

The background of the entire page is a warm, sepia-toned photograph of an interior space. In the upper left, a wooden staircase with dark metal balusters leads up. The wall is decorated with several framed landscape paintings in various sizes and styles. In the foreground, a rustic stone table with two thick, textured legs is visible. The overall aesthetic is cozy and elegant.

interior design tips
TO BOOST BOOKINGS

How to Elevate Your Short-Term
Rental to Increase Revenue in 2025

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Why Interior Design Matters for Short-Term Rentals

In the world of short-term rentals, thoughtful interior design isn't just a nice-to-have — it's a major driver of bookings, guest satisfaction, and repeat business, especially in 2025.

Beyond aesthetics, smart design choices create experiences that guests remember (and review!). By blending style, functionality, and innovation, you can transform an ordinary rental into a sought-after sanctuary. Good design tells a story, creates emotional resonance, and differentiates your property in a crowded market, making it a strategic investment for long-term rental success.

ELEVATING SHORT-TERM SPACES

The Power of Thoughtful Details

The magic lies in the details, and each thoughtful choice contributes to an exceptional guest experience.

How To Do It:

- Incorporate design elements that reflect the local culture, natural surroundings, or a unique rental theme that resonates with travelers.
- Choose cohesive color schemes, artful layering of textures, and high-quality decor pieces that add a personal and curated feel.
- Focus on sensory elements like soft throws, ambient scents, curated playlists, and mood-setting lighting to create immersive environments.

***KMCC Tip:** Aim for an emotional connection. Think cozy reading nooks, beautifully arranged welcome baskets, and visually "Instagrammable" corners that inspire guests to share their experience on social media, expanding your property's reach organically.*

Optimizing Space Efficiency to Enhance Guest Experience

Comfort, functionality, and style can thrive even in the most compact spaces through thoughtful design and strategic planning.

How To Do It:

- *Select multifunctional furniture* such as sleeper sofas, expandable dining tables, Murphy beds, and ottomans with hidden storage compartments to maximize usability.
- *Declutter ruthlessly:* Maintain an open, breathable space that visually expands the room and reduces mental overwhelm for guests.
- *Leverage vertical space:* Install floating shelves, tall bookcases, wall-mounted nightstands, and ceiling-mounted lighting to free up valuable floor space.

KMCC Tip: Even a small, stylish desk tucked into a corner with an aesthetically pleasing backdrop can appeal to remote workers or digital nomads who need a reliable workspace.



Creating Ambiance: The Role of Color Psychology

Color shapes mood, influences emotional responses, and creates lasting memories within a space.

How To Do It:

- For calm and relaxation: Soft neutrals like ivory, sage green, pale blue, and warm greys foster a restful retreat ideal for bedrooms and lounges.
- For energy and sociability: Use warm, vibrant tones like mustard yellow, burnt orange, or coral in social hubs like living and dining areas to spark conversation and warmth.
- Use accent walls, colorful art, or small decor pieces to add interest without overwhelming guests with too much boldness.

Lighting Matters Too:

- Layer lighting by combining ambient ceiling lights, functional task lighting for reading or working, and decorative accent lighting to create dimensional spaces.
- Choose warmer light temperatures (2700K-3000K) for a cozy, welcoming glow.

KMCC Tip: Each room should have a clear purpose, and the color palette should reinforce that purpose. Cool colors for rest zones, vibrant ones for active zones

INCORPORATING SUSTAINABILITY: ECO-FRIENDLY CHOICES THAT APPEAL

Today's travelers are not only more eco-conscious, but they actively seek out businesses that align with their environmental values.

How To Do It:

- Choose furniture crafted from reclaimed wood, bamboo, or recycled metals.
- Provide organic cotton bedding, sustainably sourced towels, and environmentally friendly cleaning supplies.
- Install high-efficiency washers, dryers, dishwashers, and smart thermostats to conserve resources without sacrificing comfort.

Market Your Efforts:

- Highlight your sustainability practices in your Airbnb or rental platform description.
- Create a "Green Stay Guide" that showcases local eco-friendly attractions, farm-to-table restaurants, and conservation efforts guests can support during their trip.

KMCC Tip: Transparency matters. Share the story behind your eco-friendly choices in your listing or welcome materials to build guest trust and emotional connection.

Tech-Forward Rentals: Smart Solutions That Wow

In a world where convenience and experience are paramount, tech innovations can be the key to guest loyalty.

How To Do It: Install keyless smart locks for seamless self-check-in and enhanced security.

- Provide smart thermostats for customized climate control, reducing energy waste while increasing comfort.
- Include voice-controlled assistants, smart speakers, or home hubs that guests can easily use for music, weather updates, or local recommendations.

Bonus Touches:

- Provide ultra-fast WiFi with clear access instructions.
- Offer streaming services pre-logged into a "Guest" profile.
- Add wireless charging pads by beds and sofas for added guest convenience.

KMCC Tip: Prepare a printed and digital "Tech Guide" explaining how to use all smart features to ensure guests feel confident and empowered during their stay.



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PROJECT EXAMPLE:

LUCKY LILLIAN AIRBNB TRANSFORMATION

Challenge: Outdated main floor with limited guest appeal, underwhelming first impressions, and a lack of cohesive design elements.

Solution: KMCC Design Co. revamped the entire main floor by optimizing the furniture layout, incorporating a light and modern color palette, adding sustainable materials, and upgrading tech features including smart locks and ambient lighting.

BEFORE




AFTER



Result: Higher booking rates, an influx of 5-star reviews highlighting "beautiful decor" and "incredibly comfortable spaces," and more organic referrals through guest word-of-mouth and social media shares.

ELEVATING YOUR SHORT-TERM RENTAL

Designing for More Bookings and Better Stays



Interior design for short-term rentals is no longer optional; it's a key competitive differentiator. From optimizing space and ambiance to embracing smart technology and sustainability, thoughtful design investments yield significant returns in occupancy rates, nightly rates, and guest loyalty. Small details and personalized touches create spaces that feel meaningful, elevating every stay from "fine" to "fabulous."

Remember: When you design with intentionality and heart, guests don't just stay — they connect, return, and rave.

READY TO ELEVATE YOUR SHORT-TERM RENTAL?

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book a consult

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