

Airbnb Barcelona Analysis

Belong Anywhere

Data Analysis Team

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For Marketinng and Sales Teams

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Introduction

Introduction

Spain is home to great food, people, art, culture, and architecture. Thinking of adventure? Spain has it. Food enthusiastic? Spain boasts different flavor cuisines it offers. Need a break? Spain's got jaw-dropping beaches to indulge in. Interested in partying? Head to Ibiza, known for its biggest parties.

Spain is one of the tourist hotspots in Europe. There are no limitations to what Spain can offer. And no doubt, there is a lot to love about Spain. According to the Spanish Statistics Institute (INE), international tourist arrivals to Spain saw an increase of 78.3%, and a total of 4.4 million arrivals were registered in July 2021. Furthermore, domestic tourism also increased slightly by 5.8 million compared to the previous years.

With that said, Spain is the third-largest investment in the European Union (EU). It has the most competitive and attractive business market. Therefore, the country itself offers great opportunities in investing in Airbnb real estate.

Located on the coast of Northeastern, Spain. Barcelona is known for its modernist and breathtaking architecture with its atmospheric medieval quarter. Not forgetting its gorgeous seaside and its diversified cultural attractions that just makes it an alluring destination for both locals and tourists.

Barcelona also offers adventurous hidden side streets with small cafes or peaceful town squares where you may stumble street musicians' melodies on Spanish guitars.

Market Data:

16920 Lists

Monthly Revenue : 57 Million

10 Neighbourhoods Groups

73 Neighbourhoods

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Neighborhoods

Neighborhoods			
	Mean of Price	No of each Neighbourhood groups	Sum of Next Month Revenue
Eixample	212.08	5692	23532494.0
Ciutat Vella	137.06	3554	9917383.0
Sants-Montjuïc	155.92	2146	6965274.0
Sant Martí	150.02	1640	4727163.0
Les Corts	229.99	755	3941974.0
Gràcia	134.33	1420	3884194.0
Sarrià-Sant Gervasi	170.25	725	2092513.0
Horta-Guinardó	252.25	439	952055.0
Sant Andreu	110.32	360	537878.0
Nou Barris	66.38	189	240366.0
Sure we Earn more from higher number of Neighbourhood groups with medium mean of Price between (137\$ and 212\$ per Night) like : [Eixample] and [Ciutat Vella] BUT although Les Corts has higher average of Price per Night (230\$) and low Number of Neighbourhoods but it Tends to Earn more than many Neighbourhoods with Lower mean of Price and Higher Number of Neighbourhoods			
Brief: Monthly Revenue of Available Listings is Higher for Large number of Neighbourhoods with average Price per night BUT in Some cases Lists with Higher than Average price tends to earn more although with lower number of Neighbourhoods (The Difference between Next Month Revenue not like no. of Neighbourhood groups)			
Recommendation : If we encourage hosts in Les Corts to offer more lists we may make more profits although its higher than average Price per Night			

Neighbourhoods Groups	Availability in Next 30 Days
Les Corts	8.21
Sant Andreu	8.09
Sant Martí	7.51
Sarrià-Sant Gervasi	7.42
Horta-Guinardó	7.36
Sants-Montjuïc	7.28
Eixample	7.28
Gràcia	6.66
Nou Barris	6.35
Ciutat Vella	6.17

Neighbourhoods	Availability in Next 30 Days
la Maternitat i Sant Ramon	8.547710
el Putxet i el Farró	8.525140
Vallcarca i els Penitents	8.227273
la Dreta de l'Eixample	8.203448
Diagonal Mar i el Front Marítim del Poblenou	7.740741
Horta	7.720000
Vallvidrera, el Tibidabo i les Planes	7.718750
el Carmel	7.651515
el Poblenou	7.630137
Sant Antoni	7.618929
Sant Andreu	7.433333
la Bordeta	7.371795

we Have many Neighbourhoods that available less than 8 Days in Next 30 Days so we can get benefit from this by trying to find Lists in These Neighbourhoods

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Property

Property Types

	Mean of Price	Count of each Property Type	Sum of Next Month Revenue
Property Type			
Entire rental unit	184.93	8369	31947874.0
Private room in rental unit	79.55	4788	9094244.0
Room in hotel	759.78	376	3159689.0
Entire serviced apartment	282.99	498	2883606.0
Private room in hostel	460.23	215	2603703.0
Entire condo	159.76	436	1429261.0
Room in boutique hotel	294.91	252	1140809.0
Entire loft	127.54	327	882028.0
Private room in condo	71.28	288	501409.0
Boat	280.31	98	408132.0
Entire home	211.49	89	311281.0
Private room in guest suite	1106.48	61	275379.0
Private room in home	61.82	210	256163.0
Private room in bed and breakfast	200.72	108	219911.0
Entire villa	497.38	32	166569.0

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Room Types

Room Type

	Mean of Price	No of each Room Type	Sum of Next Month Revenue
room_type			
Entire home/apt	189.42	10046	38562953.0
Private room	148.45	6526	17400430.0
Hotel room	250.27	172	621601.0
Shared room	62.56	176	206310.0

Entire Home/Apt is our Best Solution because of its Average price per night and high availability of this kind of Rooms we have.

Hotel Rooms Tends to earn High Monthly Revenue because of its High mean of Price per night although we have only 173 Hotel room but it can get around 620K next month Unlike Shared room has 176 room but can get only around 20K next month

Recommendation : Need a Marketing campain to encourage Hosts to offer a Hotel Rooms because of its Large Income

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Bedrooms and Beds

Bedrooms

	Mean of Price	Count of Bedrooms	Sum of Next Month Revenue
bedrooms			
1.0	136.76	9054	22315431.0
2.0	169.28	3958	14128727.0
3.0	214.90	2362	10143555.0
4.0	284.00	707	3945128.0
5.0	371.00	152	1068602.0
6.0	574.29	65	517040.0
9.0	808.38	8	90958.0
7.0	340.37	19	84192.0
8.0	740.08	13	37656.0
11.0	1263.33	3	9660.0
10.0	1000.00	4	5000.0
12.0	1250.00	2	1000.0
20.0	115.00	1	805.0

We Have very low Number of Properties having more than 4 Bedrooms compared to properties having from 1 to 4 Rooms and there is Postive Correlation between no. of Bedrooms and mean of price per night

BUT To be more Realistic we don't need high number of Properties with higher than 4 bedrooms but we can get benefit from this Insight that We should give attention to Properties with more than 1 Room Specifically (3 and 4 Bedrooms) as they have High mean Price per night

Beds

	Mean of Price	Count of Beds	Sum of Next Month Revenue
beds			
1.0	137.59	6994	17070096.0
2.0	149.77	3398	10832966.0
3.0	175.76	2553	8941510.0
4.0	206.44	1757	7593115.0
5.0	245.85	895	4522958.0
6.0	313.35	532	3516703.0
7.0	330.70	205	1302936.0
8.0	480.25	108	1008114.0
9.0	478.12	43	345817.0
10.0	436.06	53	331426.0

- Sure there is a Postive relationship between No of Accommodates and No of Beds but As a Data Analysis team we realized that this Relationship not always make sense.
- Look At No of Accommodates and their corresponding no of Beds

accommodates	beds
1	1.23
2	1.20
3	2.10
4	2.57
5	3.58
6	4.17
7	5.07
8	5.59

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Accommodates

Accommodates

accommodates	Mean of Price	Count of accommodates	Sum of Next Month Revenue
2	151.39	5489	15649442.0
4	168.30	3502	12682823.0
6	238.87	1725	8530065.0
5	194.19	1304	5140674.0
3	130.57	1324	3568995.0
8	320.43	516	3201318.0
1	93.36	2347	3128090.0
7	257.88	300	1530533.0
10	427.33	166	1377032.0
9	390.87	97	705334.0
16	992.14	50	442619.0
12	495.69	45	358603.0
14	424.29	21	190935.0
11	484.58	12	121023.0
13	493.90	10	88604.0
15	451.00	11	75204.0

Although there is a Positive corelation between No of Accommodates and Mean of Price of list per night, but we have a small number of Lists that accommodates only One Person and I think we should increase number of Rooms that accommodates one person compared to rooms that accommodates 2 or 4 Persons.

Recommendation : Try to Find rooms that accommodates only one Person with low Price

TOP SOLO TRAVEL STATISTICS:

- 25% of all travellers are thinking of taking a solo trip in 2020.
- 84% of solo travellers are women.
- 72% of women in the US have taken a solo vacation.
- Solo travel #1 trend for 2019 according to Klook.
- 131% increase in the number of Google searches online for 'solo travel' between 2016 and 2019.
- One in six people (15%) of us have already taken a holiday alone.
- 59% of woman solo travellers would travel alone again in the next 12 months.
- Single travellers make up 11% of the overall travel market.
- 42% increase in solo traveller bookings over the last two years.
- 25% of millennials in the US plan to take a solo trips in the next 12 months.
- 10% of all holidaymakers say they have taken a trip or holiday on their own in the past 12 months.
- #solotravel is currently associated with more than 5.2 million posts on Instagram.
- 26% of those travelling alone cited the reason to simply be by themselves and explore new places.
- 71% of unaccompanied travellers have visited Australia making it the number one international destination for solo travel.

Explore Solo Travel Trends & Stats by Demographics, Destination, Industry & Why Solo Travel Continues to Rise!

How many people travel alone? Solo travellers travel frequently, around 3 or more times a year and make up 11% of the overall travel market. Solo travel has been trending upwards since 2016, showing percentage growth around 131% in google searches 'solo travel'. And its women who are leading the way to travel solo, with 84% of overall market bookings.

Its not just millennials heading off on a gap year prior to starting college or university, according to Booking.com its Baby Boomer solo travel which is now leading the trend, having seen 40% of 55 to 64 year old's having travelled alone last year.

unaccompanied travel behaviour has started to shape the industry with some travel agents recognising the shift and dropping single supplement fees. Independent travellers statistics show that travelling solo is more socially excepted, and on Instagram the hashtag #solotravel is associated with 5.2 million posts.



Amenities



The Essential checklist **Airbnb Amenities**

Bedrooms

- All beds have freshly laundered linens
- There should be at least one pillow per guest
- A clothing rack
- A tidy desk suitable for remote work
- Aircon unit or heating system (if applicable)

Safety & Sanitation

- Fire Extinguisher
- First-aid Kit
- Smoke Detector
- Disinfectant spray
- Multi-surface cleaner
- Disposable paper towels

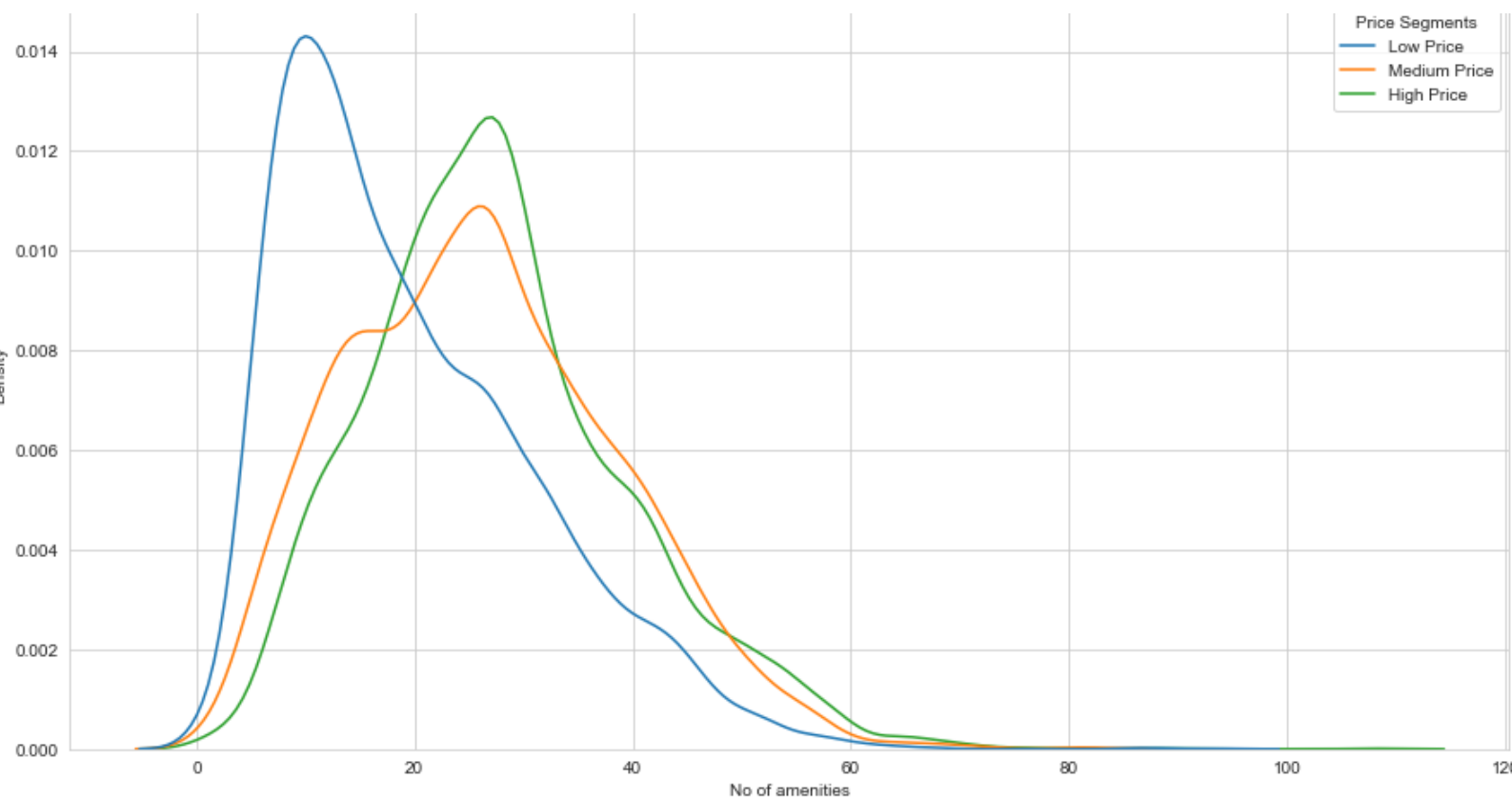
Bathroom

- Clean & laundered towels
- Toilet paper
- Alcohol or wipes
- The following bathroom items should be available:
 - Soap
 - Shampoo & conditioner
 - Hair Dryer

Kitchen

- Basic Utensils
- Silverwares
- Pots, cups & dishes
- Trash can
- Coffee mugs / wine glasses
- Dishwashing liquid & sponge

Price Segments	Mean of Price	No of amenities
High Price	376.0	28.0
Medium Price	106.0	26.0
Low Price	40.0	20.0



If we divided our Rooms prices to 3 Segments (High & Medium & Low) and calculate Number of Amenities in each Segment then we will find that there is no High Difference between No of Amenities in High and Medium Segements While there is High Difference between Low Segment and other segments

- Wifi is The Most Common Amenity with 15643 Time mentioned
- Hot Water is the Second with 14661
- Hair Dryer is the Third Amenity exists with around 13200 Time
- Silverware is also common Amenity which mentioned around 11050 Time
- Conditioning & Refrigerator & Coffee & TV & Microwave

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Hosts and Reviews

Top 10 Hosts and their No of Lists and Average Review Value

Host Name	Host Total Lists	Average review score
Luis	167	4.380365
Eva & Jacques	161	4.135166
Ukio	155	4.284074
Habitat Apartments	139	4.297578
Stay U-Nique	137	4.365954
Jordi	131	4.601121
Acomodis Apartments	127	4.288088
SweetInn	127	4.249052
Maria	123	4.633824
Igor	122	3.693636

Host Response Time

Host Response Time	Mean of Price	Sum of Next Month Revenue	Average of Review Rate
within an hour	170.56	34955981.0	4.55
within a few hours	144.89	8045796.0	4.54
within a day	198.14	2955470.0	4.51
a few days or more	288.02	585255.0	4.36

As we See Hosts with High Response time (a few days or more) tends to Have a low Review Rate and Low Profit expected.

Another reason for this low next month revenue expected because of they have a High mean of Price per night

But Why they have a High Response Time Although their Rooms are the most Available in Next 30 Days !

host_response_time	Available Days in Next 30
a few days or more	16.256997
within a day	6.969796
within a few hours	6.570074
within an hour	8.191150

Superhosts

- Price of List increases if Host is Super Host

Host is Superhost	Price
True	185.504280
False	170.404846

Hosts Verifications

- Hosts have Many Verifications methods tends to increase their Rooms Price rather than those who have one Verification method

Host Verifications	Price per Night
['phone', 'work_email']	247.708122
['email', 'phone', 'work_email']	185.114135
['email', 'phone']	173.591185
['phone']	113.019841
['email']	79.265306

Reviews

- Rooms with Higher Prices tends to have more Number of Reviews

Price Segments	Number of Reviews
High Price	286649
Medium Price	270824
Low Price	136740

- Rooms with Low Price have less Rating scores

Price Segments	Reviews Scores Rating
Medium Price	4.555490
High Price	4.536807
Low Price	4.482048

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Has Availability?

Availability of each Room Type

- Entire Home/apt and Private room have low available days in next 30 Days
- **Our Recommendation:** Entire home/apt is the most profit-making type of Rooms so we need to increase No of Available rooms of this Type.

Room Type	Next 30 Days Availability
Shared room	14
Hotel room	13.1
Entire home/apt	7.3
Private room	6.2

Availability of each Property Type

- We Have many Property types have less than 5 Days available in next 30 Days and they have High mean of Price per Night like (Entire cabin & Private room in guest suite & Private room in vacation home)
- **Our Recommendation:** we may Need to increase the number of these types of Property types in which more profits can be earned.

Property Type	Availability in Next 30	Price Per Night
Barn	0.000000	146.000000
Shared room in tower	0.000000	98.000000
Shared room in loft	0.000000	68.750000
Entire cabin	0.000000	350.000000
Shared room in guest suite	0.000000	52.500000
Private room in dome	0.500000	27.833333
Entire home/apt	2.000000	130.000000
Private room in floor	2.333333	34.416667
Private room in guest suite	3.442623	1106.475410
Private room	4.190476	63.476190
Shared room in villa	4.750000	19.000000
Private room in vacation home	4.777778	153.444444