



SINGAPORE MARKET

- Data source: Inside Airbnb website <http://insideairbnb.com/get-the-data.html> which hosts publicly available data from the Airbnb site.
- Scrape date: Sep 21, 2021
- Number of Recording: 4221 entries

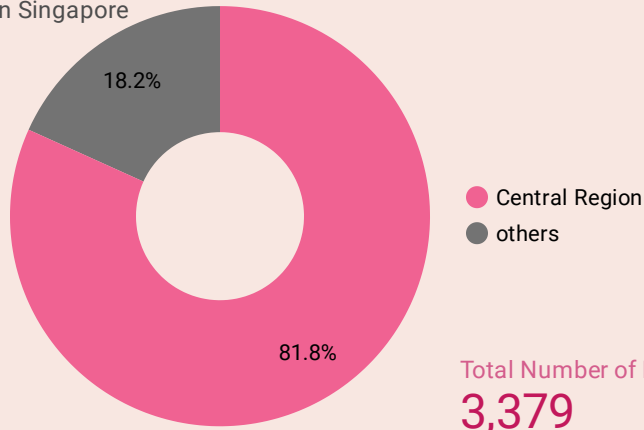
Huyen Pham



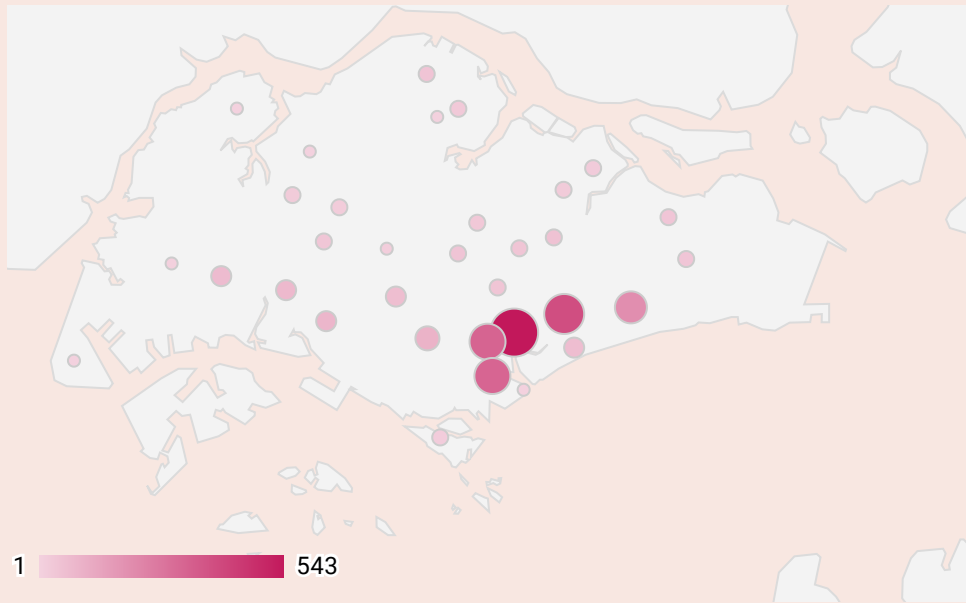
OVERALL

Total Listing in Singapore

4,213



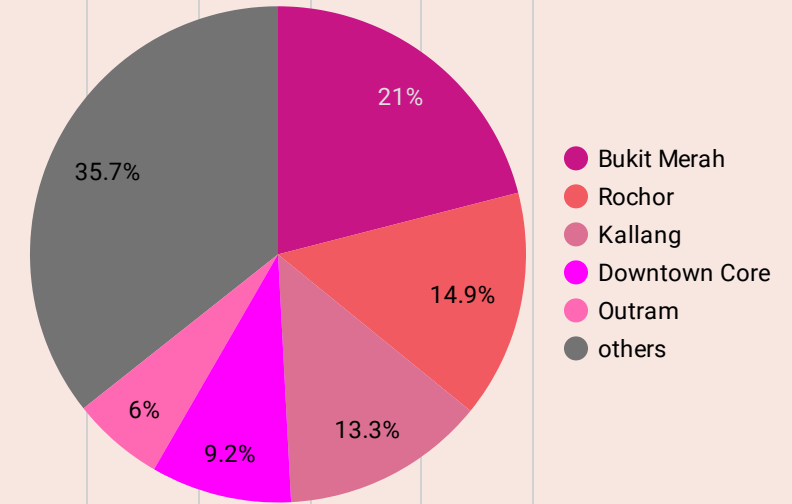
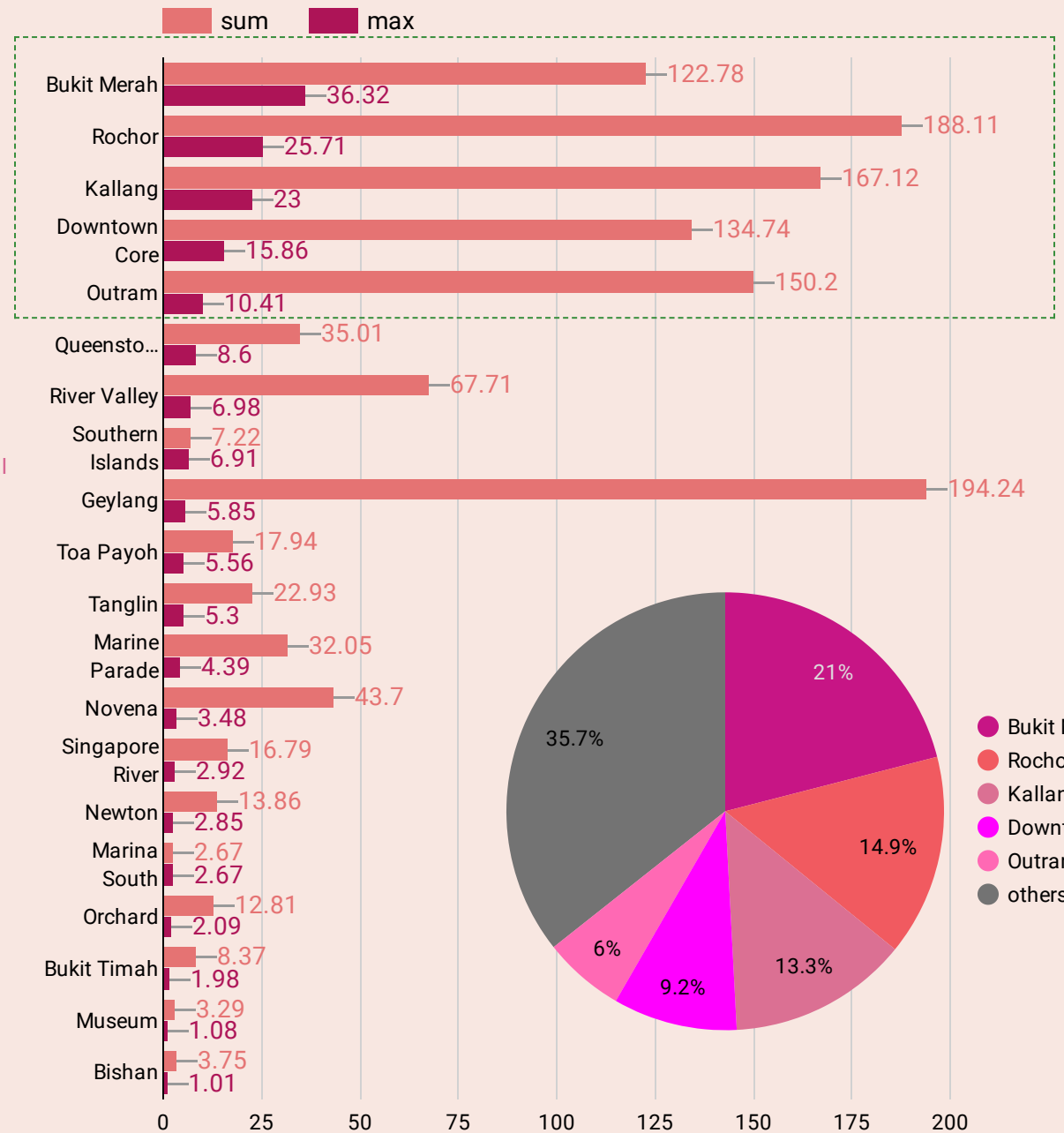
Total Number of Listing in Central
3,379



Selected listing by reviews/months

1,000

No of Reviews / month



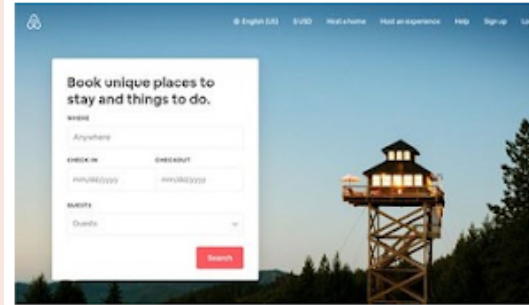
Total Listing in Top 5 Neighborhood

532

AUDIENCE + BIG QUESTION



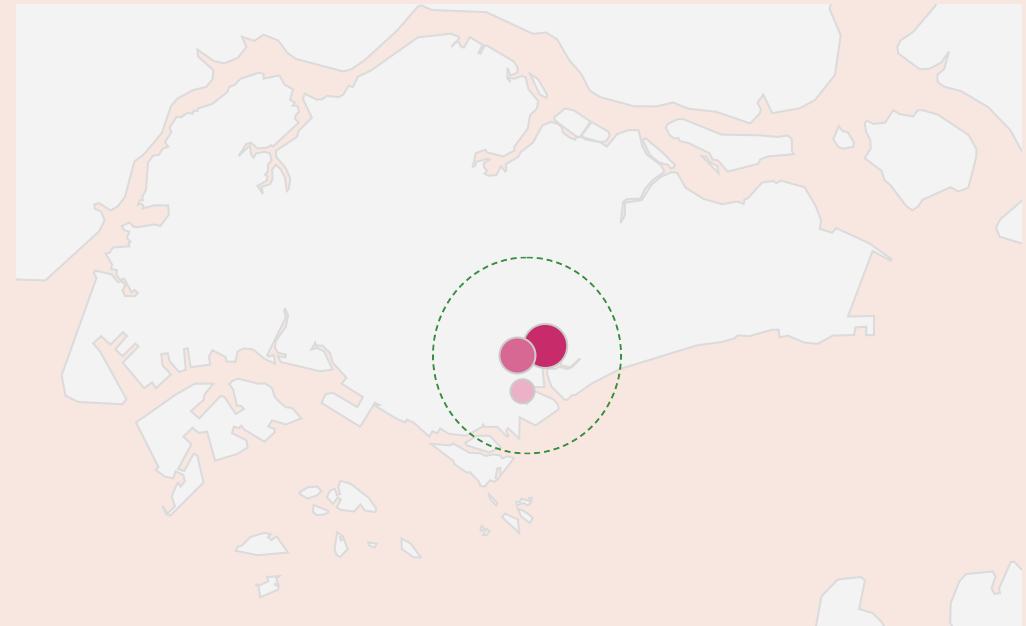
Become a Host on Airbnb

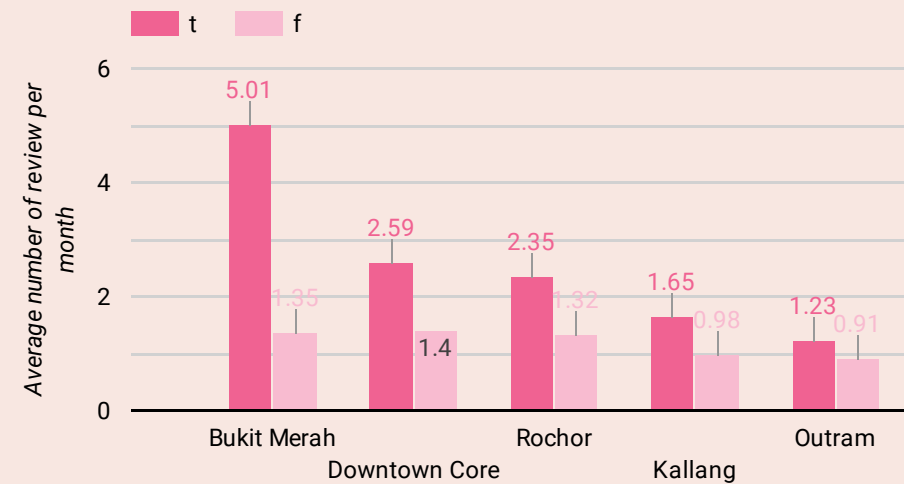
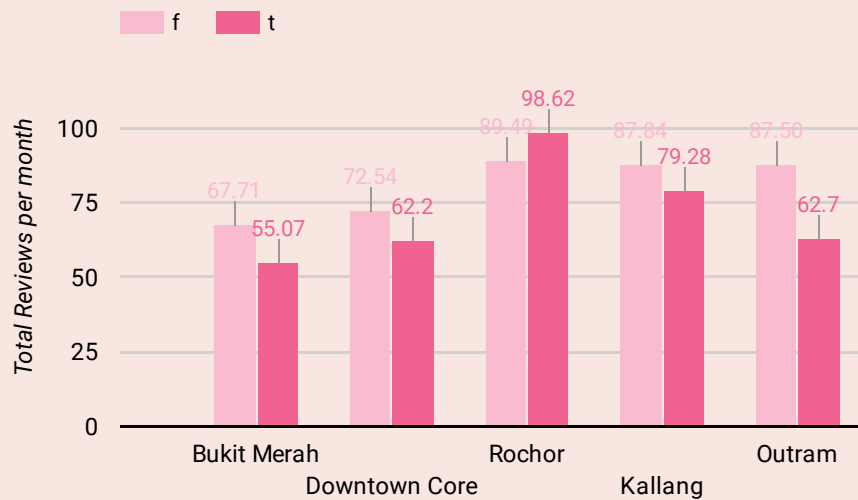
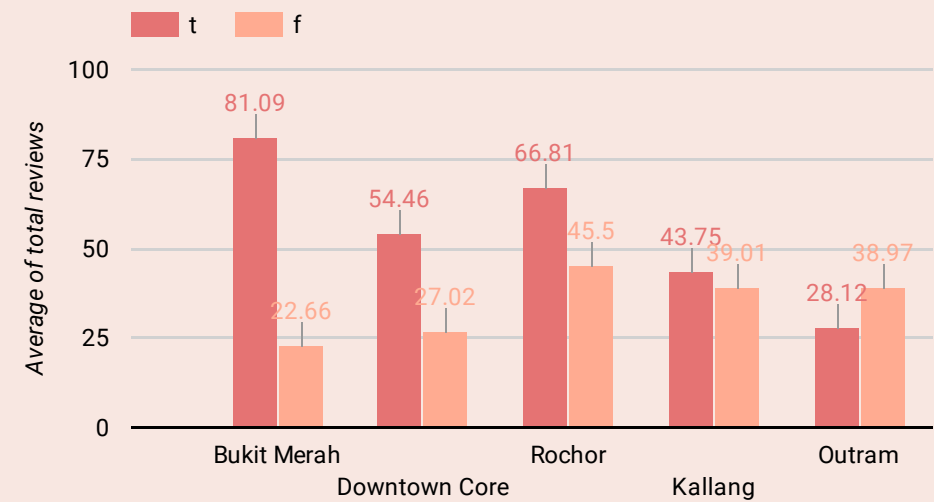
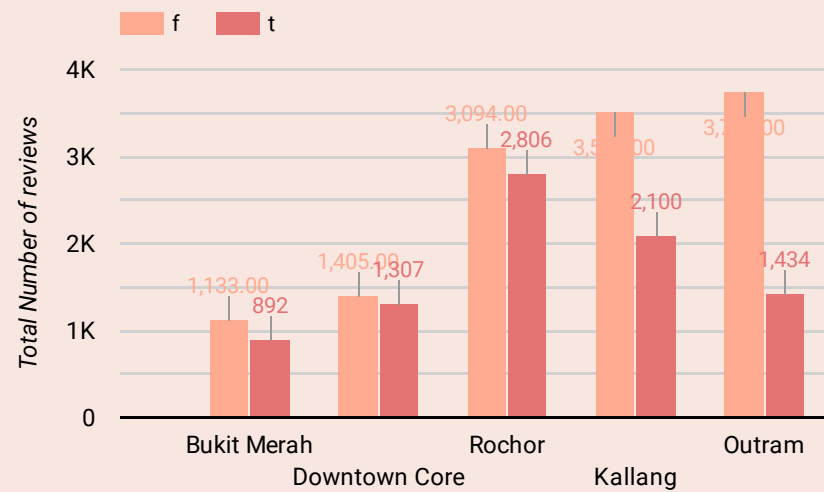
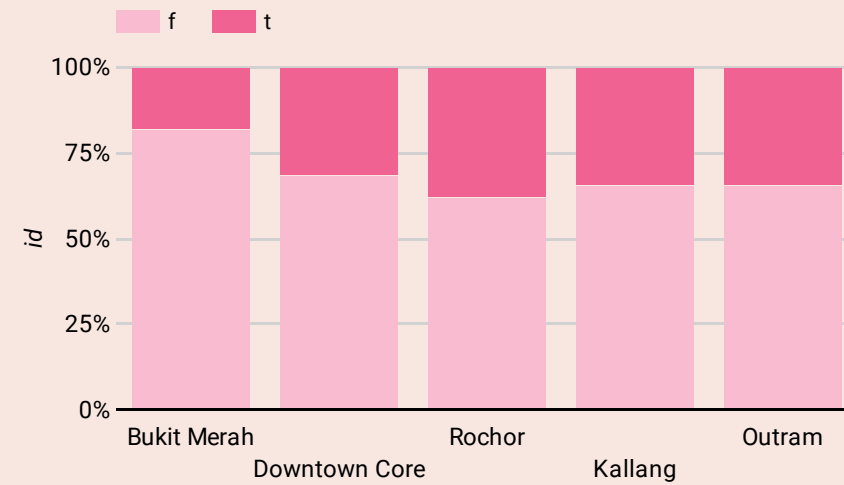
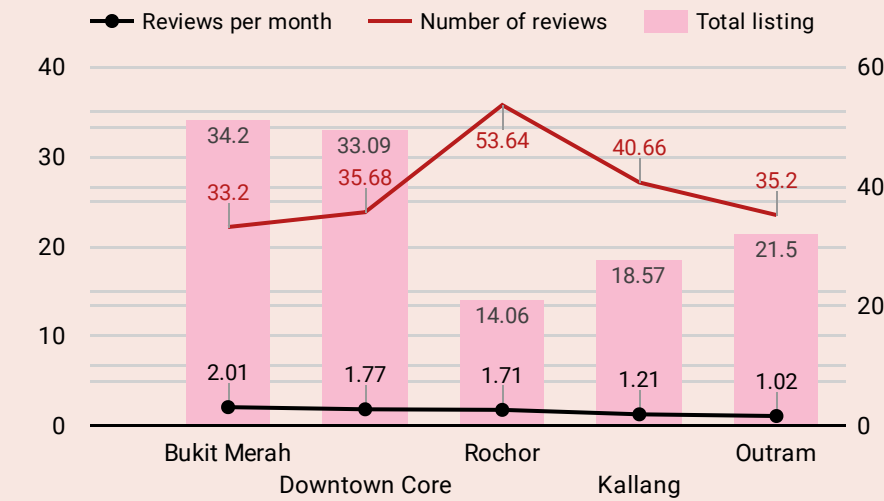


Earn Money Hosting Your Place

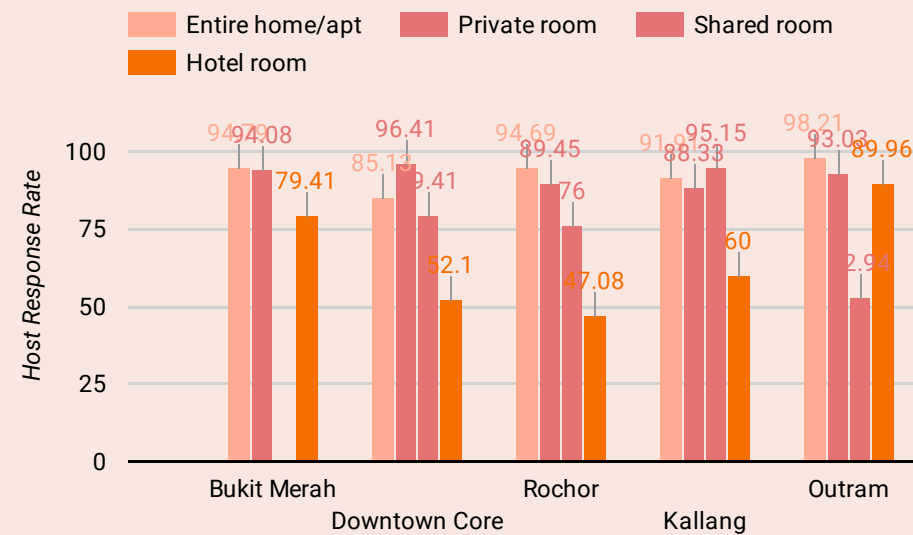
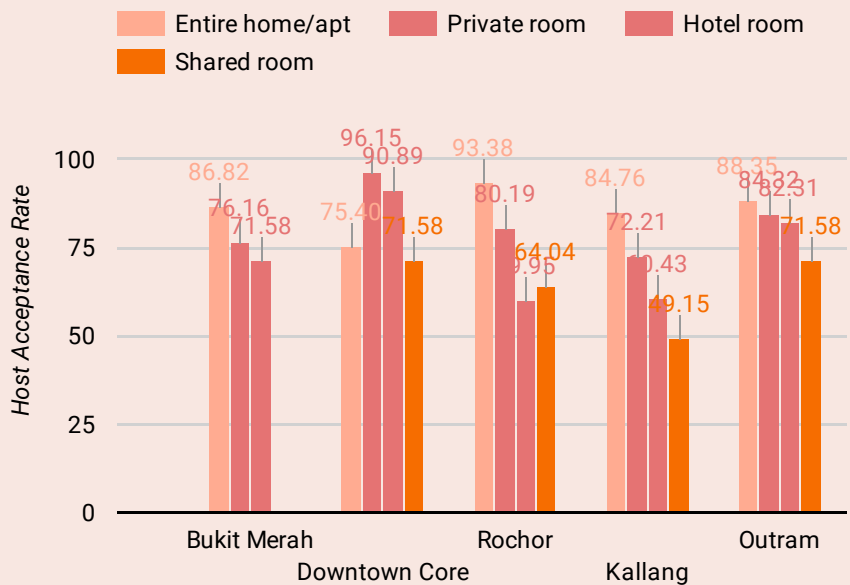
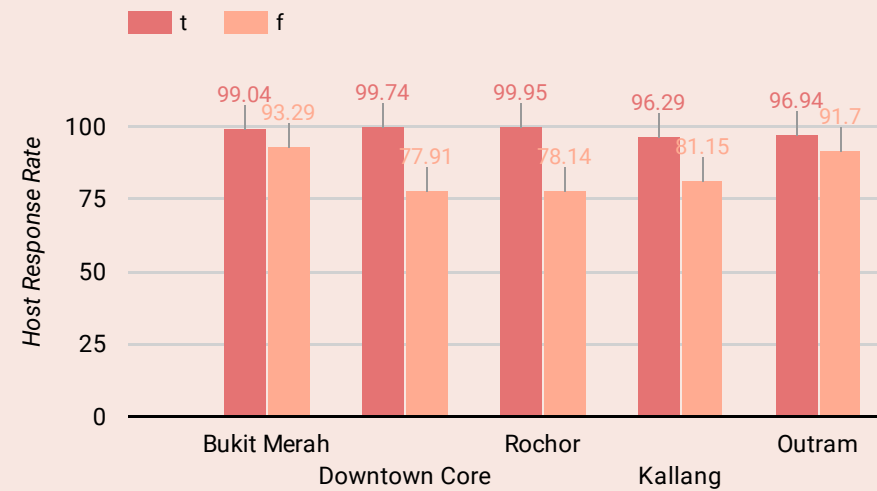
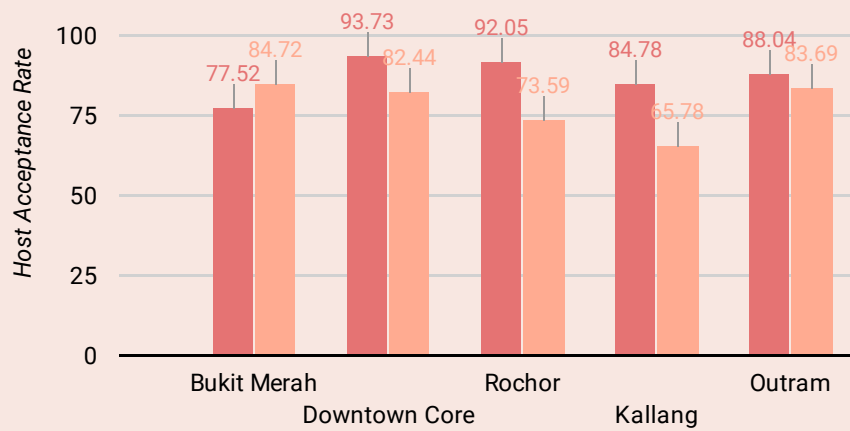
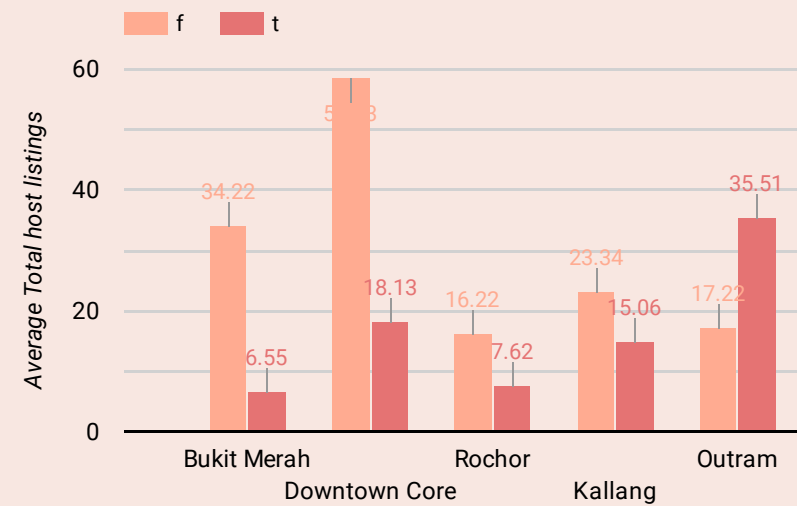
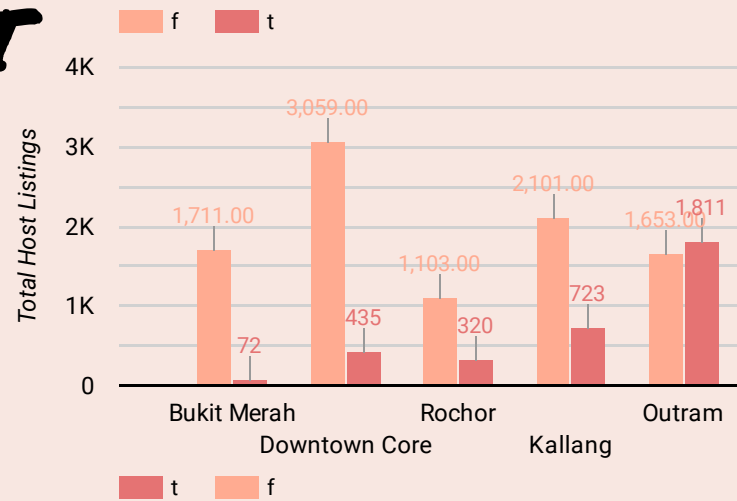
How a host in Central Region Singapore could **increase the number of booking on Airbnb?**

(In terms of location, room type, price, host impression, number of listing)

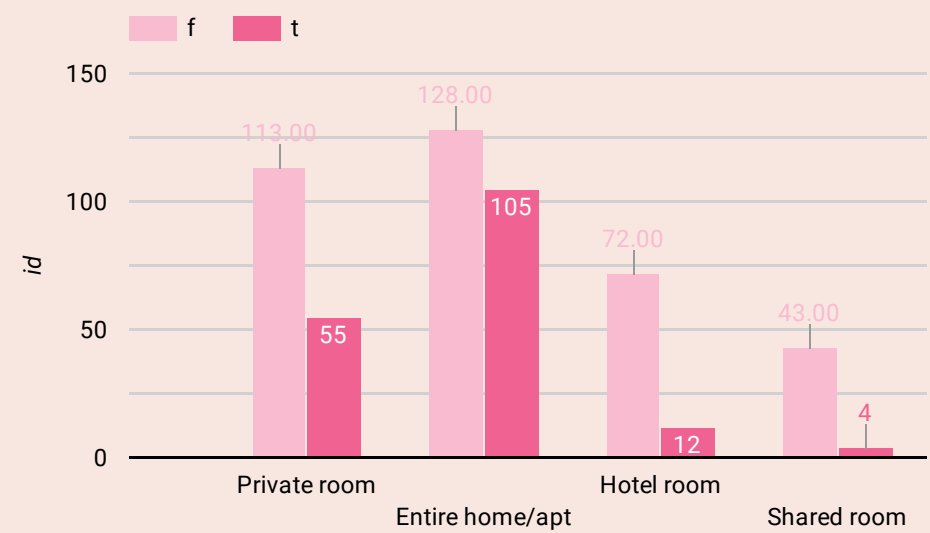




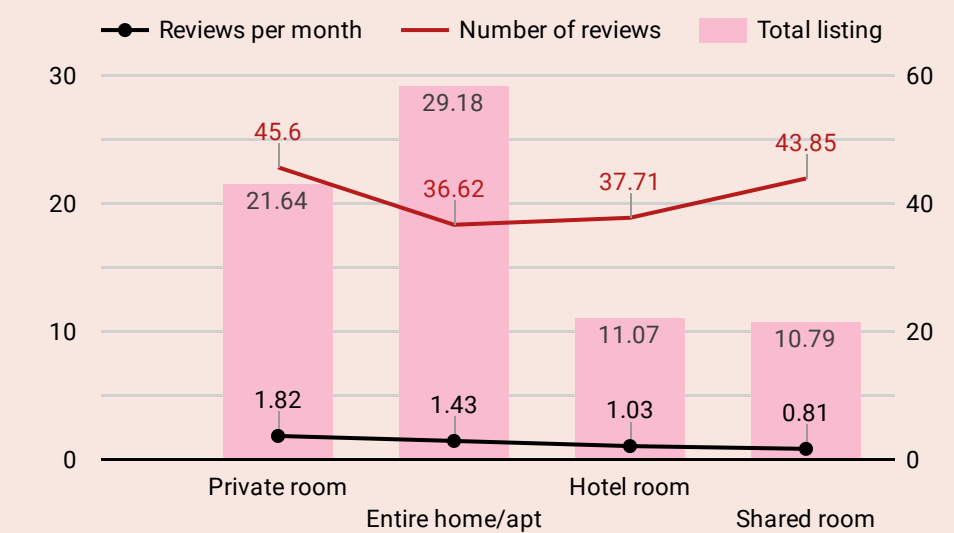
HOST



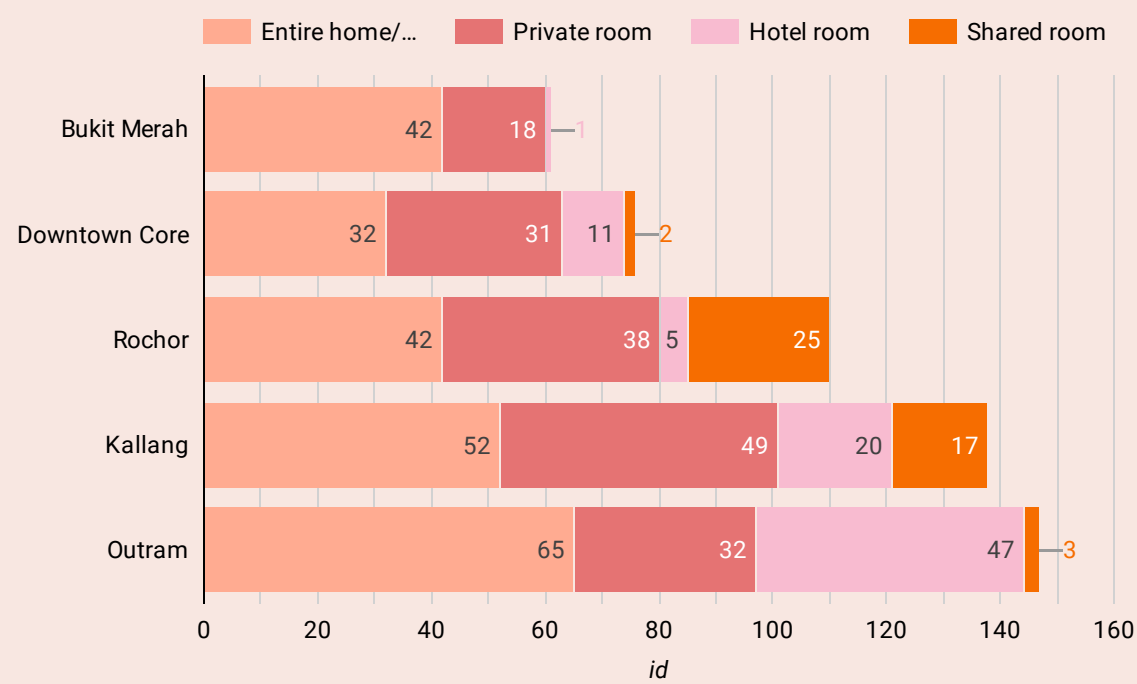
PROPERTY



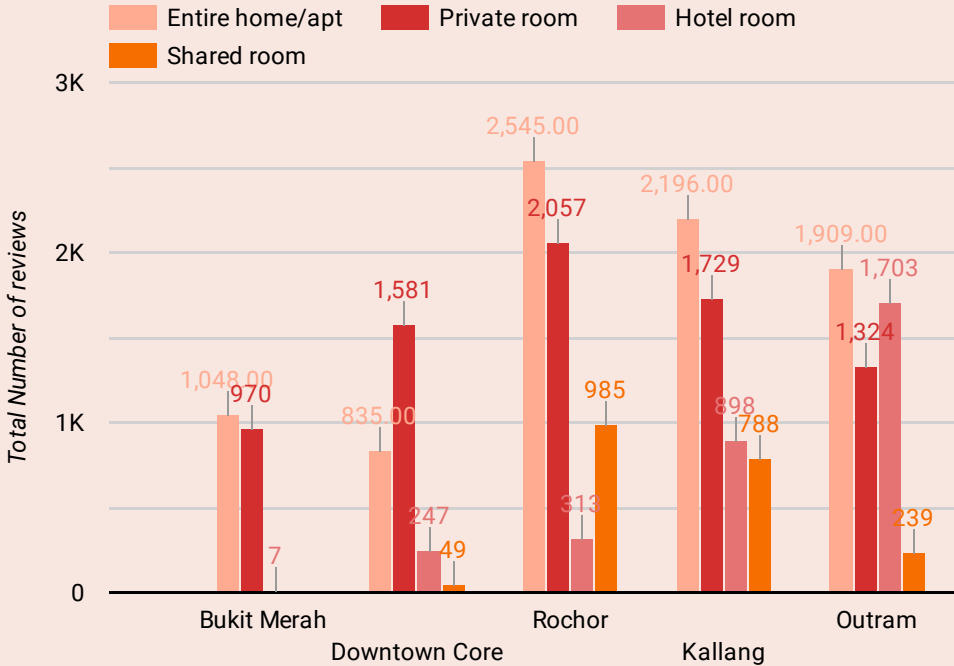
Correlation a super host and room type



Review per month, num of review & total listing with room type



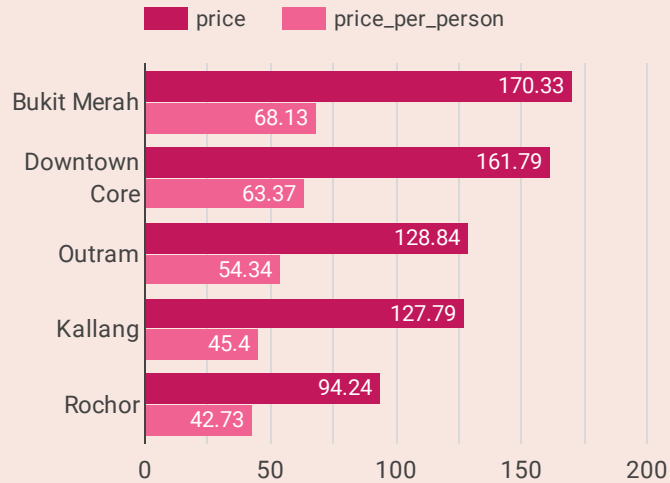
Room type of top 5 neighbourhood



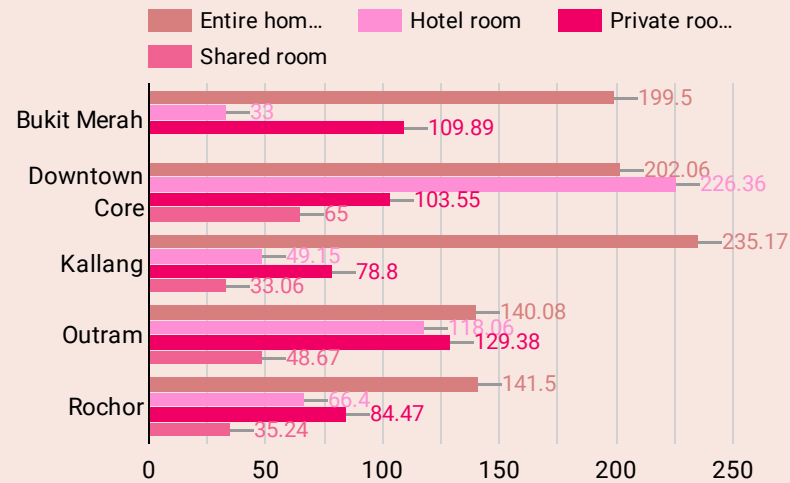
Total review room type of top 5 neighbourhood

PRICE

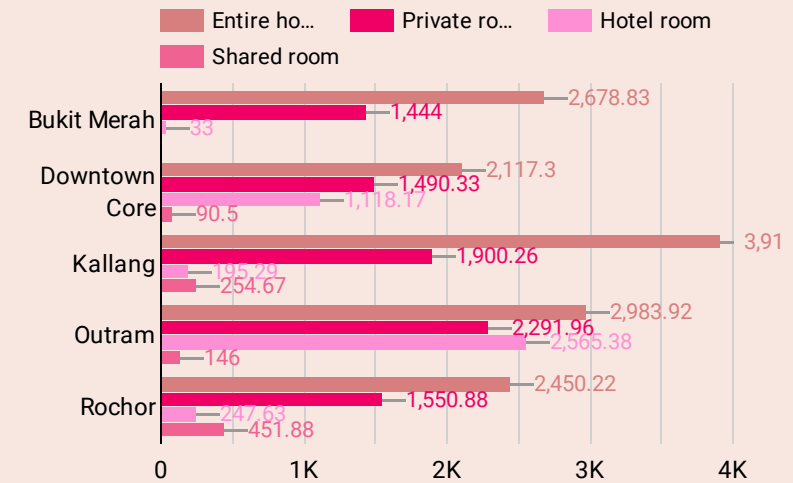
AVG Price by Location



AVG Price (\$) by Room Type

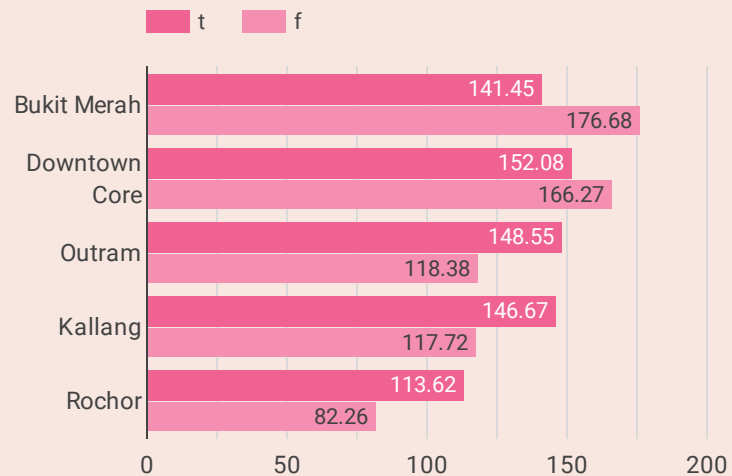


AVG Price_per_person (\$) by Room Type



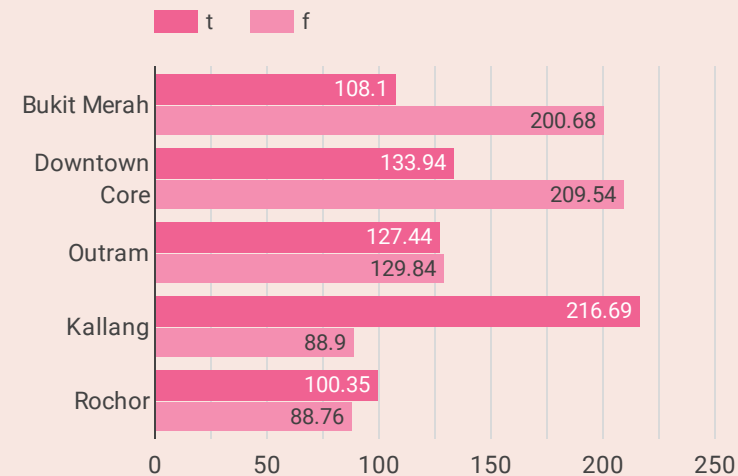
- The highest AVG price in Bukit Merah. While zoom in to room type, highest price for Group Travel (Entire home) in Kallang, for solo travel, the highest price in Downtown Core

AVG Price (\$) by Host Credential



Non-Super Host in Bukit Merah & Downtown Core offer higher AVG price than the 3 rest areas

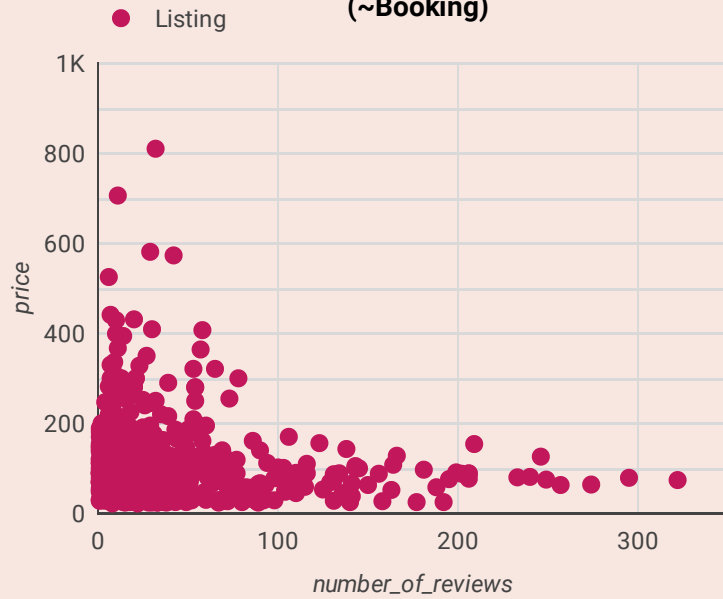
AVG Price (\$) by Instant Bookable



- In top 2 Bukit Merah & Downtown Core, the price for booking in advance is much more than instant booking compare to the other area

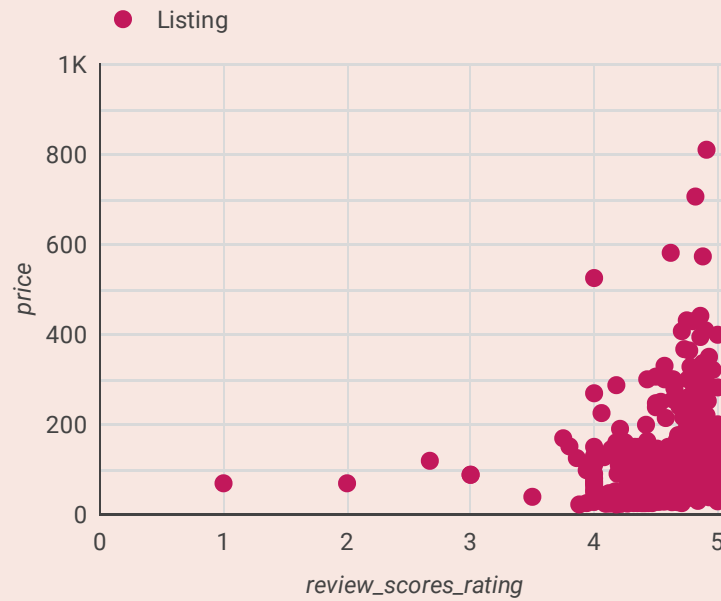
PRICE

Correlation - Price & No. Reviews
(~Booking)



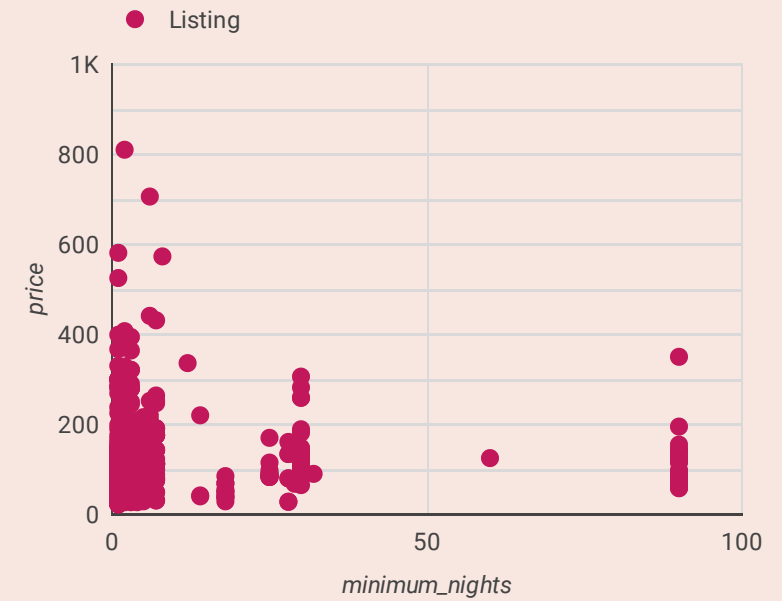
Less in the price, more in the number of reviews

Correlation - Price & Review Rating



- Most of listing received 4-5* for review rating

Correlation - Price & Minimum Night



- Less in minimum night, more in price could be set

RECOMMENDATION



1. Try to become a superhost
2. Increase response rate
3. Make a good first impression
4. Downtown core: Private room & Entire home/apt. Bukit: Entire home/apt. Outram & Rochor: Private room, Entire home/apt, Kallang: Private room & Entire home/apt
5. Pricing Strategy:
 - + Focus on Bukit Merah & Downtown core for higher AVG price for listing.
 - + Set price based on AVG price by location & room type. Less in price, more in the number of reviews and lead to higher number of bookings <3
 - + The minimum nights for listing should be shorter than 30 to have the higher price
 - + Consider instant booking for better price

THANK YOU

