

The
YES I AM*cheap*
Side Hustle Guide To:

Making Money *with* Airbnb Experiences

TURN YOUR SKILLS, PASSIONS,
AND LOCAL KNOWLEDGE INTO
EXTRA INCOME ON YOUR TERMS.



START SMALL
SHARE WHAT
YOU LOVE.
GET PAID.



*Real strategies.
Real freedom.*

A PRACTICAL GUIDE FROM YES, I AM CHEAP
Helping you build your
best financial life.



FEATURING EXPERT INSIGHTS FROM MARTIN DASKO
Founder of Studenomics & Host of Do You Even Hustle Podcast

Airbnb Experiences opened the door for everyday people to earn income in a completely different way.

Instead of driving passengers, delivering food, or competing for freelance gigs online, Airbnb Experiences allows people to make money by sharing what they already know, love, or do well.

From photography walks and food tours to kayaking adventures, cooking classes, nightlife guides, and cultural experiences, creators around the world are turning hobbies, passions, and local knowledge into income streams.

In this guide, we'll break down:

- what Airbnb Experiences are
- who they work best for
- startup considerations
- earning potential
- common mistakes
- and how to determine whether this side hustle fits your lifestyle and goals.

This guide features insights inspired by contributor Martin Dasko, founder of Studenomics and host of the Do You Even Hustle podcast.



Martin Dasko on his Queen West Coffee Crawl experience.

What Exactly Is an Airbnb Experience?

Airbnb Experiences are activities hosted by individuals for travelers or locals seeking unique experiences.

Unlike traditional Airbnb rentals, Experiences focus on activities rather than accommodations.

Hosts create and lead experiences based on:

- skills
- hobbies
- expertise
- local knowledge
- entertainment
- adventure
- education
- culture
- or personal passions

Experiences can be:

- in-person
- online
- group-based
- private
- one-time
- or recurring.

Popular Experience Ideas

- Sunset sailing
- Coffee crawls
- Food tours
- Kayaking adventures
- Hiking tours
- Local photography walks
- Yoga classes
- Art workshops
- Bike tours

The biggest appeal?

Many hosts are monetizing skills and interests they already have.



Why This Side Hustle Stands Out

Traditional Side Hustles	Airbnb Experiences
Often repetitive	Experience-based
Income tied to hours worked or finding clients	Airbnb brings visibility which can command premium pricing
Heavy marketing needed	Platform driven discovery
Can feel transactional	More personal & interactive
Often exhausting	Can align with hobbies
Low differentiation	Unique experiences stand out

Unlike many gig economy jobs, Airbnb Experiences can feel more personal, creative, and flexible.

For the right person, this side hustle can become more than extra income — it can become a platform for networking, branding, teaching, or building an entirely new business.

You Can Turn Almost Anything Into an Experience

One of the biggest surprises about Airbnb Experiences is how creative hosts have become.

People around the world are building experiences around activities that might sound ordinary at first – but become memorable because of personality, storytelling, location, or expertise.

Successful experiences include:

- pizza-making classes
- kayak tours
- walking tours
- llama hikes
- coffee crawls
- sunset sailing trips
- running tours
- neighborhood food tours
- wine tastings
- art experiences

The goal isn't necessarily to invent something completely new.

The goal is to create something people would enjoy participating in.



Luxury picnic setup service

One Major Advantage: You Actually Get Paid

One of the most frustrating parts of freelancing or side hustling is uncertainty.

Will the client pay?

Will the work lead anywhere?

Will people expect free work “for exposure”?

Airbnb Experiences remove much of that friction.

Guests book directly through the platform, payments are processed through Airbnb, and the structure is already built into the system.

Instead of chasing invoices or negotiating rates constantly, hosts can focus more on improving the experience itself.

For many people, that simplicity is a huge advantage.

Airbnb Handles Much of the Marketing

Marketing is one of the biggest challenges for new side hustlers.

Building an audience from scratch can take months — or years.

Airbnb simplifies part of that process by placing experiences directly in front of travelers already searching for activities.

When people book accommodations in a city, Airbnb often recommends local experiences automatically.

That means:

- built-in visibility
- targeted audiences
- platform discovery
- customer reviews
- and increased exposure over time.

As experiences gain positive reviews and bookings, they often receive even greater visibility within the platform.



What This Means for Beginners

You can focus more energy on:

- improving the experience
- creating better customer interactions
- refining your process instead of spending all your time trying to get noticed online.

You Can Monetize Your Hobbies

One criticism of side hustles is that they can consume your free time.

But Airbnb Experiences create opportunities to build income around activities you already enjoy.

Examples include:

- biking
- hiking
- food exploration
- local history
- fitness
- photography
- coffee culture
- art
- wellness
- outdoor adventures

Instead of separating “work” and “hobbies,” some hosts blend the two together. That can make the work feel more sustainable and enjoyable over time.



From Side Hustle to Full Brand

Some hosts eventually expand beyond the Airbnb platform entirely. An experience can become:

- a personal brand
- a content platform
- a social media following
- a tourism business
- a coaching opportunity
- or even a larger company.

Possible expansion opportunities include:

- multiple experiences
- premium upgrades
- sponsorships
- partnerships
- merchandise
- social media content
- local collaborations

What starts as a simple weekend activity could eventually evolve into something much larger.



How to Start Your Own Airbnb Experience

Step 1 — Choose Your Experience

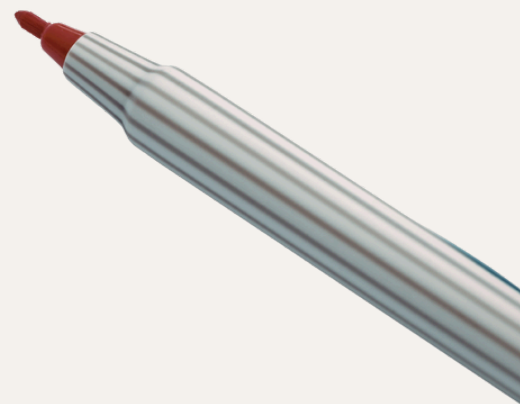
Ask yourself:

- What do I genuinely enjoy?
- What local knowledge do I have?
- What would visitors find interesting?
- What experiences already exist nearby?
- What's missing in my area?

Step 2 — Build the Plan

Think through:

- experience length
- pricing
- location
- safety
- storytelling
- customer experience
- logistics



Step 3 — Apply Through Airbnb

Complete your host application and submit your experience proposal.

Step 4 — Refine Based on Feedback

If Airbnb requests revisions, improve the listing and clarify the experience details.

Step 5 — Improve Over Time

Your first few experiences probably won't be perfect.

That's normal.

The best hosts refine:

- storytelling
- pacing
- communication
- visuals
- guest interaction
- and customer expectations over time.

Common Mistakes to Avoid

- Overcomplicating the experience
- Choosing something you don't actually enjoy
- Poor communication with guests
- Weak photos
- Setting unrealistic expectations
- Ignoring reviews and feedback
- Underpricing
- Lack of personality or energy

Final Thoughts

Not every side hustle has to involve building a massive business from scratch. Sometimes the best opportunities come from packaging skills, interests, or experiences you already have.

Airbnb Experiences offer a different path:

- more personal
- more creative
- and potentially more enjoyable than many traditional side hustles.

The key is finding the intersection between:

- what you enjoy
- what people value
- and what creates memorable experiences.

You may be surprised by what people are willing to pay for.

Looking for more money tips, side hustles, and financial strategies?

Visit: YesIAmCheap.com