

Total Number of Listing

280K

Number of Cities

10

Total Number of Host

182K

AVG Number of Review per Host

29,5

AVG Review Score

93.41

Select a City

(All)

Year of Host Since

<

>

2008

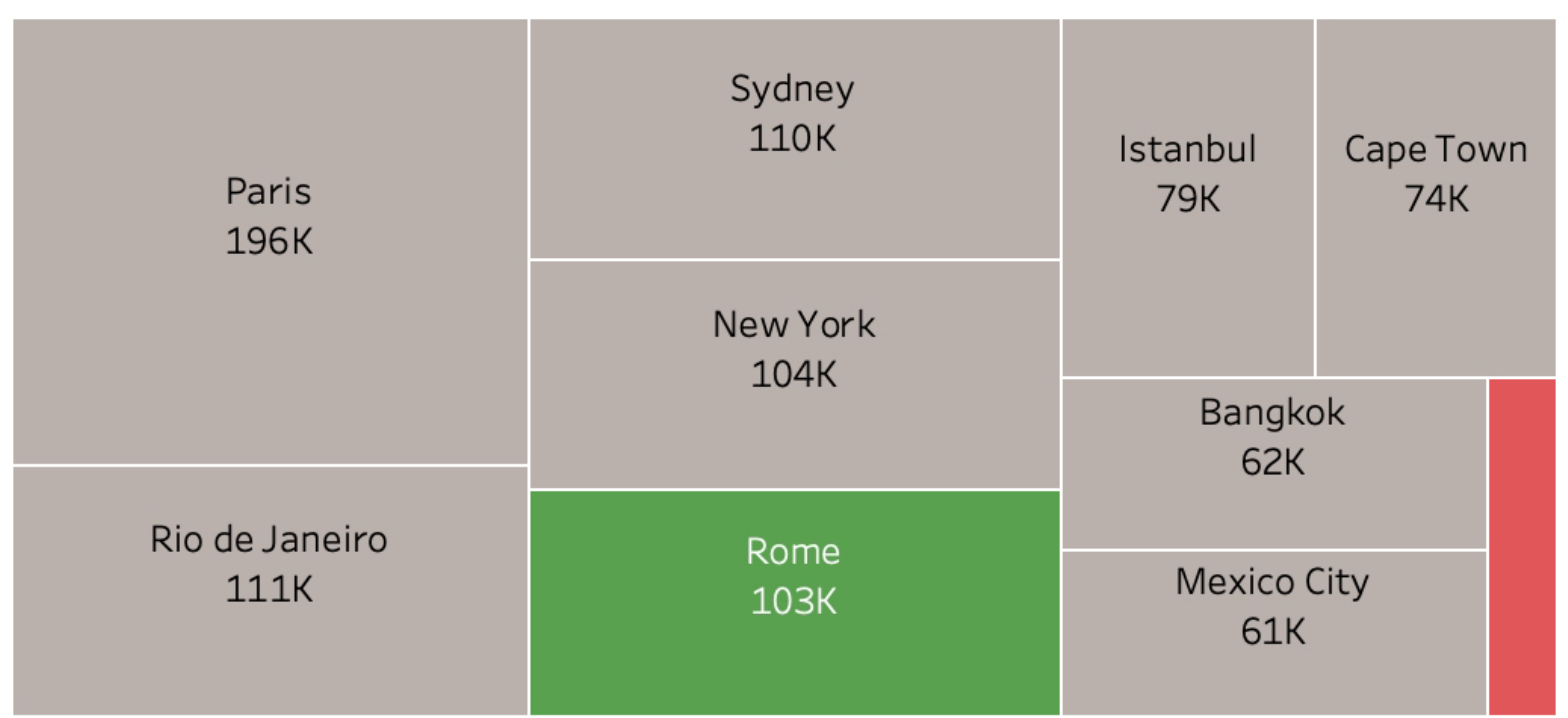
2021

Host Total Listings Count

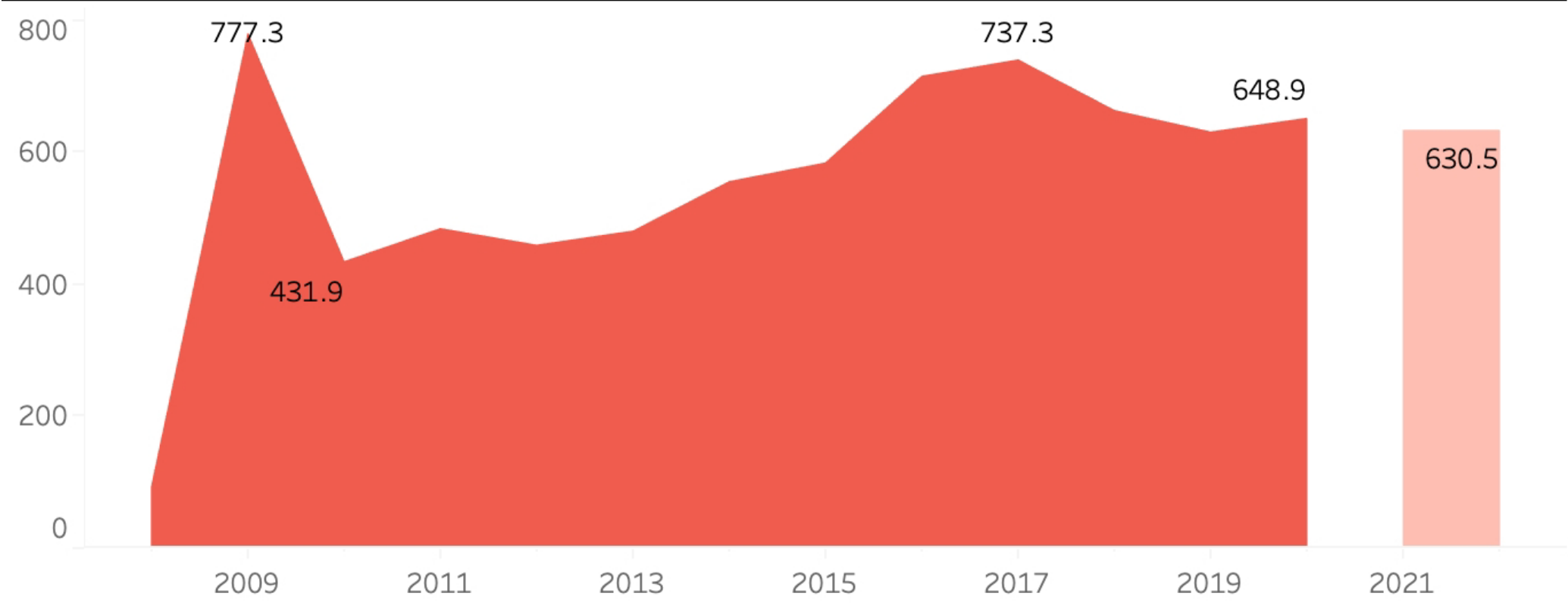
AirBnB Dashboard



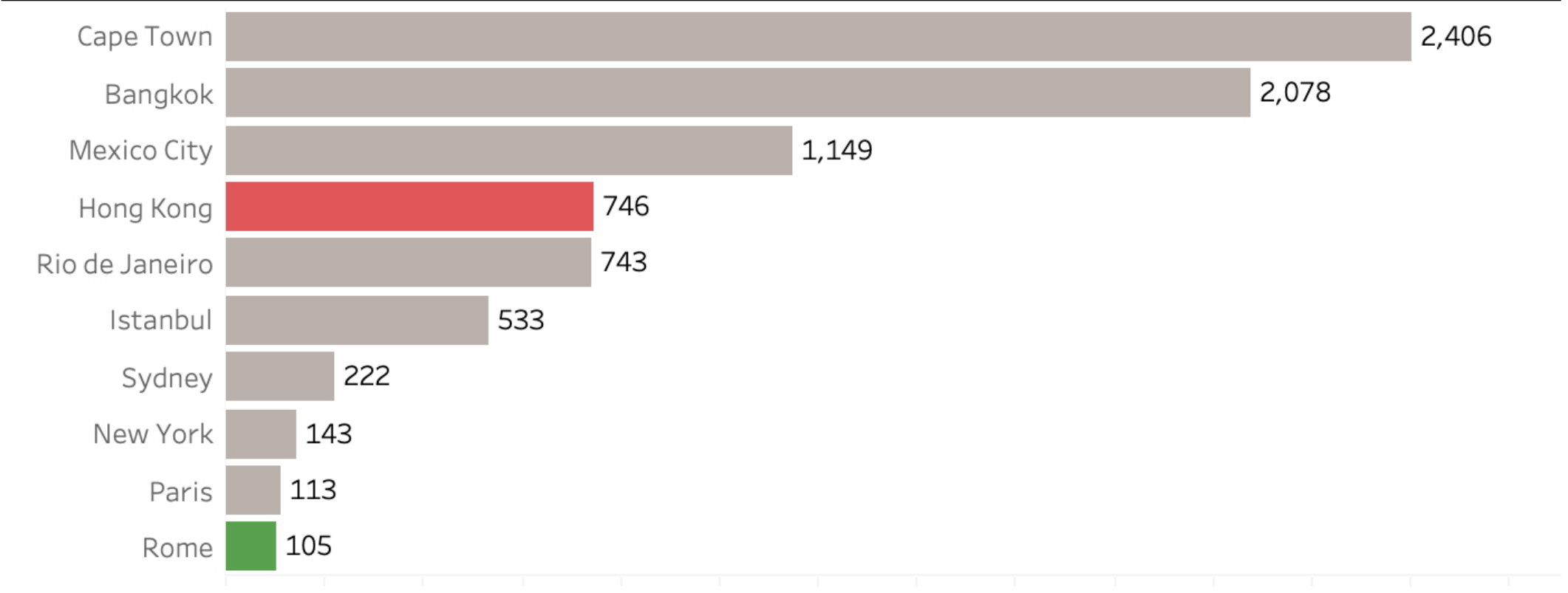
Total Number of Accommodates by Location

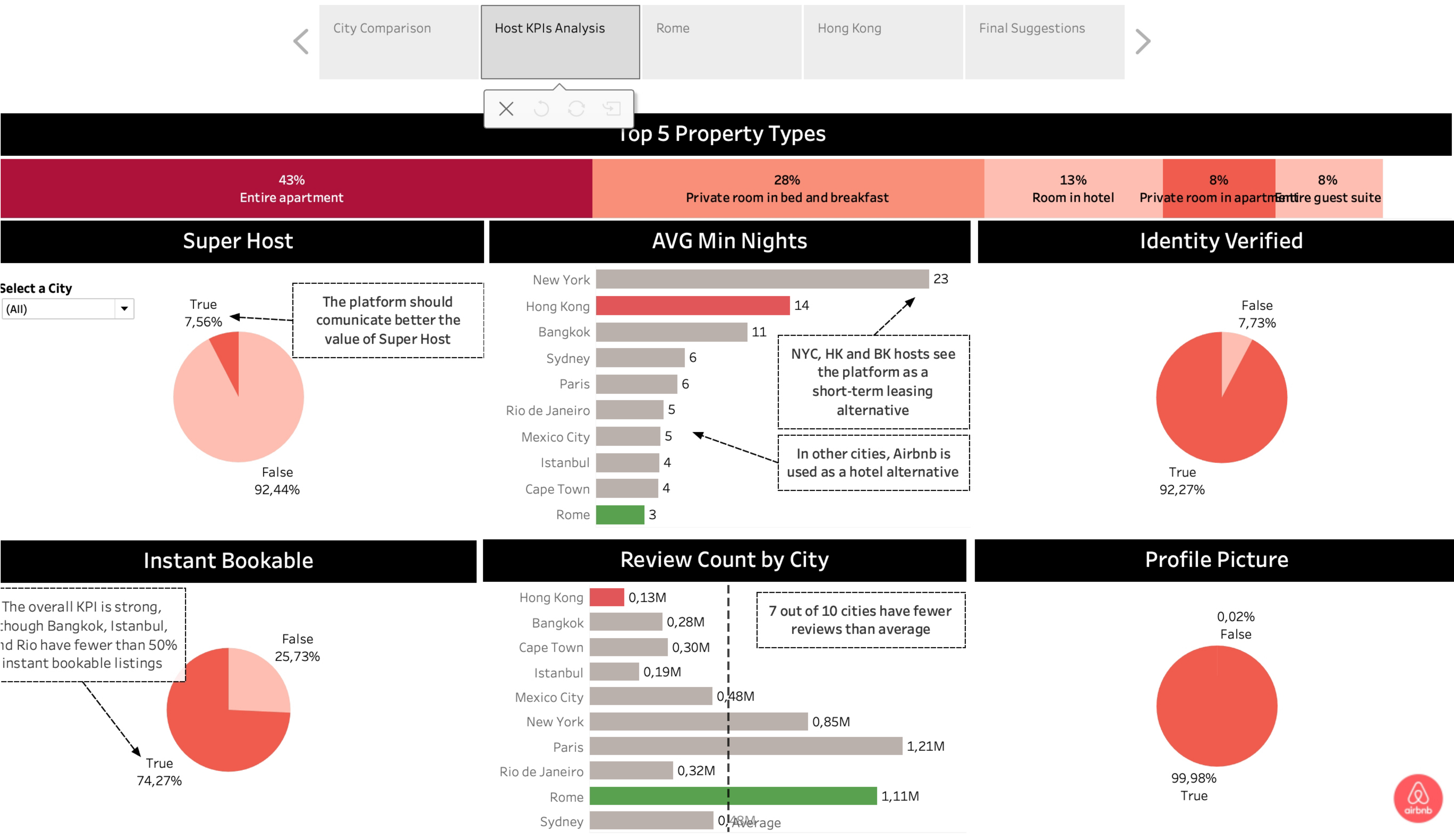


AVG Price by Years (expressed in USD)



AVG Price by Location (expressed in USD)



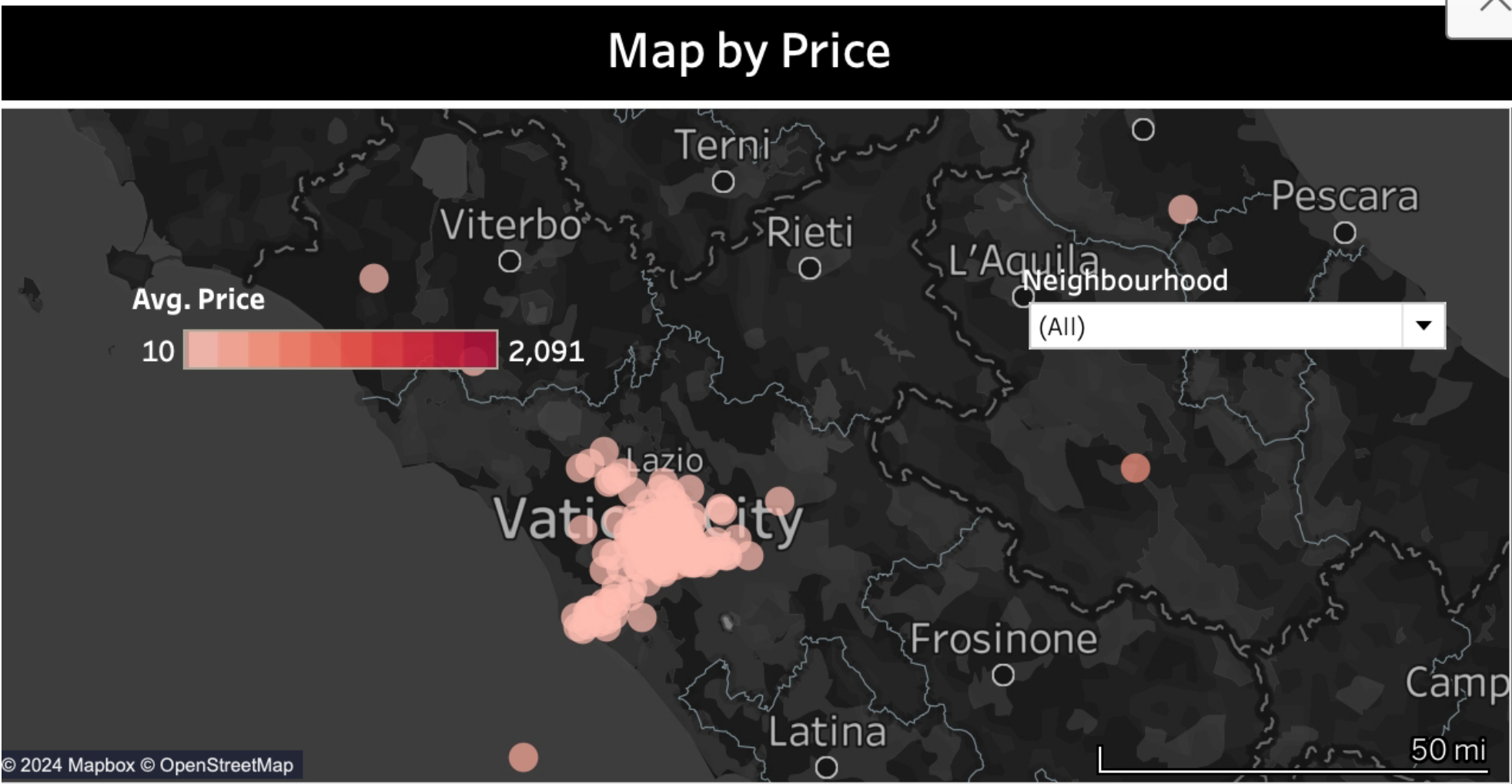


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AVG Price by Neighbourhood

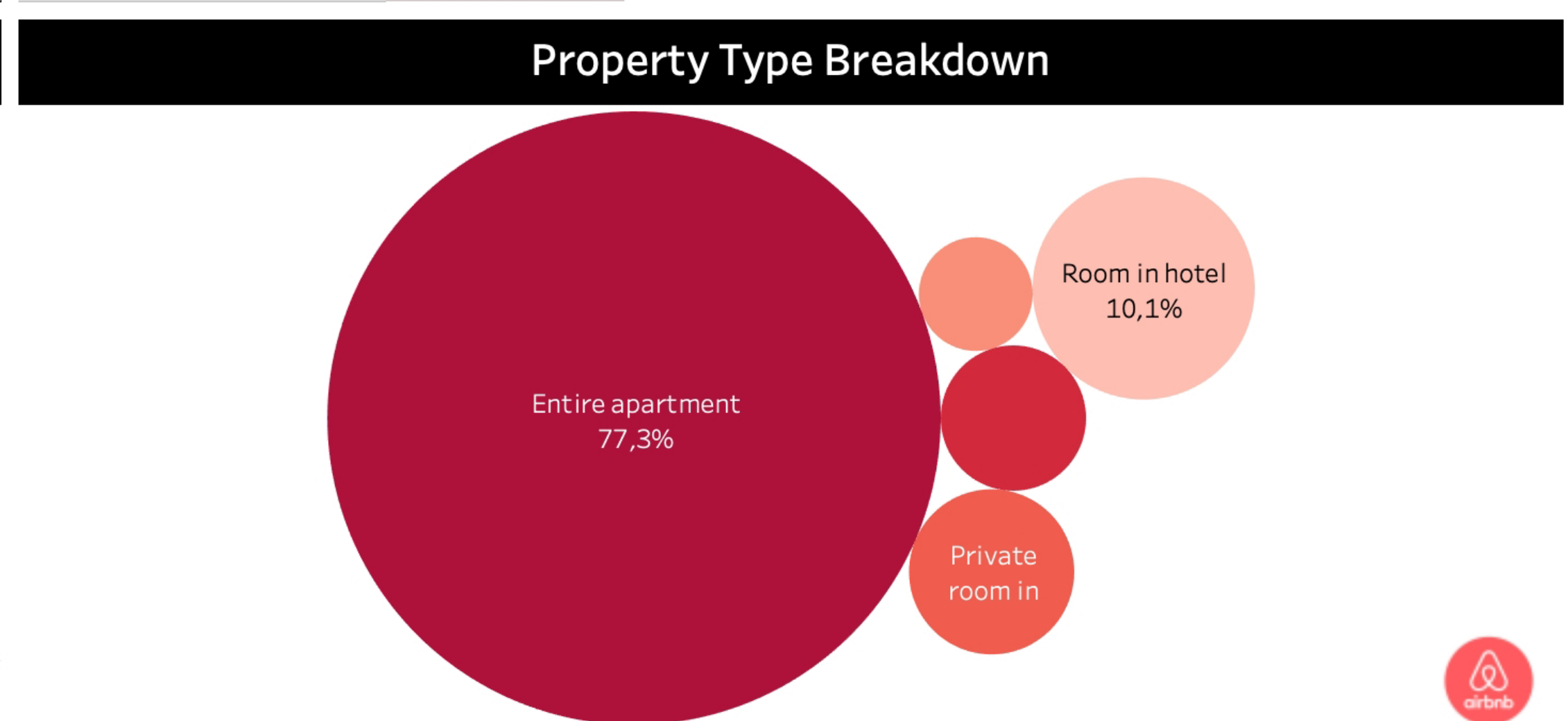
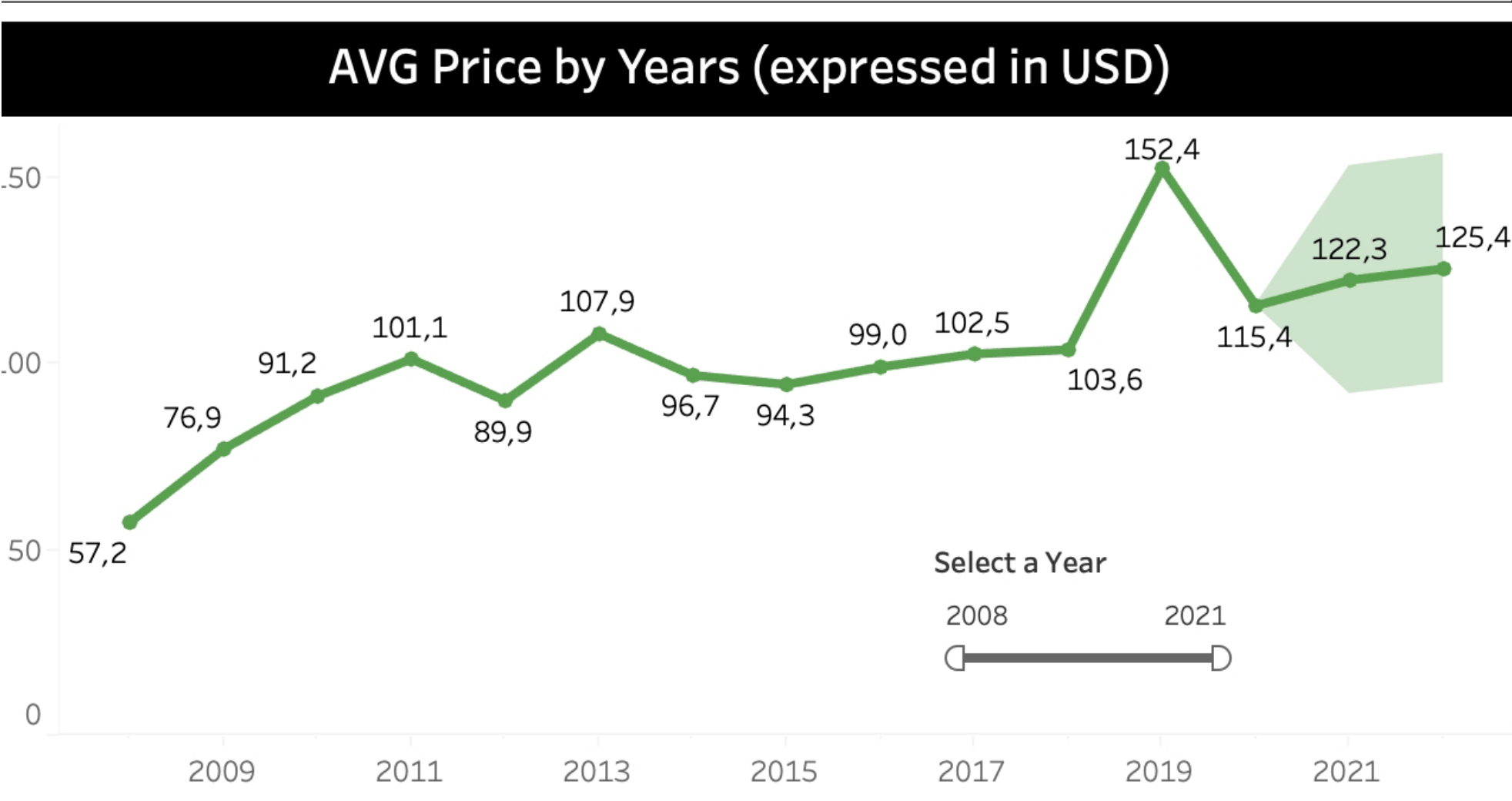
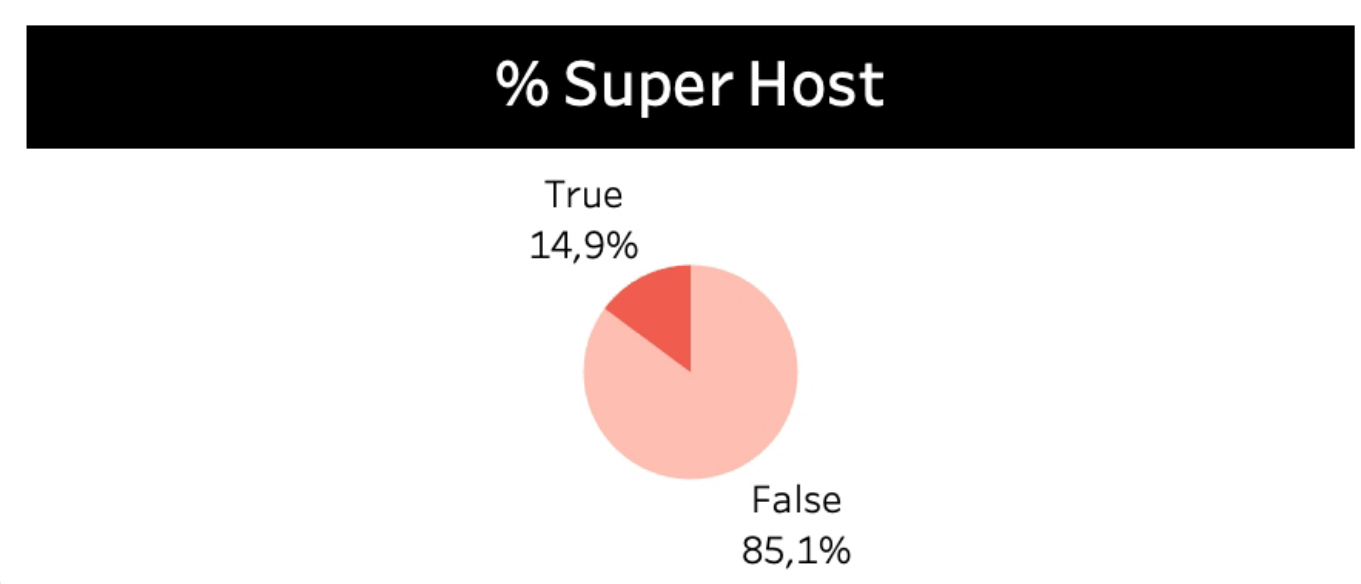
I Centro Storico	127.39
II Parioli/Nomentano	108.48
XV Cassia/Flaminia	96.33
XIII Aurelia	93.83
IX Eur	84.25
XII Monte Verde	80.47
XIV Monte Mario	78.84
X Ostia/Acilia	71.98
VIII Appia Antica	69.24
VII San Giovanni/Cinecitta	67.82
III Monte Sacro	67.13
XI Arvalia/Portuense	66.91
IV Tiburtina	61.58
VI Roma delle Torri	55.60
V Prenestino/Centocelle	49.87

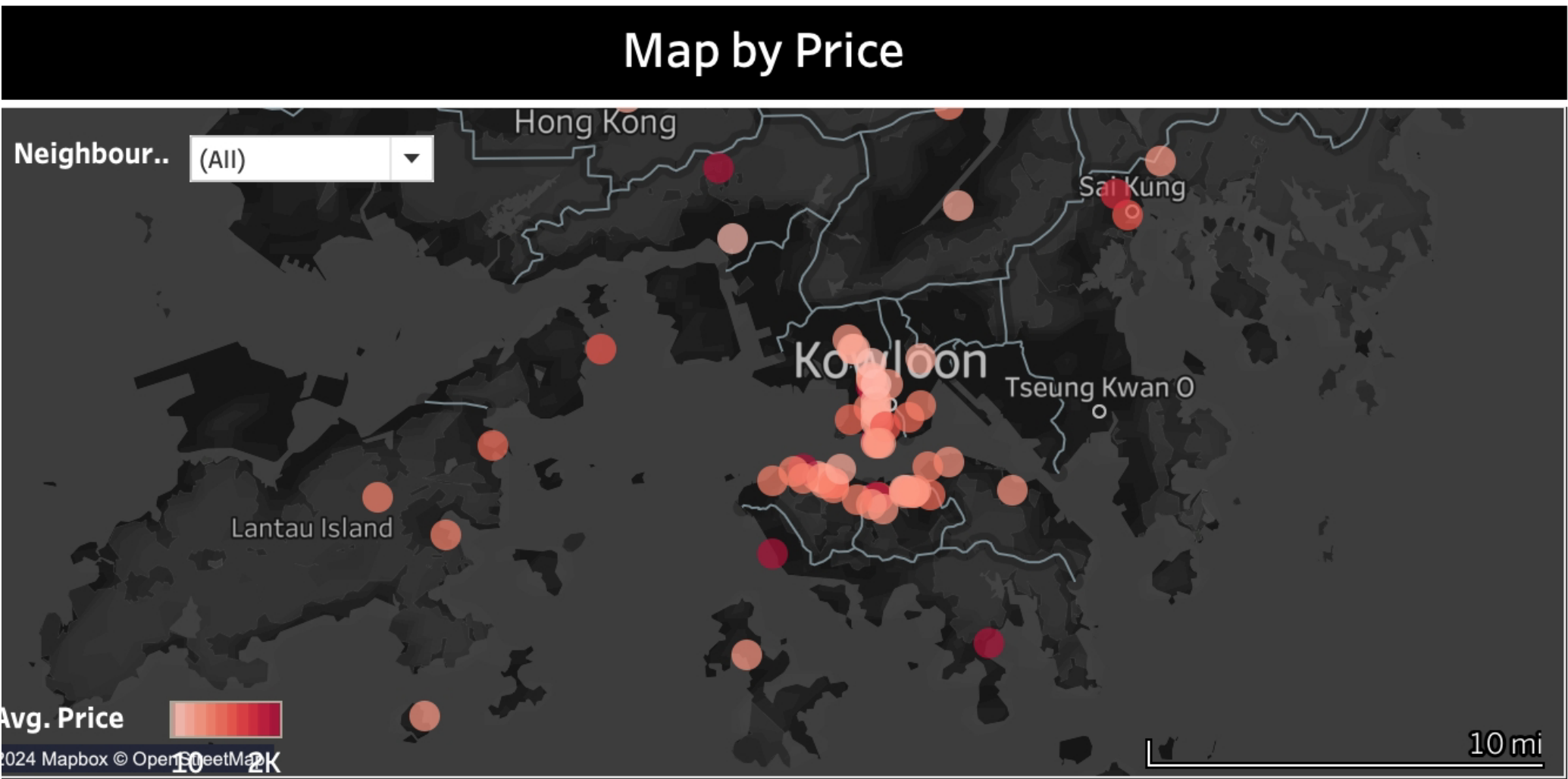
AVG Price (USD)

105

Total Listings

380K





AVG Price by Neighbourhood (USD)

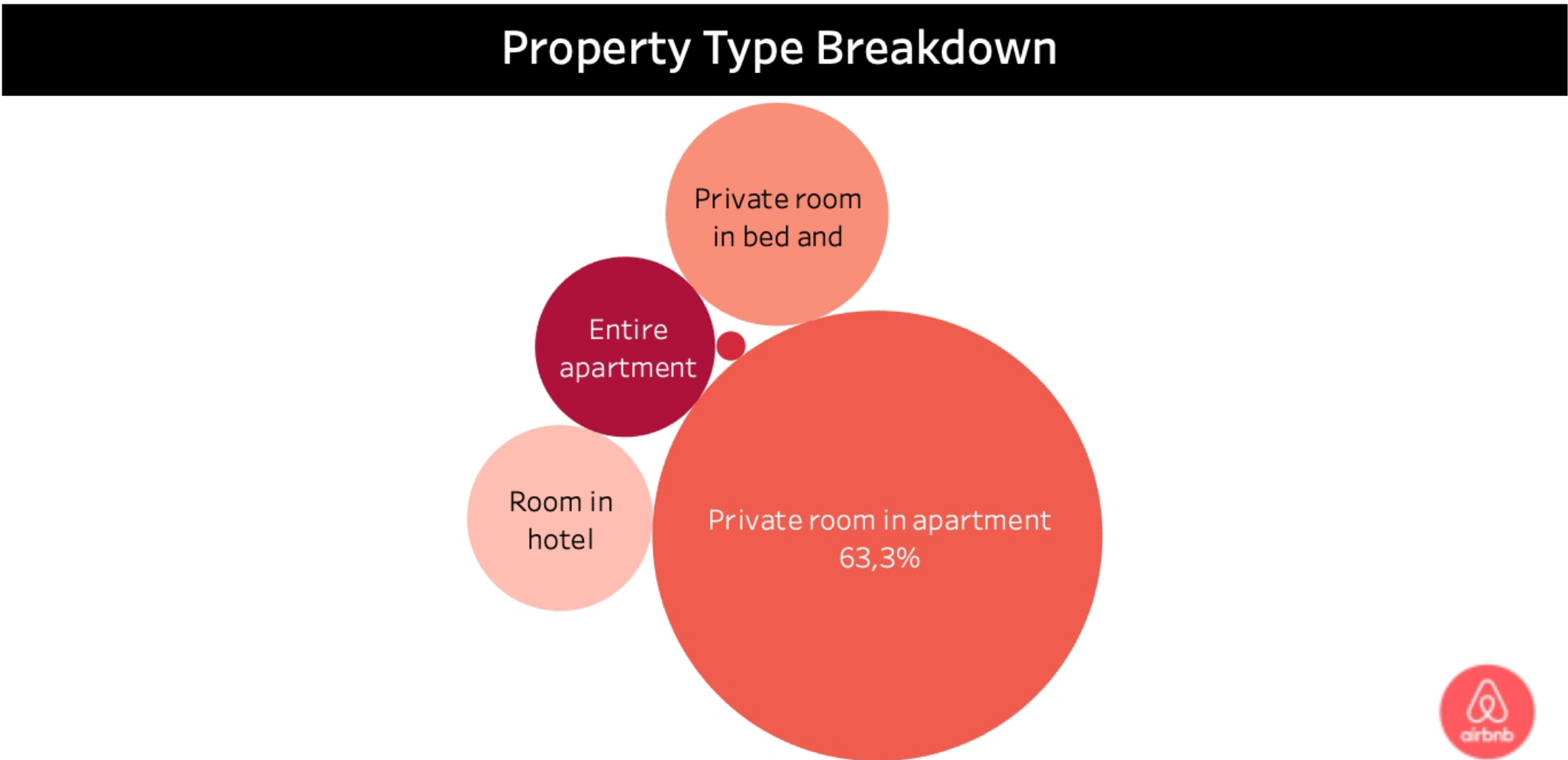
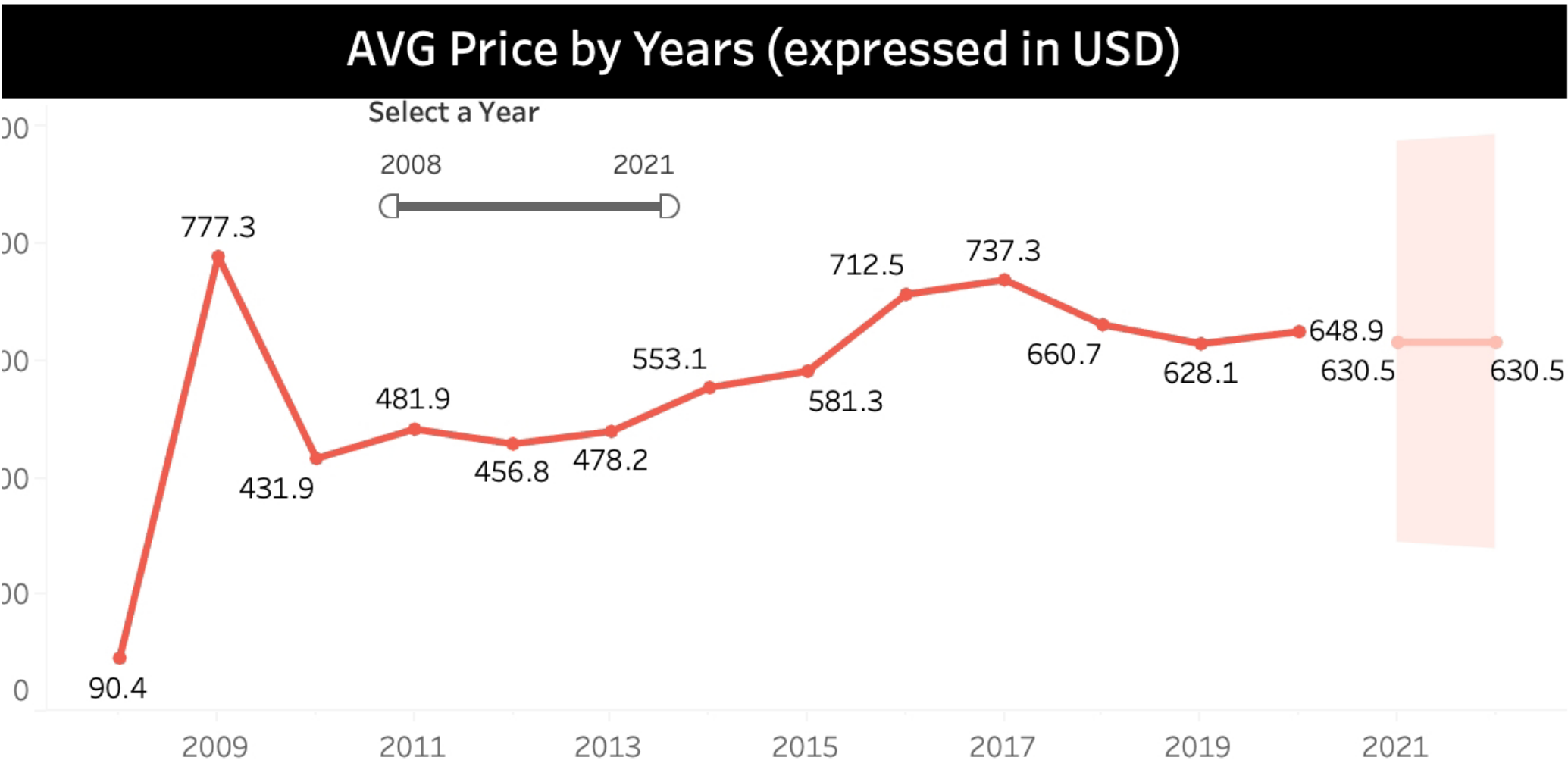
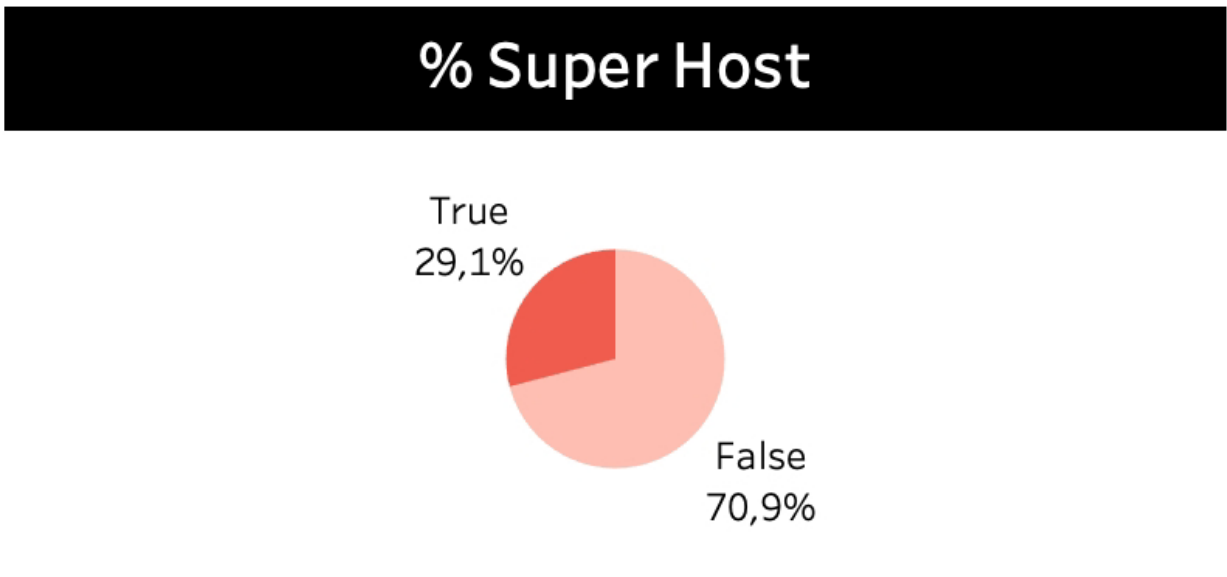
Tsuen Wan	1,915
Tuen Mun	1,444
Southern	1,322
Kwai Tsing	1,171
Sai Kung	1,106
Islands	1,026
Kowloon City	835
Central & Western	818
North	771
Yau Tsim Mong	725
Tai Po	718
Kwun Tong	682
Yuen Long	681
Sham Shui Po	654
Wan Chai	636
Eastern	598
Sha Tin	592
Wong Tai Sin	493

AVG Price (USD)

746

Total Listings

630K





City Comparison

Host KPIs Analysis

Rome

Hong Kong

Final Suggestions



GENERAL SUGGESTIONS FOR MANAGEMENT

- **Expansion Strategy:** Explore under-penetrated markets within these cities where the number of listings is low, but the average price is high, indicating a potential demand for more listings.
 1. Cape Town
 2. Bangkok
 3. Mexico City
 4. Hong Kong
- **Quality Assurance and Host Development:** Encourage more hosts to achieve and maintain Super Host status through incentives and clear communication of benefits, potentially leading to higher quality listings and customer satisfaction.
- **Product Features and Customer Experience:** Highlight the value of instant bookings and verified identities to enhance customer trust and satisfaction. Develop features that make these processes easier for hosts.