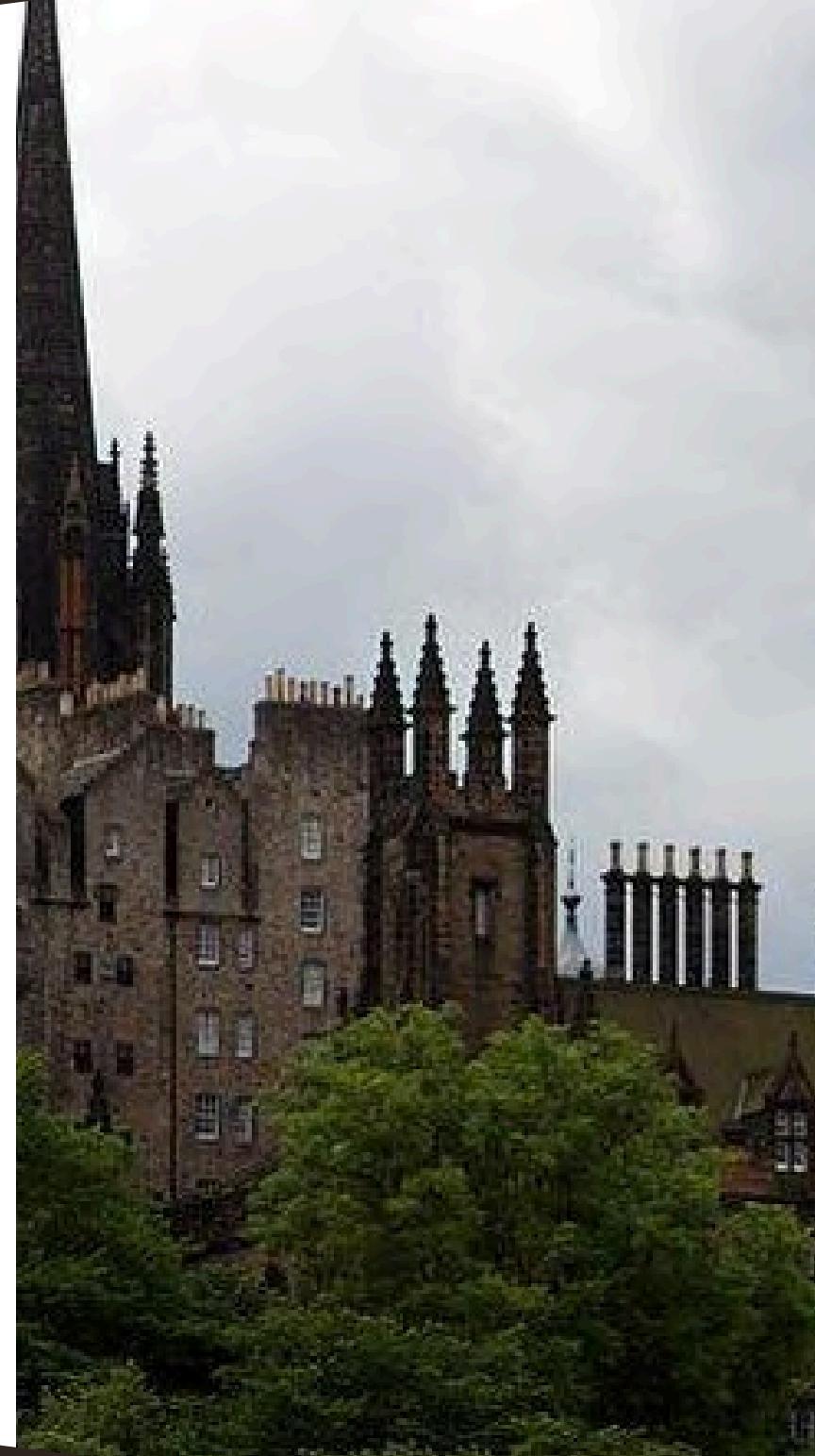


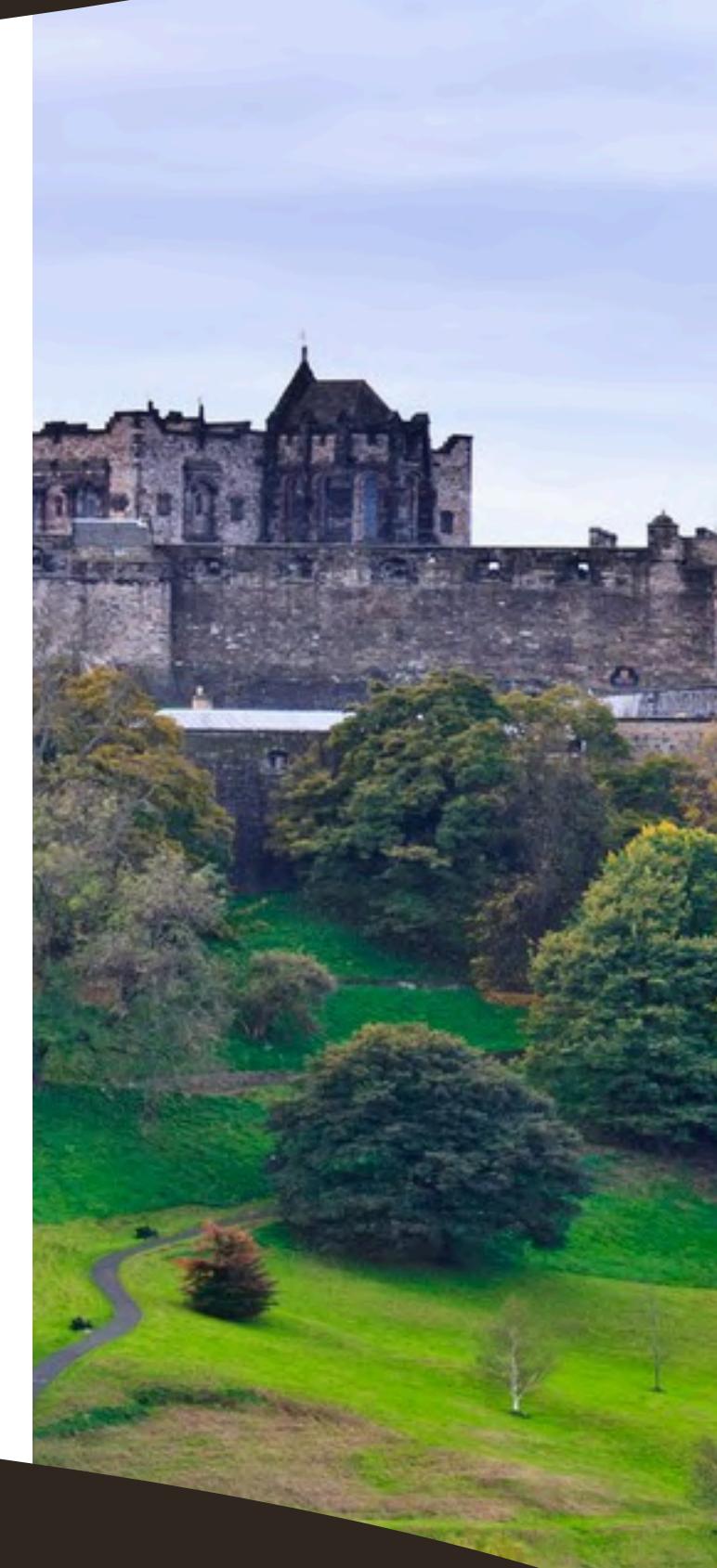
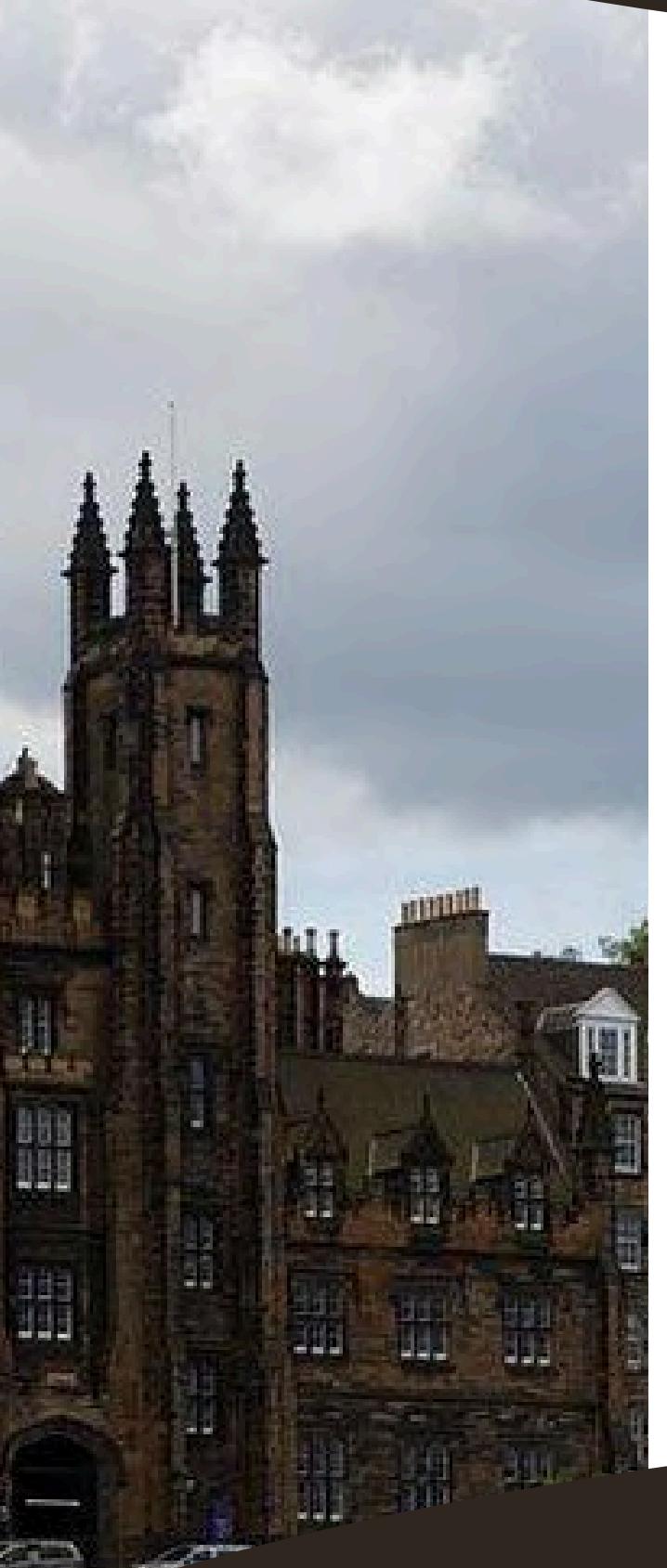


unlock Edinburgh

Mariam Taj M.









The background of the slide is a classical landscape painting. It features a large, detailed cathedral with multiple spires and Gothic architectural elements in the lower half. The upper half is filled with dense foliage from several large trees, their branches and leaves filling the frame.

Objective: Assess demand and pricing trends to evaluate feasibility of a profitable Airbnb.

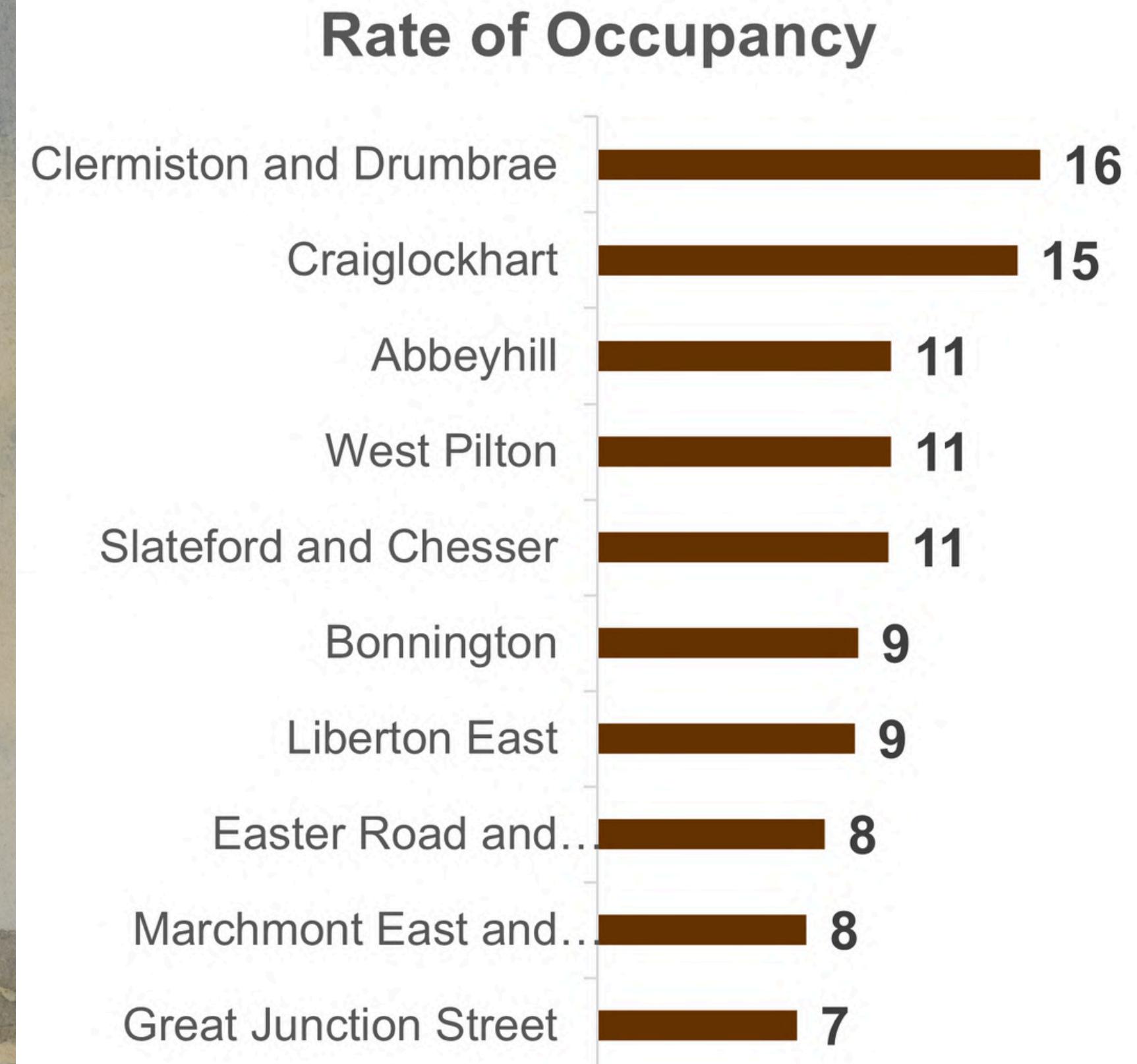
Neighborhoods with the most Airbnb listings



- Historic & tourist appeal
- Central transport & shopping hubs
- Scenic & lifestyle factors

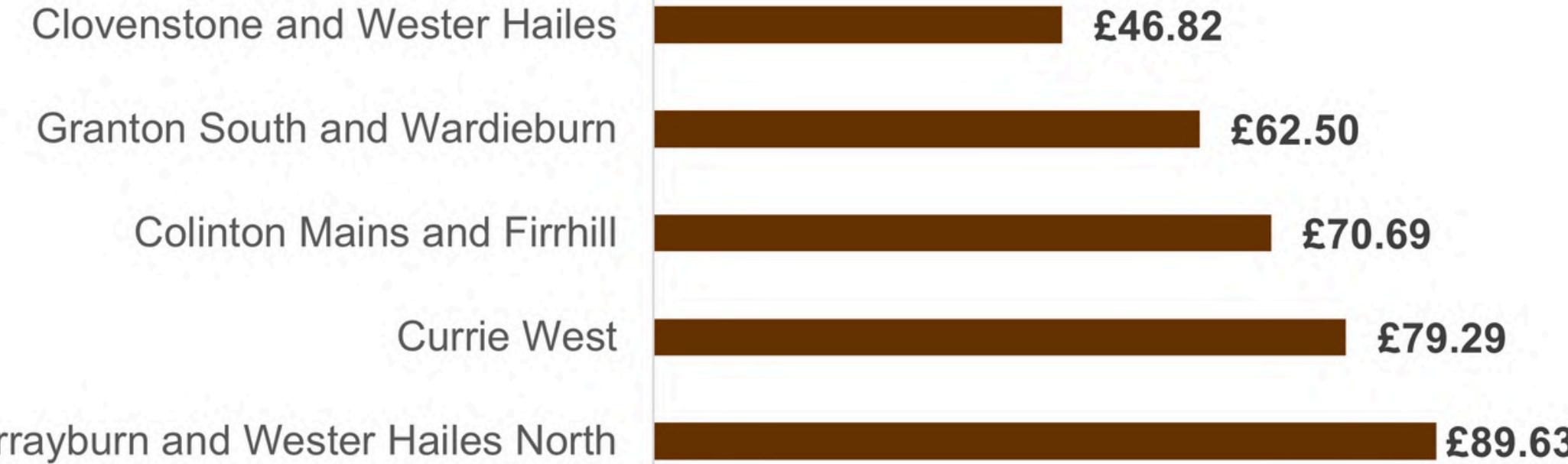
Neighborhoods with the fastest rate of Airbnb occupancy

- Affordable alternatives near the centre
- Proximity to universities & local demand
- Well-connected residential areas



Neighborhoods with the cheapest Airbnb listings

The Cheapest Neighborhoods



- Peripheral
- More residential
- Less tourist-oriented,

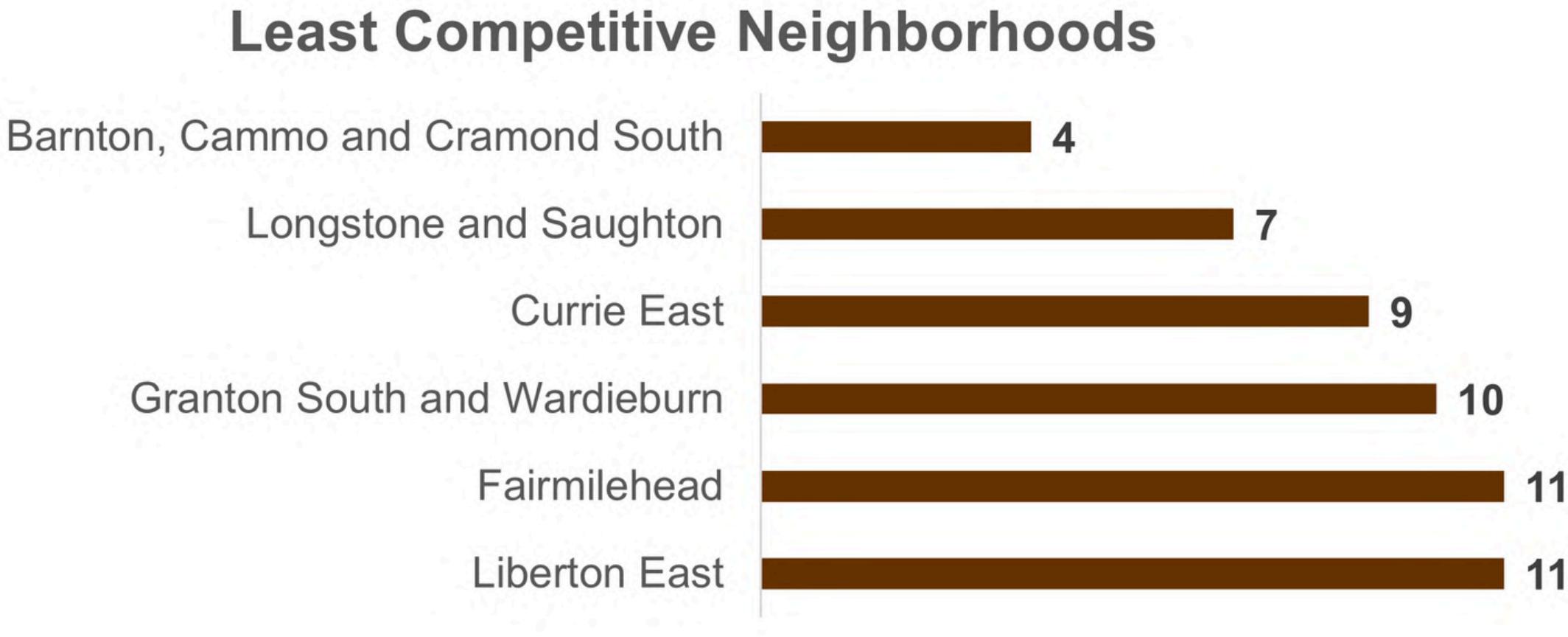
Neighborhoods with the most costly Airbnb listings

- Wealthy residential status
- Proximity to the airport or scenic settings.



Neighborhoods with least Airbnb listings

- Primarily residential or suburban
- Lack tourist pull
- Stricter community attitudes toward short-term lets.



Conclusion

- Edinburgh's short-term rental market is highly concentrated in central, historic, and scenic neighborhoods.
- Profitability potential is clear in near central neighborhoods.
- Demand is fueled by the city's global tourism appeal.
- Pricing is resilient, with premium areas commanding £2000 per night.





Thank
You!