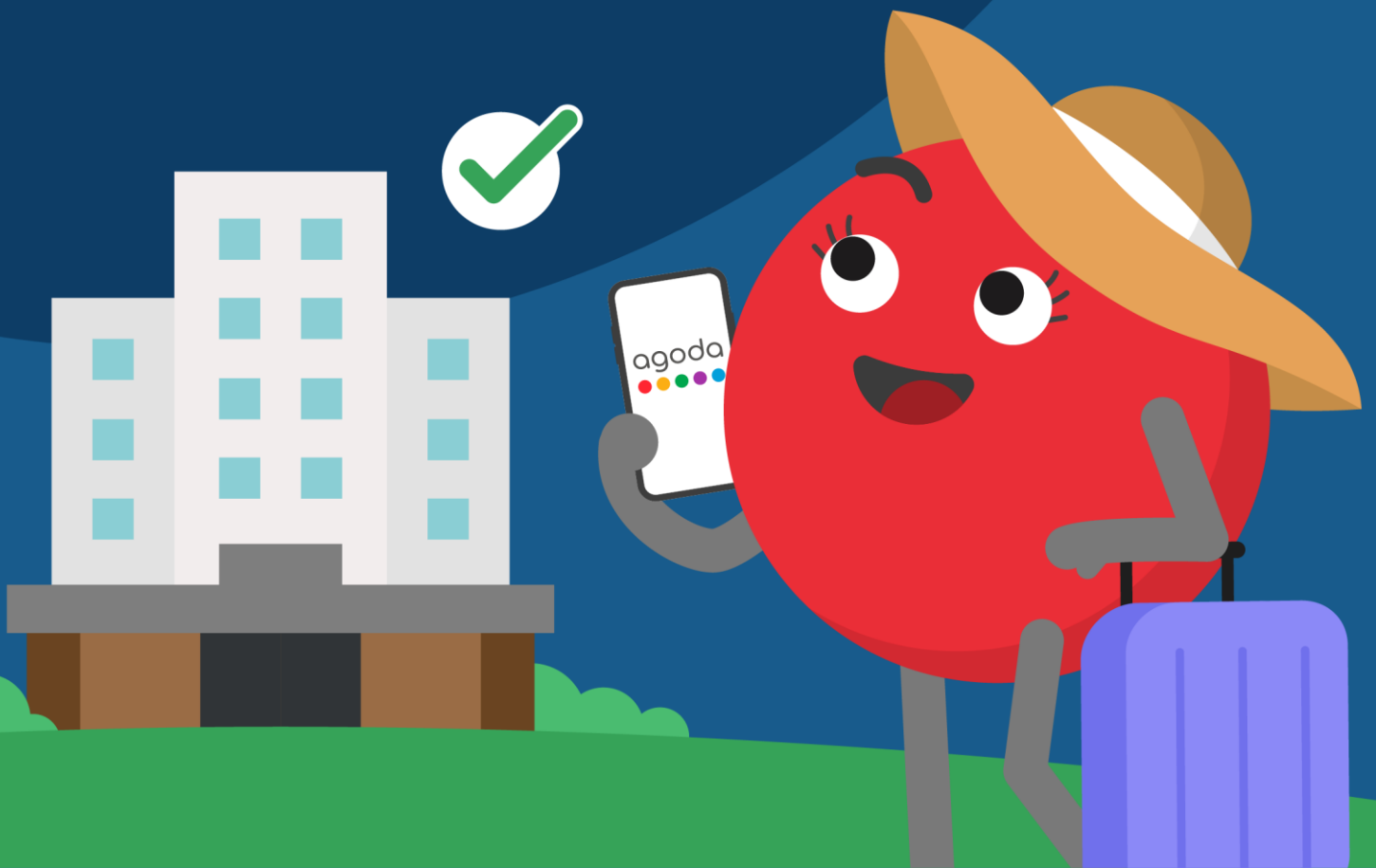




HOMES CONTENT SCORE GUIDELINE

Travelers prefer when
properties tell them exactly
what they're getting!



Introducing the Homes Content Score

What is the Homes Content Score?

Agoda's Homes Content Score is the overall measure of content health for your property listing on Agoda. Think of it as a representation of how much information a guest can see about your property while browsing for accommodation.

Years of data and research have proven that there's a direct correlation between complete content and guest confidence in booking. Guests don't like uncertainty. The more detailed information you provide, the more reassured a guest will be that your property provides what they are looking for.

Therefore, more complete content could lead to higher conversion, and fewer guest complaints – which leads to better reviews. Agoda's Content Score provides an easy and direct way to measure your listing's content completeness.

The following guide explains what is measured in Homes Content Score, how this information is displayed to the guest, and how you can easily update and improve your own content.

Homes Content Score Elements

Homes Content Score is split into five categories:

- Amenities
- Photos
- Property description
- Host information
- Arrival guide



Homes Content Score Elements and Requirements (1)

Amenities

1. Essential Amenities (7 categories)

- To meet the standard, your property must offer *at least 1 amenity* from **any 3 of the following categories**:
 - **A/C or Heating system**: Air conditioning, Heating
 - **Internet access**: Free internet, Free WiFi, Paid internet, Paid WiFi, Portable Wi-Fi rental
 - **Laundry**: Dryer, Iron, Washer
 - **Toiletries**: Body wash, Shampoo, Towels, Hair dryer
 - **TV**: Cable TV, TV
 - **Linens**: Linens
 - **Refrigerator**: Refrigerator

2. Additional Amenities (9 categories)

- Your property must also offer *at least 1 amenity* from **any 3 of these categories**:
 - **Breakfast**: Breakfast
 - **Kitchen and Utensils**: Coffee, Tea, Coffee/tea maker, Kitchen, Kitchen basics (cookware, oils, condiments), Microwave, Oven, Stove
 - **Parking**: Free parking, Paid parking
 - **Front services**: Contactless check-in/check-out, Doorman, Keyless access
 - **Balcony**: Balcony or terrace
 - **Bathtub**: Bathtub, Hot tub
 - **Pool**: Indoor pool, Outdoor pool, Private pool
 - **Kids facilities**: Baby bath, Baby monitor, Changing table, Children's books and toys, Children's dinnerware, Crib or baby cot, High-chair, Stair gates, Travel crib
 - **Gym**: Gym

Homes Content Score Elements and Requirements (2)

Photos

- **Minimum Photo Count:** *At least 10 photos* are required.
- **Photo Quality:** All images must be at least **1024x768** pixels.
- **Photo Coverage:**
 - *At least 1 photo* of the property **exterior**. The photo must be captioned **“Exterior view”**.
 - *At least 1 photo* of **every** bedroom and bathroom available on property.
 - **Bedroom** photos must be captioned **“Bedroom”**, **“Room plan”**, **“Family room”**, **“Floor plans”**, or **“View of interior”**.
 - **Bathroom** photos must be captioned **“Bathroom”**, **“Shower”**, **“Bathtub”**, or **“Whirlpool bathtub”**.
 - *At least 1 photo* for **each** available amenity:
 - If **Balcony or terrace** is available, upload at least 1 photo of this amenity and choose **“Balcony/terrace”** as the photo caption.
 - If **Bathtub** is available, upload at least 1 photo of this amenity and choose **“Bathtub”** as the photo caption.
 - If **Kitchen** is available, upload at least 1 photo of this amenity and choose **“Kitchen”** as the photo caption.
 - If **Dryer** is available, upload at least 1 photo of this amenity and choose **“Clothes dryer”** as the photo caption.
 - If **Indoor pool, Outdoor pool, or Private pool** is available, upload at least 1 photo of these amenities and choose **“Swimming pool”**, **“Swimming pool [outdoor]”**, or **“Private pool”** as the photo caption.

Introducing the Homes Content score

Homes Content Score Elements and Requirements (3)

Property description

- **Minimum Length:** The property description must be *at least 300 characters*.

Host information

- **Host photo:** *At least 1 photo* is required.
- **Host display name:** Must be *at least 5 characters long*.
- **Host bio:** Must be *at least 100 characters long*.

Arrival guide

- **Check-in Time:** Specify the check-in from and check-in until time or indicate if it is flexible.
- **Check-out Time:** Specify the check-out from and check-out until time or indicate if it is flexible.
- **Check-in Method:** Clearly state how guests can check in.
- **Check-in Instructions:** Provide *at least 20 characters* of check-in instructions.
- **Directions:** Provide *at least 50 characters* details of how to get to the property.
- **Parking Fee:** State the amount if **Paid parking** amenity is available.

Introducing the Homes Content score

Homes Content score Framework

Category	What's Included	Weight
Amenities	• Essential amenities • Additional amenities	15%
Photos	• Number of photos • Photo quality • Photo coverage	30%
Property description	Description of the property	10%
Host information	• Host photo • Host display name • Host bio	15%
Arrival guide	• Check-in time • Check-out time • Check-in method • Check-in instructions Directions • Parking fee	30%
Total		100%

Notes:

- Each category and What's Included is designed to ensure a comprehensive and high-quality property listing.
- The weighting reflects the importance of each element in delivering an excellent guest experience and maximizing property visibility.

Appendix

Appendix 1: Currency Codes

Currency Name	Code	Currency Name	Code	Currency Name	Code	Currency Name	Code
United Arab Emirates Dirham	AED	Estonian Kroon	EEK	Liberian Dollar	LRD	Seychelles Rupee	SCR
Albanian Lek	ALL	Egyptian Pound	EGP	Lithuanian Litas	LTL	Sudanese Pound	SDG
Armenian Dram	AMD	Ethiopian Birr	ETB	Latvian Lats	LVL	Swedish Krona	SEK
Netherlands Antillean Guilder	ANG	Euro	EUR	Libyan Dinar	LYD	Singapore Dollar	SGD
Argentine Peso	ARS	Fiji Dollar	FJD	Moroccan Dirham	MAD	Slovak Koruna	SKK
Australian Dollar	AUD	British Pound	GBP	Moldovan Leu	MDL	Sierra Leonean Leone	SLL
Barbados Dollar	BBD	Georgian Lari	GEL	Mongolian tögrög	MNT	El Salvador Colon	SVC
Bangladeshi Taka	BDT	Gibraltar Pound	GIP	Maldivian Rufiyaa	MVR	Syrian Pound	SYP
Bulgarian Lev	BGN	Guinea Franc	GNF	Kwacha	MWK	Swazi Lilangeni	SZL
Bahrain Dinar	BHD	Guatemalan Quetzal	GTQ	Mexican Peso	MXN	Thai Baht	THB
Burundi Franc	BIF	Guyana Dollar	GYD	Malaysian Ringgit	MYR	Tunisian Dinar	TND
Brunei Dollar	BND	Hong Kong Dollar	HKD	Namibia Dollar	NAD	Turkish Lira	TRY
Boliviano	BOB	Honduran Lempira	HNL	Nigerian Naira	NGN	Trinidad and Tobago Dollar	TTD
Brazilian Real	BRL	Croatian Kuna	HRK	Norwegian Krone	NOK	Taiwan Dollar	TWD
Bahamian Dollar	BSD	Hungarian Forint	HUF	Nepalese Rupee	NPR	Tanzanian Shilling	TZS
Bhutan Ngultrum	BTN	Indonesian Rupiah	IDR	Taiwan Dollar	NTD	Ukrainian Hryvnia	UAH
Botswana Pula	BWP	Indian Rupee	INR	New Zealand Dollar	NZD	Uganda Shilling	UGX
Belize Dollar	BZD	Iraqi Dinar	IQD	Omani Rial	OMR	US Dollar	USD
Canadian Dollar	CAD	Iranian Rial	IRR	Panamanian Balboa	PAB	Peso Uruguayo	UYU
Congolese Franc	CDF	Jamaican Dollar	JMD	Peruvian Nuevo Sol	PEN	Uzbekistan Sum	UZS
Swiss Franc	CHF	Jordanian Dinar	JOD	Philippine Peso	PHP	Bolivar Fuerte	VEF
Chilean Peso	CLP	Japanese Yen	JPY	Pakistan Rupee	PKR	Vietnamese Dong	VND
Chinese Yuan	RMB	Kenyan Shilling	KES	Polish Zloty	PLN	Samoan Tala	WST
Colombian Peso	COP	Cambodian Riel	KHR	Paraguayan Guarani	PYG	Yemeni Rial	YER
Costa Rican Colon	CRC	North Korean Won	KPW	Qatari Rial	QAR	South African Rand	ZAR
Cuban Peso	CUP	Korean Won	KRW	Romanian Leu	RON	Zambian Kwacha	ZMW
Czech Koruna	CZK	Kuwaiti Dinar	KWD	Serbian Dinar	RSD	Zimbabwe Dollar	ZWR
Danish Krone	DKK	Kazakh Tenge	KZT	Russian Ruble	RUB		
Dominican Peso	DOP	Lao Kip	LAK	Rwanda Franc	RWF		
Algerian Dinar	DZD	Lebanese Pound	LBP	Saudi Riyal	SAR		
		Sri Lanka Rupee	LKR	Solomon Islands Dollar	SBD		

Appendix 2: Information & Intellectual Property Rights

Intellectual Property (IP) is anything you create with your mind, such as inventions, artwork, music, writing, designs, brand names, or photographs. IP laws protect these creations so that only you (or people you allow) can use, copy, or sell them.

How does IP protect things like photos?

When you take a photo, you automatically own the copyright for that image. This means no one else can use, copy, or sell your photo without your permission. Please ensure that you have the necessary permissions in place before uploading a photo/image.

Accuracy of Information

You are responsible for updating your listing or listings on the Extranet (also known as YCS) on a regular basis, whether directly or through a third party. You are responsible for ensuring that all appropriate details of your property or properties (collectively referred to as the "Information"), including but not limited to photographs of your property, is always accurate and up to date.

Intellectual Property Rights

By uploading the Information on YCS, whether directly or through a third party, you warrant that you have all the necessary rights and authority to use and to license or authorize to use any copyrights, pictures, text, brands, logos and other intellectual property included in the Information provided by you on YCS, and that these include your rights and authority to allow the publication of the Information by Agoda and its affiliated companies, on our websites and channels ("Sites"). You agree that Agoda has the right to remove any Information from the Sites which is deemed by us to be inappropriate or infringes upon any of the requirements in this guideline.



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ADDRESS

Agoda Services Co. Ltd.
999/9 Rama I Road The Offices at
Central World 36th Floor
Patumwan, Bangkok 10330, Thailand

WEBSITES

www.agoda.com
www.ycs.agoda.com