



Summary

Market Overview

Pricing & Profitability

Neighbourhood Insights

Host Performance

Availability & Liquidity

82,695

Total Listings

\$626.58

Avg Price

2.29%

Superhost %

3.29

Avg Review Score

136

Avg Availability

Insights

- **Market Concentration:** Most listings are in **Manhattan and Brooklyn**, dominating both supply and demand.
- **Pricing Consistency:** Nightly prices remain fairly stable across boroughs and room types, with only minor variations.
- **Neighbourhood Leaders:** Certain neighbourhoods (e.g., **Bedford-Stuyvesant, New Dorp**) stand out in listings and pricing, shaping local markets.
- **Host Dynamics:** A few top hosts drive a large share of reviews, while **Superhosts** consistently achieve higher ratings.
- **Liquidity Gaps:** Many listings are inactive (**0 availability**), especially in **Williamsburg** and **Bedford-Stuyvesant**, inflating the perception of supply.

Recommendations

- Focus growth strategies on **Manhattan and Brooklyn**, where demand is highest.
- Encourage **accurate pricing and transparency** across boroughs to build guest trust.
- Support **emerging neighbourhoods** with targeted marketing or partnerships to balance demand.
- Promote **Superhost practices** (responsiveness, service quality) as a benchmark for others.
- Address **ghost listings** by incentivizing hosts to keep calendars updated, improving market liquidity.



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2,648K

Total Reviews

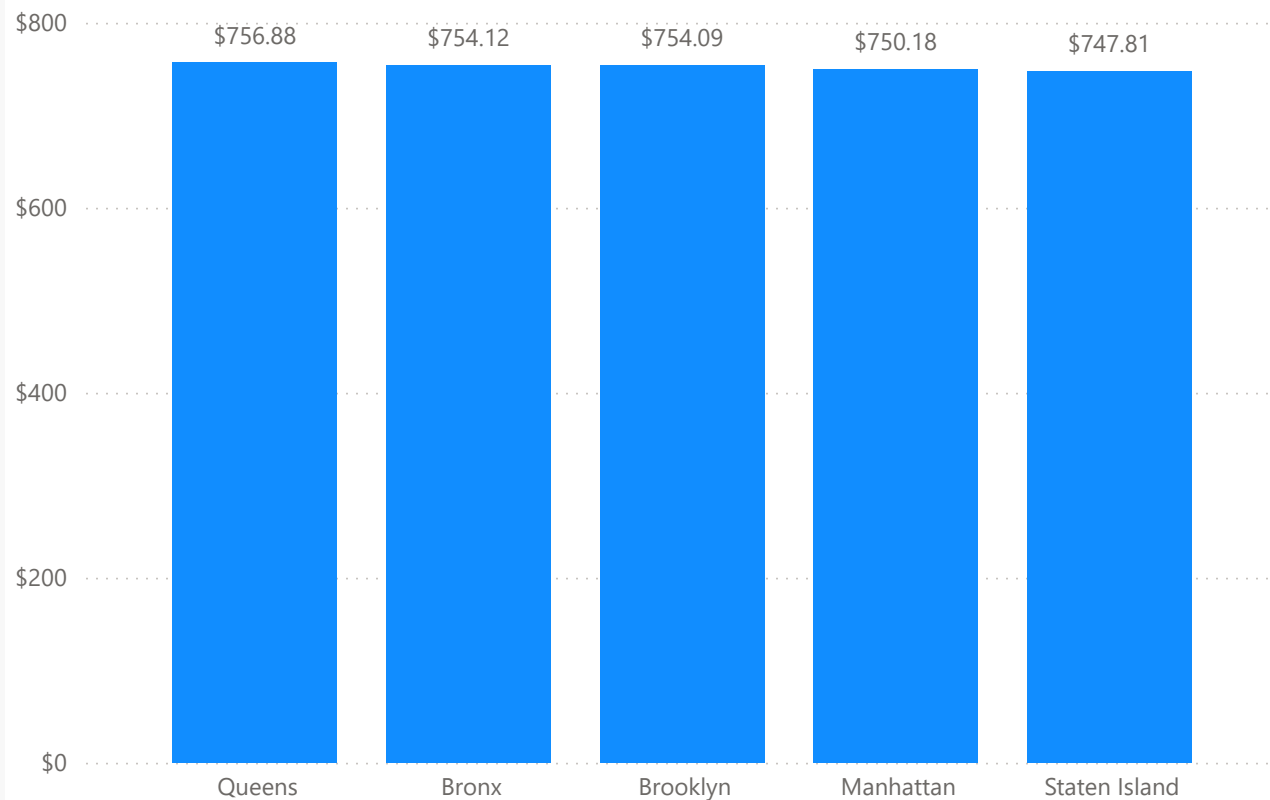
82,695

Total Listings

\$751.89

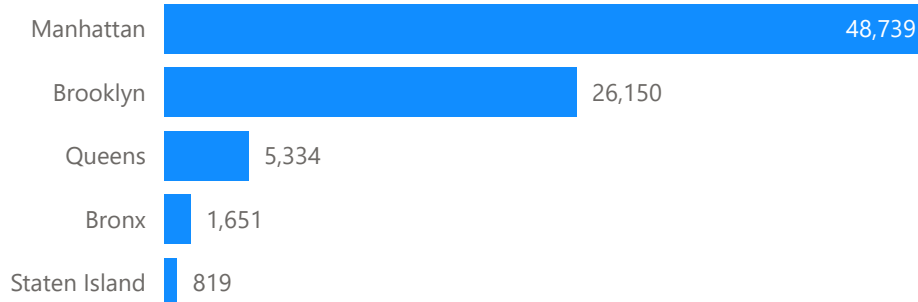
Avg Nightly Price

Average price by borough



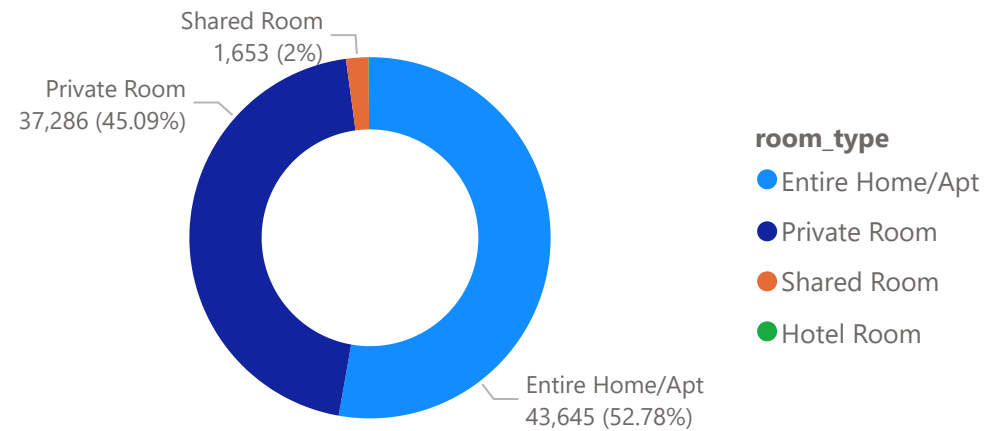
Insight: Queens has the highest average nightly price at ~\$756.88

Listings by borough



Insight: Most listings are concentrated in Manhattan, accounting for 58.94 % of total listings

Room type distribution



Insight: Entire Home/Apt dominate the market with 52.78 % of all listings



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Avg Price

\$626

Median Price

\$50

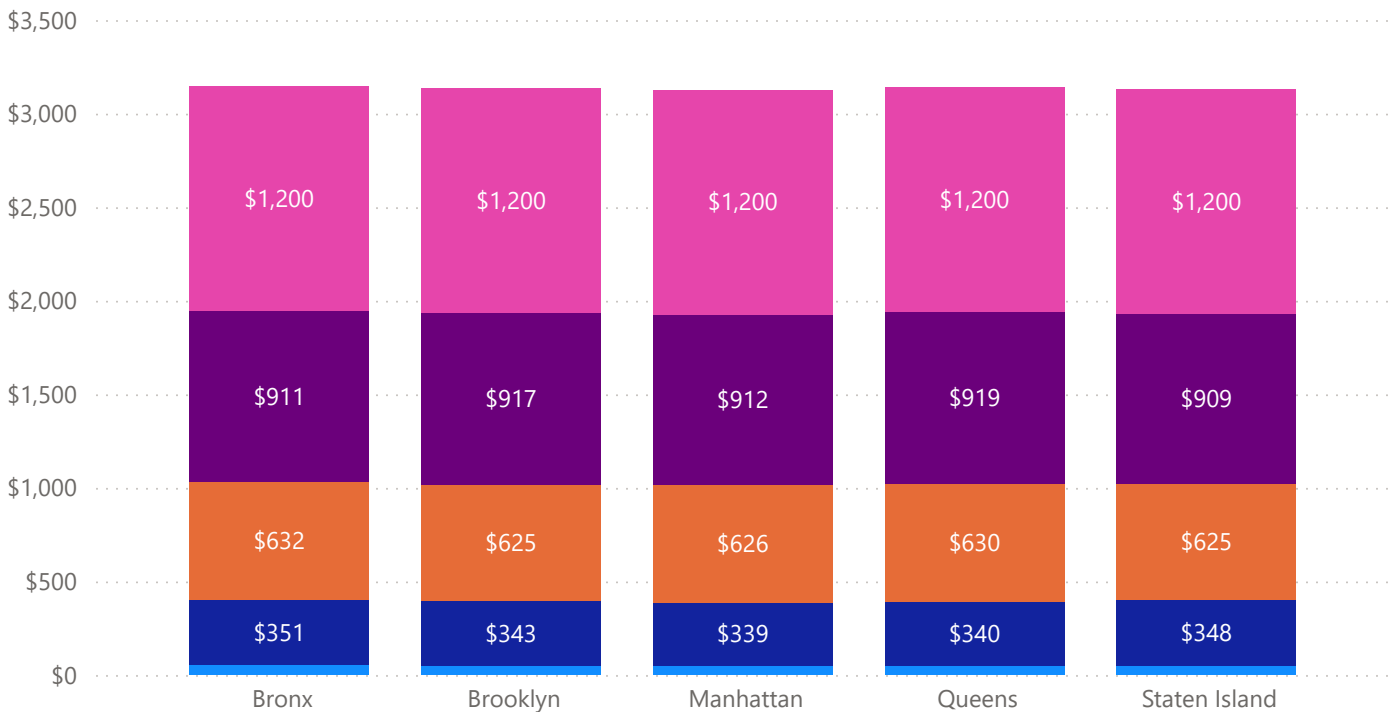
Min Price

\$1,200

Max Price

Price range by borough

● Min Price ● Price 25% ● Median Price ● Price 75% ● Max Price



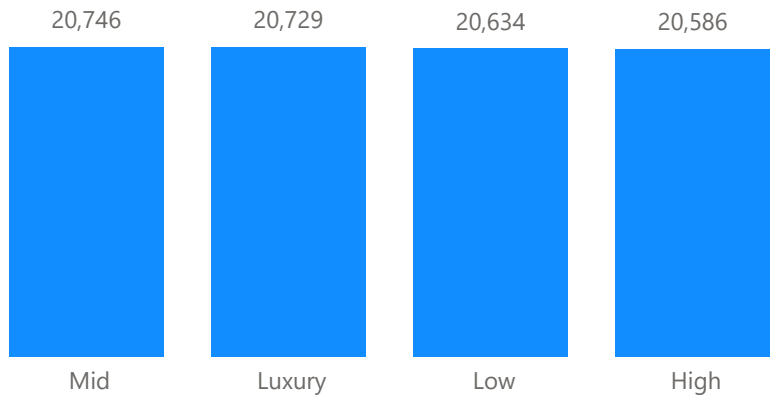
Insight: Median prices are very consistent across all boroughs

Average price by room type



Insight: Hotel Rooms have the highest average nightly price.

Listings by price range



Insight: Mid-priced listings slightly lead the market.



Filters



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6,703

Bedford-Stuyvesant

Top Neighbourhood by Listings

\$1,258

New Dorp

Top Neighbourhood by Avg Price

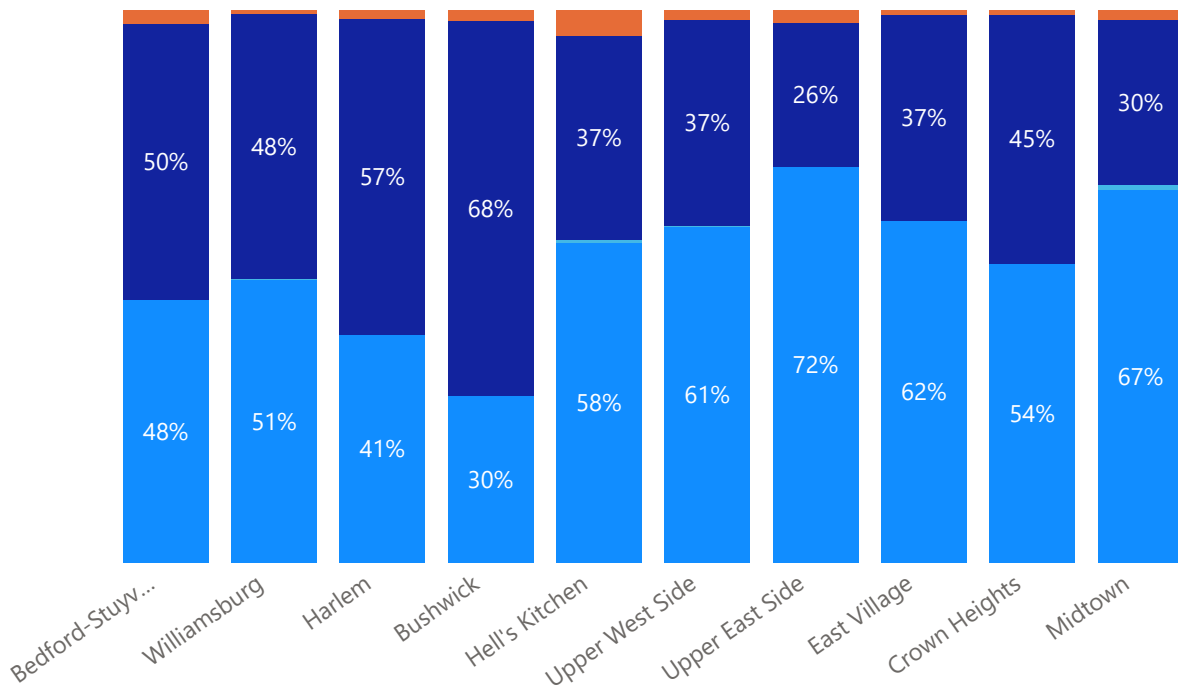
258,239

Bedford-Stuyvesant

Top Neighbourhood by Reviews

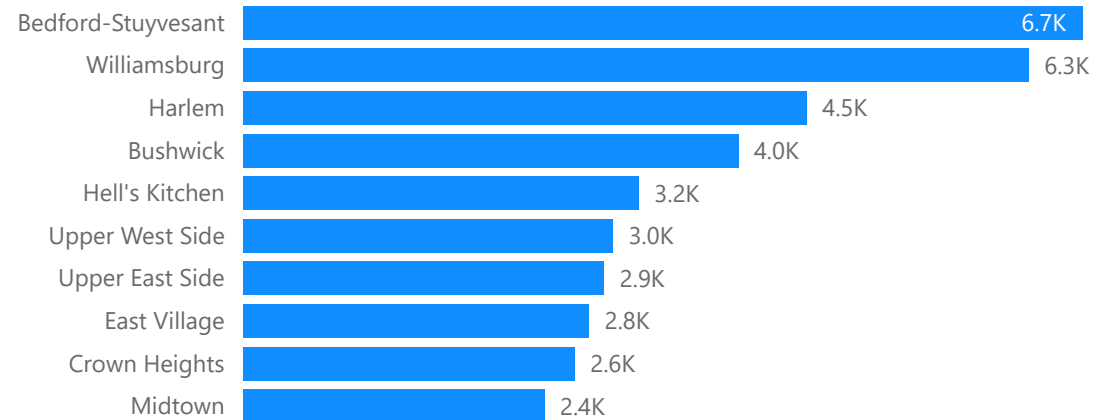
Room types in top neighbourhoods

room_type ● Entire Home/Apt ● Hotel Room ● Private Room ● Shared Room



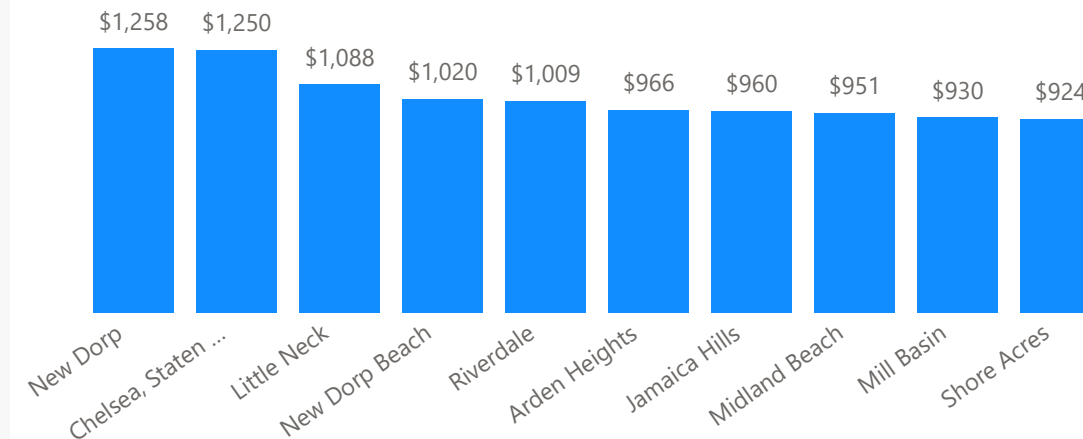
Insight: Entire Home/Apt dominate listings across neighborhoods, while Private Rooms remain significant

Top 10 neighbourhoods by listings



Insight: Bedford-Stuyvesant leads with 6,703 listings, 178.71 % higher than Midtown, which has 2,405 listings.

Top 10 neighbourhoods by average price



Insight: New Dorp has the highest average price at \$1,258, 36.16% higher than Shore Acres at \$923.92



Filters

82,695

Total Host

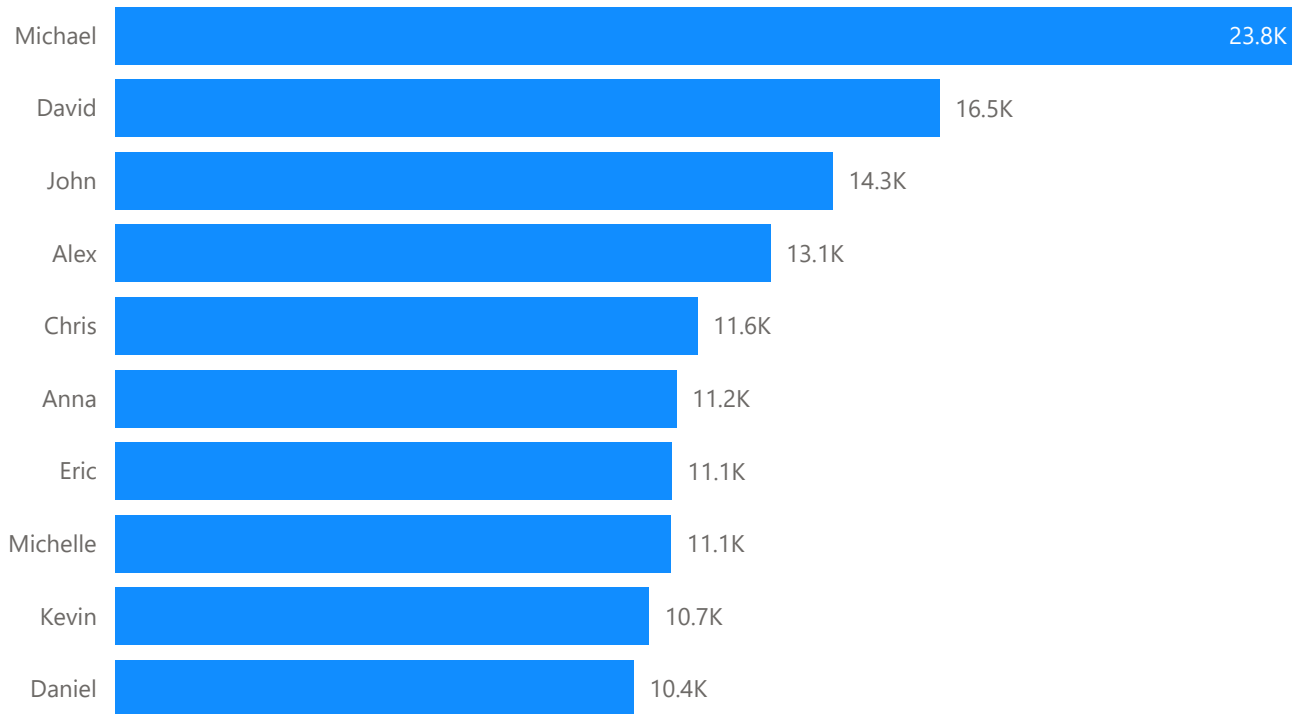
2.29%

Superhost %

3.29

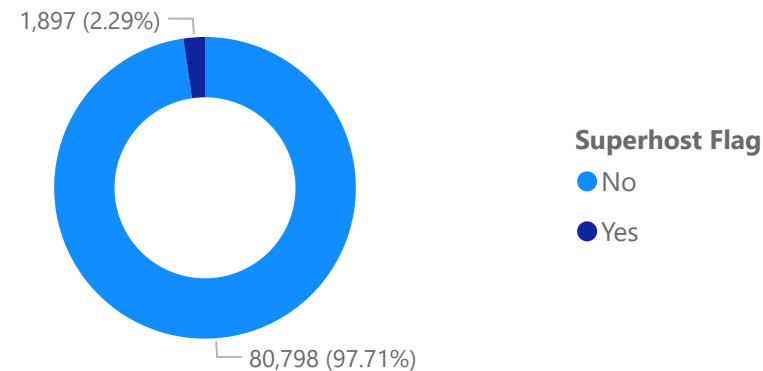
Avg Review Score

Top 10 hosts by total reviews



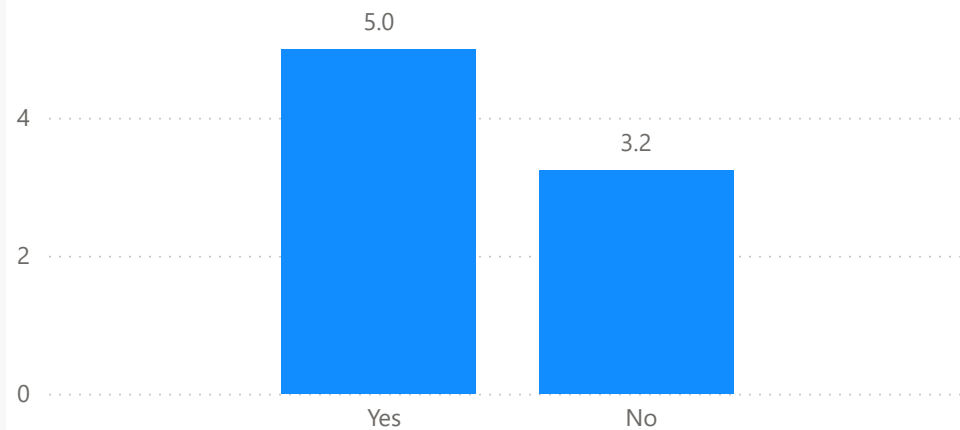
Insight: Michael dominates the reviews with 23,750, 44.17 % higher than David (2nd place) and 129.11 % higher than Daniel (10th place) which had 16,474 and 10,366 total reviews respectively.

Superhosts vs. non-superhosts



Insight: Only a minority of hosts qualify as Superhosts, suggesting high entry but low quality.

Average rating by superhost status



Insight: Superhosts consistently maintain higher average review scores.



Filters



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2.25%

% 365 Days Available

64,540

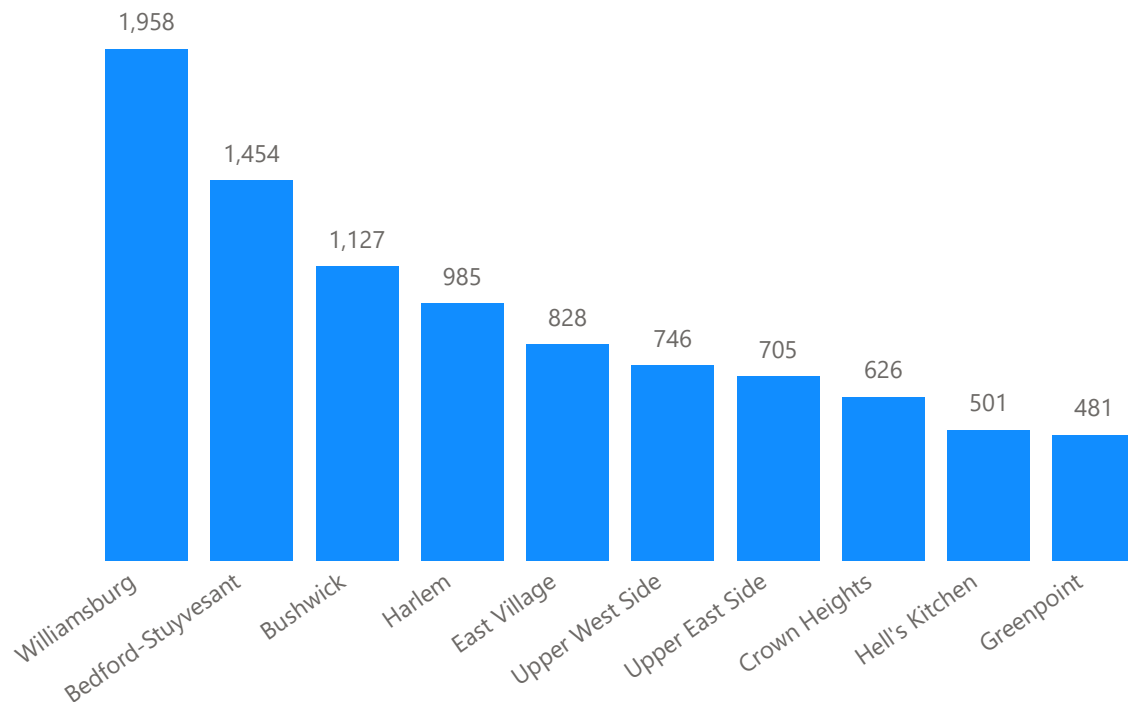
Active Listings

136

Avg Availability

Top 10 neighbourhoods by inactive listings

availability_365 ● 0



Insight: Williamsburg and Bedford-Stuyvesant lead in ghost listings (0 availability), showing listed supply that is not truly active

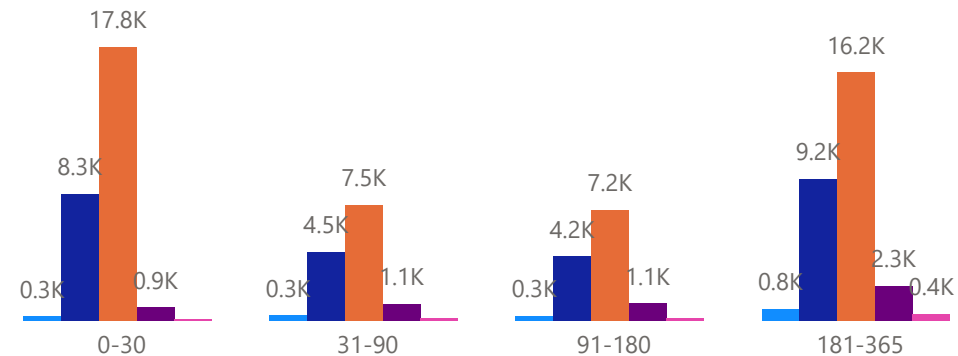
Average availability by room type



Insight: Hotel Rooms have the longest average availability (220 days), while Entire Home/Apt and Private Room are far lower (~135 - 134 days).

Availability share by borough

Borough ● Bronx ● Brooklyn ● Manhattan ● Queens ● Staten Island



Insight: Manhattan dominates across all availability buckets, especially in short-term (<90 days) and full-year (365 days) availability.



Filters