

Executive Summary

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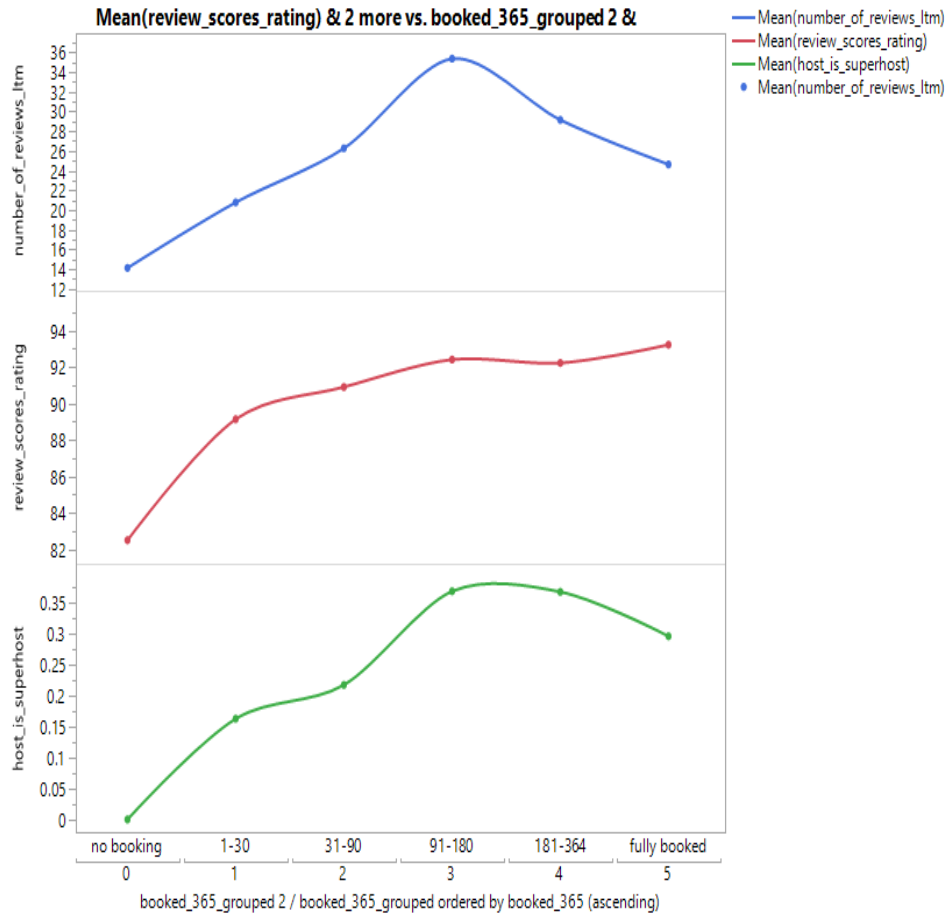


Background Context

Airbnb, a service that connects travelers and homeowners with available rooms, offers a variety of accommodations. Different from other tourism websites, Airbnb, as a tourism platform directly facing rental landlords and tourists, provides a direct communication channel for landlords and tenants, and its relatively innovative form has attracted public attention. Singapore, one of the world's most competitive cities, has yet to legalize short-term rentals.

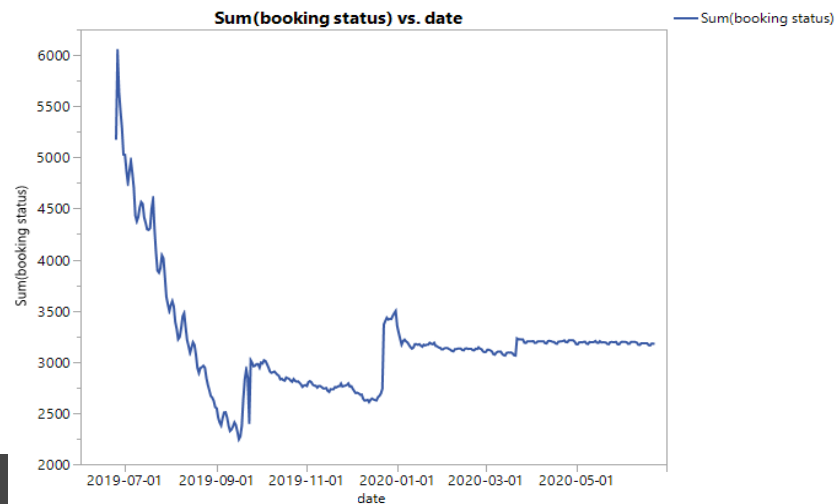
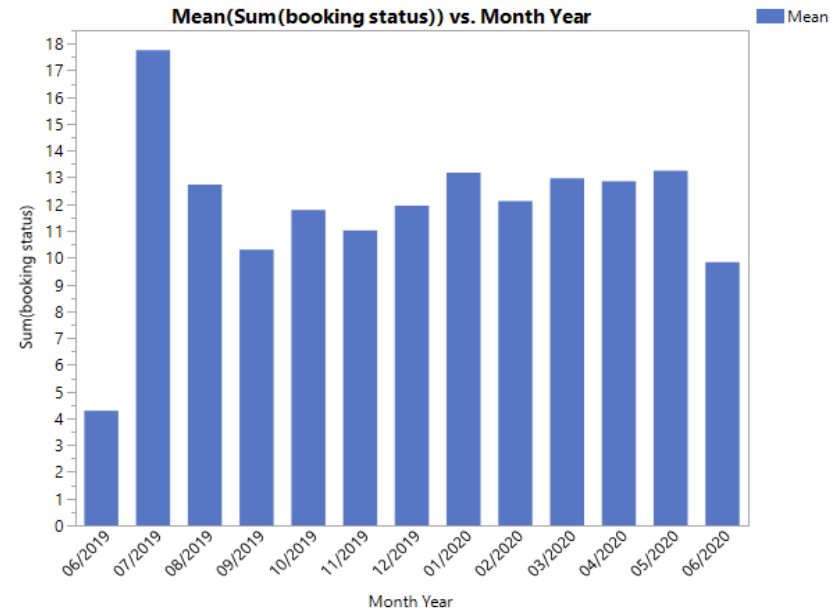
The analysis of relevant data of Airbnb is helpful for us to analyze the possible impact of short-term housing rental on tourism and real estate industry in Singapore.

Insights into booking volume of listings in the next year



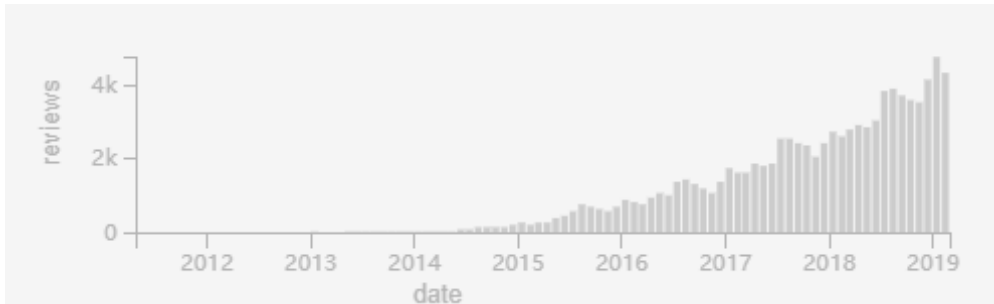
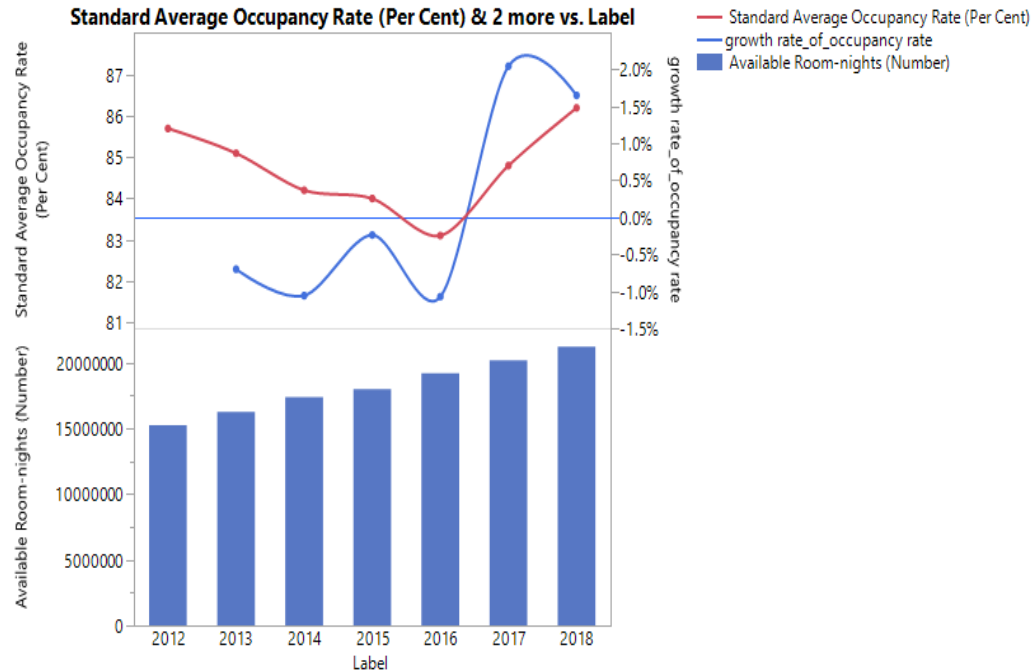
- The average tenancy of the listings with booking volume over 180 days must be longer than those with booking volume less than 180 days, because the number of reviews should increase in accordance with the booking volume.
- Booking volume rise in accordance with review scores and super host ratio, which indicates that people are more likely to book a listing with a higher review score. Listings of super host are more popular as well.

Insights into booking volume of listings in the next year



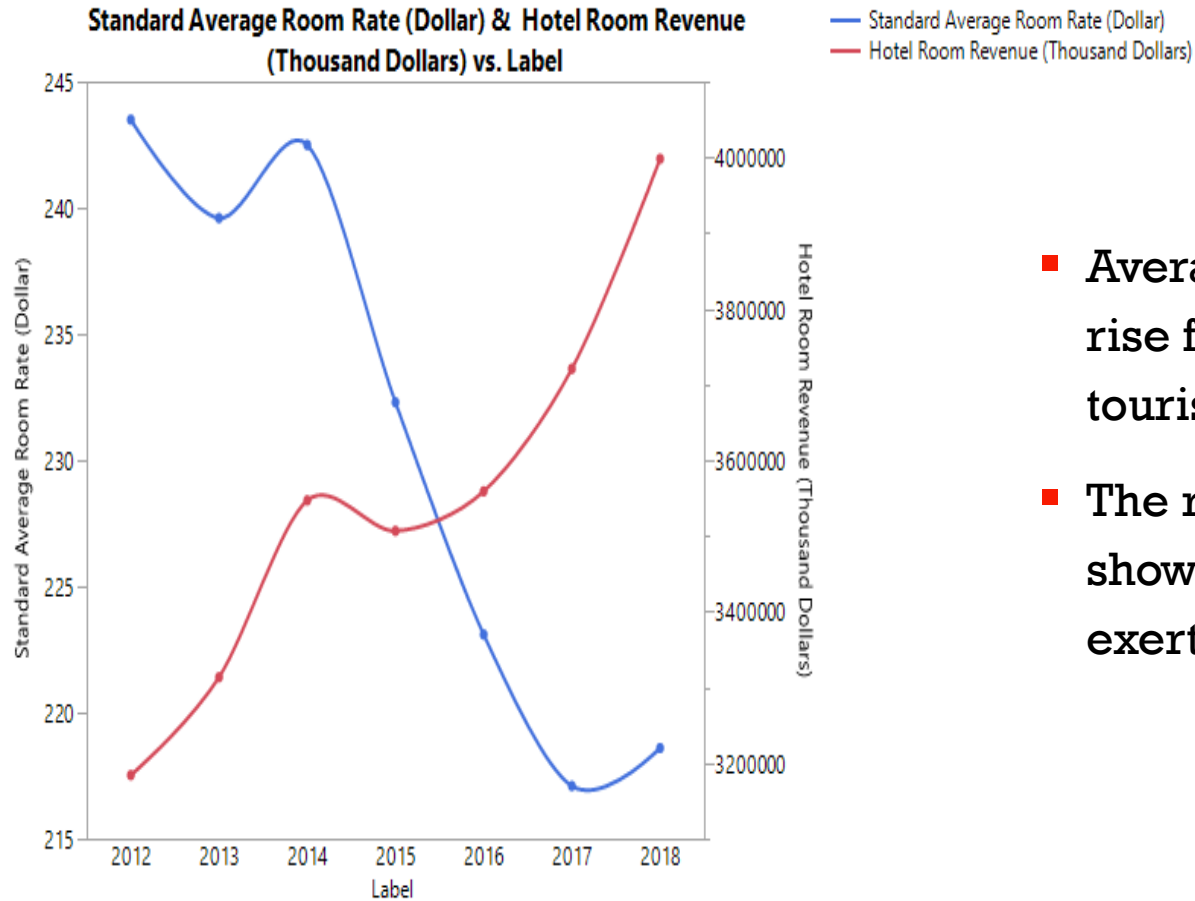
- the coming month, July is the month with the largest booking volume, and September is the one with the lowest booking volume. November also shows a lower booking volume.
- the booking volumes of months beside June, July, September and November fluctuate in a small range, within 1 day.
- If we investigate the distribution on daily basis, we'll find out there's a dramatic dropping between July and September. The booking volume surge in October 2019 and January 2020 and drop in a few days followed by a stable fluctuation. So, January and October should be peak tourist seasons in Singapore. Knowing that Chinese cover the largest tourist proportion in Singapore, this trend is reasonable because Spring festival and National day are the longest holiday in China.

Further analysis into the hotel industry in Singapore



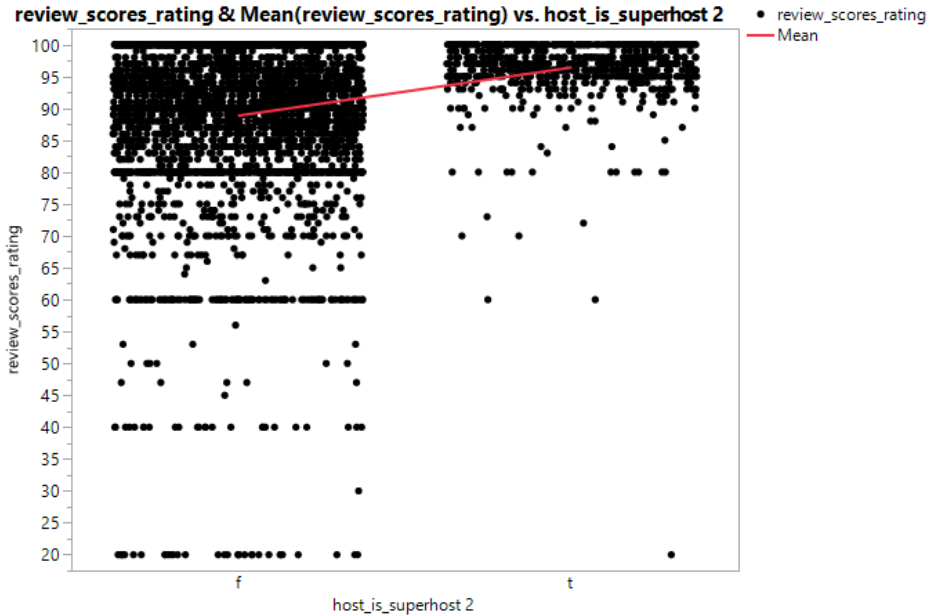
- Comparing the trend of hotel's occupancy rate and the number of reviews received by Airbnb in Singapore from 2012 to 2019, we can find out that the number of reviews began to rise in 2015, so the opening of short-term rental market couldn't make a negative influence on the hotel industry before year 2015.
- As the expansion of Airbnb in Singapore after 2016, the trend of occupancy rate in hotels is accordant with the number of reviews received by Airbnb.

Further analysis into the hotel industry in Singapore

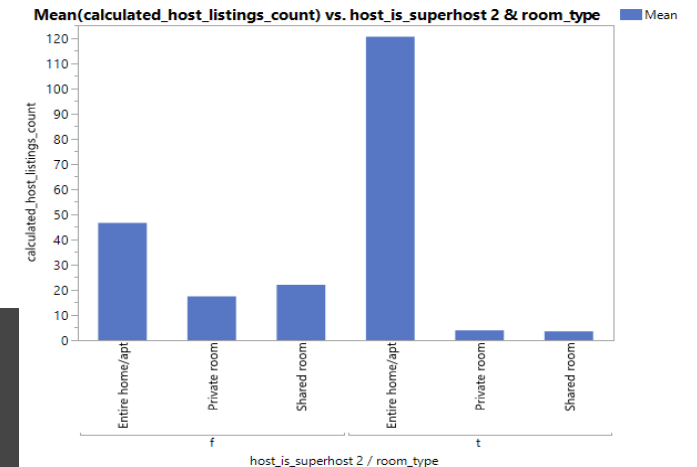
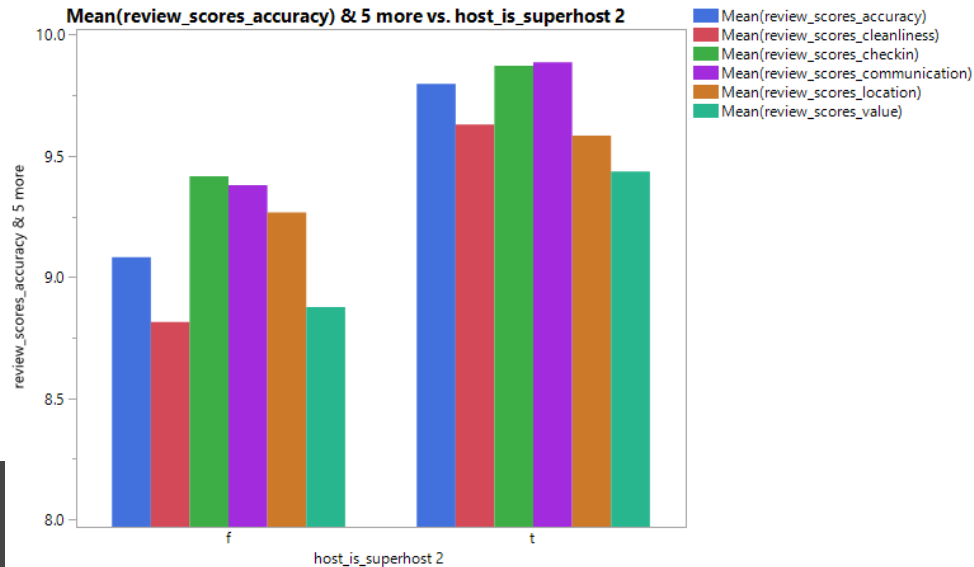


- Average room rate is drop whereas room revenue is rise from 2014 to 2017, it may because of an increasing tourist amount or an expansion in the number of hotels.
- The result is that opening short-term rental hasn't shown a negative influence on hotel industry and may exert positive effects on tourism.

Insights into hosts in Airbnb



- On average, the listings owned by super hosts received a higher review scores in all the six different aspects.
- Super hosts are likely to rent out more than one listing but get higher comments from tenants.
- About 27% of the host in Airbnb had verified identity, and almost all the hosts don't require license and other verifications from tenants, which is against the policy.
- Super hosts are more likely to rent out entire house than rent out private or shared room.



Insights into booked listings



- The most concerned features by tenants are related to bed size, transportation, facilities offered, housekeeping, surrounding restaurants, surrounding attractions and so on.
- The most concerned rule set by hosts is related to noisy making, that most hosts are concerned about keep a quiet and peaceful environment to neighborhoods and communities.

Insights into reviews



Term and Phrase Lists		
Phrase	Count	N
place to stay	5656	3
mrt station	5603	2
great location	5375	2
great place	4322	2
walking distance	3541	2
good location	3451	2
highly recommend	3355	2
great host	3159	2
nice place	2927	2
bus stop	2817	2
come back	2585	2
highly recommended	2572	2
great stay	2183	2
definitely recommend	2038	2
good place	2035	2
recommend this place	2023	3

- Most reviews received by Airbnb are positive, like “comfortable”, “convenience”, highly recommended”, “great host”, “nice place” and so on.
- This result shows that many tenants had good experience in Airbnb. Airbnb is advanced in short-term rental market in Singapore and get good comments from the tenants.
- It also indicates that short-term rental market is popular to tourists that it could give a positive influence on the tourism industry in Singapore.