How to become a successful airbnb host in Singapore?
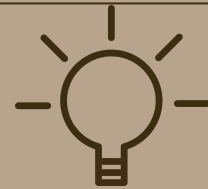
airbnb

Nguyen Kieu Tho, CoderSchool

Airbnb (English word for "Air Bed and Breakfast")

Is a community marketplace for booking and renting rooms and apartments, based in Silicon Valley, California founded in 2008. It is available in 190 countries

Airbnb in Singapore

The company made new locations in Singapore in 2012 Since five years ago, the Singapore government labeled short-term home rentals of less than 3 months are illegal in Singapore.
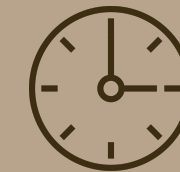
OVERVIEW

Target Audience

People, who want to be a successful Airbnb host in Singapore.

- Key determining measure: Review score rating

- Data source: http://insideairbnb.com/

Outline

- Analyze the factors affecting the review score rating

- Answer the question: How to get a high rating?

There are 3145 listings in Singapore, but only 1504 listings has review score rating, in there:
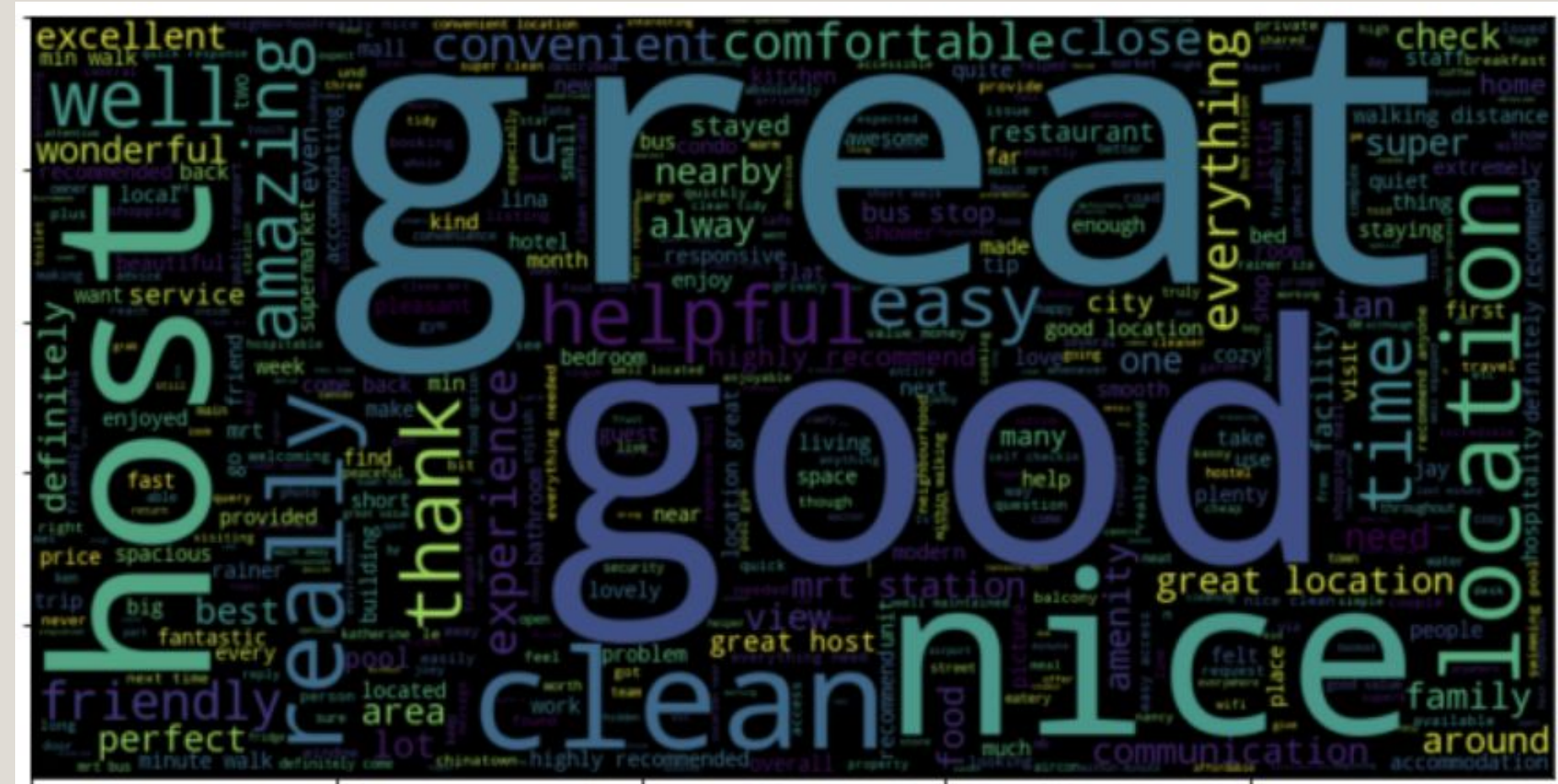
1233

observations

39.5%   Review Score Rating 5.0

1.6%   Review Score Rating <=2.0

Guests often review about the following elements of an listing: location, amenities, host.

Figure 1: Word frequency in Reviews of listing rated <=2.0

Figure 2: Word frequency in Reviews of listing rated 5.0

Words like host, booking, minute, wait, call, kitchen, picture, fact,.. appear a lot.

Adjectives : great, good, nice, well, love, comfortable, helpful, friendly, great location... and nouns : host, communication, location, mrt station, time appear a lot.

Neighborhood with many listings does not guarantee have a high rating => the number of listings in a neighborhood does not affect the rating of that neighborhood

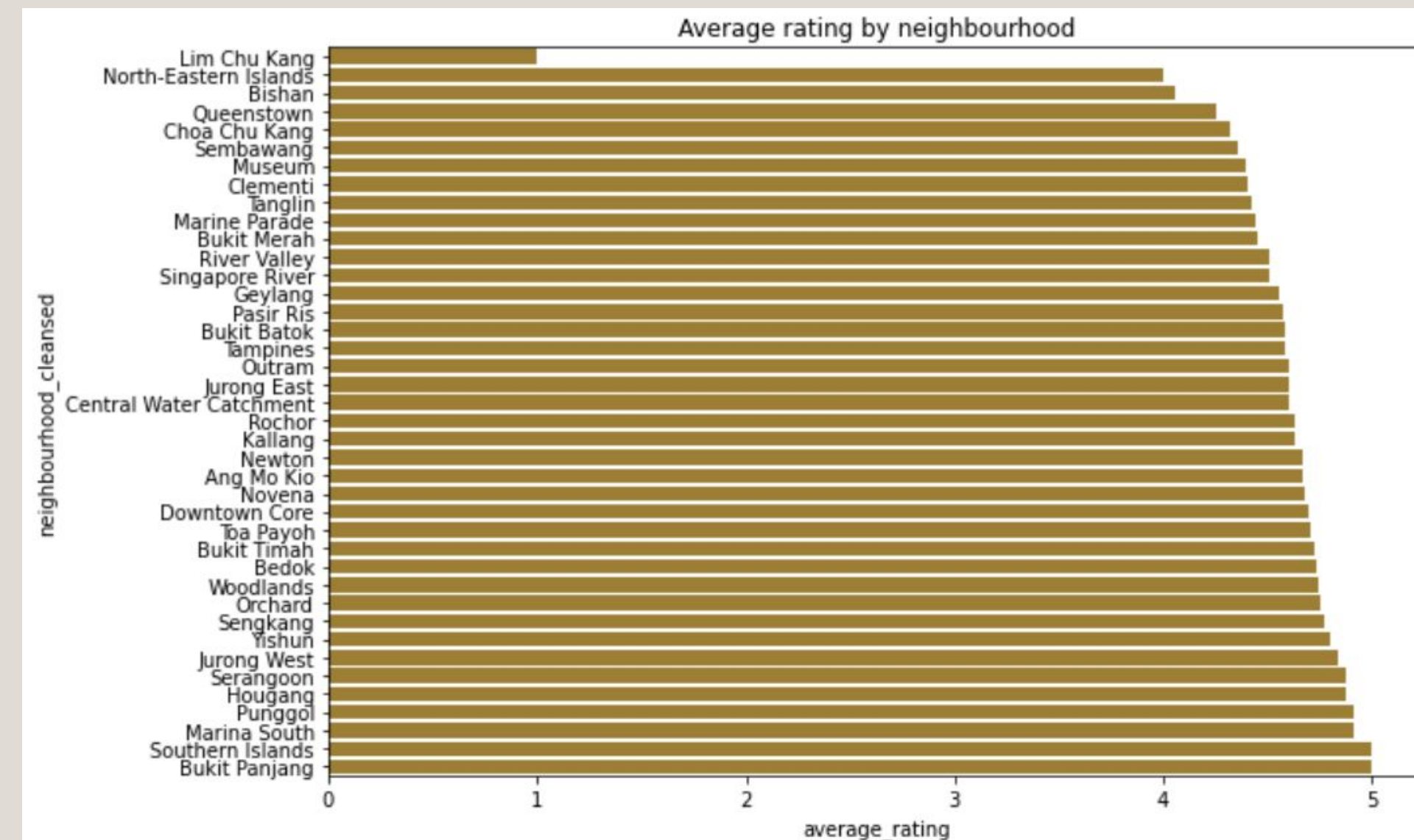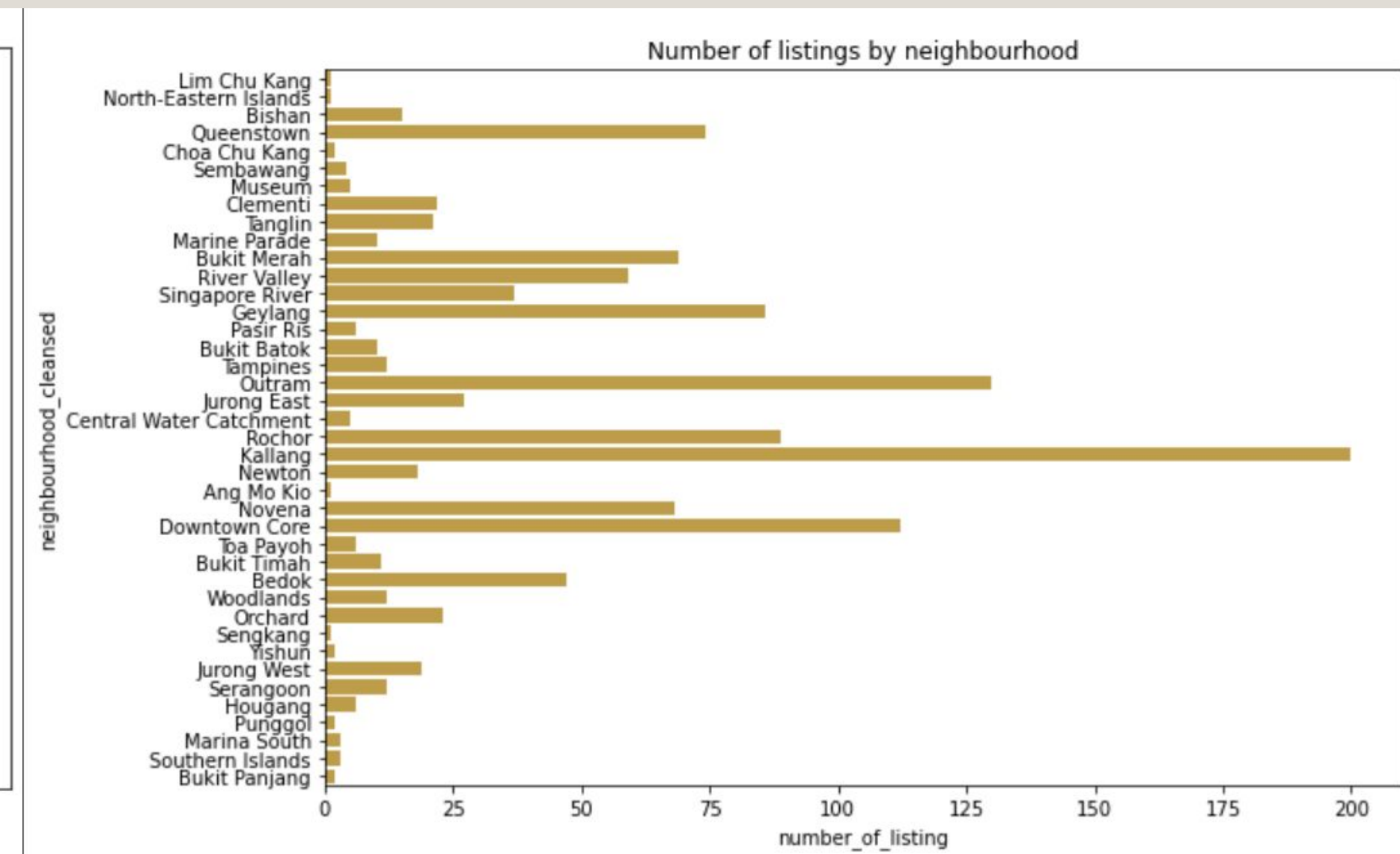**Figure 3: Average review score rating by neighbourhood**

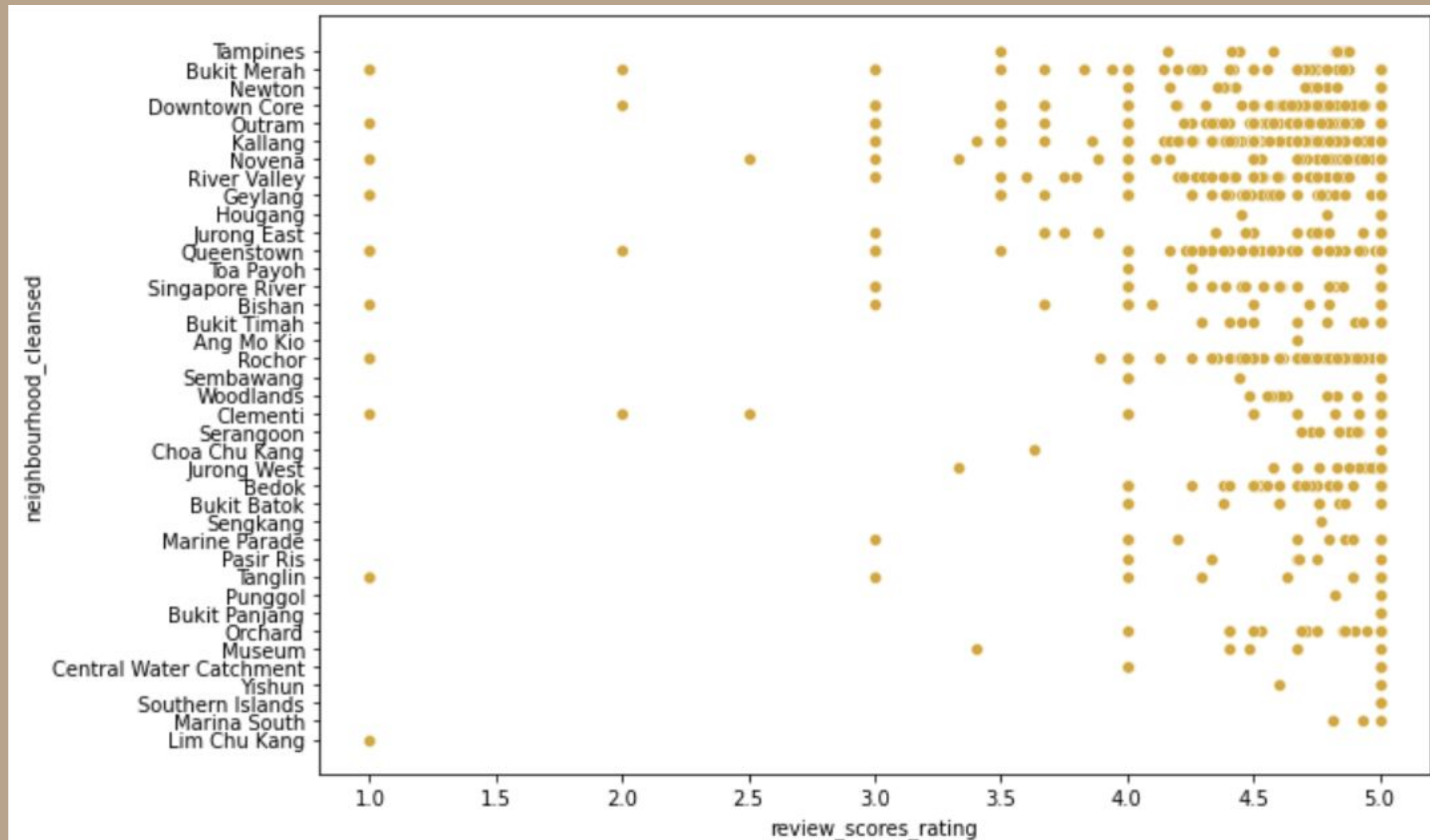**Figure 4: Number of listings by neighbourhood**

Average rating by neighbourhood

Number of listings by neighbourhood

Rating is not really affected by neighbourhood, almost every neighbourhood has high and low ratings

Figure 5: Scatterplot of the distribution of ratings by neighbourhood

Too much or too little amenities is not good, preferably in the range of 25-30 amenities

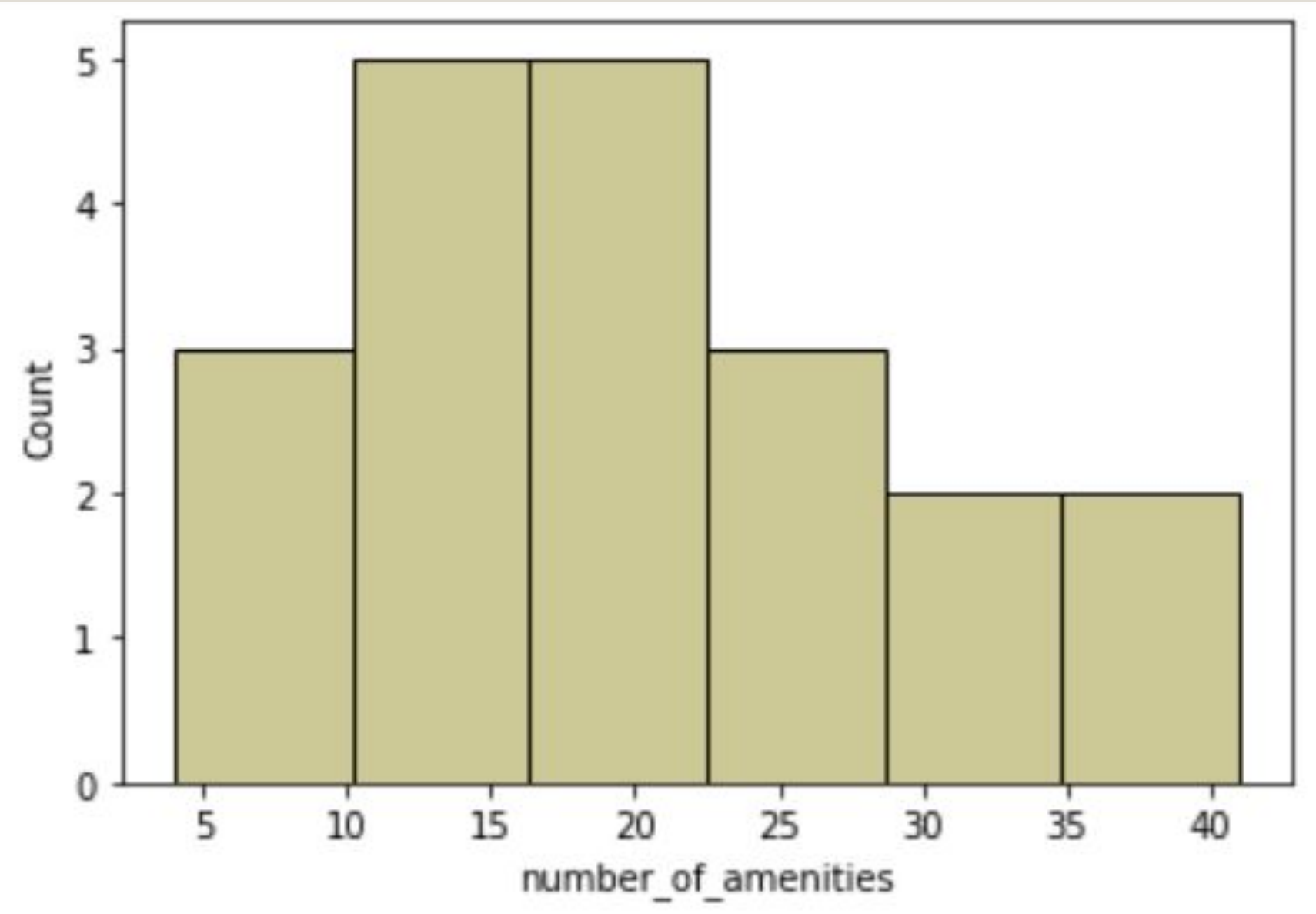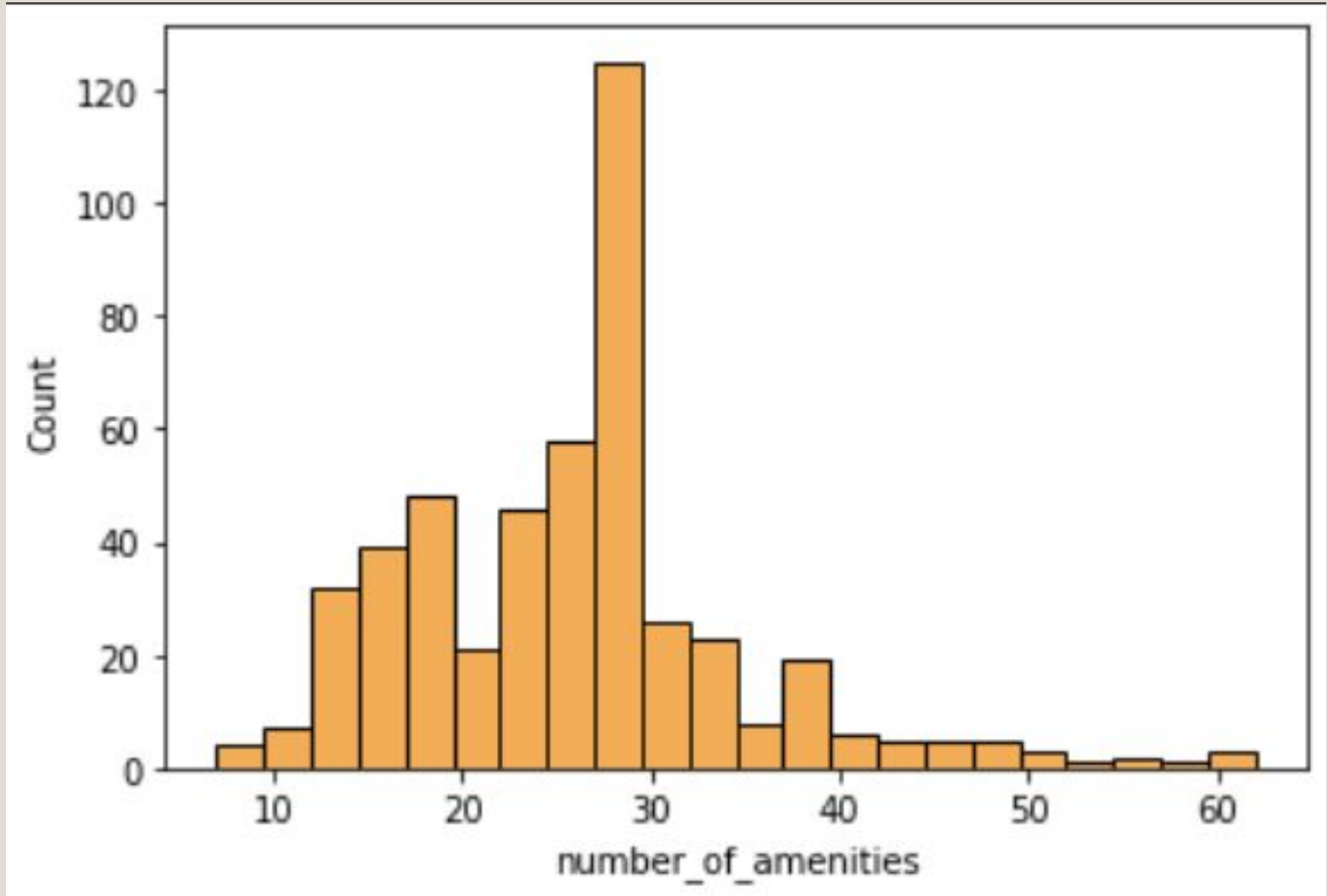**Figure 6: Number of amenities of listing rated <=2.0**

Figure 7: Number of amenities of listing rated 5.0

Top 30 amenities in the 2 groups are relatively similar, but there are some amenities in group 2 that group 1 does not have: luggage dropoff allowed, heating, oven.

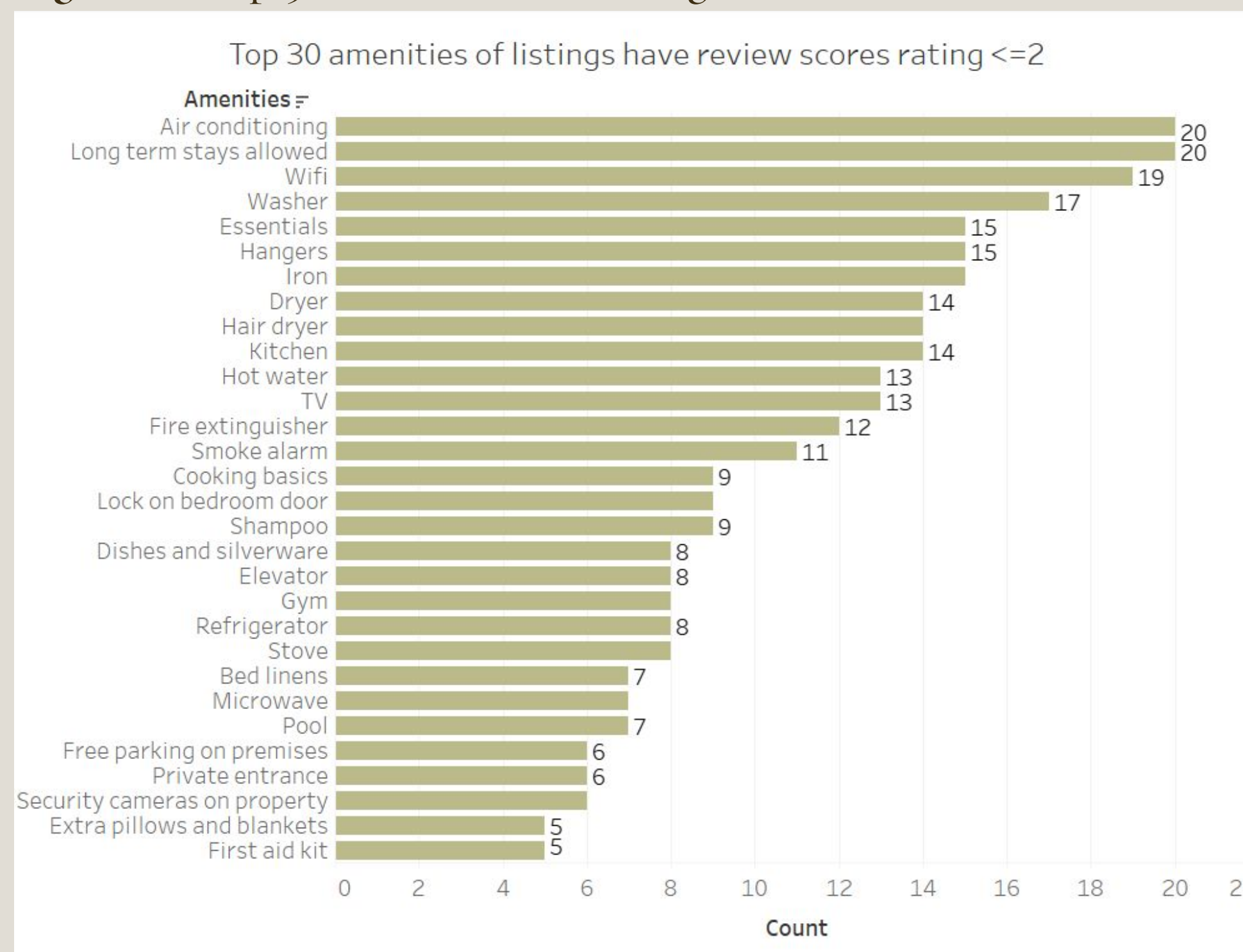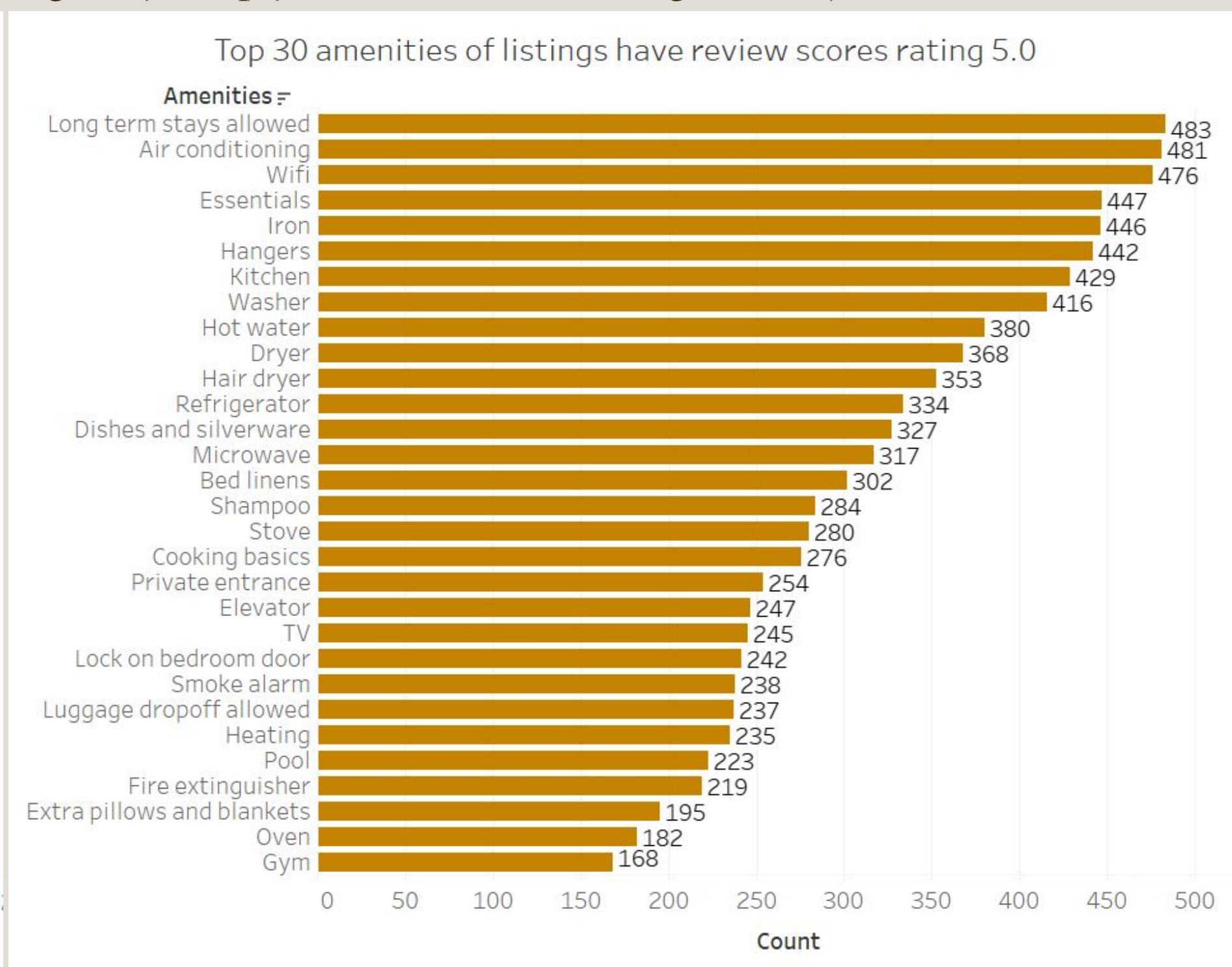**Figure 8:** Top 30 amenities of listings rated <=2

Figure 9: Top 30 amenities of listings rated 5.0

Top 30 amenities of listings have review scores rating <=2

Amenities	Count
Air conditioning	20
Long term stays allowed	20
Wifi	19
Washer	17
Essentials	15
Hangers	15
Iron	15
Dryer	14
Hair dryer	14
Kitchen	14
Hot water	13
TV	13
Fire extinguisher	12
Smoke alarm	11
Cooking basics	9
Lock on bedroom door	9
Shampoo	9
Dishes and silverware	8
Elevator	8
Gym	8
Refrigerator	8
Stove	8
Bed linens	7
Microwave	7
Pool	7
Free parking on premises	6
Private entrance	6
Security cameras on property	6
Extra pillows and blankets	5
First aid kit	5

Top 30 amenities of listings have review scores rating 5.0

Amenities	Count
Long term stays allowed	483
Air conditioning	481
Wifi	476
Essentials	447
Iron	446
Hangers	442
Kitchen	429
Washer	416
Hot water	380
Dryer	368
Hair dryer	353
Refrigerator	334
Dishes and silverware	327
Microwave	317
Bed linens	302
Shampoo	284
Stove	280
Cooking basics	276
Private entrance	254
Elevator	247
TV	245
Lock on bedroom door	242
Smoke alarm	238
Luggage dropoff allowed	237
Heating	235
Pool	223
Fire extinguisher	219
Extra pillows and blankets	195
Oven	182
Gym	168

Listings with higher average host_response_rate, host_acceptance_rate, host_identity_verified, instant_bookable, host_is_superhost have higher rating

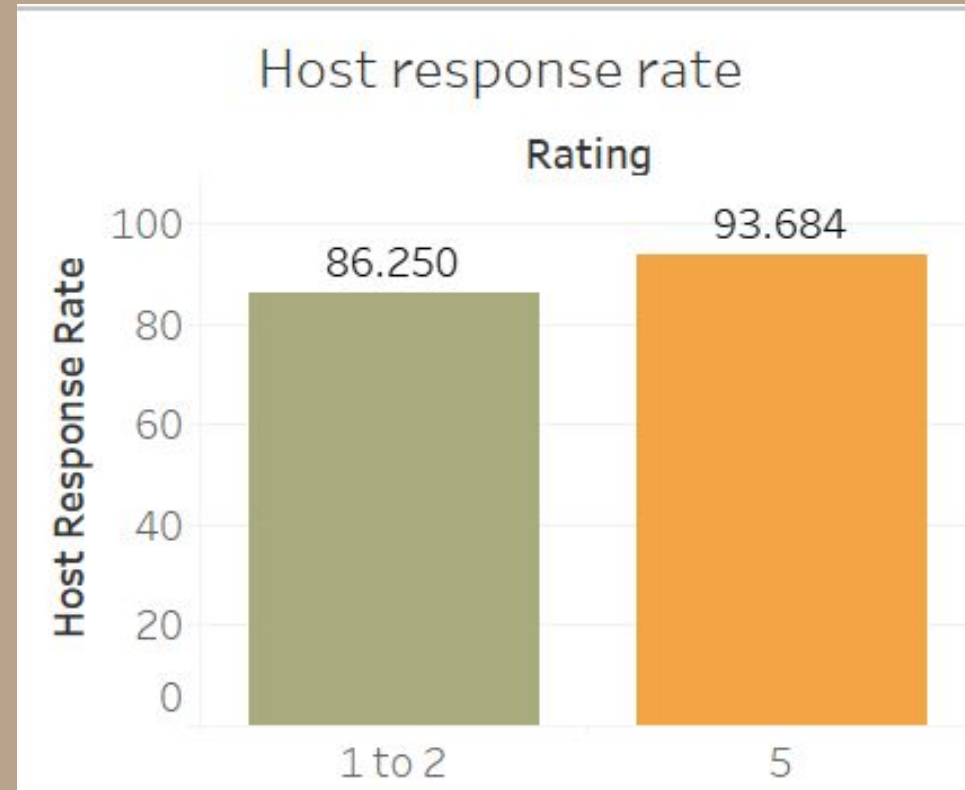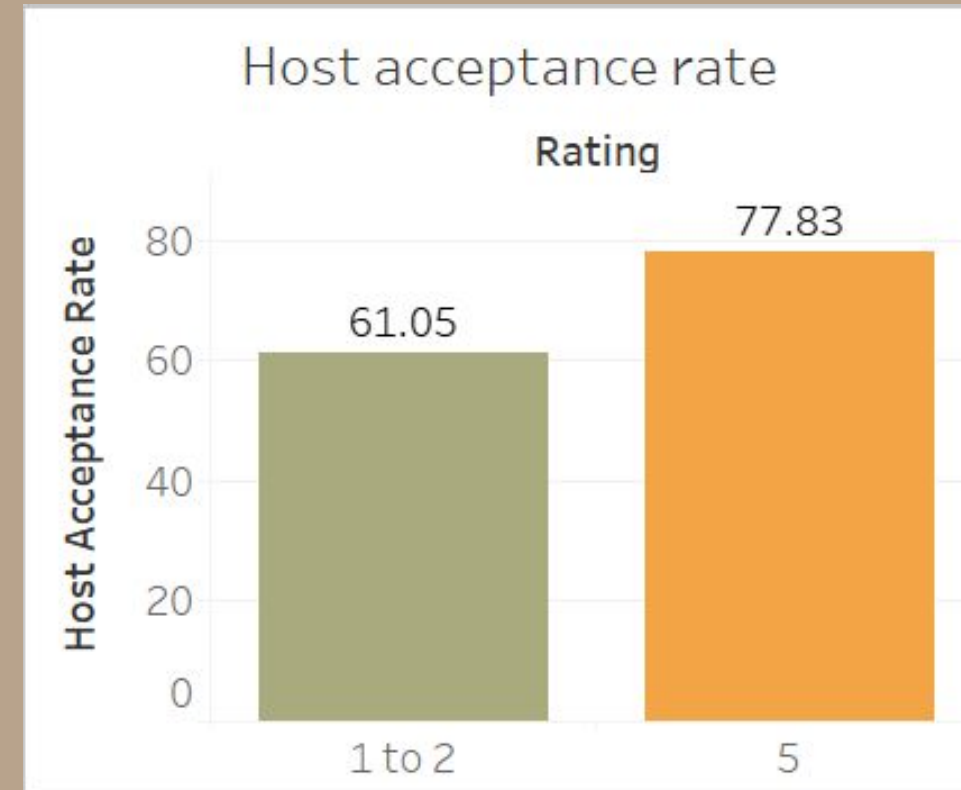**Figure 10: Average Host Response Rate**   **Figure 11: Average Host Acceptance Rate**   **Figure 12: Average host identity verified rate**
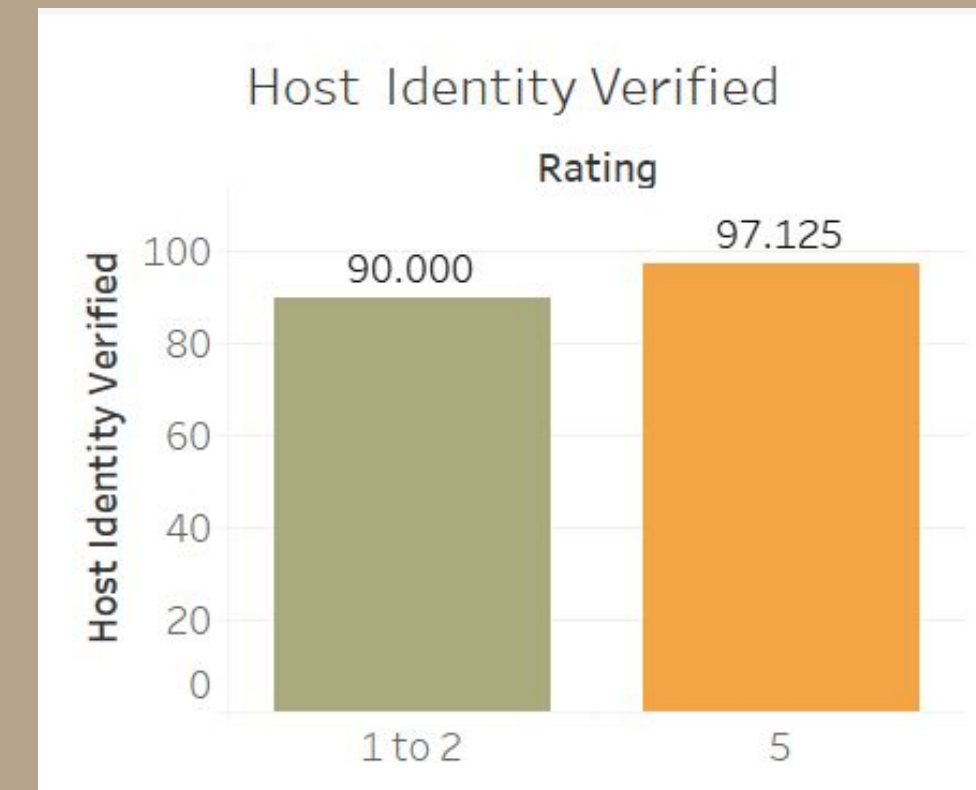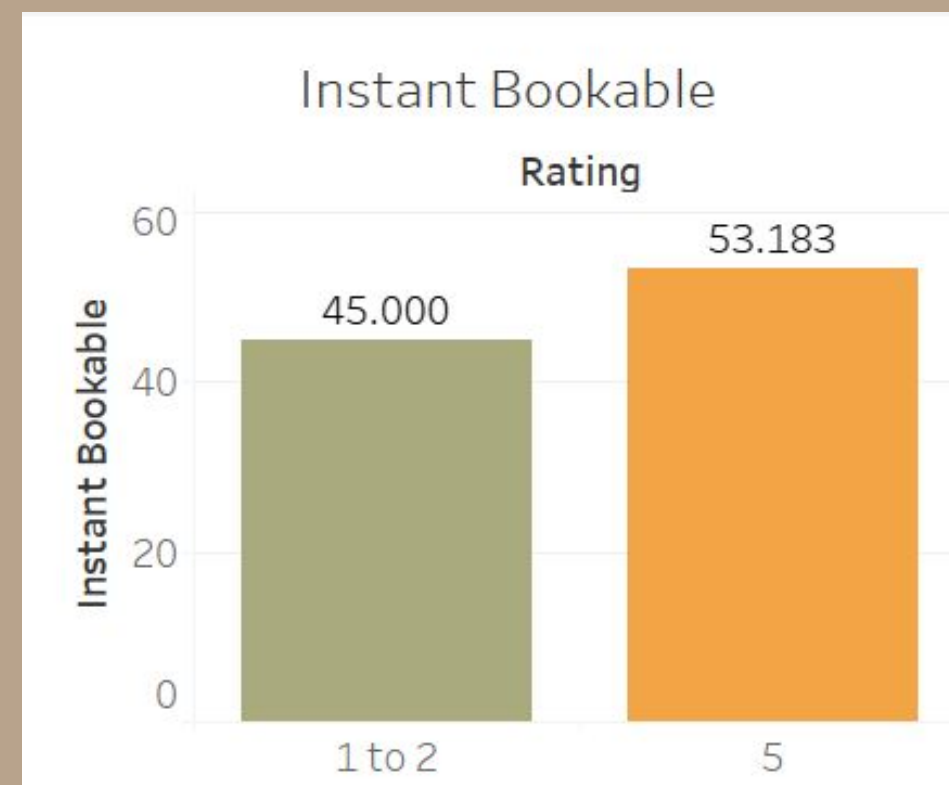

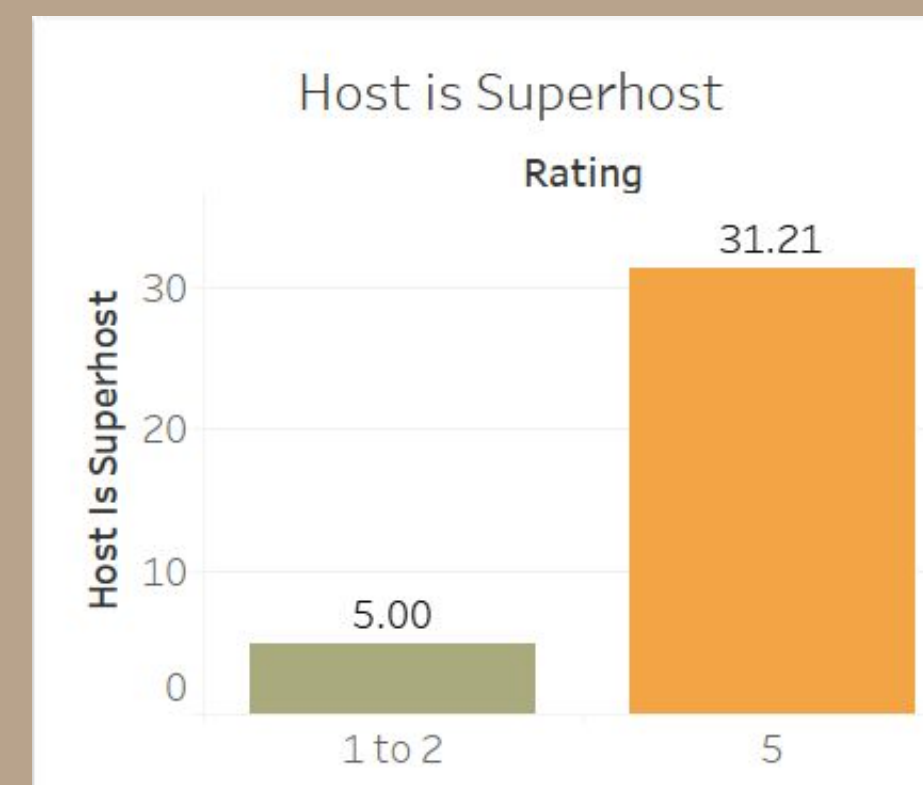**Figure 13: Average Instant bookable rate**   **Figure 14: Average host is superhost rate**

It doesn't matter to response within an hour or a few hours but response within a day or a few days or move will easily get low rating!!

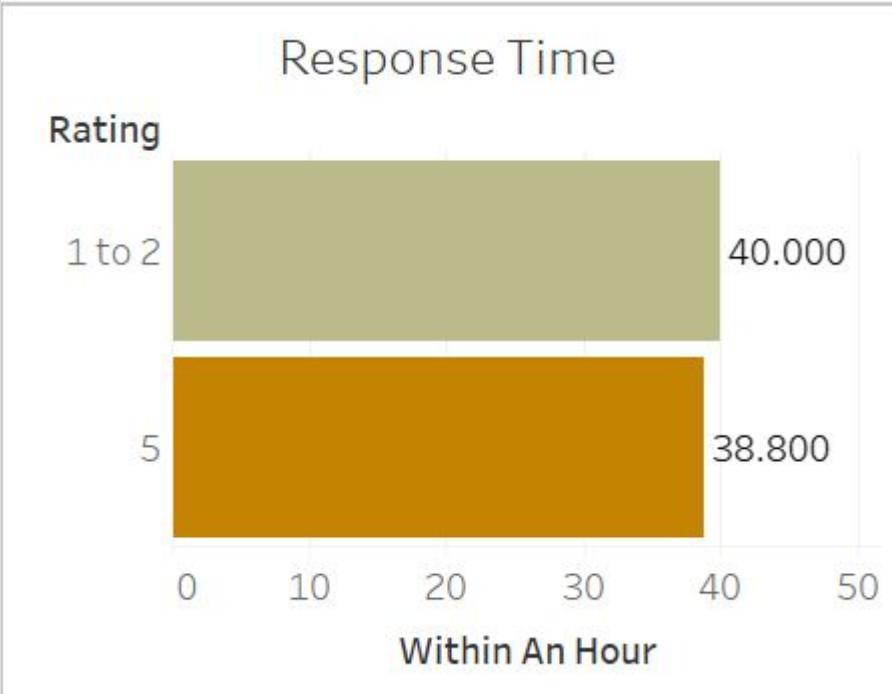**Figure 15:** Proportion of response time within an hour

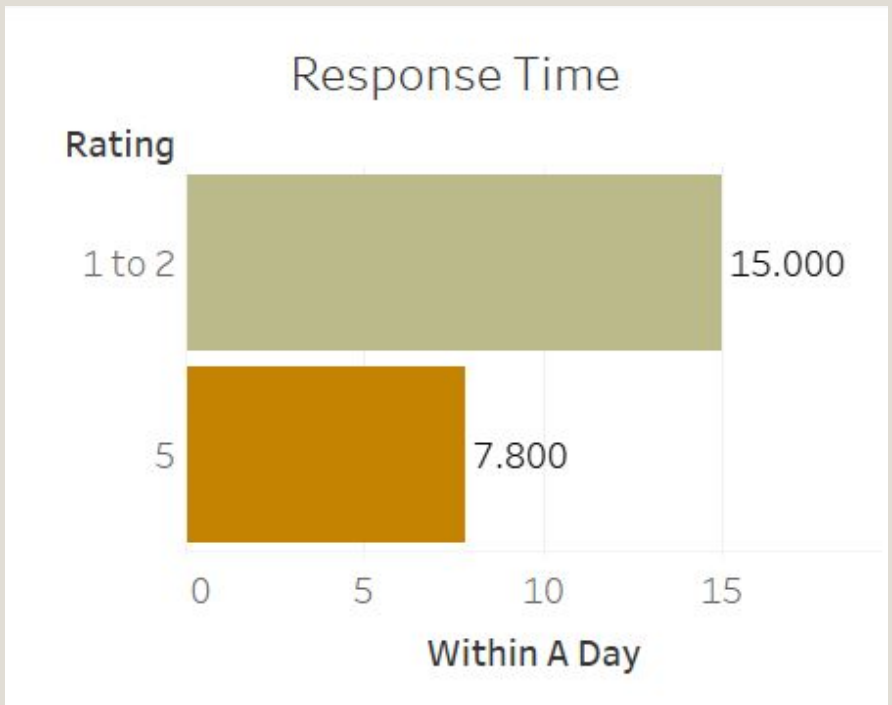**Figure 16:** Proportion of response time within a few hours

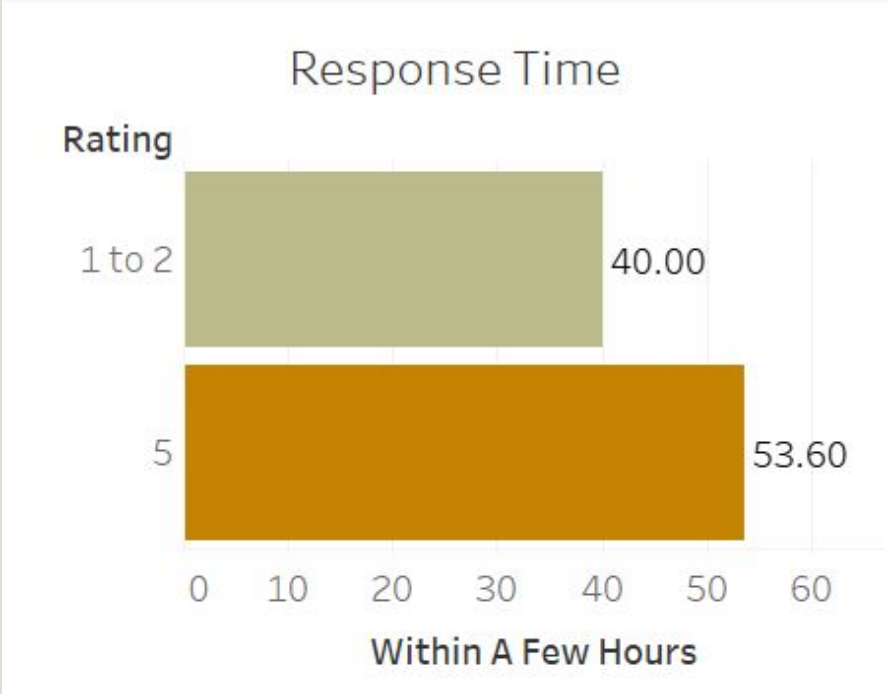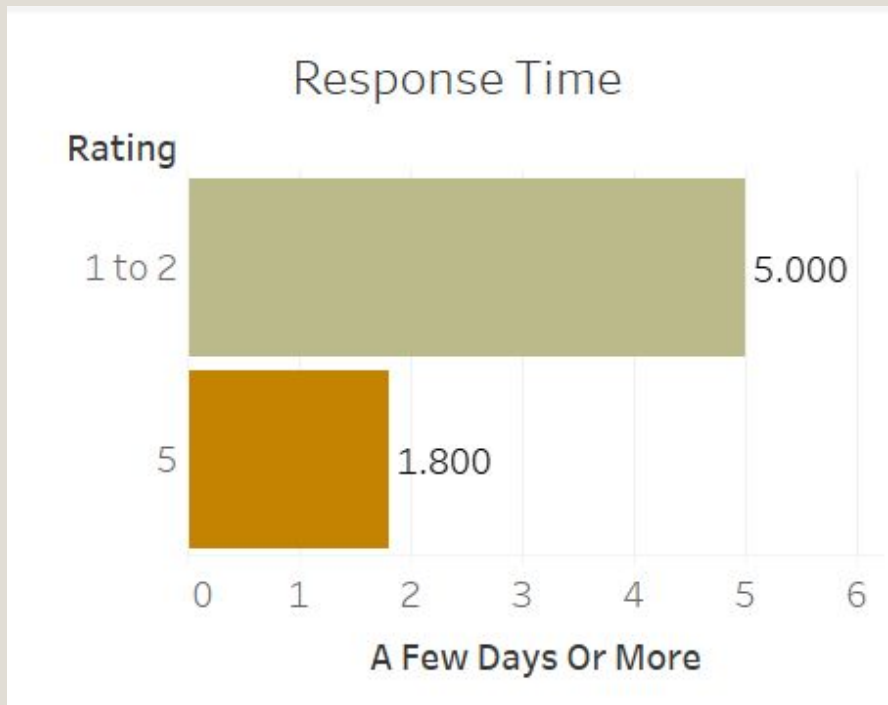**Figure 17:** Proportion of response time within a day

Figure 18: Proportion of response time a few days or more

5. Rating

The two factors : communication and accuracy are the most important factor to get a high rating and also the most important factor to pay attention to avoid a low rating.

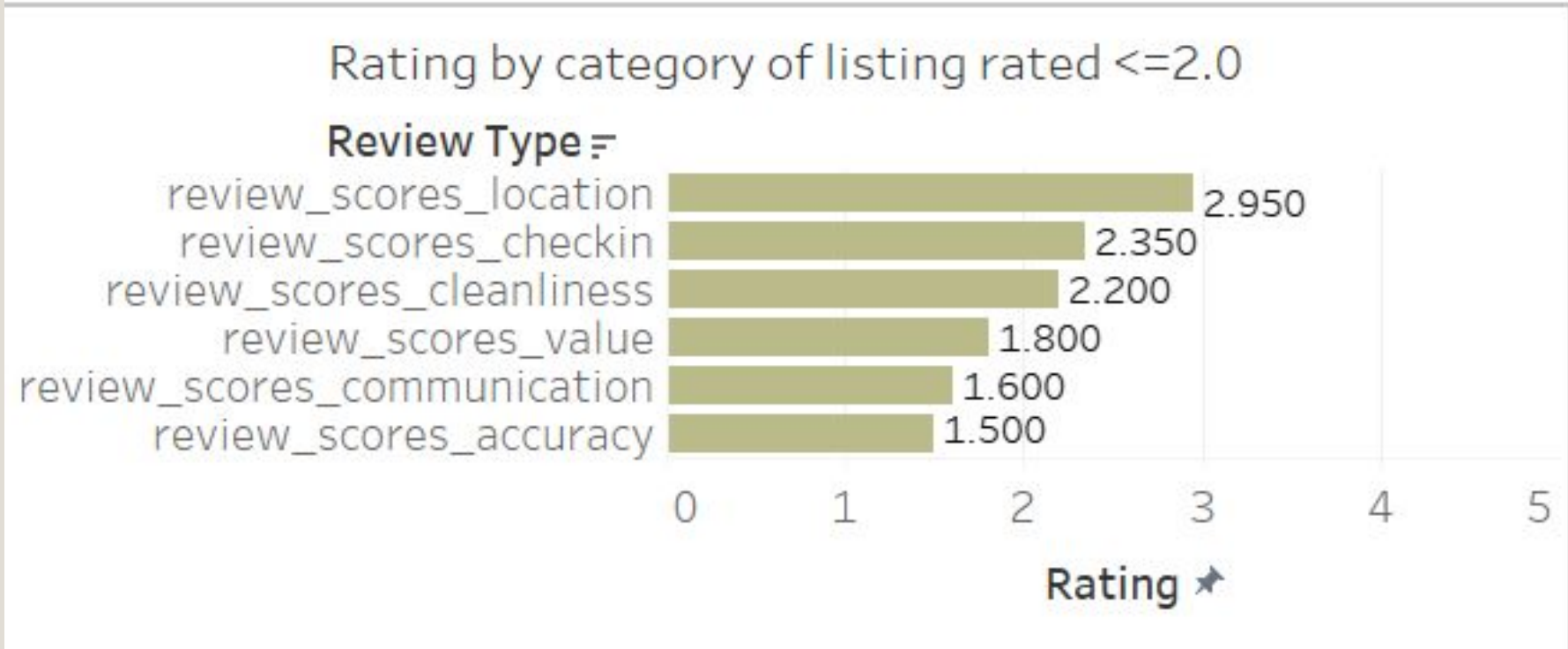**Figure 19:** Rating by category of listings rated <=2

Rating by category of listing rated <=2.0

Review Type

review_scores_location	2.950
review_scores_checkin	2.350
review_scores_cleanliness	2.200
review_scores_value	1.800
review_scores_communication	1.600
review_scores_accuracy	1.500

Figure 20: Rating by category of listings rated 5.0

Rating by category of listing rated 5.0

Review Type

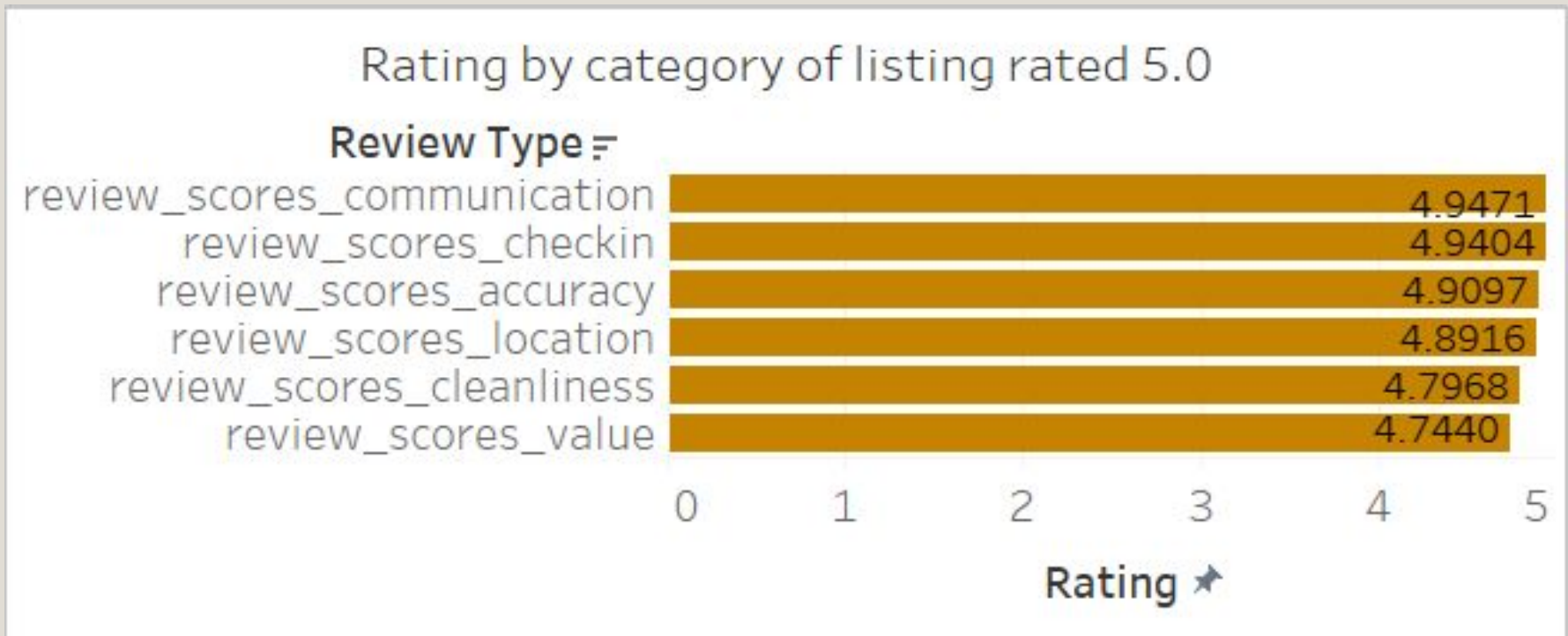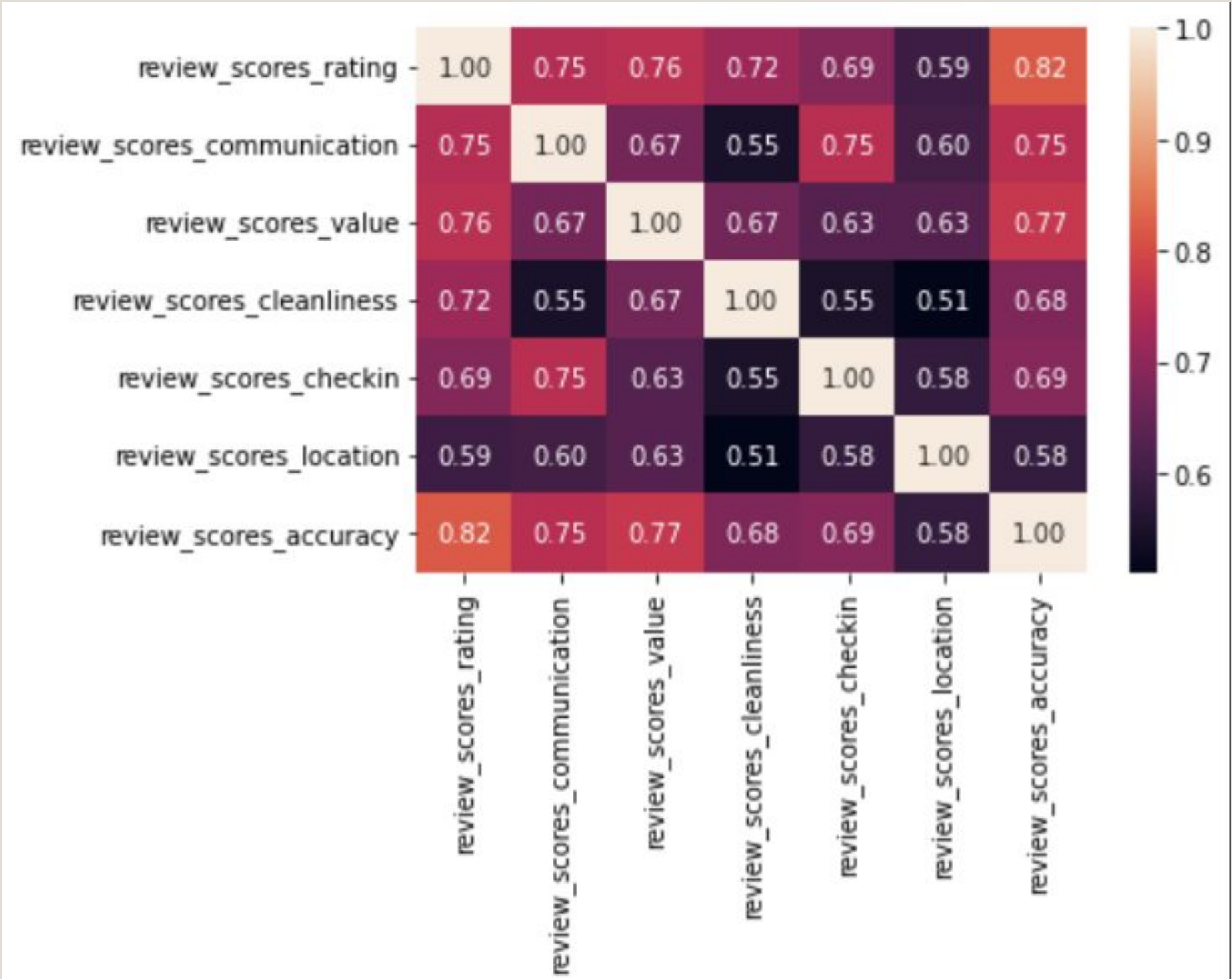| review_scores_communication | 4.9471 |
review_scores_checkin	4.9404
review_scores_accuracy	4.9097
review_scores_location	4.8916
review_scores_cleanliness	4.7968
review_scores_value	4.7440

Figure 21: Correlation between rating score rating and 5 other review score

HOW TO GET HIGH RATING?

Which neighbourhood to rent does not matter, but should choose a location near mrt

Amenities should be in the range of 25-30, add amenities such as: luggage dropoff allowed, heating, oven. Need to provide room and amenities as described on the website

Clean the room before guests arrive and regularly maintain and repair damaged items in the room

Host should: increase acceptance rate, respond to messages quickly and promptly (within an hour or a few hours), identity verified done, turn on instant bookable mode.

Improve communication efficiency with guests, communicate at the right time and in the right way

Reference :
https://www.airbnb.com/resources/hosting-homes/a/how-and-when-to-communicate-with-guests-33?_set_bev_on_new_domain=1657538771_ZWM
wYzgxZTkyOWUy&locale=en

THANKS FOR WATCHING!!!