



# POST-COVID Impact on the Los Angeles Airbnb Market

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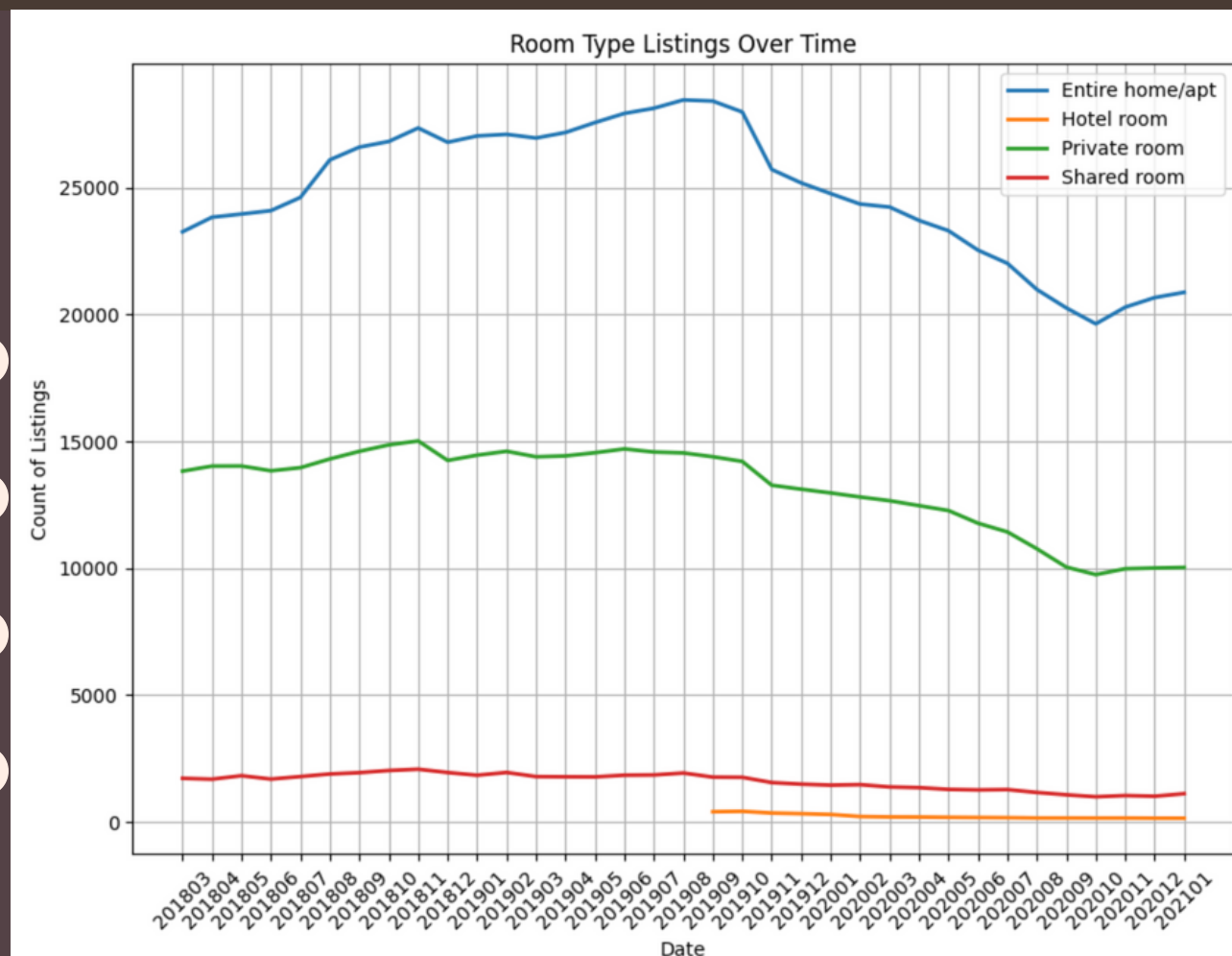
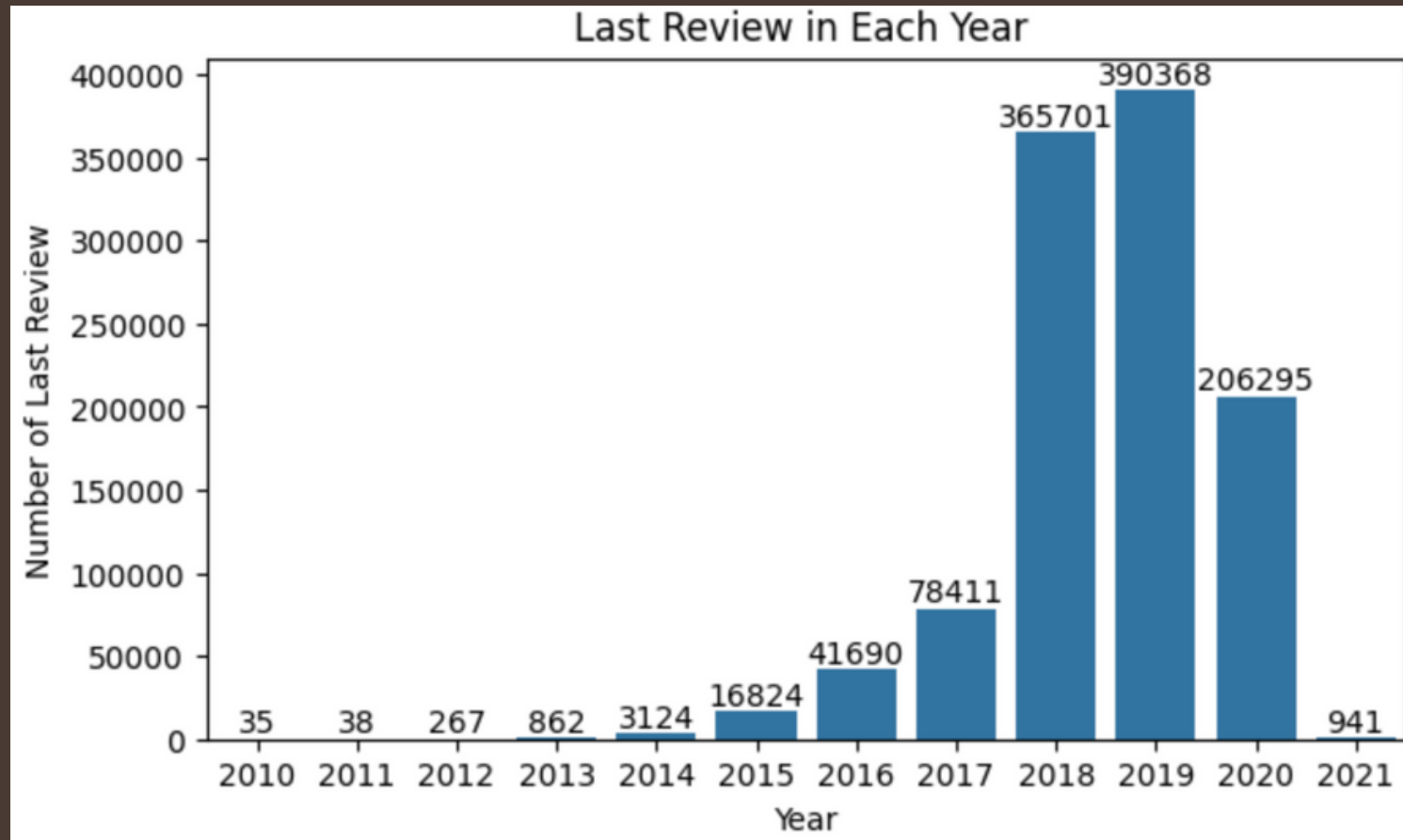
02/2024



# LISTINGS AMIDST COVID-19: HOW HAVE TRENDS SHIFTED OVER TIME?

## Booking Trend

- We utilized the last review date of a listing as an indicator of when a host last had an active booking.
- The significant drop in the last reviews in 2020 could imply that many hosts either left the platform or have not had bookings that led to reviews during this period.

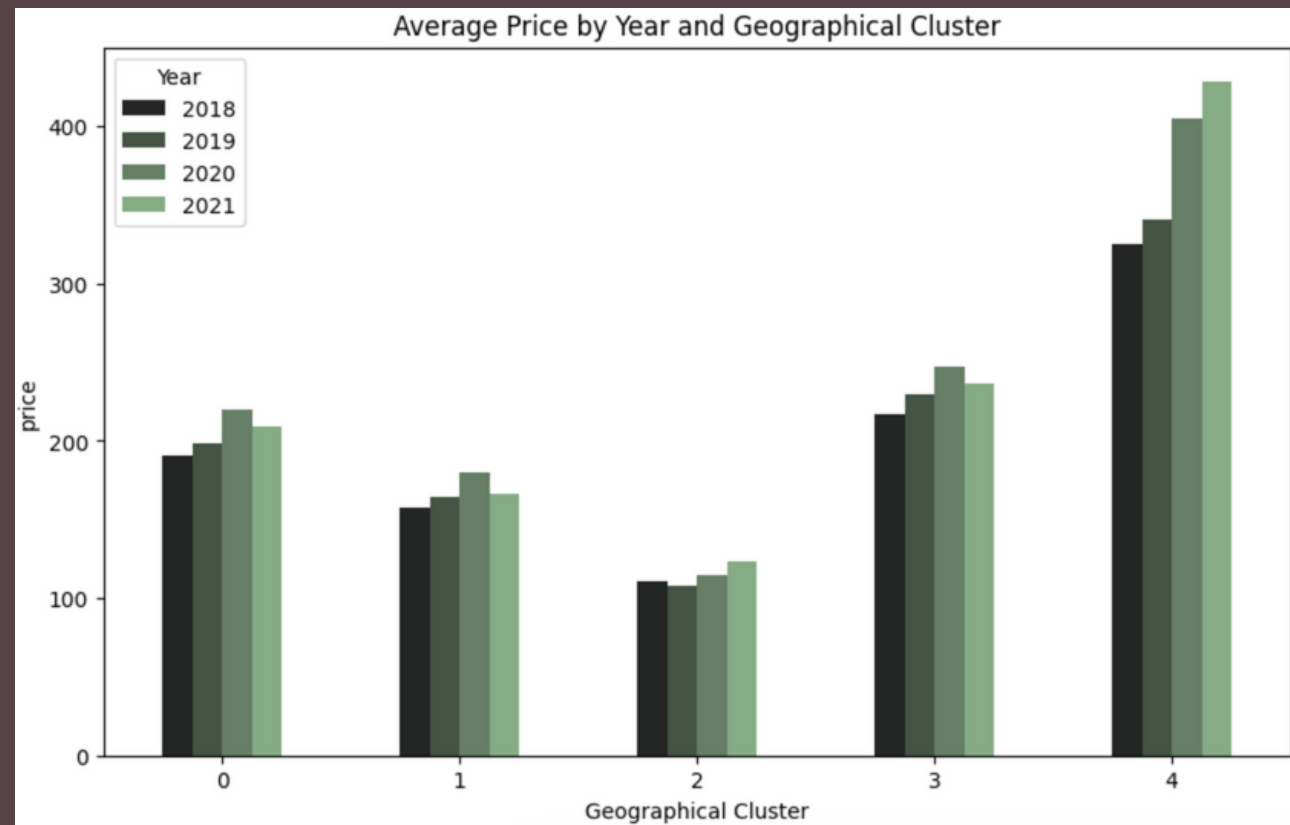
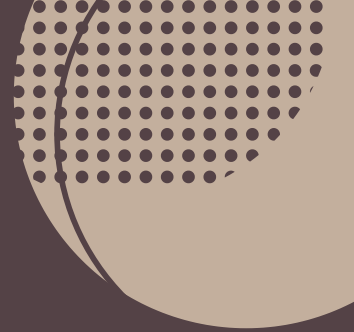


## Active Listings Trend

- The distribution of room types remained consistent with no significant changes in the proportion of each type.
- The Home-Sharing Ordinance implemented in LA in 2019 led to a sudden drop in active listings, particularly noticeable in September of that year. However, we believe that the prolonged decline in listings was largely influenced by the onset of the COVID-19 pandemic.

(We disregard the data in 2021 due to incomplete information.)

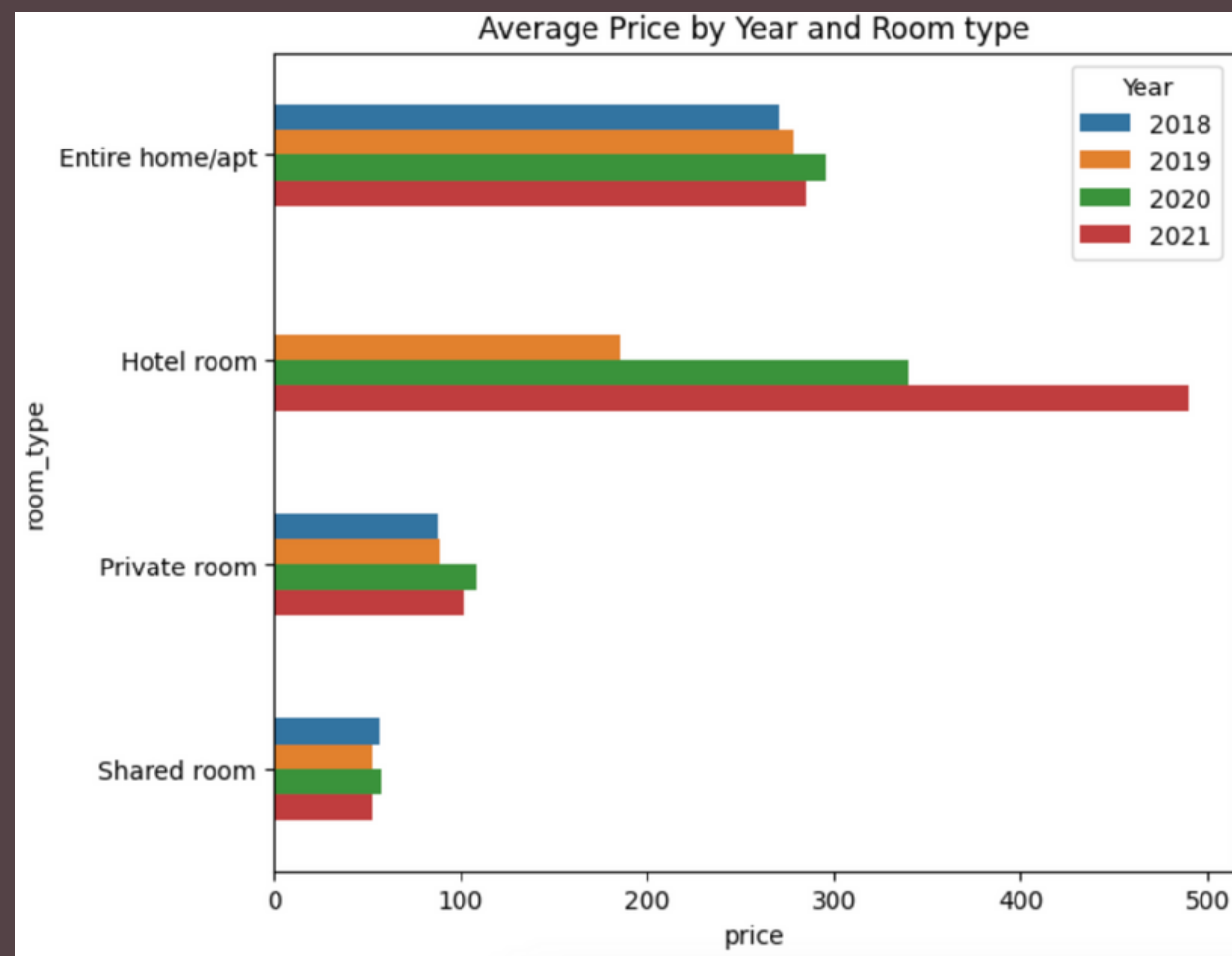




## Average Price Change in Different Geographical Clusters

- Properties located near the coast (cluster 0, 1, 3) exhibited a incline in prices in 2020, likely due to COVID-19, possibly reflecting their status as tourist hotspots. Conversely, areas further inland (cluster 2, 4) showed a price increase during the same period.

## DOES GEOGRAPHICAL LOCATION OR ROOM TYPE DRIVE PRICE CHANGES IN AIRBNB LISTINGS?



## Price Distribution in Different Room Types

- Looking at prices across all room types, there was a notable uptick in average prices in 2020. This trend could be attributed to a decrease in the overall volume of active listings.

(We disregard the data in 2021 due to incomplete information.)

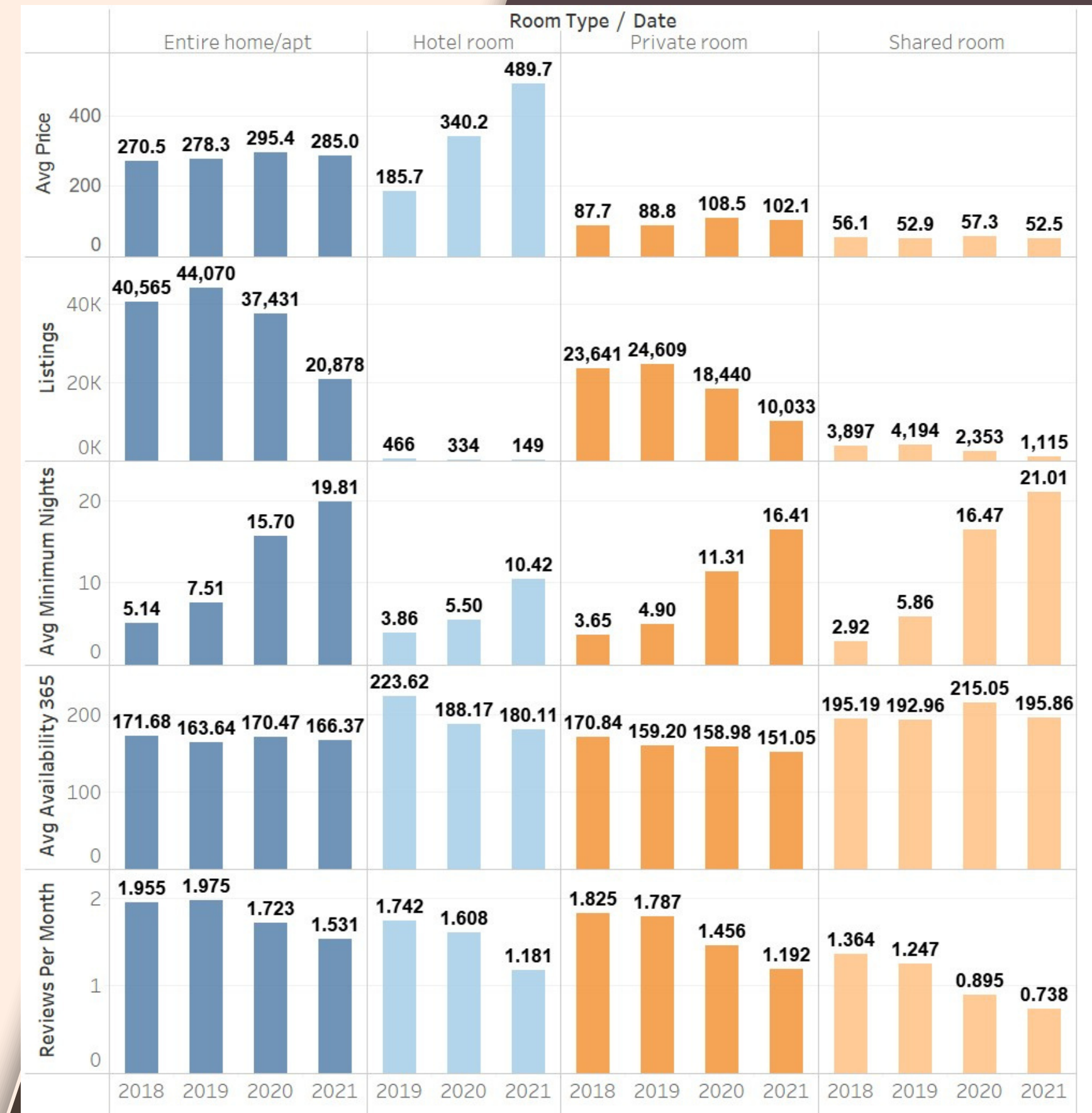




# COMPREHENSIVE PRICE ANALYSIS

Price increase from 2019 to 2020 influenced by various factors:

- The notable decrease in reviews per month suggests a decline in customer demand.
- While there was a decrease in demand, the simultaneous decrease in supply, coupled with the rise in minimum nights, contributed to a limited increase in prices.



(We disregard the data in 2021 due to incomplete information.)

**THANK YOU!**



END

