



New York Listings

Data Storytelling



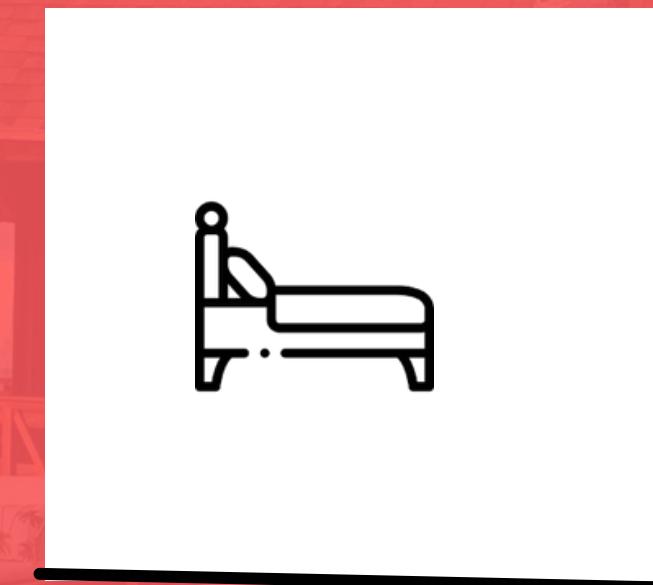


Problem



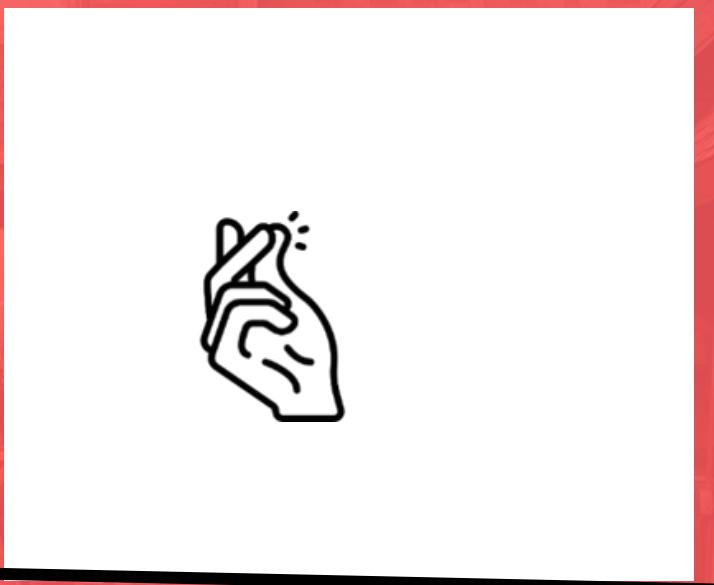
Price

Overpriced listings create a barrier that disconnects travelers from accessible and meaningful local experiences



Availability

Limited availability leaves travelers disconnected from authentic city experiences



Reviews

Poor review quality leaves guests uncertain and disconnected from trusted, authentic stays

Data Story



The Airbnb market reveals a clear story: demand is high, but availability and quality aren't keeping pace—especially in key areas like Manhattan and Brooklyn. Guests overwhelmingly seek affordable, **mid-range entire homes for short stays**, but these listings are often scarce, leading to missed revenue opportunities. Despite being the most booked neighborhood, Manhattan struggles with guest satisfaction, showing a surprising gap between demand and review quality—unlike Brooklyn, which balances both better.

Smaller hosts dominate bookings, indicating strong trust in personalized, individual experiences over large-scale operations. Meanwhile, overlooked neighborhoods like Staten Island generate high review activity despite **low listing volume**, suggesting untapped potential for targeted growth. Overall, the market is shaped by short-term stays, limited year-round availability, and a clear preference for comfort, value, and reliability. For business strategy, this means optimizing inventory in high-demand areas, improving listing quality, and **leveraging underutilized** markets could unlock significant growth and customer retention.



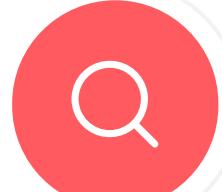
What we're going to tell you



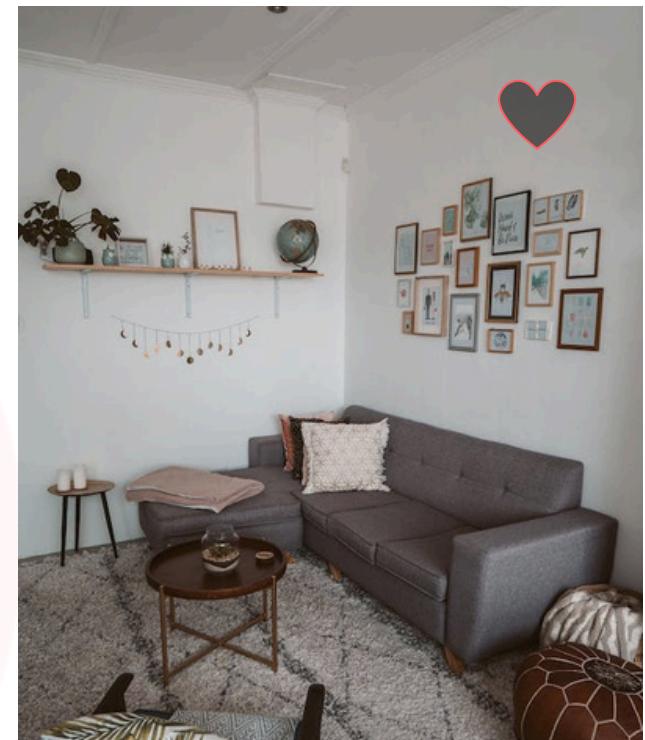
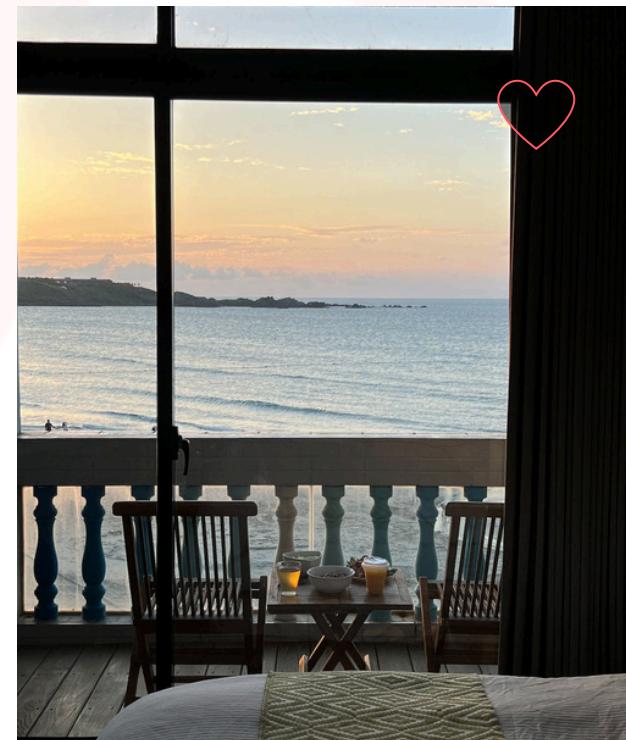
Despite high listing volumes in **NYC's top neighborhoods**, guest needs aren't being met — demand is concentrated in mid-range, short-stay, quality listings, but availability and satisfaction are falling short.



Context



In-depth analysis of Airbnb's New York City market, revealing key mismatches between guest preferences and listing performance across pricing, availability, reviews, and location





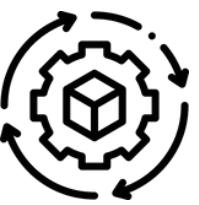
What are the key findings?



- **80%** of listings are concentrated in Manhattan and Brooklyn, where demand is high but availability is low.
- **86%** of users prefer mid-range properties (**\$50–\$400**), but these are often booked out—especially in Manhattan.
- **60%** of bookings come from small or individual hosts, not large ones.
- **Review quality** is poor overall—86% of properties have low ratings, even in high-demand areas
- Guests strongly prefer entire homes for **short stays (<7 days)**, and booking frequency drops as minimum night requirements increase
- **Staten Island**, though underrepresented in listings, has the highest engagement in reviews, indicating untapped potential



Why is there a decline in satisfaction and performance?



Mismatch between supply and demand

There's a mismatch between **supply and demand**: highly preferred listings (mid-range, entire homes) are scarce



Overbooked properties

Overbooked properties lead to compromised guest experiences, reflected in poor reviews.



High prices

High prices in areas like **Manhattan** don't align with the quality delivered, eroding guest trust



Limited availability

Limited year-round availability (only **2–3% in top areas**) disrupts consistent user experiences



How are customer preferences changing?

Customers

Travelers are increasingly seeking short, flexible stays, preferring autonomy and comfort—reflected in the **85% preference** for short bookings and entire homes

“

Hosts

Trust is shifting toward smaller, local hosts, showing a preference for **personalized and community-rooted experiences.**

“

Guests

Guests are less tolerant of high prices without **high quality**, making reviews a major decision factor





5 Pattern Insight



Unknown Result

Despite Manhattan being the most booked neighborhood, only **5% of its listings have good reviews**, and 51% have low reviews

Surprising Extreme

Only **0.2% of users** prefer overpriced listings, while 86% prefer mid-range properties

Surprising Comparison

Brooklyn and Manhattan **both dominate in listings and bookings**, but Brooklyn has 25% of listings with good reviews, while Manhattan has **only 5%**



5 Pattern Insight



Significant Outlier

Staten Island, with only 1–2% of listings, has the highest number of reviews

Abnormal Distribution

86% of listings have low reviews, while only 1.3% receive decent feedback



Surface Problem and Underlying Causes



Surface Problem :

High-demand areas like **Manhattan and Brooklyn** dominate the platform in listings and bookings, yet suffer from low availability and poor guest satisfaction, creating a mismatch between what users want and what's being delivered.



Supply-Demand Imbalance

86% of users want mid-range properties (\$50–\$400), but **60% of these in Manhattan** are frequently booked, limiting access



Limited Availability

Only **2–3% of listings are available year-round** in core markets, reducing booking opportunities and platform reliability.



Poor Quality Control

86% of listings have low reviews, and only 1.3% are rated well—especially problematic in Manhattan, where just **5% of listings have good reviews**



Neglected High-Potential Markets

Staten Island, though underrepresented (1–2% of listings), has the **highest review engagement**—an overlooked opportunity for growth.



Overreliance on High-Priced Listings

Only **0.2% of users prefer overpriced properties**, yet these dominate pricing strategies, misaligning with guest preferences



Market Adoption

What's the biggest risk if current trends continue

- ✓ **Loss of market share to platforms offering more consistent availability and better guest experiences**



What should we do about it?



Tap into **underutilized neighborhoods** like Staten Island with high guest engagement and room to grow

Introduce **flexible pricing** strategies to bridge the gap between cost and perceived value.



Expand mid-range inventory in high-demand areas, especially in Manhattan and Brooklyn.

Improve listing quality standards through host training, guest experience audits, and incentive programs for better reviews.



Core Message

What we just told you ?

- ✓ There's a clear opportunity to align supply with demand by improving availability and **guest experience** in mid-range listings, shifting focus away from underperforming premium properties, and **scaling efforts** in overlooked but high-potential markets like Staten Island.



Thank You!

