



PRICING ANALYSIS

Barcelona Airbnb



P R E S E N T A T I O N B Y : E L L E N I V A N O V I C

Hello,

I'm Javier

Revenue Optimization Manager

Role:

Javier works at Airbnb headquarters, overseeing pricing strategy across key European cities. His **focus is on optimizing revenue by understanding market dynamics**; including how different types of listings perform across neighborhoods and time periods.

Pain Point

"I need to know which types of listings perform best in Barcelona ; not just in terms of volume, but also in revenue potential. I want to compare how private rooms, entire homes, and shared spaces differ in price, location and guest satisfaction so we can better **guide host pricing strategies.**"

Data Fluency

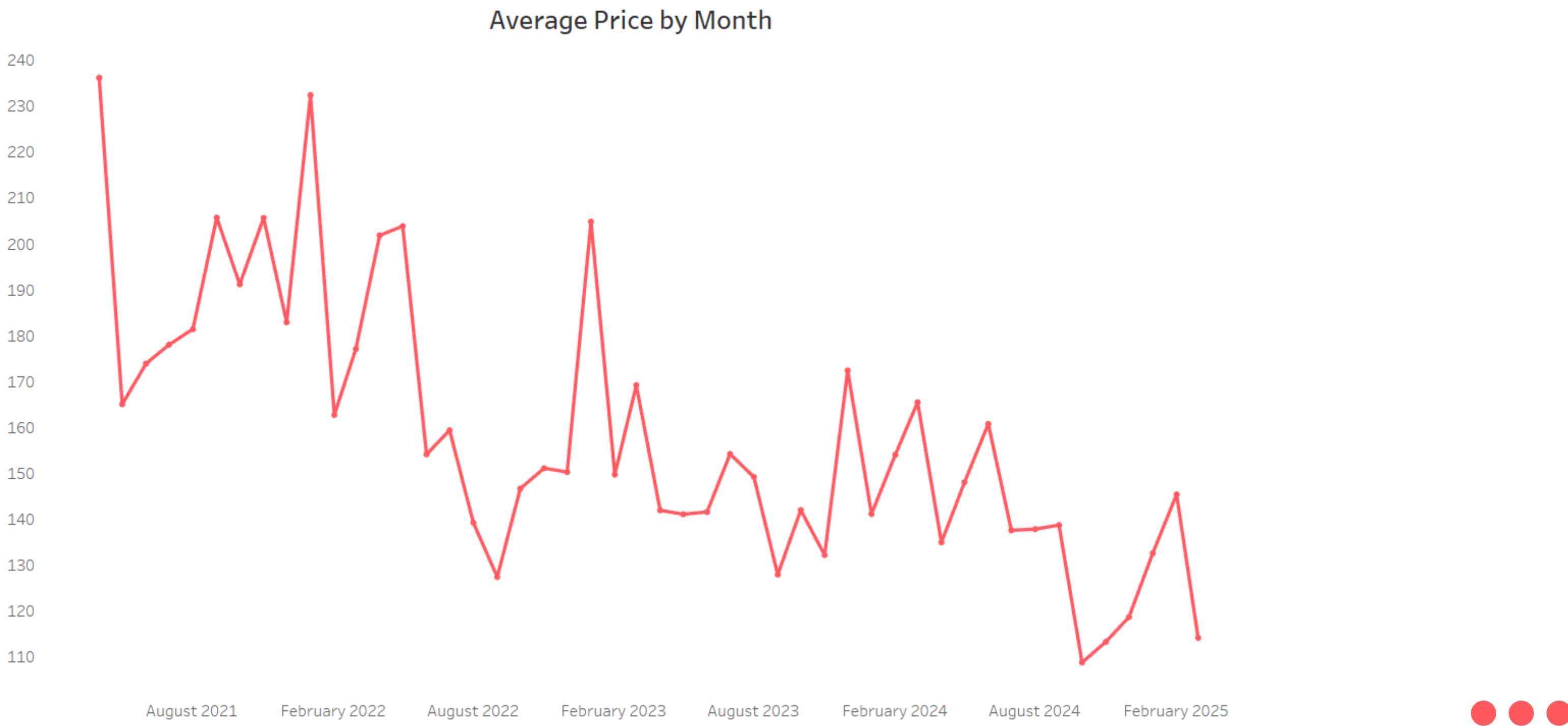
Intermediate – Javier is confident using dashboards, visual trends, and aggregated KPIs but avoids SQL, Python or raw data.



How do average nightly prices vary seasonally in Barcelona, and how can we adjust pricing strategy to maximize revenue?

Between 2021 and 2025, the **highest** average nightly price occurred in **April 2021 (€236.17)**, while the **lowest** was in **October 2024 (€108.86)**. This suggests clear seasonal variation, with spring months showing higher pricing potential and autumn months showing a notable dip in average rates.

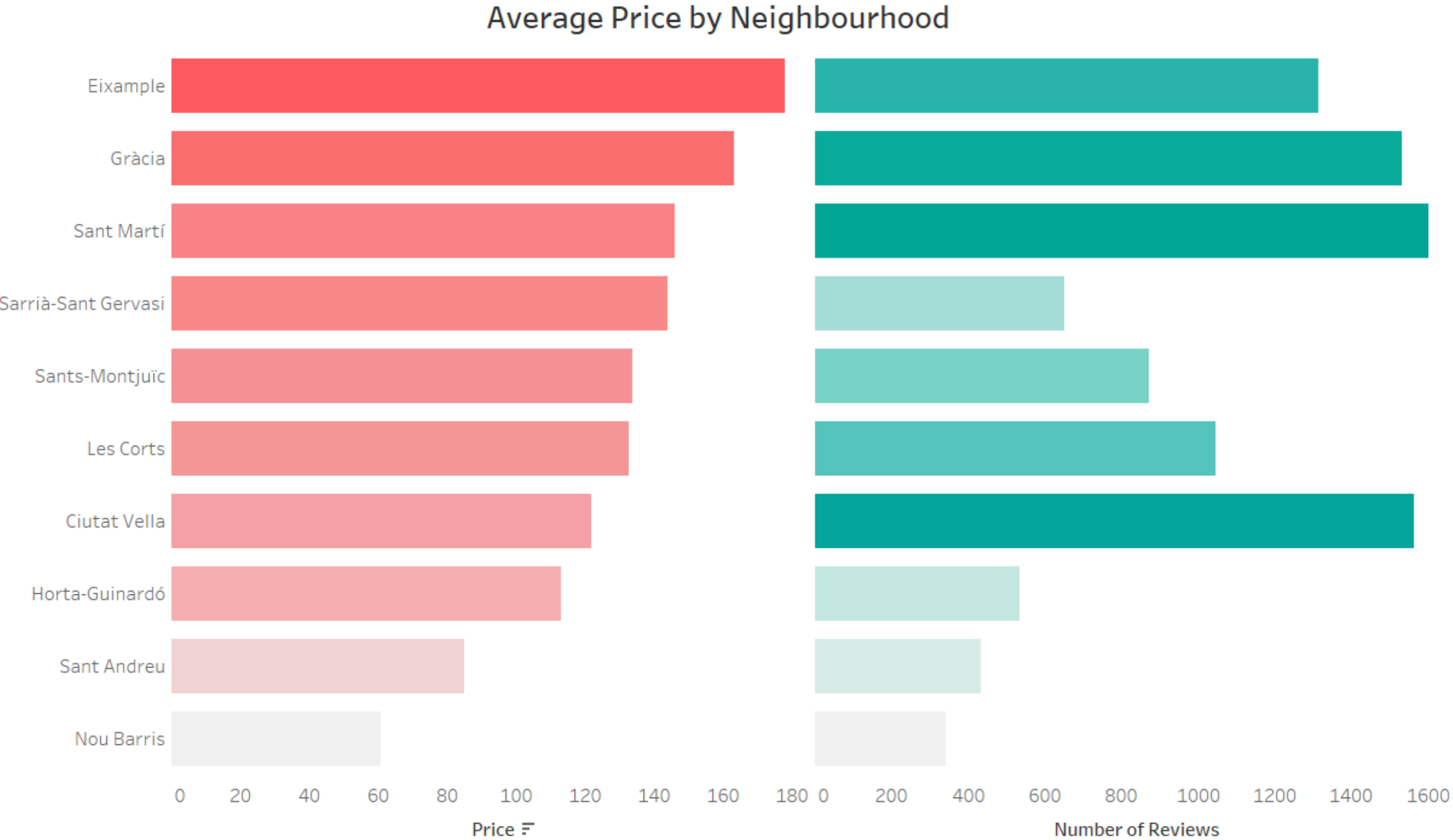
To combat this, Javier should **promote premium listings in spring**, especially around April, to maximize revenue. Furthermore, he should offer **targeted discounts or promotions in autumn** (especially October) to boost occupancy during lower-demand periods. Ultimately, he should use this seasonal pattern to guide host pricing strategies and set expectations around revenue fluctuations.



How can we optimize pricing across neighborhoods to maximize revenue while remaining competitive?

Eixample, Gràcia, and Sant Martí have the highest average prices, indicating strong demand in central and coastal areas. Ciutat Vella shows high guest engagement despite mid-range pricing, while Nou Barris and Sant Andreu remain low-cost, low-traffic zones.

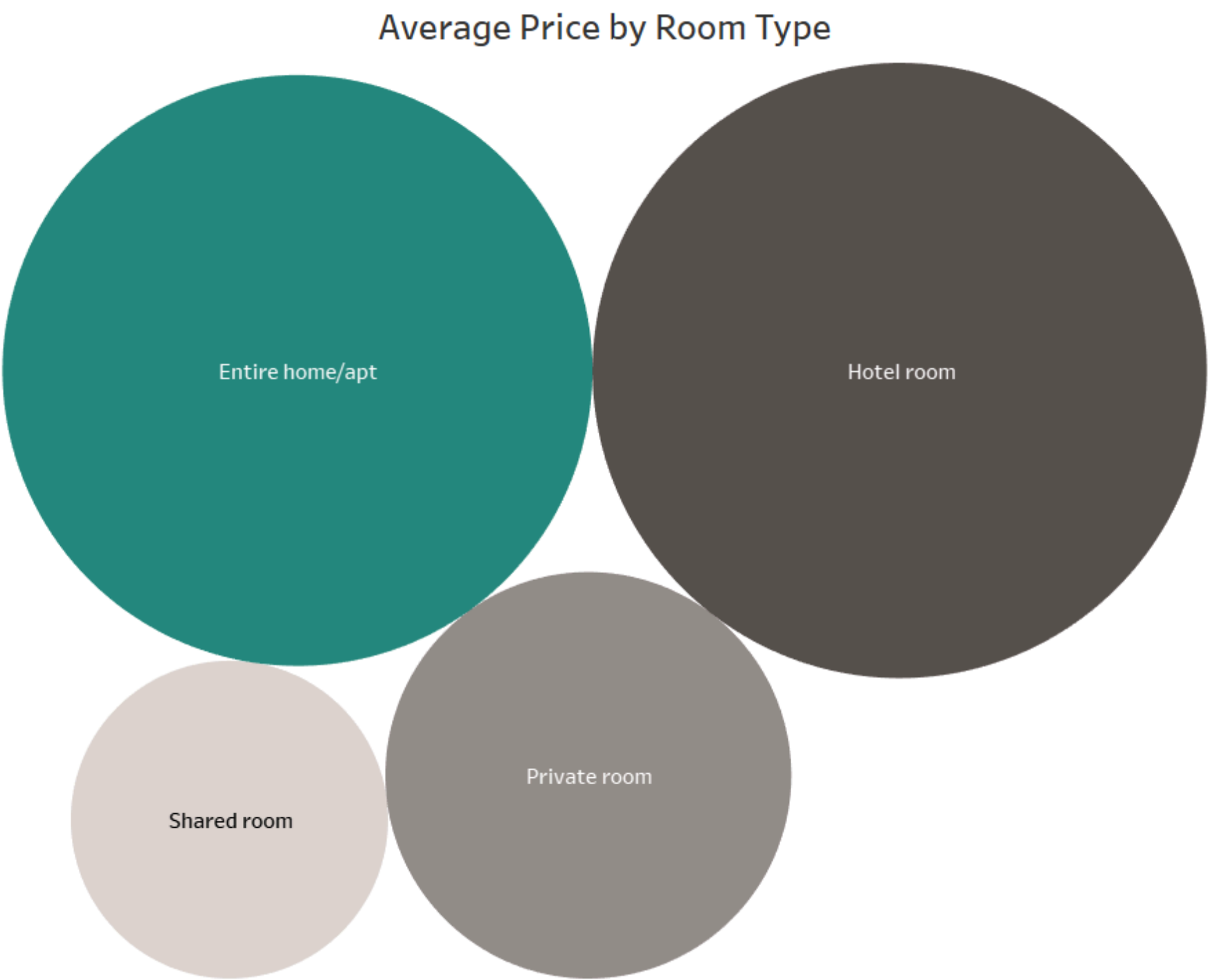
Javier should apply **premium pricing in high-demand neighborhoods** like Eixample and Sant Martí, while using **promotional pricing and visibility boosts** to drive bookings in lower-engagement areas like Nou Barris and Sant Andreu.



What pricing strategies should be used across different room types to balance competitiveness and demand?

Hotel rooms had the **highest** average price (€202.2), followed closely by **entire homes** (€186.4), reflecting their premium positioning. Private (€88.3) and shared rooms (€53.9) remained the most budget-friendly options, appealing to price-sensitive travelers.

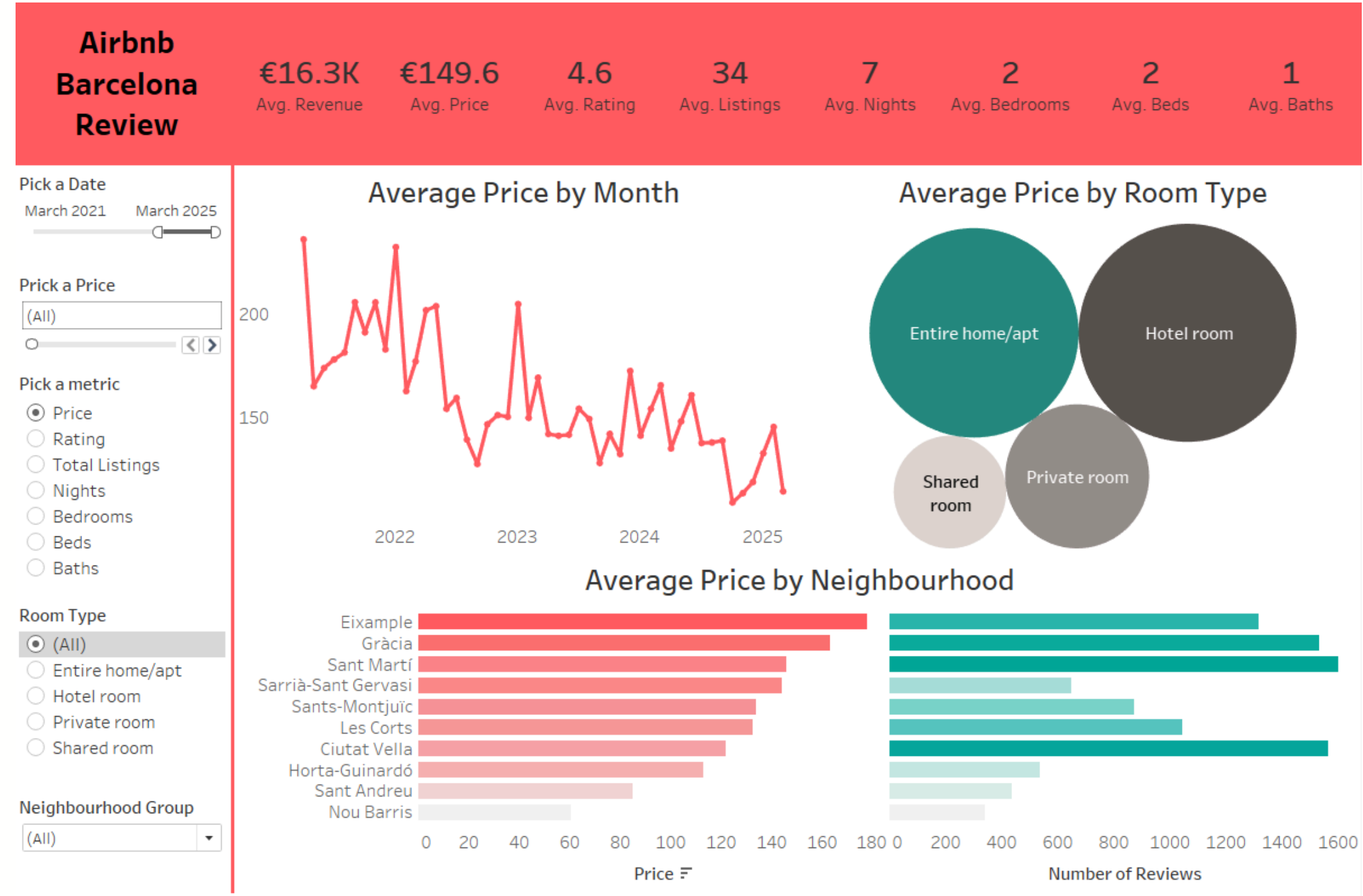
Javier should continue **promoting entire homes as a high-revenue option** with strong guest appeal. Lower-cost listings, like **private and shared rooms**, should be **positioned as accessible** alternatives during low-demand seasons or in price-sensitive markets.



Final Recommendations to Guide Host Pricing



Javier should focus on **premium pricing** in high-demand neighborhoods like Eixample and Sant Martí, where full-property stays perform best. To stay competitive, aim for the **citywide median** (~€140) and use **targeted promotions** in lower-engagement areas. By positioning **entire homes** as high-revenue drivers and offering **value-focused** options for budget travelers, Javier can better guide hosts and maximize overall booking potential.





***Thank
you***

