



Toronto City

Intro

Expected Revenue

Unit Type

Dataset Overview

Best Locations

Insights

Inside Airbnb Toronto



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Context

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

The analysis provide a dual analysis that encapsulates what best Toronto Airbnb market has to offer for either of audience.

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Data Available

Location (Neighborhood)

House Features (Number of bedrooms and bathrooms)

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

Date

User Rating

Price

Total Listings: around 30K

Observations

Null Values replaced by average.

Removed Sensitive information such as hostnames and precise location.

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

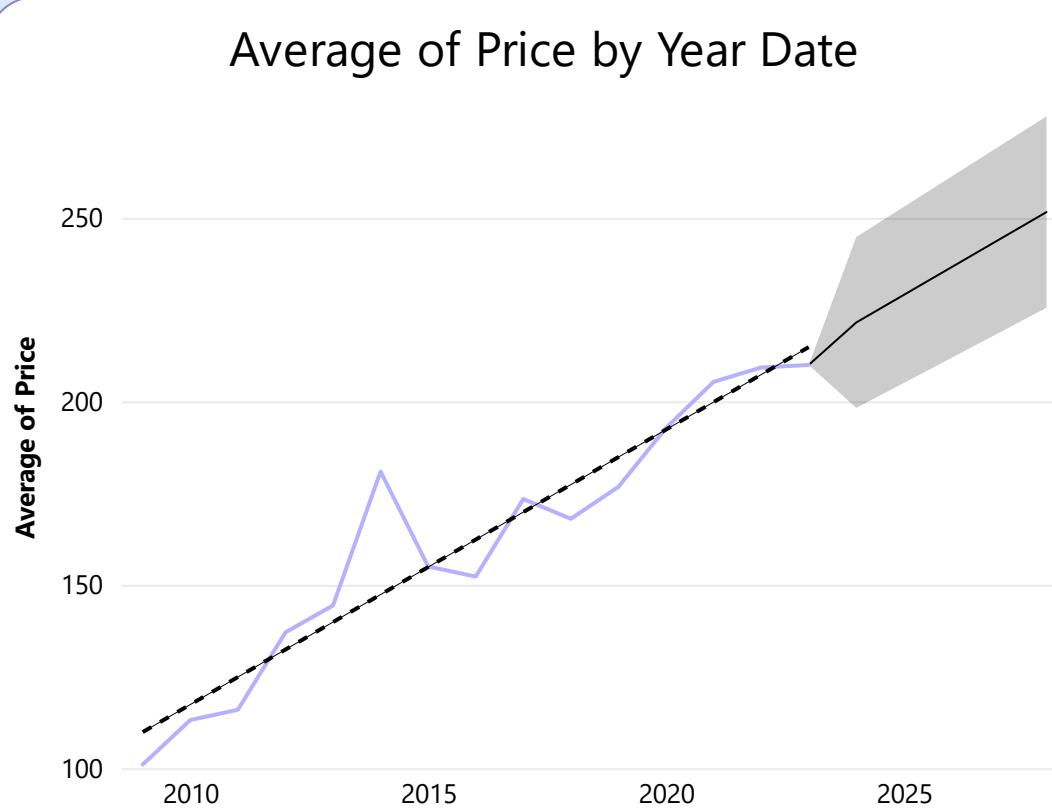
All

Room Type

All

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Year
2021 2022 2023



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



Date

8/20/2009

12/12/2023



Neighborhood



Bedrooms



Baths



Rental Type



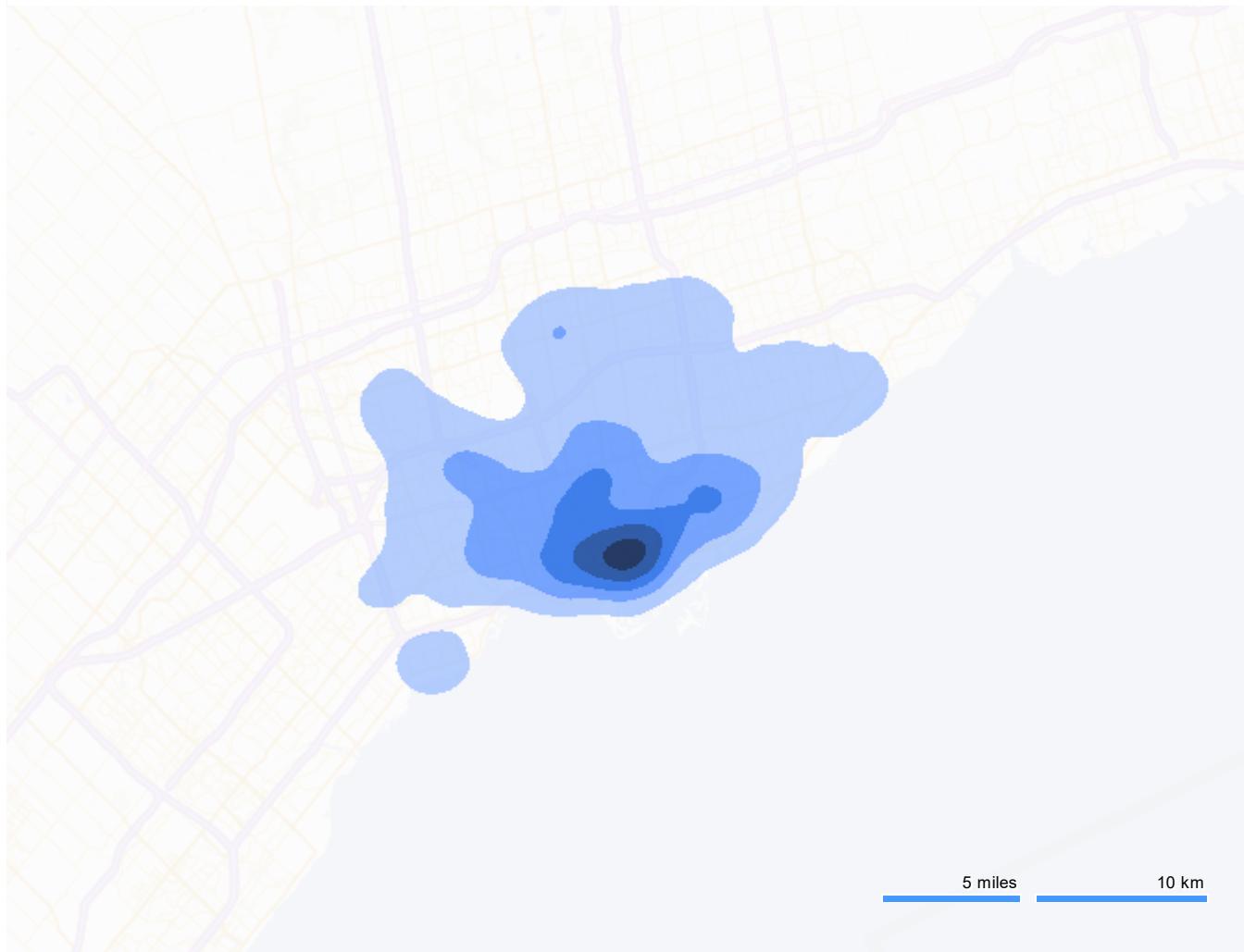
Room Type



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Statistics by Neighbourhood

140/140 displayed



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

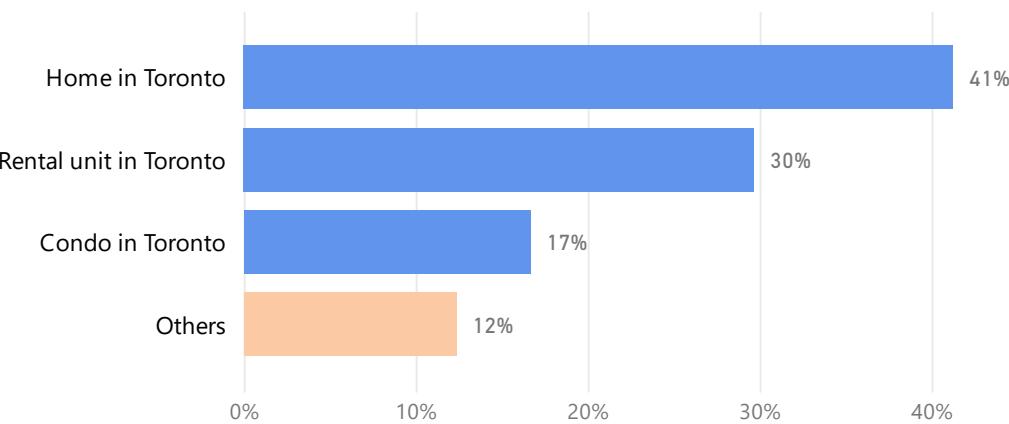
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Average Price by Number of Bedrooms and Bathrooms

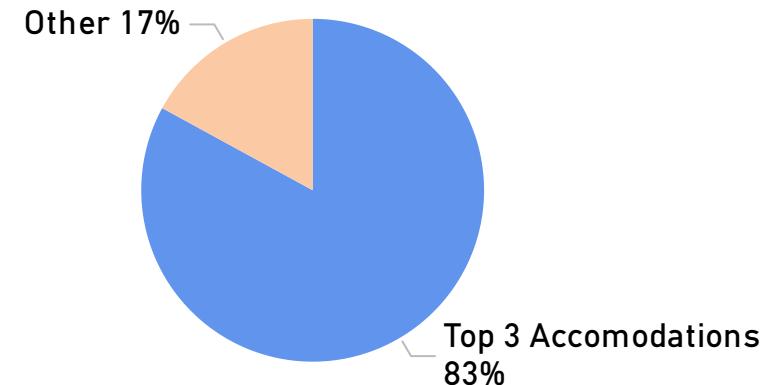
Number of Bedrooms	1	2	3	4	5	6	Total
1	144	122	106	183			142
2	216	308	373	298	651		258
3	231	360	452	643		795	345
4	206	444	532	542	581	1174	476
5	65	373	698	753	936	764	620
6	95	356	342	557	329	634	432
Total	15	27	44	59	66	794	193



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 Oral 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 travelers looking for accommodation and people interested in renting their properties. The group expects to understand this market in Toronto and obtain insights and recommendations.

Insight 1: Expected Revenue

Starting from the page Expected Revenue, the time series chart relating time and average rent price has been on an uptrend since 2010. When we consider the year timeframe, which corresponds to the long-term timeframe, the uptrend almost follows a line growing along the time. The chart shows a time series prediction indicating that **the average rental price could be around 250 Dollars in 2028, corresponding to a 25% rental price increase**. When considering the monthly chart for the previous year, it is possible to see a short-term downtrend, which could lead to an opportunity to buy accommodations at a reasonable price.

Insight 2: Best Locations to Buy Properties

Looking over the Key Influencers Factors chart for the increase in price over time; it is possible to see that **the rental prices of the Waterfront Communities had a strong impact on rental prices in Toronto**. On the Best Location page, all the statistics and metrics show that the region around Waterfront Communities Island Neighborhood is central to the Toronto Airbnb marketplace.

Insight 3: Characteristics of a “good” Unit to Invest.

Finally, on the Unit Type Page, it is possible to see that a conservative approach would be traditional accommodation, which corresponds to home, condo, and other conventional rental units. This approach and an audacious plan to **buy underpriced accommodations around 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