What information should be included in the digital guest guide?

For: Private accommodation host

Practical business guidance · Reviewed: 2026-11-15

Applicability: Practical organisational guideline

The most useful guide answers guests' questions before their arrival and during their stay: how to get here, how to access the premises, how to use the space and how to request assistance. Prepare concise, mobile-friendly content that is regularly reviewed.

Organise the information by the time of your stay.

Before the guest's arrival, they need clear directions to the property and agreed instructions on how to get there. At the property, useful guides are provided for Wi-Fi, heating or cooling, appliances, waste disposal and a contact for assistance. For departure, prepare a simple list of agreed steps.

Do not reproduce lengthy manufacturer instructions if the user only needs three clear steps. For an important device, use a verified photograph and a brief description. If you are translating content, test the translation on the actual device and involve someone who can verify critical information.

Test as a first-time guest

Open the link on your mobile phone without logging in as an editor and check the readability, language and functionality of each link. Do not publish instructions containing sensitive access credentials in publicly available content. A QR code does not replace the required documentation or procedures that you must have on site.

Example of reducing repetitive messages

If guests often ask where to dispose of their rubbish or how to switch on the air conditioning, add a clear photograph and a few tried-and-tested instructions. After the first few stays, check whether the answer is easy enough to find.

Specific next steps

1. List the actual recurring questions from guests.
2. Separate arrival, stay, assistance and departure.
3. Check the information, languages and links on your mobile phone.
4. Assign someone the responsibility for regularly updating the content.

Most common mistakes

• To produce a long brochure that the guest finds difficult to browse.

• Add guests' personal data to the public QR guide.

Limits of application

Editorial business recommendation. The digital guide does not handle guest check-in, invoicing or the host's legal obligations.

If you need further assistance

Meet GOSTLINK, Adria Trends' standalone project for digital guest information, and see a demonstration among our projects.

https://adriatrends.hr/#projekti

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/iznajmljivac-digitalne-upute-gostima