal street views of Nijhoffstraat, nearby highlights like Sonsbeekpark and the local café strip, and short Reels of the check-in experience. Use location tags (#Arnhem, #VisitArnhem, #Gelderland) and hashtags tied to the property's identity (#TinyHouse, #KleinsteHuisje, #DutchCharacter). Linking your Booking.com listing in the bio turns every post into a direct booking driver.

Facebook

A Facebook page for the property serves a slightly older audience than Instagram — which aligns well with your Dutch and German couple demographic. Share the same content you produce for Instagram, and consider running occasional targeted paid posts (geo-targeted at Netherlands, Belgium, and Germany) during high-demand windows. Facebook is also a useful place to share upcoming local events in Arnhem that might prompt spontaneous weekend trips.

Multi-platform OTA listing (Airbnb / Vrbo)

At the moment, your visibility is concentrated on Booking.com. Listing on Airbnb and potentially Vrbo would expand your reach considerably — particularly for the international couple and group segments who tend to browse Airbnb first. The 'smallest house in Arnhem' concept translates exceptionally well to Airbnb's storytelling format, and the platform's experience-led positioning suits your property's character. To manage this safely without double bookings, use a channel manager (see below) to keep all calendars in sync in real time.

Channel Manager

If you expand to two or more platforms, a channel manager becomes essential rather than optional. Tools like Smoobu, Lodgify, Hostaway, or MyAllocator synchronise your rates, availability, and booking confirmations across all OTAs in real time. This eliminates double-booking risk, saves significant manual calendar management time, and ensures your Price Quality Score on Booking.com stays healthy by maintaining rate parity. Most channel managers also offer a simple direct-booking website as part of their package, which gives you a commission-free booking channel over time.

Direct booking website

A lightweight direct booking website — even a single-page site built through your channel manager — gives guests who discover you via social media or word of mouth a way to book without paying OTA commission. Over time, a small but growing proportion of repeat guests (you already have guests saying 'Wij komen zeker weer' — 'We will definitely come back!') will prefer to book directly if given an easy way to do so. Keep the Booking.com listing as your primary sales channel for now, but plant the seed for direct bookings as a longer-term revenue improvement.



PRO TIP

Share your Booking.com listing on social media and link to it from your website. External traffic signals demand to the algorithm and can improve your ranking — even before guests book.



Visibility Strategy

The Visibility Booster temporarily increases your ranking by paying a higher commission — use it strategically during peak season or to fill gaps, not permanently. For technology, a channel manager keeps rates and availability synced across platforms, while a dynamic pricing tool automates rate adjustments. List on multiple OTAs to maximize exposure, but tailor your strategy per platform.



Sustainability & Certifications

At the moment, your listing does not carry any sustainability certification, and no eco-friendly practices or accessibility features are highlighted on the page. This is a gap worth addressing — not because sustainability is a box-ticking exercise, but because 53% of travellers in 2025 say they are actively conscious of tourism's environmental impact, and Booking.com's platform now filters for certified sustainable properties. More practically, a sustainability label differentiates your listing in search results and adds a trust signal that is increasingly meaningful to the Dutch, German, and Belgian guests who make up your core audience — markets where environmental awareness tends to be high. The good news is that a compact 33m² apartment in a city-centre location already has a naturally low environmental footprint compared to larger rural properties — that's a genuine story worth telling.

RECOMMENDATIONS

Pursue a recognised third-party sustainability certification

The most impactful step is obtaining a certification that Booking.com recognises — such as Green Key (operated in the Netherlands by Stichting Milieu Centraal and widely adopted in Dutch hospitality), EU Eco Label, or Sustonica. Green Key in particular has a pathway for small accommodations and self-catering apartments, and being Netherlands-based means the application process is well-documented and locally supported. A certification adds a filterable 'Sustainability Certification' badge to your Booking.com listing, puts you in front of a growing segment of eco-conscious travellers, and is a permanent differentiation point from unlabelled competitors. Start by visiting greenkey.global and checking the self-catering property criteria.

Highlight the property's inherently low-footprint positioning

A 33m² apartment in a city-centre location — walkable to Arnhem Station (1.3km), restaurants, and shops — is genuinely sustainable by design. Guests don't need a car to explore the city, which is a meaningful environmental benefit. Mention this explicitly in your Host Profile 'About the property' and 'About the neighborhood' fields: frame the walkability, proximity to public transport, and compact size as eco-conscious choices. This costs nothing and resonates strongly with the sustainability-aware traveller.

Implement and list simple in-property eco practices

Small, genuine sustainability measures can be ticked in the Booking.com Extranet under the sustainability/eco section, and each tick adds credibility. Consider: switching to LED lighting throughout (if not already done), providing a recycling bin with clear labelling, using eco-friendly or concentrated cleaning products, offering a refillable water bottle or water filter jug instead of single-use plastic bottles, and ensuring the property has energy-efficient heating. These are low-cost changes that are honest to tick, add to your sustainability profile, and often get a positive mention in reviews.

Highlight accessibility information clearly

At the moment, there is no accessibility information listed — and given the recurring review comments about steep, narrow stairs across multiple floors, being upfront about this is both honest and responsible. In the Extranet, tick the relevant 'not suitable for' accessibility fields and add an honest note in your Host Profile about the multi-storey layout. This manages guest expectations (reducing 7/10 reviews from guests who were surprised), and it also surfaces your listing correctly in searches where guests filter for step-free or accessible properties — meaning those guests won't book you by mistake, and the guests who do book are a better fit.

Add EV charging as a future consideration

Your free parking is already a strong selling point (9.4 location score, repeatedly praised in reviews). As EV adoption grows rapidly in the Netherlands, Belgium, and Germany — your three main guest markets — adding an EV charging point at or near the parking location would become a searchable, filterable amenity on Booking.com. This is a medium-term capital investment rather than an immediate action, but worth planning for as it would genuinely differentiate your listing and appeal to a fast-growing guest segment.



DID YOU KNOW?

53% of travelers in 2025 are conscious of tourism's impact. Certified sustainable properties are filterable by eco-conscious guests — and the number of certified listings on Booking.com grew 43% in 2024.



Analytics & Key Metrics

KEY METRICS TO MONITOR

Overall Review Score

Target: 8.7+ within 6 months, 9.0+ within 12 months

Your current score of 8.4 sits in the 'Good' band, which is competitive but not exceptional. Crossing 8.7 meaningfully improves your ranking position, and reaching 9.0 unlocks a significant algorithm boost. Every 0.1 point improvement translates directly into more search visibility and higher conversion. Bathroom and cleanliness sub-scores are your primary levers — address those first.

Cleanliness sub-score

Target: 9.0+

At 8.6, your cleanliness score is decent but not a strength — and cleanliness is the most unforgiving category for guests. Multiple reviews mention bathroom odours, hairs in the shower, and damp smells, which suggests a systematic cleaning gap rather than a one-off issue. Improving cleanliness is the single highest-leverage action available to you right now: it will lift both this sub-score and your overall score simultaneously.

Facilities sub-score

Target: 8.5+

Your facilities score of 8.2 is the weakest of all your sub-scores and reflects the recurring guest feedback about the bathroom (cramped shower/toilet, basic plumbing, no separate shower). While you can't easily expand the physical space, you can improve the perceived quality of facilities through better staging, fixing the shower curtain, addressing the odour, and adding small upgrades. Being more transparent in your listing about the compact bathroom will also reduce expectation mismatches that drag this score down.

Property Page Score

Target: 100%

At the moment, your Property Page Score is almost certainly below 100% given the near-empty Host Profile and limited facility detail. Properties at 100% score see up to 18% more bookings. This is a free, immediate win — completing your Host Profile fields and ticking every applicable facility in the Extranet costs nothing and directly improves both your score and the quality of your auto-generated description.

Reply Score (Response Rate)

Target: 90%+

Response rate is a direct ranking signal. A high Reply Score tells the algorithm — and prospective guests — that you are an engaged, reliable host. Given that your communication is already praised in reviews ('very easy to talk to the owner', 'prettig contact via whatsapp'), formalising this through Booking.com's messaging tools will ensure your Reply Score reflects the quality of communication you're already providing.

Click-Through Rate (CTR)

Target: Improving trend month-on-month

CTR measures how often guests click on your listing after seeing it in search results. A low or declining CTR is typically a signal that your cover photo, title, or pricing isn't grabbing attention relative to competitors. After updating your hero photo and title (see the Content section of this report), monitor CTR closely — an improvement confirms the changes are resonating.

Conversion Rate (Booking Rate)

Target: 2–5%+

Conversion rate — the percentage of listing views that turn into bookings — is the single most important ranking signal on Booking.com. It's the clearest measure of whether your listing is convincing guests once they arrive on your page. If page views are healthy but conversion is low, that points to issues with your Host Profile, photos, pricing, or cancellation policy — all of which are addressed in this report.

Cancellation Rate

Target: Below market average (aim for under 5%)

A high cancellation rate is an explicit negative ranking signal. Cancellations also create gaps in your calendar that are harder to fill last-minute. Offering a well-structured rate plan (flexible + non-refundable options) and sending warm pre-arrival messages both reduce cancellation likelihood by building guest commitment to the booking.

EXTRANET TOOLS TO USE

Property Page Score (Property tab)

Check this first, and check it weekly until you reach 100%. It acts as a live completeness checklist for your listing — every incomplete field or unticked amenity shows up here as a gap. Work through it systematically: Host Profile fields, facility ticks, room details, location data. Once you hit 100%, review it monthly to ensure nothing has slipped.

Analytics Dashboard (Analytics tab)

Review this weekly. Focus on four numbers: search views (how often you appear), click-through rate (how often guests click), page views (how often guests read your full listing), and booking rate (how often they actually book). The relationship between these four tells you exactly where guests are dropping off — whether the issue is at the search result stage, the listing page stage, or the booking decision stage. Each stage requires a different fix.

Guest Reviews Dashboard (Guest Reviews tab)

Check this every time a new review arrives and respond within 48 hours — without exception. Beyond responding, read every review for patterns: bathroom odour and cleanliness complaints are already a clear pattern in your data. Use the sub-score breakdown to track whether your targeted improvements (cleaning protocol, bathroom upgrades) are actually moving the needle over time.

Price Performance Dashboard (Rates & Availability tab)

Review this monthly, or any time you're considering a price change. It benchmarks your rates against comparable properties in Arnhem and flags any rate parity issues across platforms. Your value-for-money score of 8.6 suggests guests feel you're fairly priced — use this dashboard to ensure you're not leaving revenue on the table during peak periods (summer weekends, GelreDome events) while staying competitive in quieter months.

Opportunity Center (Opportunities tab)

Check this every Monday morning — make it a habit. The Opportunity Center surfaces personalised recommendations for your specific property: Genius eligibility, Preferred Partner progress, promotional suggestions, and pricing nudges. It's the fastest way to spot actions that will improve your ranking without having to manually audit every section of the Extranet.

Ranking Dashboard (Analytics tab)

Review this monthly to track where your listing sits in Arnhem search results over time. Use it as a long-term health indicator — if your ranking drops following a dip in review scores or a period of low availability, you'll catch it here before it becomes a significant revenue problem. Correlate any ranking changes with the actions you've recently taken (new photos, updated Host Profile, price adjustments) to build an understanding of what works for your specific listing.

Inbox & Messaging Templates (Inbox tab)

Set up at least three scheduled message templates immediately: a booking confirmation (sent within 1 hour of booking), a pre-arrival message (sent 3 days before check-in with key collection instructions, parking guidance, and a local tip or two), and a post-checkout thank-you (sent the morning after departure with a gentle review request). These three templates will improve your Reply Score, reduce guest anxiety, and systematically increase your review volume — all without requiring manual effort for every booking.

Pulse App (mobile)

Download the Booking.com Pulse app and enable push notifications. Given that you're managing this property privately and already communicating with guests via WhatsApp (mentioned positively in reviews), the Pulse app ensures you never miss a message or booking notification — keeping your Reply Score high and your guests feeling well looked after, wherever you are.



Data-Driven Optimization

Review your key metrics weekly. When performance dips, diagnose whether the issue is traffic (fewer views), conversion (same views, fewer bookings), or external demand — then adjust the right lever. Change one significant variable at a time and watch analytics for a few weeks to measure impact. The Ranking Dashboard shows your current position and trends over time.



Full Action Plan

- 1 Complete the Host Profile in full: add a profile photo, write an 'About the property' section (150–400 words including honest framing of the stairs, bathroom size, and ground-floor smell), an 'About the neighborhood' section with named local recommendations (Café St. Marten, nearby restaurants, Sonsbeekpark, supermarket), a short host bio (60–120 words, first person), and a welcome message. At the moment this section is entirely empty, which means your Property Page Score is significantly below 100% and you are missing a major trust and conversion lever.

High impact
- 2 Start responding to every guest review — positive and negative — within 48 hours. At the moment only 2 out of 57 reviews have received a response. Future guests read host responses when comparing listings, and your Reply Score directly affects your ranking on Booking.com. Use the templates provided in this report as a starting point and personalise each response.

High impact
- 3 Rewrite your listing title from the current Dutch property name (Example Dutch Apartment, 29 characters) to a descriptive, guest-facing title of 60–80 characters that leads with your strongest differentiators: the central location, the unique character, and free parking. For example: 'Charming Historic Dutch House | City Centre | Free Parking'.

High impact
- 4 Investigate and resolve the recurring ground-floor odour. Have a plumber inspect and treat the drain with an enzymatic cleaner. Install a passive odour eliminator or small diffuser on the ground floor. This complaint appears in at least 6 reviews and is suppressing your facilities and cleanliness sub-scores.

High impact
- 5 Overhaul your Extranet facility ticks to reach 100% Property Page Score. At the moment only 11 facilities are listed — far below what the property likely offers. Tick every applicable item: coffee machine, kettle, toaster, oven, microwave, fridge, specific kitchen items, hairdryer, hangers, iron, heating type, blackout blinds if present, and any safety equipment. Each unticked facility is a search filter you are invisible in.

High impact
- 6 Set up automated pre-arrival, day-of-arrival, and post-checkout message templates in the Extranet Inbox. Include a clear photo and step-by-step instructions for the key lockbox in the pre-arrival message — multiple guests have reported difficulty finding or operating it. Also include parking directions with specific location names, and an honest mention of the steep stairs.

High impact
- 7 Inspect and repair or replace the bed frame to eliminate the creaking reported by multiple guests. If the mattress is older than 5 years, add a quality mattress topper. Bed comfort is one of the most emotionally significant factors in a guest's experience and directly impacts your comfort sub-score (currently 8.4).

High impact

- 8 Install a proper fixed showerhead to replace the hand shower. Multiple reviews mention this specifically, and it is a low-cost fix (under €50) that would eliminate a recurring complaint and improve perceived bathroom quality.

High impact
- 9 Increase your photo count from 20 to at least 25–40. Priority shots to add: a styled hero shot of the most atmospheric space (living room or bedroom with natural light), a kitchen photo showing equipment, additional detail shots of the bathroom, an exterior shot of the house on the street, a neighbourhood/street scene, and a lifestyle shot showing the cosy atmosphere. Retake the current hero photo (hallway with leaning door frame) with the space properly staged.

High impact
- 10 Implement seasonal and weekend pricing. At the moment there is no evidence of dynamic pricing. Add a 20–30% weekend premium (Friday/Saturday nights), higher rates for Dutch school holidays and summer peak season (June–August), and last-minute discounts of 10–15% for bookings made within 7 days. This alone typically produces 15%+ revenue improvement.

High impact
- 11 Add a fully flexible (free cancellation) rate plan alongside your existing plan if you do not yet have one. Properties offering flexible cancellation are up to 75% more likely to receive reservations. The flexible rate can be priced 10–15% higher than a non-refundable rate to protect revenue.

High impact
- 12 Enrol in the Genius Programme if not yet enrolled. With a review score of 8.4 and 57 reviews you are eligible. Genius participation produces an average 18–29% increase in bookings and gives your listing a badge in search results that builds instant trust.

High impact
- 13 Replace the current hero photo (cluttered hallway with leaning door frame) with the bedroom photo, which is currently your strongest image. The hero photo is the single most influential factor in click-through rate from search results, and the current one reads as unfinished rather than welcoming.

High impact
- 14 Review and tighten your changeover cleaning checklist, specifically focusing on linen freshness, towel condition, shower/drain cleanliness, and ground-floor odour. At least 3 recent reviews mention cleanliness issues on arrival. Consider a two-person check — one cleans, one inspects — before every arrival.

High impact
- 15 Open your availability calendar at least 12–18 months ahead and activate the Availability Planner in the Extranet. Properties with long-horizon availability rank higher because early-planning travellers (who represent a significant share of bookings) can find and book them.

Medium impact

- 16 Activate a Mobile Rate discount of 10–15% in the Extranet. 59% of Booking.com bookings are made via mobile, and mobile-rate listings receive a unique badge in search results that improves both visibility and conversion.

Medium impact
- 17 Add descriptive captions to all 20 existing photos and to any new photos you upload. Captions improve SEO, accessibility, and the algorithm's understanding of your property. For example: 'Cosy bedroom with exposed wooden beams and large windows' rather than leaving fields blank.

Medium impact
- 18 Set up an Early Booker Deal (5–10% discount for bookings made 60+ days in advance) and a Last-Minute Deal (10–15% discount for bookings within 7 days). These two promotional tools together help fill both ends of your booking window without devaluing your standard rate.

Medium impact
- 19 Add a full set of crockery, cutlery, and cooking utensils for at least two people with extras. Include a proper chef's knife, colander, and matching mugs. Multiple reviews mention the kitchen feeling limited. This is a one-time investment of under €50 that eliminates a recurring complaint.

Medium impact
- 20 Check eligibility for the Preferred Partner Programme in your Extranet Opportunity Center. With a strong location score (9.4) and growing review base, you may be approaching or already meeting the threshold. Preferred Partner status delivers an average 65% more page views and 35% more bookings.

Medium impact
- 21 Set up a non-refundable rate plan priced 10–15% below your flexible rate. This gives cost-conscious guests a lower entry price while securing committed bookings for you. Properties offering both flexible and non-refundable plans consistently outperform those with a single-rate setup.

Medium impact
- 22 Review and update all Extranet location data: confirm the map pin is accurate (the property is 400m from Arnhem city centre), and add all nearby landmarks, transport links, restaurants, and attractions that the Extranet allows. This feeds the auto-generated location section of your description and improves your appearance in distance-filtered searches.

Medium impact
- 23 Download and activate the Booking.com Pulse app on your phone. This ensures you receive instant notifications for new bookings, cancellations, review postings, and guest messages, allowing you to respond within the target timeframes that improve your Reply Score and ranking.

Medium impact
- 24 Add a small welcome touch for arriving guests — a bottle of water, a local chocolate bar, or a handwritten note with the WiFi password and a local restaurant tip. This costs under €5 per stay and consistently generates positive mentions in reviews, improving your overall score over time.

Medium impact

- 25 Ensure your Host Profile free-text fields are entered in both Dutch and English, as your guest base is clearly international (reviews from Germany, Spain, UK, Belgium, Romania, Latvia, Croatia). Booking.com does not auto-translate Host Profile content, so guests browsing in other languages currently see nothing in this section.

Medium impact

- 26 Use the Visibility Booster strategically during Arnhem's shoulder season (November–February) to maintain ranking and occupancy during slower periods. Set a modest commission uplift for these months and monitor the ROI via your Analytics Dashboard.

Medium impact

- 27 Investigate a recognised third-party sustainability certification (such as Green Key or Sustonica) relevant to the Netherlands. With 53% of travellers now conscious of sustainability, the certification badge improves both filtering visibility and trust. Many certifications for small properties are straightforward to obtain.

Low impact

- 28 Check your Opportunity Center in the Extranet at least once a week. Booking.com personalises recommendations for your specific property — these may include targeted promotions, missing facility suggestions, or programme eligibility alerts that could have an outsized impact for minimal effort.

Low impact

- 29 Share your Booking.com listing on social media channels (even a simple Facebook or Instagram post with a photo of the house and a link to book). External traffic signals demand to the Booking.com algorithm and can give your listing a modest but real ranking boost.

Low impact

- 30 Add a note to your fine print and House Rules clearly stating that the property is not suitable for guests with limited mobility, and that the stairs are steep and narrow across three levels. This proactively filters out guests who would be disappointed and leave a low score, protecting your overall rating.

Low impact