



Toronto City

Intro

Expected Revenue

Unit Type

Dataset Overview

Best Locations

Insights

Inside Airbnb Toronto



Author: Fausto Lira

April 2024

Context

This presentation examines the Airbnb market in Toronto, offering valuable insights that can benefit investors looking to enter the short-term rental market. Toronto, recognized as one of North America's most vibrant and culturally diverse cities, presents great opportunities for investors in the short-term rental market. The city is also a favorite destination for millions of tourists every year.

Inside Airbnb Toronto

Data Available

Total Listings: around 30K

Features

Location (Neighborhood)

House Features (Number of bedrooms and bathrooms)

Type of Hosting (Rental type, room type, and studio)

Date

User Rating

Price

Observations

Null Values replaced by average.

Removed Sensitive information such as hostnames and precise location.

TORONTO, Canada

Filters

According to the business, a more usual set of features was used.

Number of Bedrooms: 1 - 6

Number of Baths : 1 - 6

Filters

Date

8/20/2009

12/12/2023



Neighborhood

All

Bedrooms

Multiple se...

Baths

Multiple se...

Rental Type

All

Room Type

All

Inside Airbnb Toronto

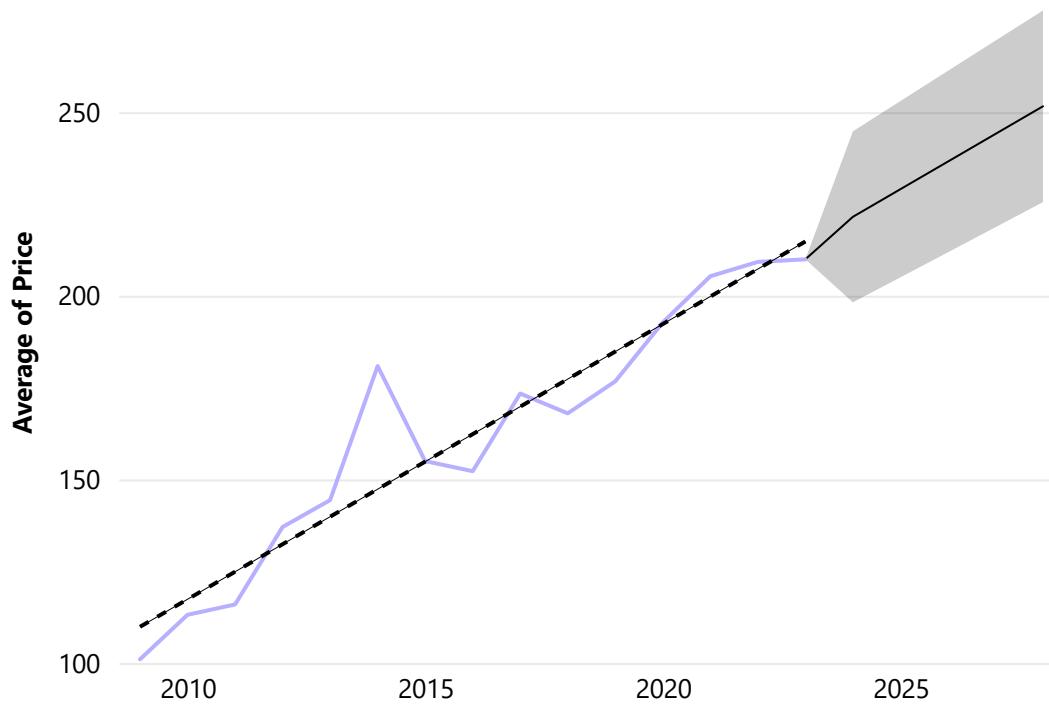
Year

2021

2022

2023

Average of Price by Year Date



Key influencers Top segments



What influences Average of Price to ?

When...

....the average of Average of Price increases by

Number of Baths is more than 3

430.1

Number of Bedrooms is 3 - 5

353.9

Number of Baths is 2 - 3

253.3

Number of Bedrooms is 2 - 3

171.0

Neighbourhood Toronto is Waterfront Communities-The Island, Toronto, Canada

118.2

Number of Baths is 1 - 2

104.2

Number of Bedrooms is 1 -

74.22

Filters

Date

8/20/2009

12/12/2023



Neighborhood

All

Bedrooms

Multiple se...✓

Baths

Multiple se...✓

Rental Type

All

Room Type

All



Inside Airbnb Toronto

Statistics by Neighbourhood

5 miles 10 km

© 2024 Microsoft Corporation

Categories

Avg Number of Bathrooms

Avg Number of Bedrooms

Avg Price

Avg User Rating

Number of Listings

Number of reviews

Top Five Neighbourhoods

Neighbourhood	Round Dynamic Measures
Palmerston-Little Italy	297
Bridle Path-Sunnybrook-York Mills	294
Waterfront Communities-The Island	294
Regent Park	261
Weston	251

Filters

Date

8/20/2009

12/12/2023



Neighborhood

All

Bedrooms

Multiple se...

Baths

Multiple se...

Rental Type

All

Room Type

All

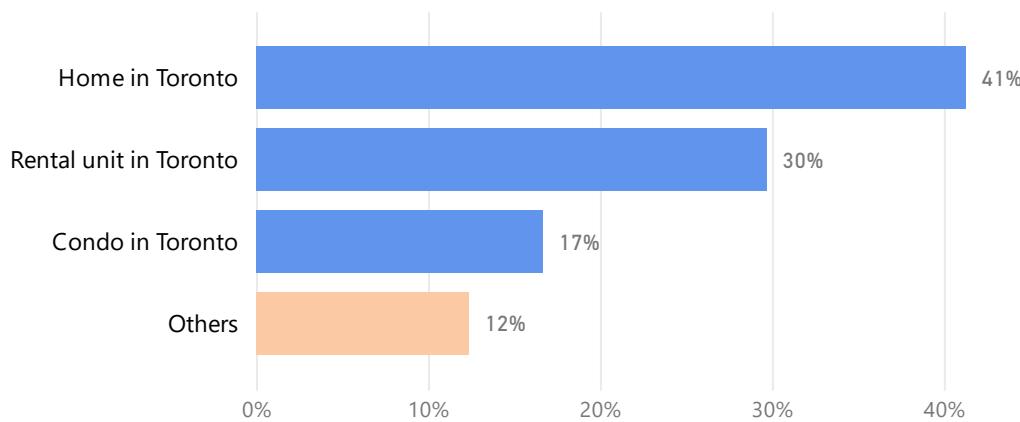
Inside Airbnb Toronto

Average Price by Number of Bedrooms and Bathrooms

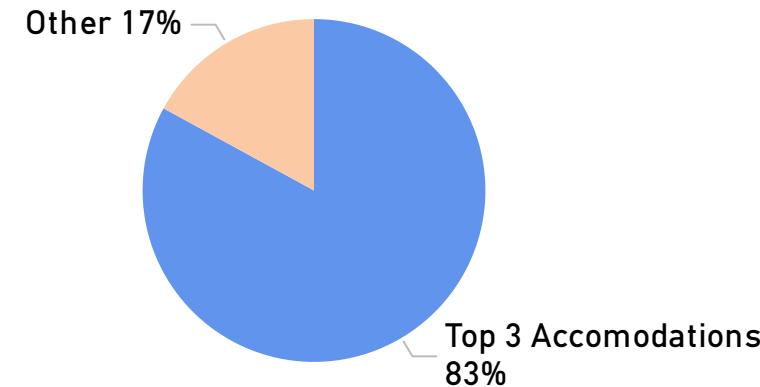
Number of Bedrooms	1	2	3	4	5	6	Total
1	144	122	106	183			142
2	216	308	373	298	651		258
3	231	360	452	643		795	345
4	206	444	532	542	581	1174	476
5	65	373	698	753	936	764	620
6	95	356	342	557	329	634	432
Total	157	270	441	592	663	794	193



Rental Type



Rental Type



Filters

Date

8/20/2009

12/12/2023



Neighborhood

All

Bedrooms

Multiple se...✓

Baths

Multiple se...✓

Rental Type

All

Room Type

All

Inside Airbnb Toronto

Insights - For a Presentation

This report meets the expectations of investors in the real estate market with a focus on short-term rentals using the digital platform Airbnb. This platform connects travellers looking for accommodation with people interested in renting their properties. The group expects to understand this market in Toronto and obtain insights and recommendations.

Insight 1: Strategic Acquisition

Starting from the 'Expected Revenue' page, the average rental price has been on an uptrend since 2010. The analysis shows that **the average rental price could be around \$250 in 2028, corresponding to a 25% rental price increase**. However, the price is in a downtrend in the short term, indicating a possible opportunity for buying.

Insight 2: Best Locations

The 'Key Influencers' chart on the 'Expected Rental Price' page lists the most important factors for price growth. **Rental prices in Waterfront Communities strongly impact the increase in rental prices in Toronto**. On the 'Best Location' page, all the metrics indicate that the area around Waterfront Communities Island Neighborhood is vital to rental price growth.

Insight 3: Characteristics of a "Good" Unit to Invest In

On the 'Unit Type' page, you can see that traditional accommodations, including houses and condos, account for 88% of all rental units listed on Airbnb. **Investing in underpriced traditional accommodations in the Waterfront Communities Island could be a great business opportunity**.

Filters

Date

8/20/2009

12/12/2023



Neighborhood

All

Bedrooms

Multiple se...

Baths

Multiple se...

Rental Type

All

Room Type

All