

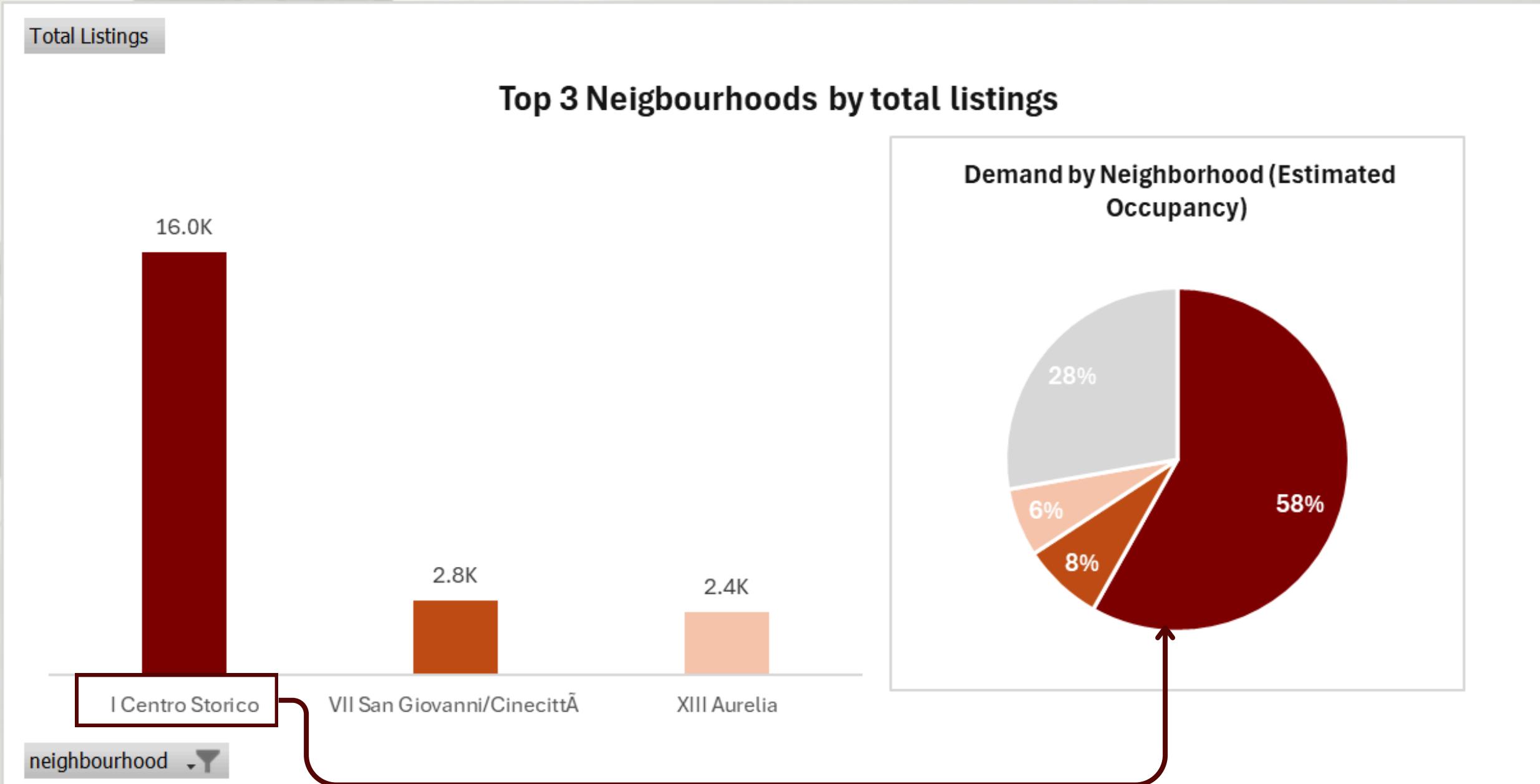
Rome

Done by Hawra Dayan - DABPT10

Why Rome?

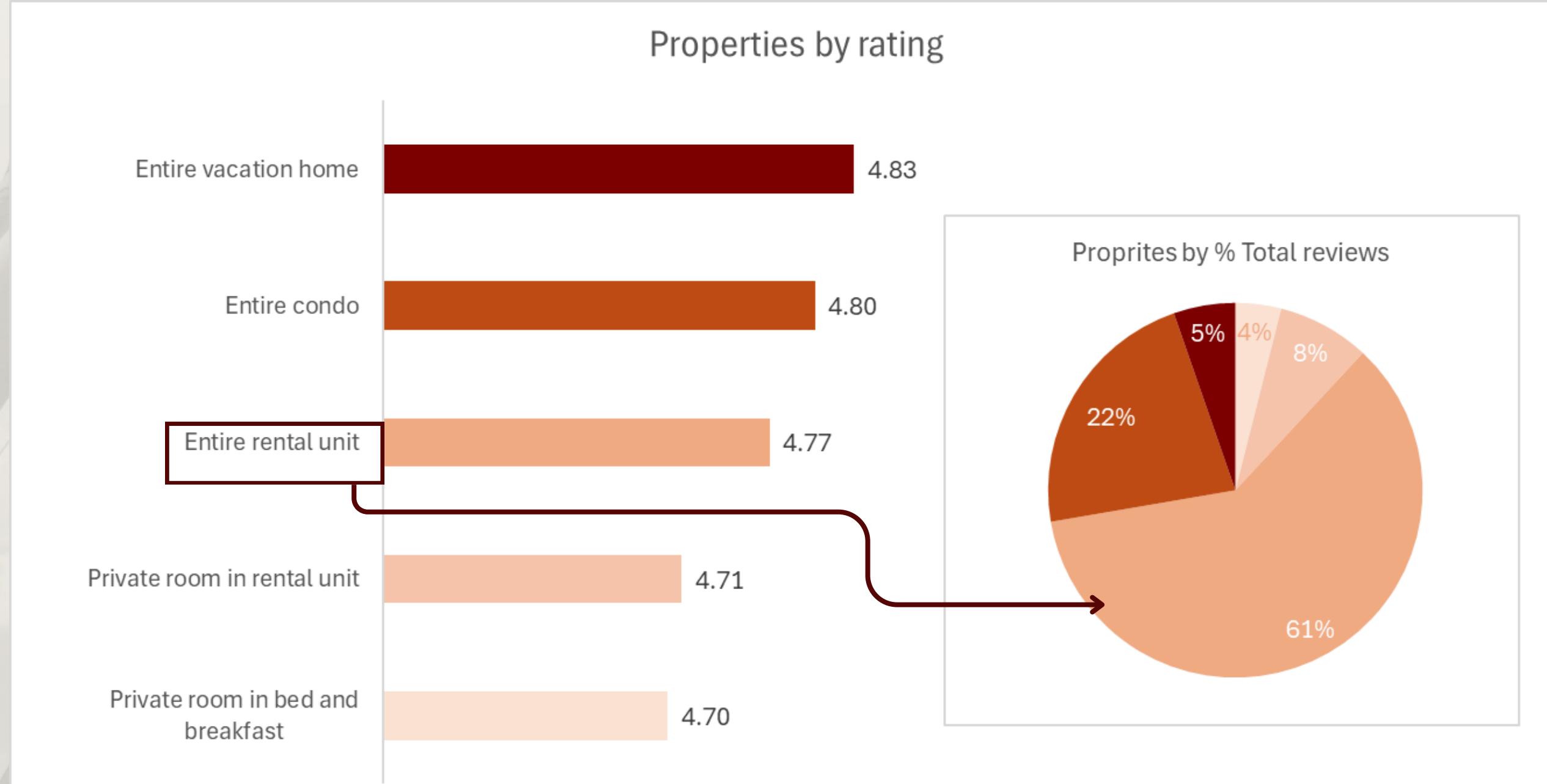
- Rome is the 3rd most visited city in Europe, attracting 10+ million tourists annually.
- Tourism is year-round, supported by history, culture and international events.
- With limited hotel capacity, Airbnb has become a profitable alternative for meeting accommodation demand.

Which neighborhoods host the most listings?



- I Centro Storico captures both the highest supply listings and demand proving it's the strongest market for Airbnb investment in Rome.
- From Rating wise, I Centro Storico scored 4.77 in average.

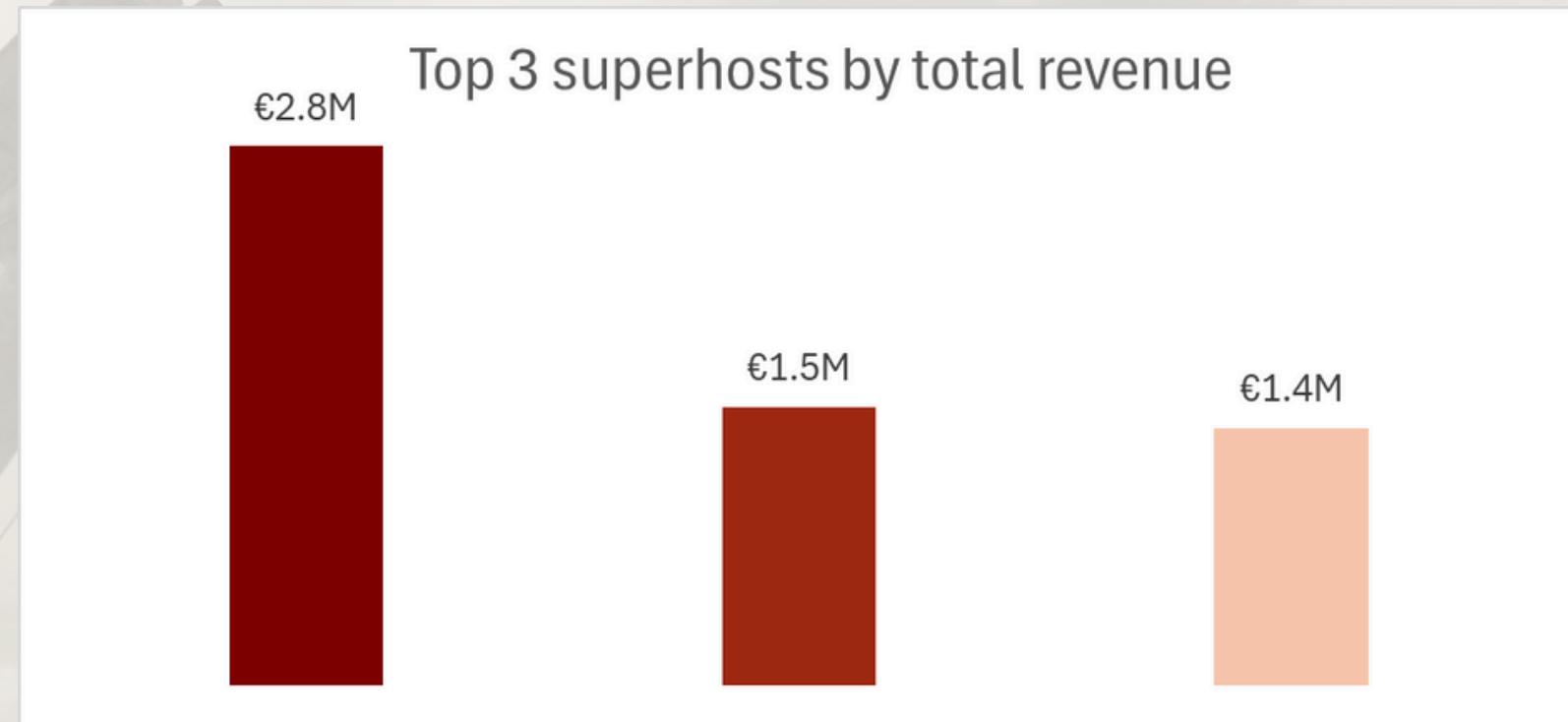
What property types receive the most positive reviews?



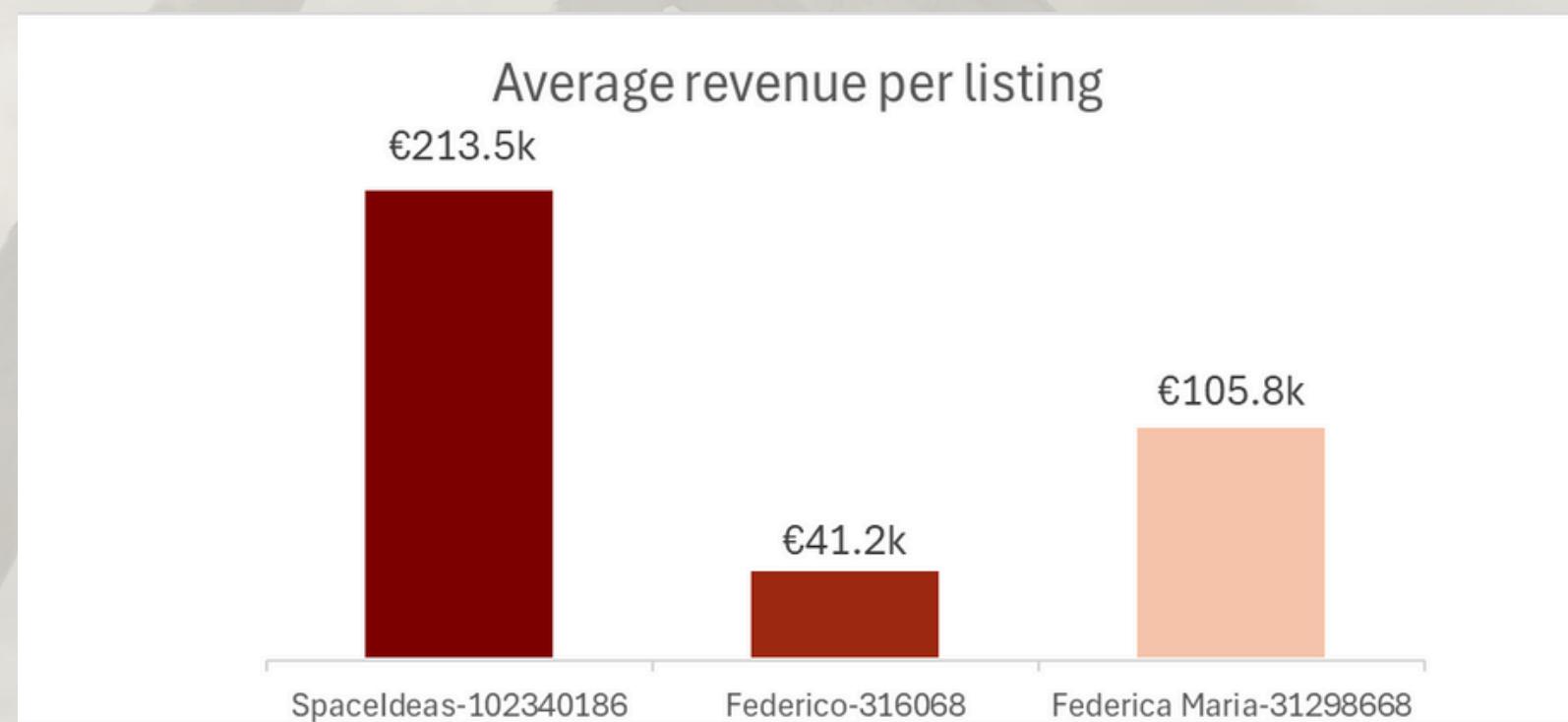
- Entire vacation homes score the highest.
- Most reviews come from entire rental units, showing they dominate guest feedback.
- Vacation homes rate the best, but entire rental units gather the majority of reviews.

The rating was filtered so we have ratings for listings > average listings to avoid bias ratings

How much revenue do successful hosts generate?



- SpaceIdeas leads with €2.8M revenue.



- SpaceIdeas also earns the most per listing €213.5K, while others are much lower.

- SpaceIdeas did not only generate the highest total revenue but also achieved highest average earnings per listing.

Superhosts is chosen by being qualified from the original data and by generating > median (revenue).

Reccomendations

The best investment choice is:
SpaceIdeas – a host active since 2016 with 13 listings in I Centro Storico, generating the highest revenue through entire rental units, the most demand property type Entire rental unit.

