Slide 1

* Mexico City the capital of Mexico
* Made up of 16 boroughs
* Today we will look at one of those boroughs and what AirBnB looks like there
* The data used for this presentation spanned from March 2019-May 2020, we focused on the most recent listing of May 2020 but also took a comparison with listings from the previous year in May 2019.

Slide 2

* Known best for its canals and floating gardens, chinampas.
* Canals are left from the lake and canal system that connected the Valley of Mexico.
* Tourists as well as other city residents flock here to explore this still rural Mexican neighborhood.
* You can explore the canals of Xochimilco on beautifully colored gondola type boats known as trajineras or chalupas.
* Without ever having to leave the water other boats will come to you with delicious foods or live entertainment.
* All year round there are loads of festivals that can be enjoyed here some religious but there are about 50 non-religious festivals as well
* Other attractions include Isla De Las Munecas or the Dolores Olmedo Museum which carry works by Diego Rivera, Frida Kahlo amongst others

Slide 3

* In May 2020 there were 139 AirBnB rentals available in the Xochimilco neighborhood
* Private rooms accounted for nearly 64% of these rentals while, Entire Home/Apts were nearly 34% and shared room just a little over 1%

Slide 4

* Average rental price ranges from $17USD for a shared room to $65USD for an entire home/apt
* Santa Maria Tepepan and Santa Cruz Xochitepec are two areas that are heavily populated with AirBnB rentals
* Santa Maria Tepepan offers a mix of both Entire Home/Apt and Private Room AirBnB options in this picturesque town, that remains covered in stone roads and filled with historic Catholic influences.
* Santa Cruz Xochitepec also has many options but they are mostly private rooms
* These two areas of Xochimilco were right near train stations, in fact after looking at where the clusters of AirBnB rentals were located it became clear that the majority were closer to the train stations and not the canals as I originally presumed.
* Most expensive Entire Home/Apt rental was actually near the canals nearly $500
* Most expensive Private Room rental was also near canals with a price of nearly $1200
* Very few long-term rentals available

Slide 5

* What can be done to create rentals with longer stays? – plot above shows that a majority of these rentals have a minimum stay requirement of just one day, the outliers show that there are a number of Entire Home/Apts that require a minimum stay of approximately 90 days
* How many of these private rooms are owned by the same person?
* Why are there such a large number of vacant listings?
* How can we make Xochimilco more appealing? –
* How do reviews affect rental rates?
* Effect on tourism due to the modernization of Xochimilco? -- Example: Chinampas/floating gardens are sometimes being used to build soccer fields and building for residency and businesses as opposed to their traditional agricultural use.