

LONDON

AIRBNB ANALYSIS

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Airbnb

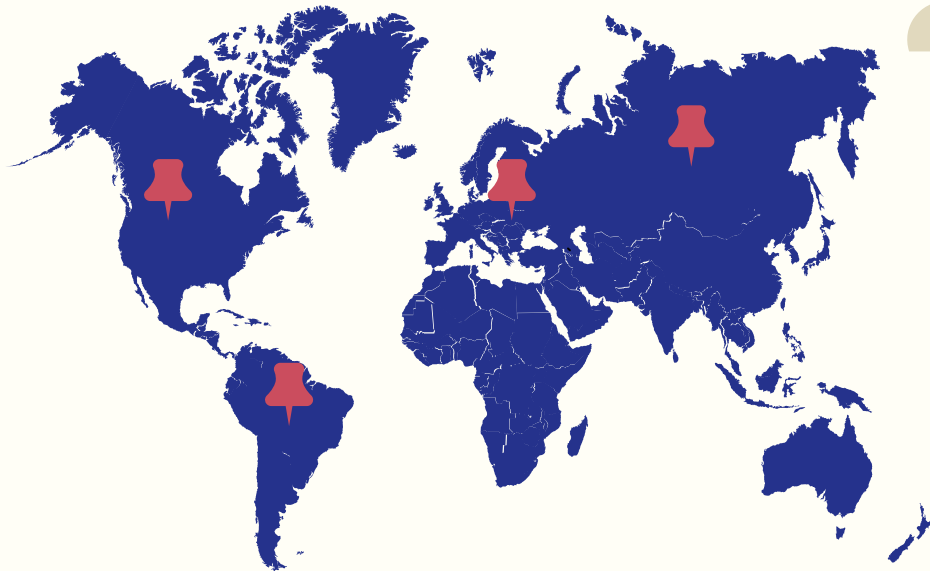
You can host anything, anywhere, so guests can enjoy everything everywhere!



Airbnb began in 2008 when two designers who had space to share hosted three travelers looking for a place to stay.



Now, Airbnb is one of the leaders in short-term vacation rental properties in 191 countries.



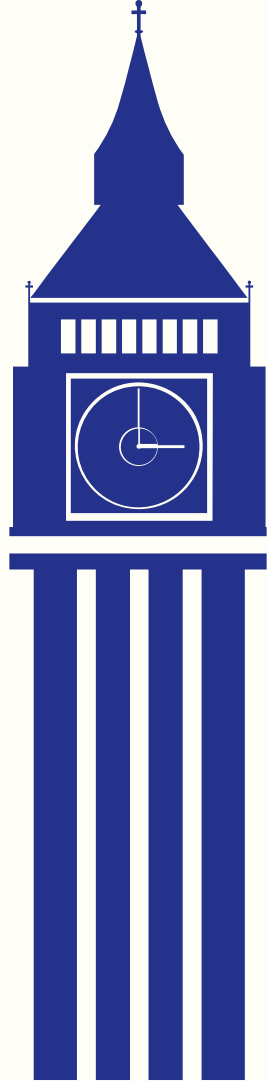
Source: <https://www.airbnb.com/help/article/2503>

London

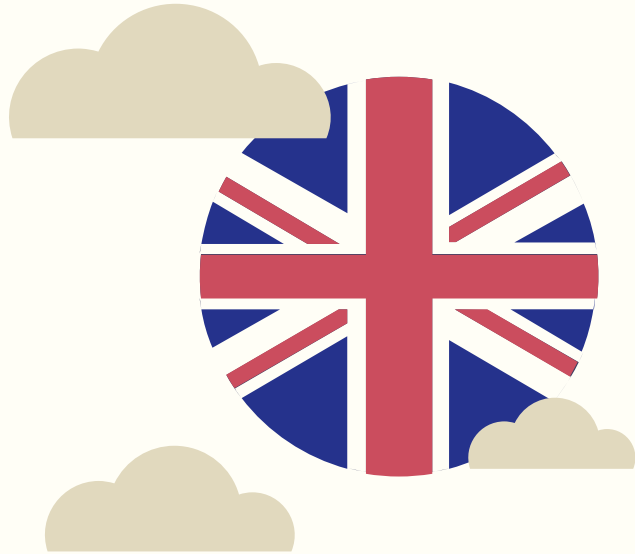
The capital and largest city of England, with a population of 8,796,628

Investing in a short-term rental or long-term property in London gives many options. However, there are many types of people who use short-term rentals for their stays:

- Business travellers.
- Family visits.
- Doctor visits.
- Wedding guests.
- Remote workers.
- Long-distance movers who need a bed for the night.



London Airbnb Summary



69332

Listing

45217

Hosts

33

Neighbourhoods

100

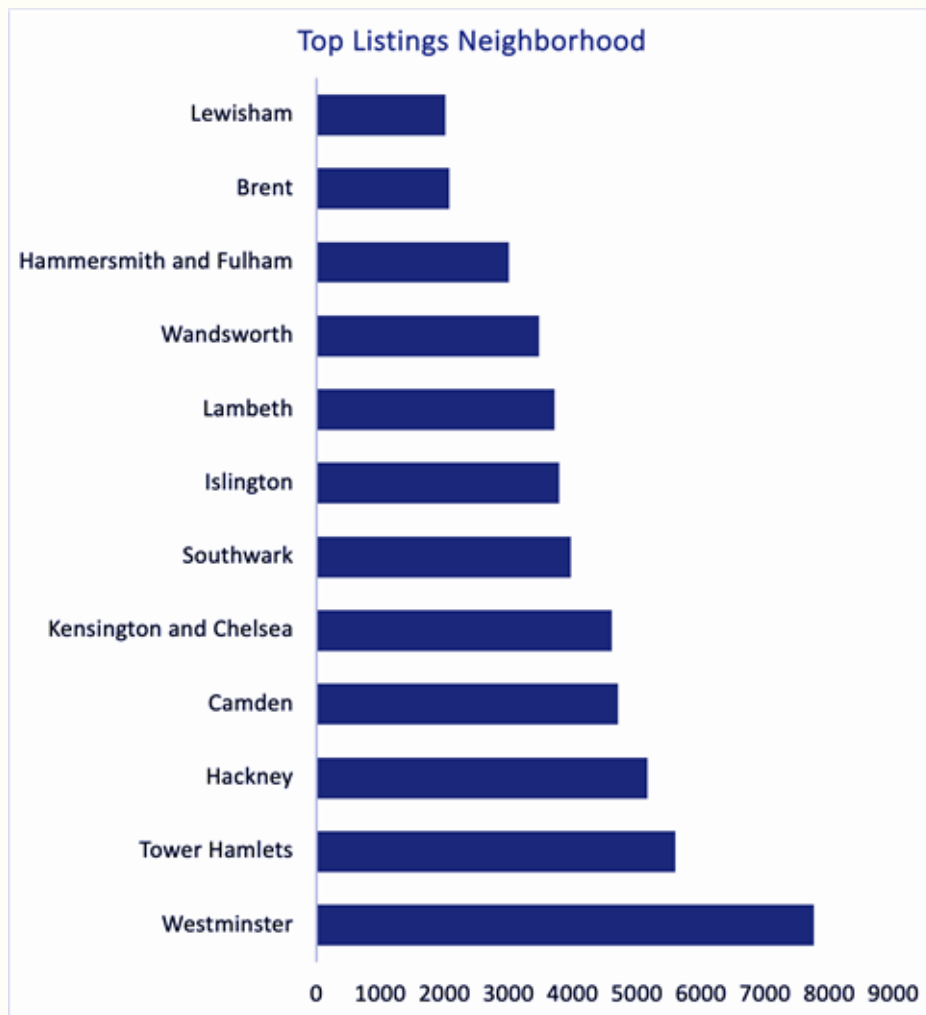
Property types

4

Room types

4.6

Overall Rating



Top Listings Neighborhood

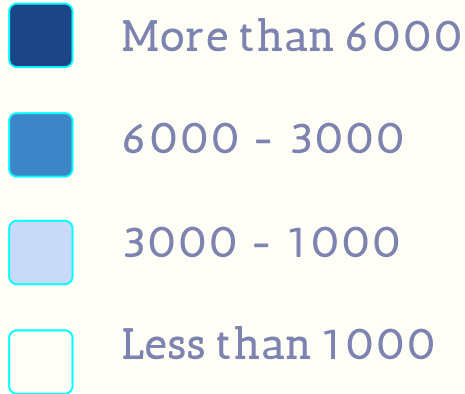
The neighborhood with more than 2000 listings.

Westminster is the most popular neighborhood in London

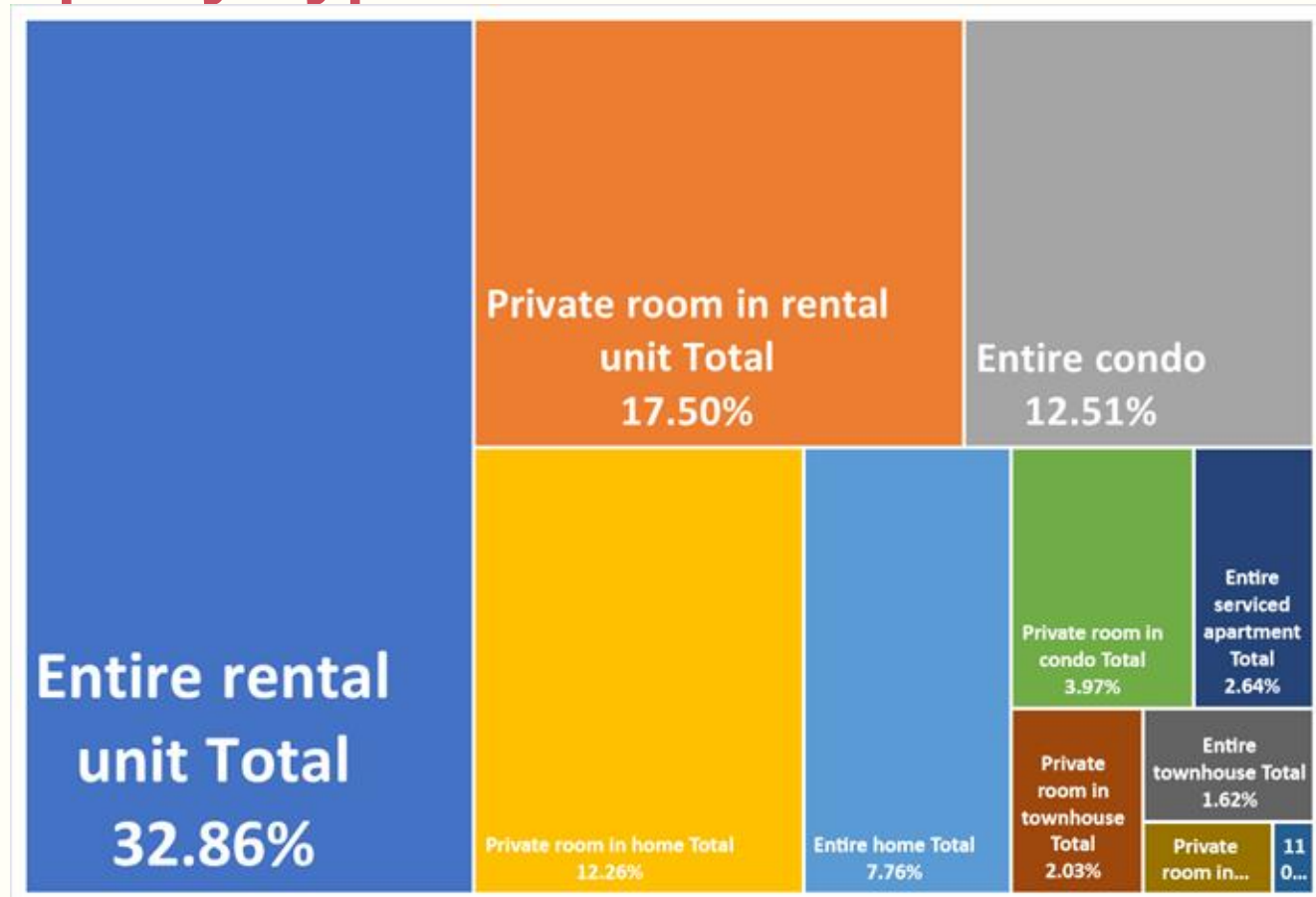
→ 7758 Listings

→ 4.5 Overall rating

Top Listings Neighborhood



Property Types



Top Property Types Summary



	Entire rental unit	Private room in rental unit	Entire condo
Listings within London	22780	12132	8676
Average review rating	4.57	4.49	4.65
Average price	\$198.11	\$115	\$214
Most listed neighbourhood:	Westminster 3569	Tower Hamlets 1531	Westminster 1444

Key Success for New **Investors** in London





Revenue

Limitation:

Airbnb datasets do not provide booking details to calculate accurate revenue.

Assumption:

We estimated the revenue by multiplying the price per day by the number of all reviews the property received assuming the client booked the minimum allowed length of stay.

Property's revenue = Price of per day x Number of reviews x Minimum length of stay



The background features several stylized, light beige clouds of various sizes scattered across the white space. One large cloud is in the top left, a medium one in the top right, a small one in the bottom right, and a medium one in the bottom center. On the far left, a cloud is partially cut off by the edge.

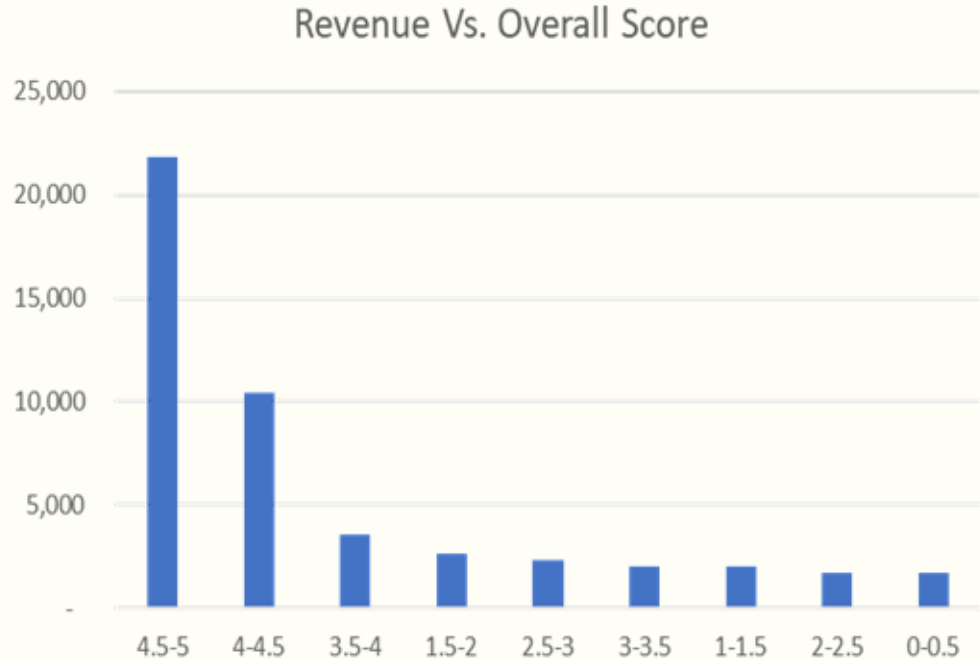
14,289

Average Revenue

Key Success for New Investors in London

Overall Rating

Host with high revenue received overall rating above 4.5



Key Success for New Investors in London

Price

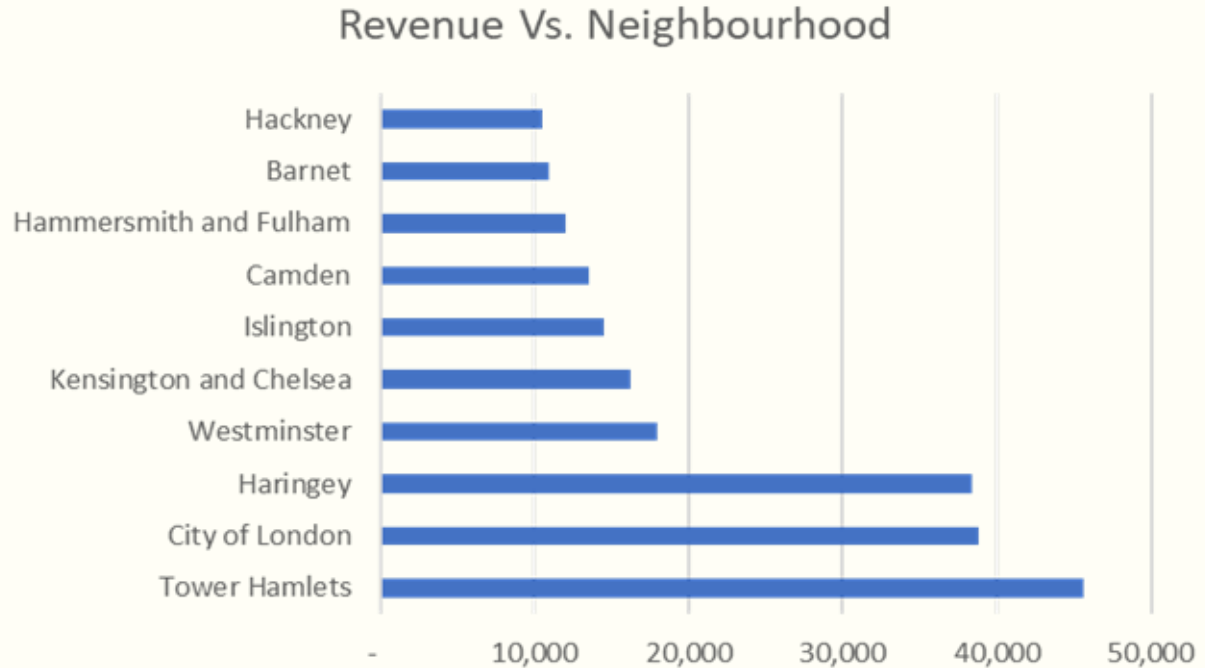
About 50% of booked property was for listing price below \$100



Key Success for New Investors in London

Neighborhood

Tower Hamlets
have the highest
revenue average
about \$45,634

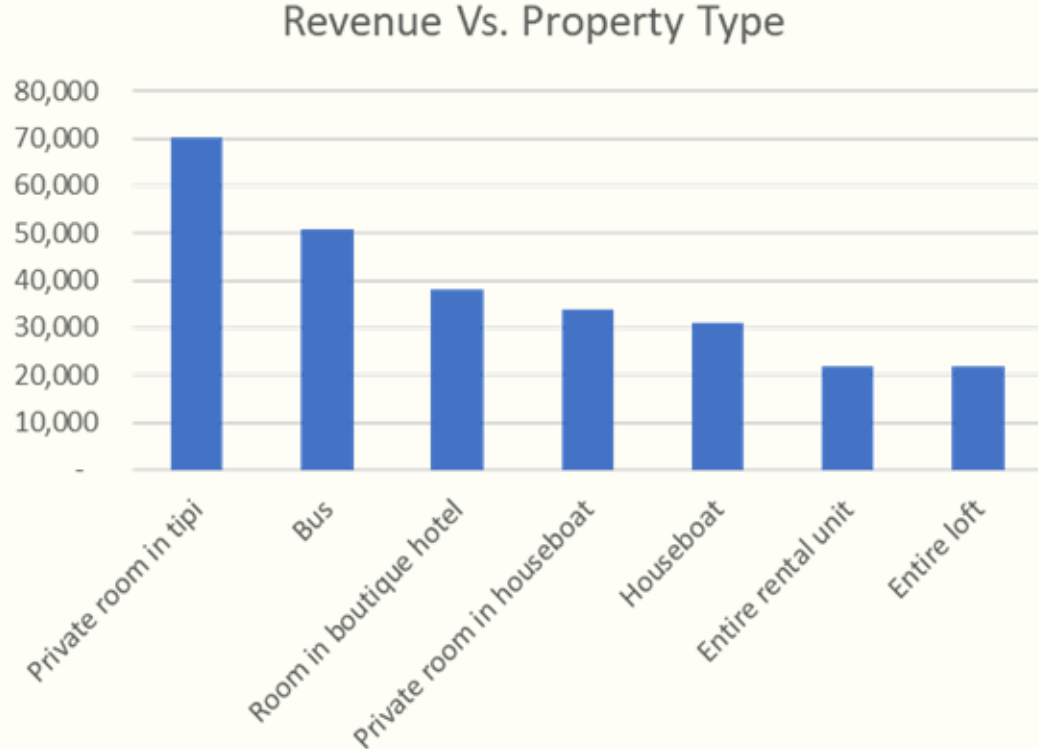




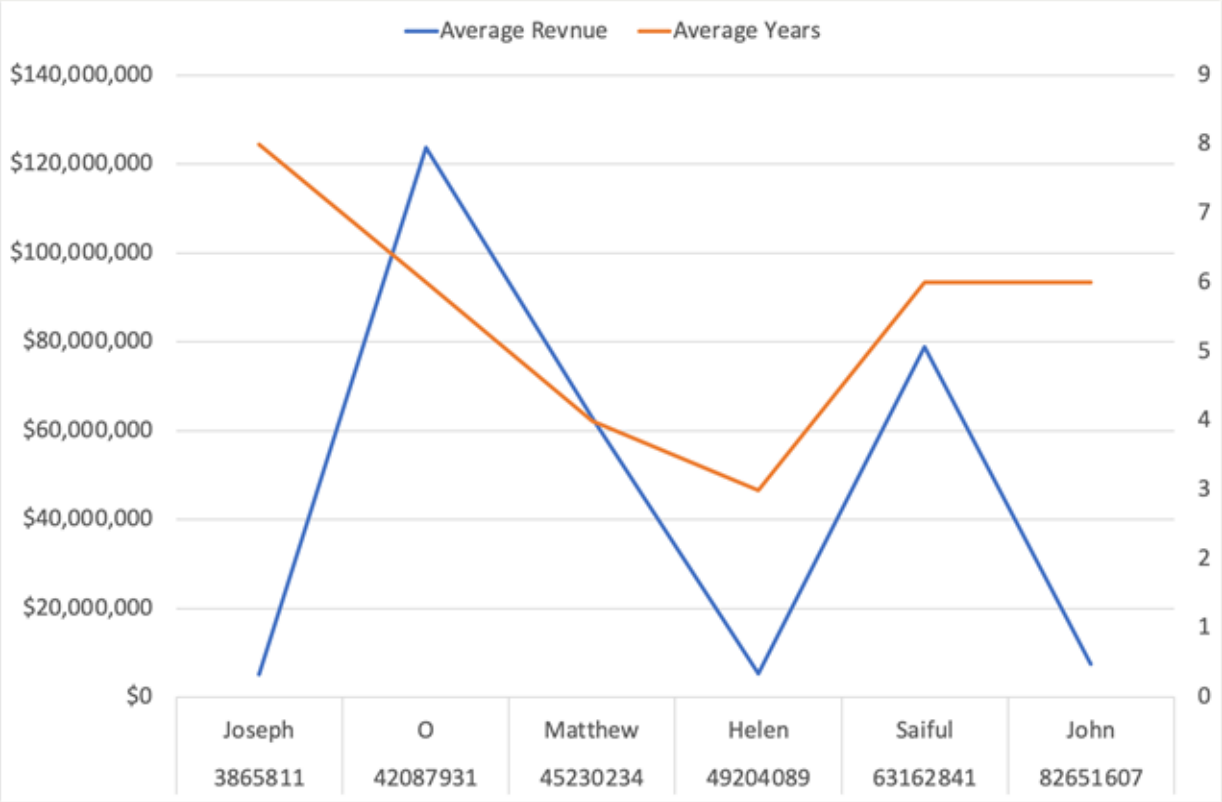
Key Success for New **Investors** in London

Property Type

Top property type
with average
revenue above
\$20,000



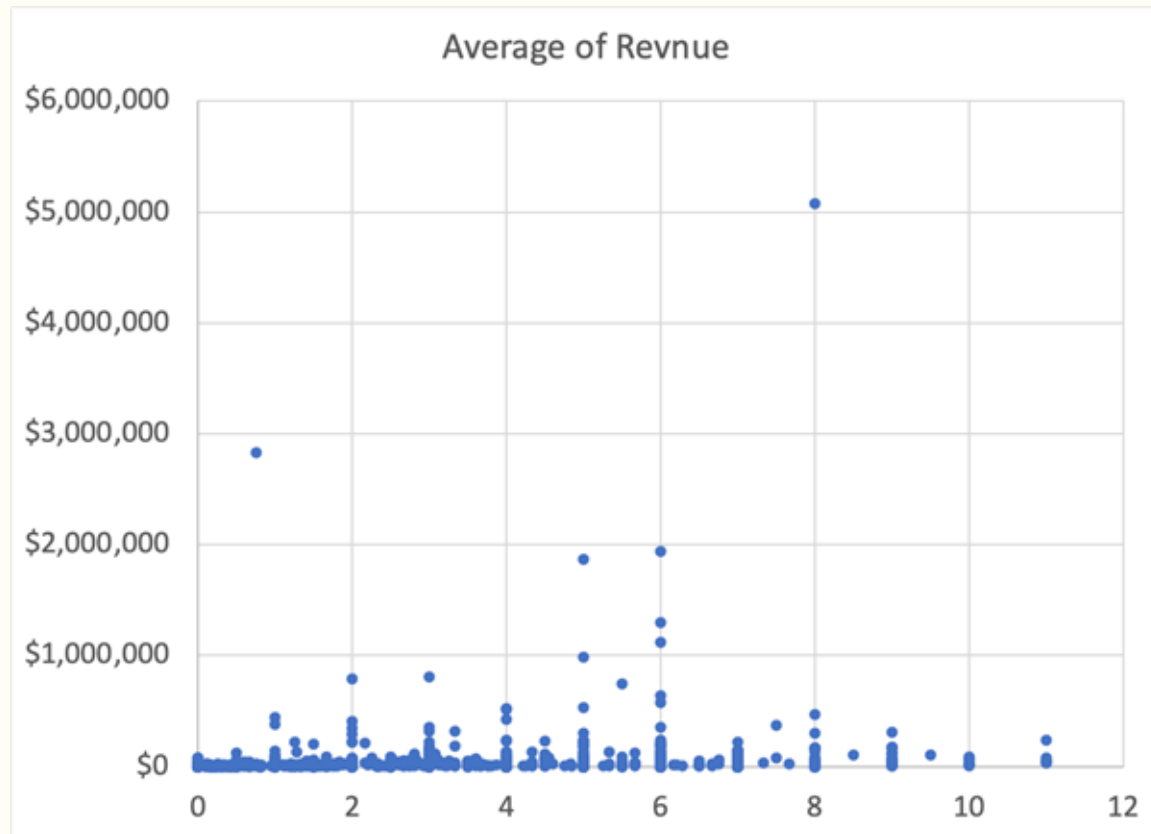
Estimated Revenue Per Year



\$123,640K

The maximum number of estimated revenue in 6 years

Estimated Revenues in Westminster



\$5,074,830

The maximum
number of
estimated
revenue
in 12 years in
Westminster

Estimated Revenues



In Westminster for 1 year

Most of the revenue are between 2K to 14K

There are 7 listing between 100K to 2,834K considered an out of ordinary

The background features several stylized, tan-colored clouds of varying sizes and shapes, scattered across a light cream background. One large cloud is in the top left, a medium one in the top right, a small one in the bottom right, and a medium one in the bottom center. On the far left, a cloud is partially cut off by the edge.

Thank You