



New York - 2019

Understanding the past and planning the Future !!

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Problem Areas...



Host.

The other stake holder, the hosts of property there selection & retention.



Neighbourhood.

It is very important to know which area or locality needs to be targeted.



Selection of Property.

Deciding on what type of property to add can be a daunting task.



Solution

Retaining the old & Adding the new:

Retaining and re-activating old lodgings and adding new lodgings as per the historic demand and preferences of clients.

Save Money

Cost of reactivation of old listings is low.

Popular Areas.

Focus on Popular Neighborhoods where demand has been high.

Select Properties.

Focus on type of Properties that clients have Historically shown interest for.



Save Money !!

Onboarding new host is costly when almost 30% of existing host's are not active! by activating them we can:-



Save Money

When onboarding.



Make Money

When Hosting gets activated.

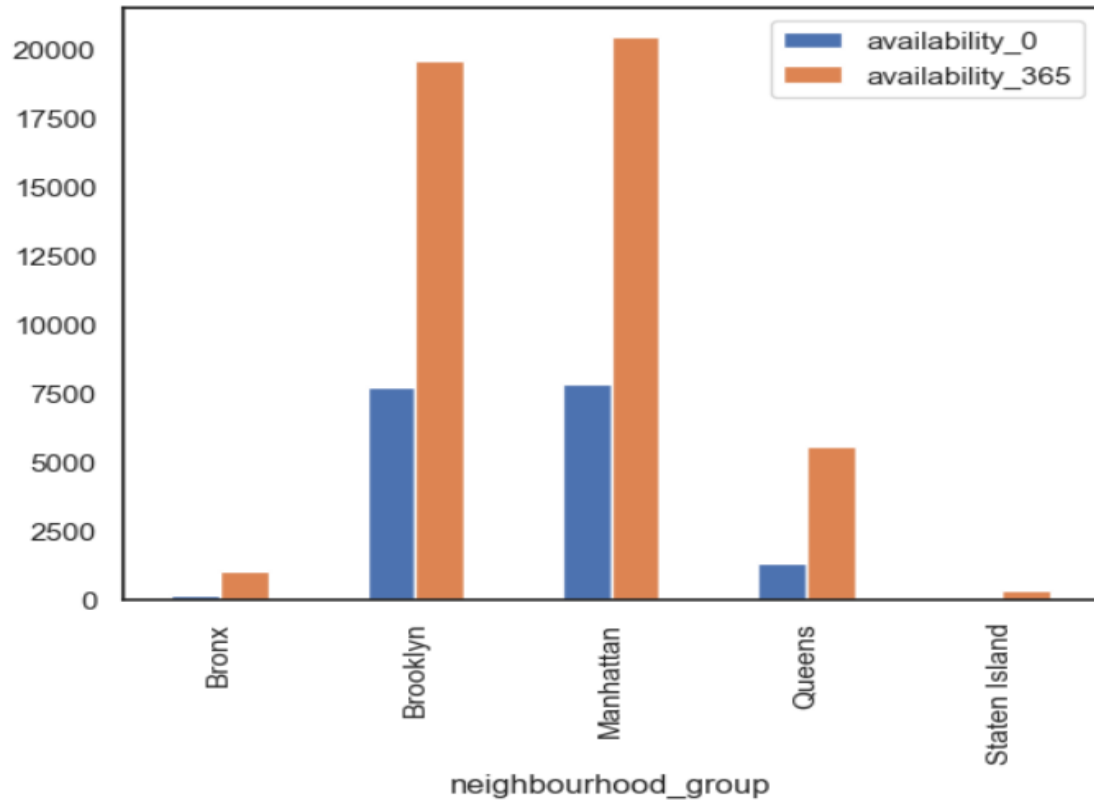


Share Profit.

We can make profit when host does.



Market Validation



Percentage of listings with ZERO nights Available in 365 days...!!

Bronx : 19.16%

Brooklyn : 40.84%

Manhattan : 38.73%

Queens : 24.41%

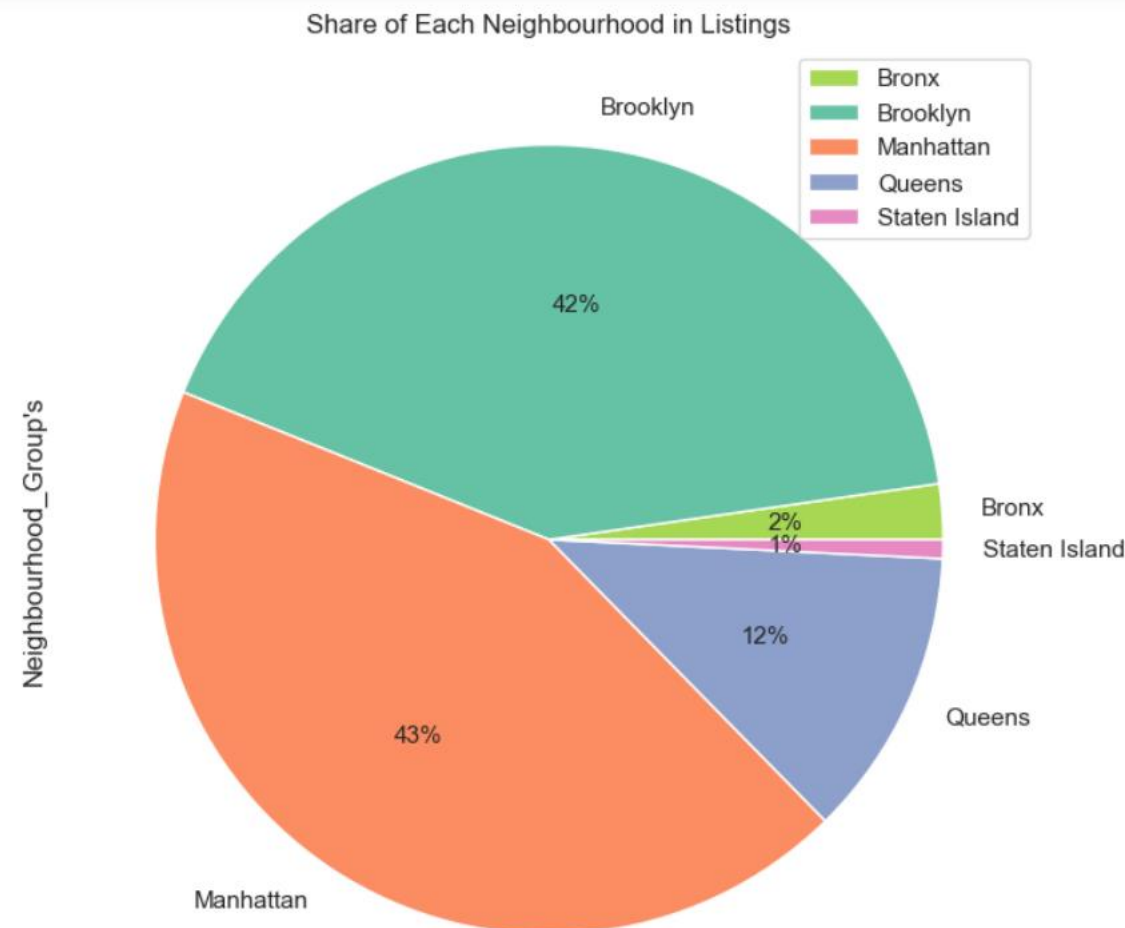
Staten Island : 8.66%



Neighbourhood to Target.

Market share of Staten Island is 1 % and Bronx is 2 %
They are the least penetrated Neighbourhood.

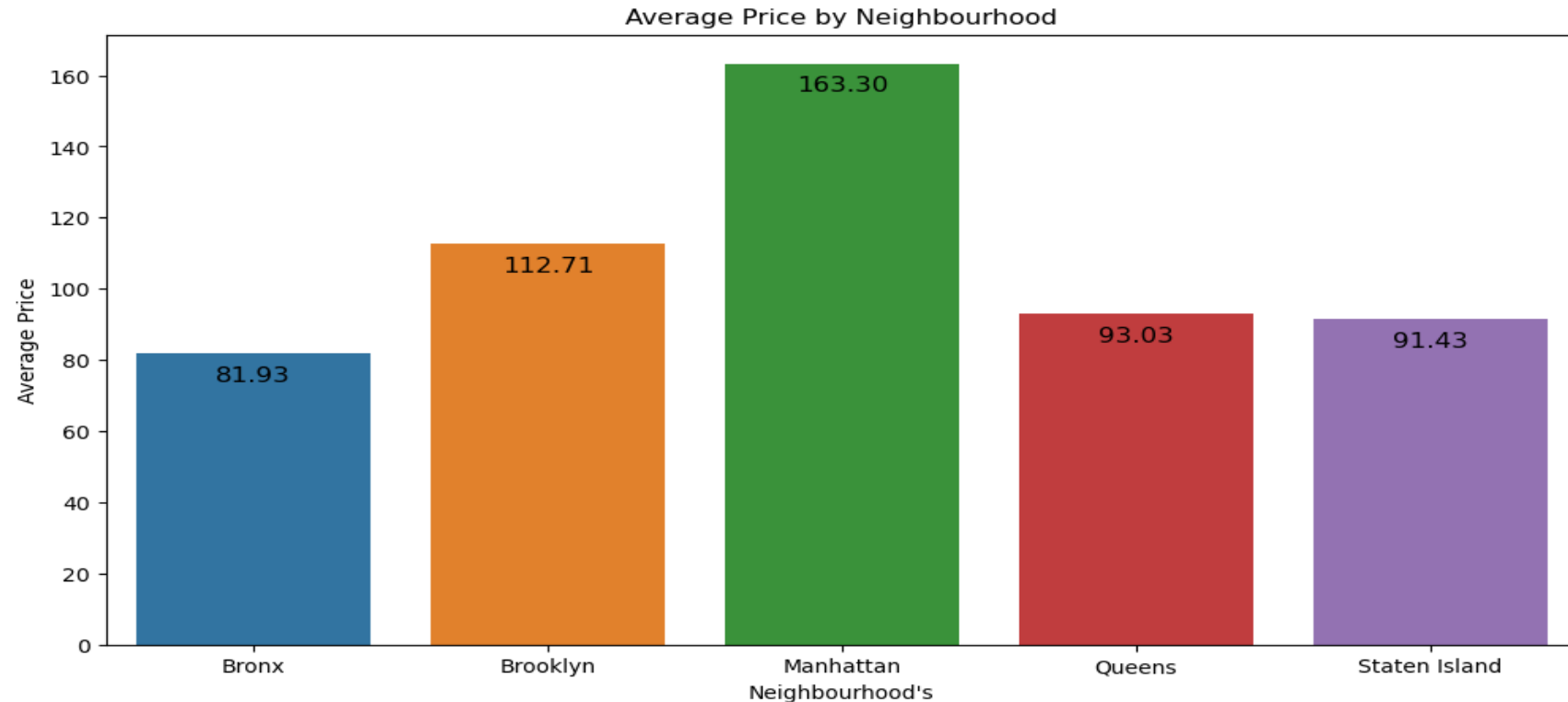
In Manhattan and Brooklyn we can focus on activating Zero nights available lodgings and rest of the market we can focus on adding new hosts.





Neighbourhood to Target.

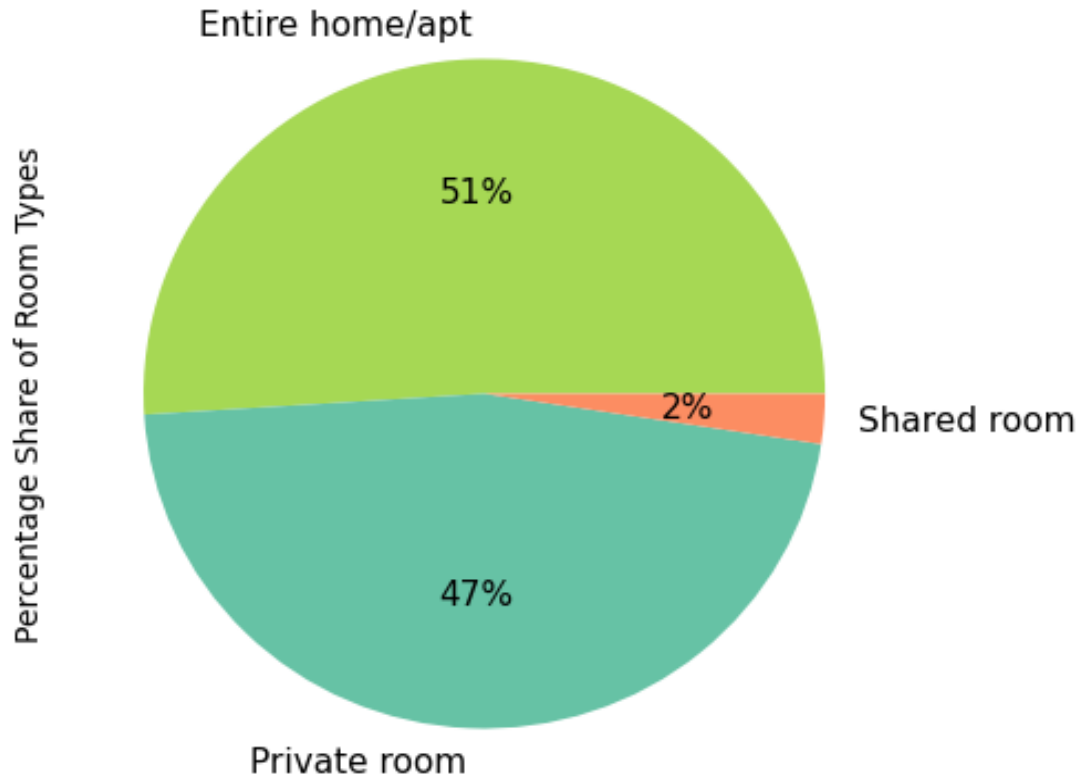
- Staten Island has higher Avg. price than Bronx but only 1% of market share.
- Queens has almost same Avg. Price as Staten Island but has 12% of market share.





Selection of Property Type.

Total Listings by Room Type

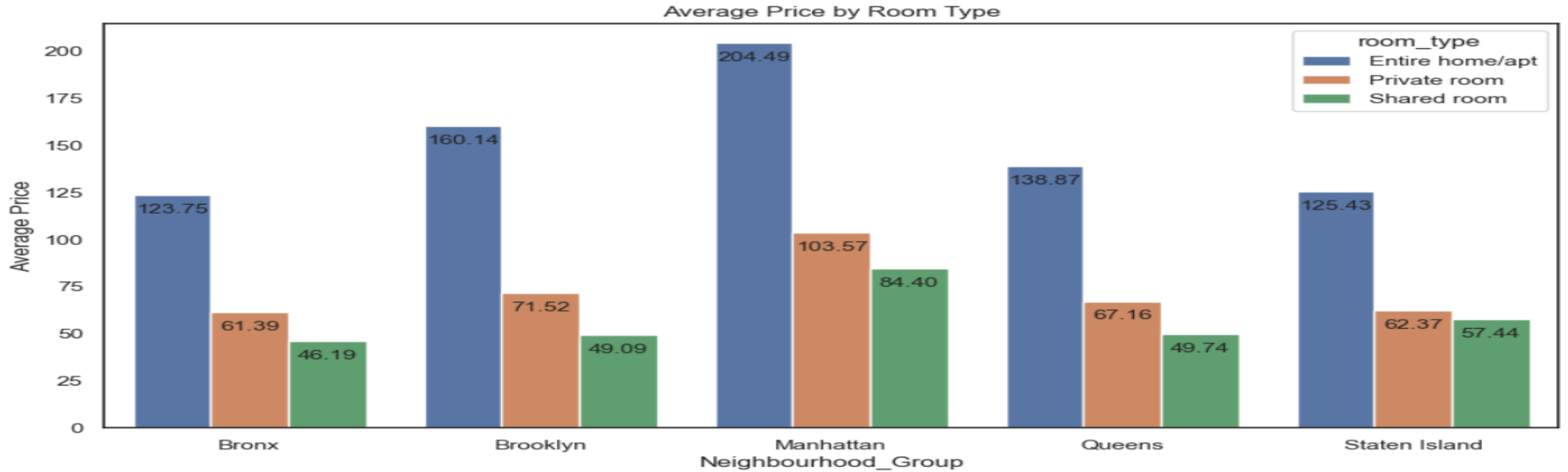


We can clearly see that major market demand is for the Entire Home/Apartment and Private room. Only 2 percent demand is for the shared room.

While selection of Type of property we need to focus more on Entire Home / Apartment and Private Rooms.



Selection of Property type.



The above chart also indicates the benefit of adding the Entire home / apartment type of property as the Avg. price of such property is significantly higher than Private room or Shared room across Neighbourhoods.



Business Ahead

- ❖ Win Back hosts that are 0 Nights Available.
- ❖ Add new hosts in less penetrated Market.
- ❖ Focus on Entire Home / Apartment type Properties.

**Win
Back**

Activating 0 Night Host.
Active market share will improve.

Penetrate

**Serve
Demand !**

Focus on Staten Island & Bronx
Adding more hosts.

Profit !!

Entire Home / Apartment
have Max Avg. Price.



Questions Please ??[#]

Separate PDF File is attached for the Methodology and assumptions.