

# Best Design Styles for Maximizing Guest Appeal in Short-Term Rentals

Choosing the right design style can make your short-term rental stand out, attract more bookings, and boost guest satisfaction. The key is to create a space that feels inviting, unique, and experience-driven. Here are the top design styles for maximizing guest appeal in 2025.

## 1. Modern Boho (Bohemian Chic) – Relaxed & Stylish

Why it Works:

- A mix of earthy tones, layered textures, and natural materials creates a cozy and inviting atmosphere.
- This style appeals to guests who love warm, curated, and Instagram-worthy spaces.

Key Elements:

- ✓ Woven rugs, macramé wall hangings, and linen curtains
- ✓ Neutral color palettes with pops of warm, earthy hues (terracotta, sage, mustard)
- ✓ Rattan or wicker furniture, low-profile seating, and houseplants

Perfect for: Urban lofts, desert retreats, artistic Airbnb stays

## 2. Scandinavian Minimalism – Clean & Functional

Why it Works:

- Focuses on simplicity, functionality, and clutter-free spaces, making it ideal for remote workers and travelers looking for a stress-free environment.
- Bright, airy, and well-lit spaces feel more spacious and relaxing.

Key Elements:

- ✓ Light woods, white walls, and soft neutrals (beige, gray, pale blue)
- ✓ Simple, high-quality furniture with clean lines
- ✓ Cozy touches like layered textiles and warm lighting

Perfect for: Urban apartments, workcation rentals, luxury condos

## 3. Modern Farmhouse – Cozy & Family-Friendly

Why it Works:

- Guests love the charming, home-like atmosphere with a mix of rustic and modern touches.
- Works well in family-friendly rentals or large group stays where comfort is key.

Key Elements:

- ✓ Reclaimed wood accents, shiplap walls, and vintage decor
- ✓ Oversized, cozy furniture with plush cushions
- ✓ Black metal accents, farmhouse sinks, and neutral tones with warm textures

Perfect for: Suburban homes, cabins, countryside rentals



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#### 4. Industrial Loft – Bold & Urban

##### Why it Works:

- Raw, edgy, and masculine, this style attracts young professionals, digital nomads, and city travelers.
- Open floor plans and a mix of textures create a bold, modern feel.

##### Key Elements:

- ✓ Exposed brick walls, steel beams, and dark wood floors
- ✓ Leather furniture, Edison bulb lighting, and metal accents
- ✓ Neutral tones with pops of bold color (deep blues, burnt orange, black)

Perfect for: Downtown lofts, urban apartments, trendy Airbnb stays

#### 5. Coastal Retreat – Light & Airy

##### Why it Works:

- Creates a relaxing and vacation-like atmosphere, even if the rental is not near the ocean.
- Appeals to guests looking for a bright, breezy, and stress-free getaway.

##### Key Elements:

- ✓ White and light blue tones, with natural wood accents
- ✓ Soft linen fabrics, light-colored furniture, and open, airy layouts
- ✓ Beach-inspired decor like woven baskets, driftwood, or nautical artwork

Perfect for: Beach houses, lakeside cabins, sunny desert homes

#### 6. Luxe Modern – High-End & Sophisticated

##### Why it Works:

- Appeals to luxury travelers, business professionals, and high-end Airbnb guests.
- A sleek and polished look commands higher nightly rates.

##### Key Elements:

- ✓ High-contrast color schemes (black, white, gold, deep emerald)
- ✓ High-end materials like marble countertops, velvet furniture, and glass accents
- ✓ Smart home tech (voice-activated lighting, smart locks, premium sound systems)

Perfect for: Upscale condos, penthouses, executive rentals

#### 7. Rustic Cabin – Cozy & Nature-Inspired

##### Why it Works:

- Perfect for mountain, desert, or lakeside retreats, where guests want a cozy, nature-inspired stay.
- The rustic, "getaway from it all" feel appeals to travelers looking to disconnect and unwind

##### Key Elements:

- ✓ Wood-paneled walls, stone fireplaces, and warm lighting
- ✓ Leather and wool textiles, plaid accents, and vintage furniture
- ✓ Large windows and outdoor seating areas with scenic views
- Perfect for: Cabins, lake houses, desert homes, off-the-grid retreats



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## 8. Mid-Century Modern – Timeless & Trendy

### Why it Works:

- Classic, sleek, and effortlessly cool, this style attracts design-conscious guests.
- A mix of retro and contemporary keeps the space feeling stylish yet timeless.

### Key Elements:

- ✓ Clean lines, tapered wooden legs, and retro furniture pieces
- ✓ Bold, geometric patterns and vibrant accent colors (mustard yellow, deep green, burnt orange)
- ✓ Statement lighting and a balance of modern and vintage decor

Perfect for: Boutique stays, artistic Airbnb rentals, renovated vintage homes

## Choosing the Right Style for Your STR

To maximize guest appeal, select a design style that:

- ✓ Matches your location (e.g., coastal for beach towns, industrial for city lofts)
- ✓ Aligns with your target audience (e.g., luxe modern for high-end travelers, farmhouse for families)
- ✓ Feels welcoming, comfortable, and memorable

By incorporating a cohesive and well-thought-out design, you can create a space that guests love—and keep them coming back!



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