



Airbnb's Quest for High Growth in NYC



Problem Statement



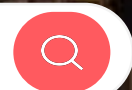
How can Airbnb strategically identify and prioritize high-growth neighborhoods in New York City for targeted marketing and operational initiatives, while optimizing listing density to drive higher booking efficiency and maximize ROI?

Stakeholder



Regional Strategy & Operations Manager

Analytical Question



- Which neighborhoods do we need to prioritize ?
- Which marketing strategies do we need to employ ?
- How can we incentivize guests to choose Airbnb ?
- How can we maximize revenue in high density neighborhoods ?



Why NYC? Why Now?



Airbnb is the global leader in short-term rentals, connecting 150M+ users across 220+ countries.



Local ops and marketing teams are key to activating demand with targeted, timely interventions.



NYC is dynamic and complex, with booking demand shifting hyper-locally, block by block, week by week.

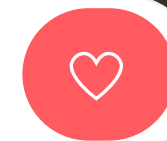


Strategic goal: Develop a data-backed neighborhood prioritization model to guide scalable, localized action.



Growth depends on identifying high-opportunity zones to boost occupancy, host revenue, and market share.

Meet Liz & Alex – Your Neighbourhood Host



“

It's tough standing out with so many listings nearby. Some weeks, I barely get any bookings, even with great reviews.”

LIZ

Host, Cityscape Suites, Manhattan

“

I've invested in making my listing great, but bookings seem stunted, even when other places are full. What else can I do?”

ALEX

Host, Oasis, Brooklyn



Dataset Overview



Exploring over 36,000 Airbnb listings across New York City to uncover key insights into geographic distribution, listing accommodations, and pricing structures.

Source: NYC Airbnb Listings

- Records: 36,000+
- Description: A comprehensive dataset detailing Airbnb listings across New York City.

Key Parameters

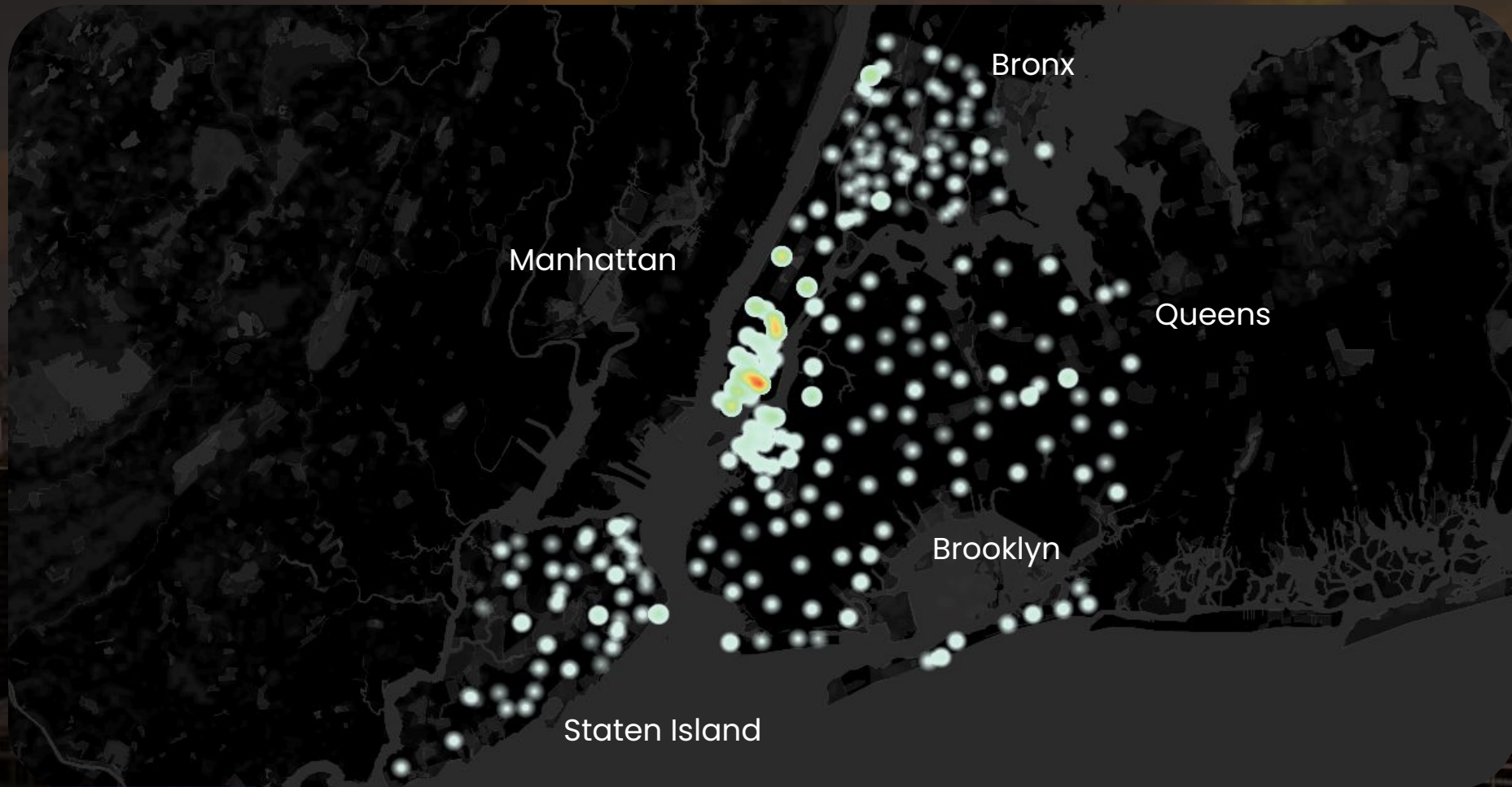
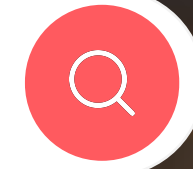


Key Columns:

- `neighbourhood_group`: The NYC borough (e.g., Manhattan, Brooklyn).
- `room_type`: The type of listing (e.g., Entire home/apt, Private room).
- `price`: The cost per night in USD.
- `number_of_reviews`: The total count of reviews for the listing.
- `availability_365`: The number of days the listing is available per year.

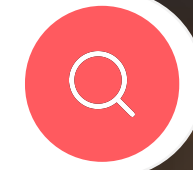


Which Neighborhoods to target ?



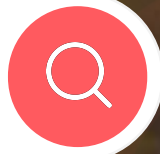
Averages Prices across Neighborhoods

Which Neighborhoods to target ?

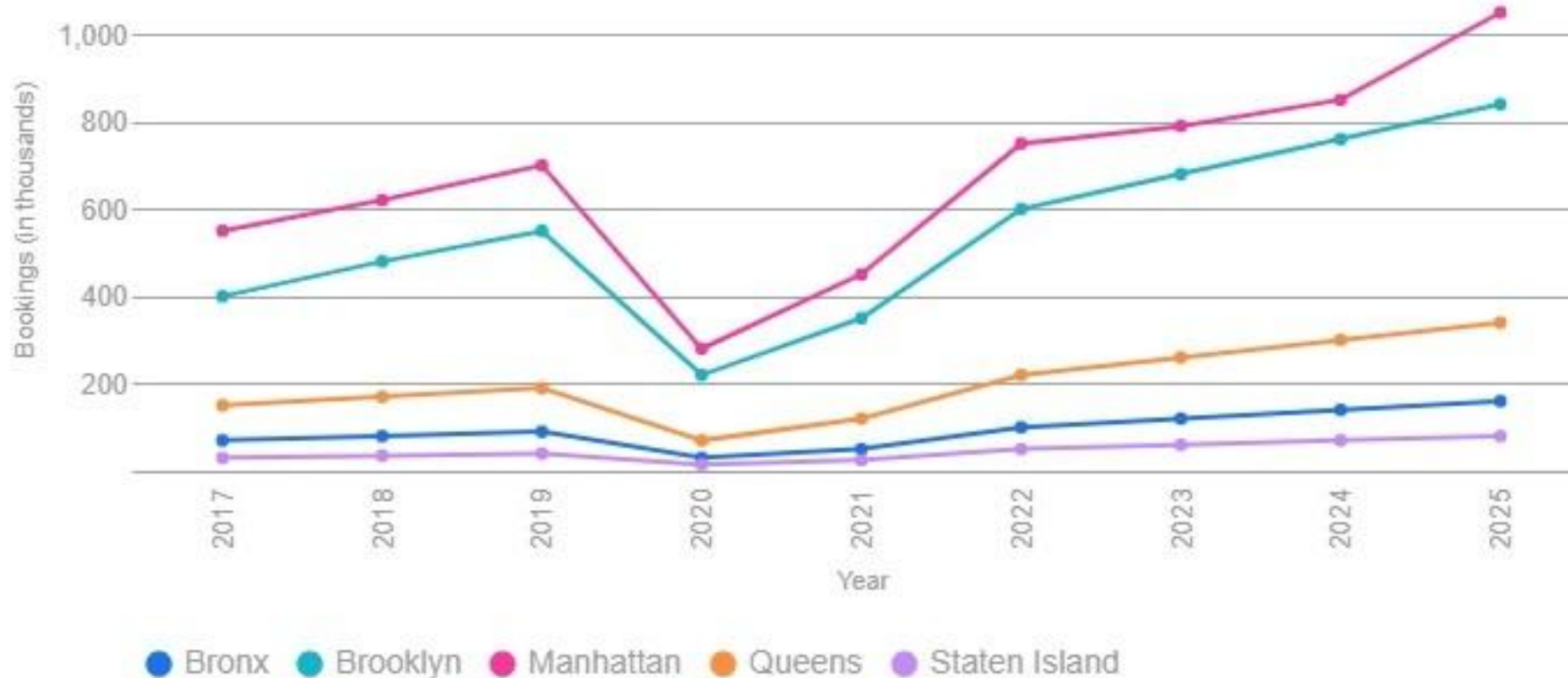


Hosts Density across Neighborhoods

Rental demand



Booking per Thousand By Neighbourhood Over Time



Rental demand in NYC has shown a steady and resilient rise, growing over 45% from 2017 to 2025 — with a strong recovery post-COVID driven by changing travel, work, and lifestyle patterns.

From the data, Manhattan and Brooklyn consistently showed the highest year-on-year rental demand growth over the past 8 years.

These trends indicate that Manhattan and Brooklyn should be strategically prioritized for targeted marketing and operational initiatives. By focusing on these high-growth neighborhoods, Airbnb can optimize listing density, improve booking efficiency, and ultimately maximize ROI.

Do rentals have seasonality ?

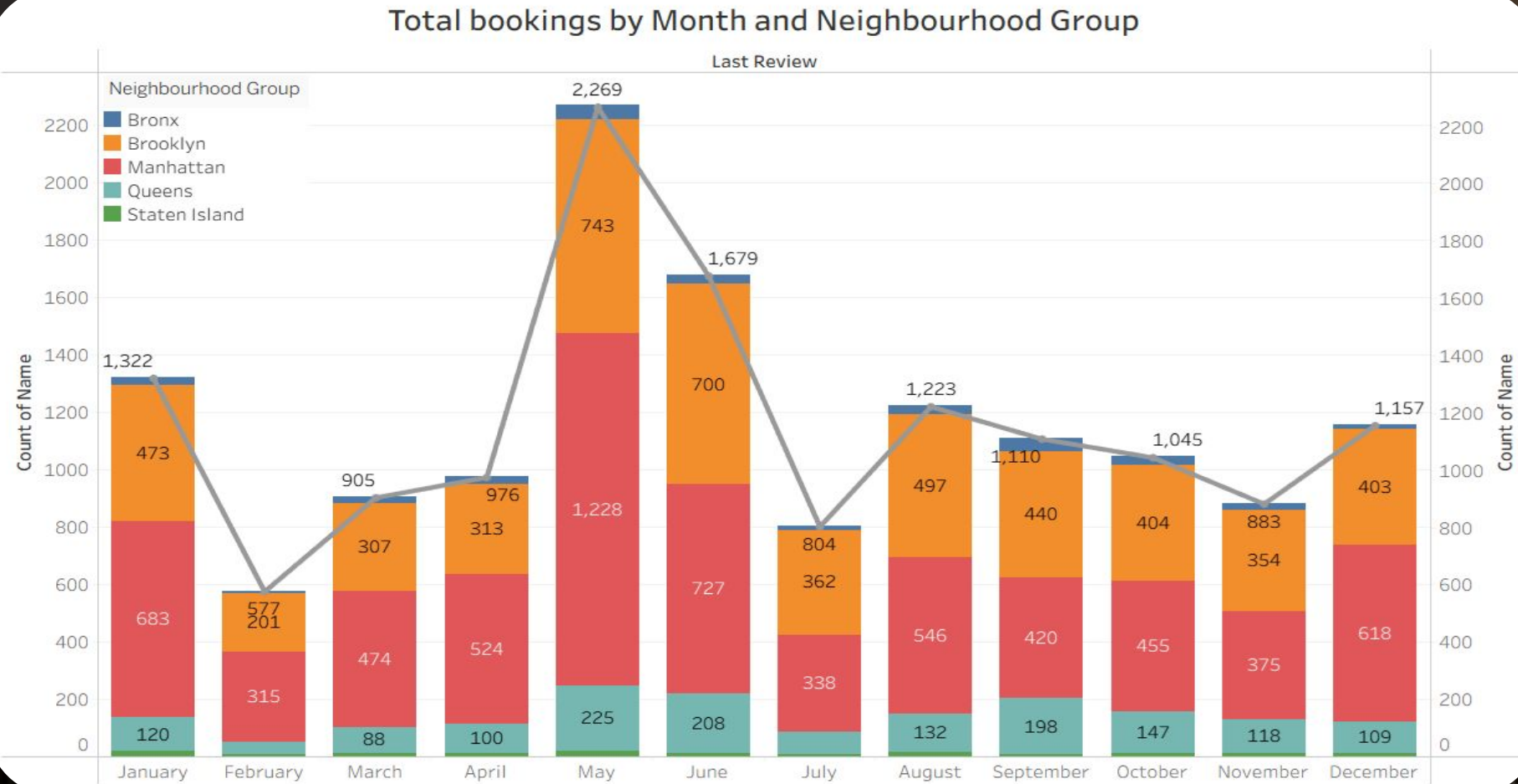


Total bookings by Month and Neighbourhood Group



For all types of rooms

Do rentals have seasonality ?

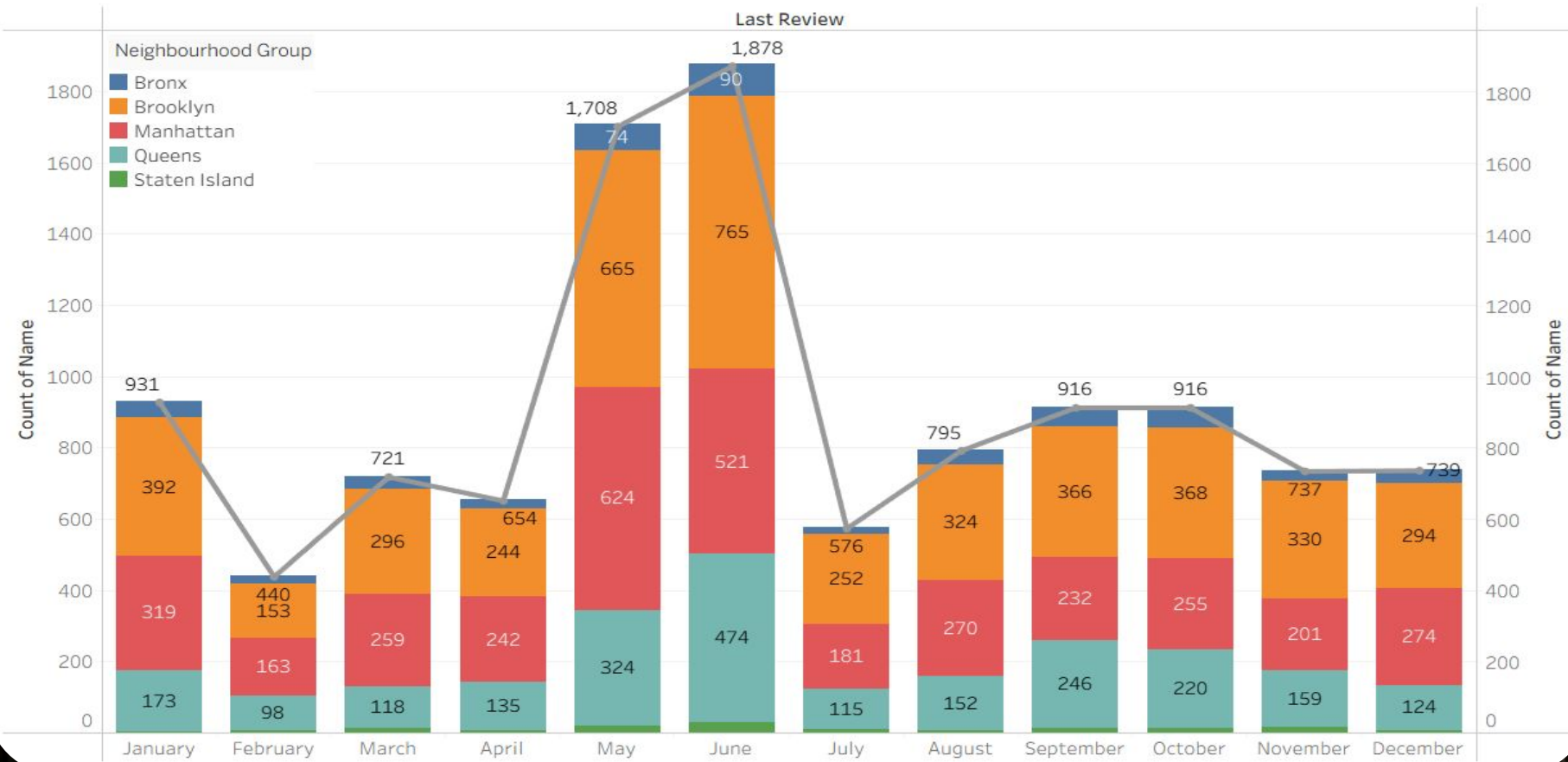


For only Full Houses

Do rentals have seasonality ?



Total bookings by Month and Neighbourhood Group



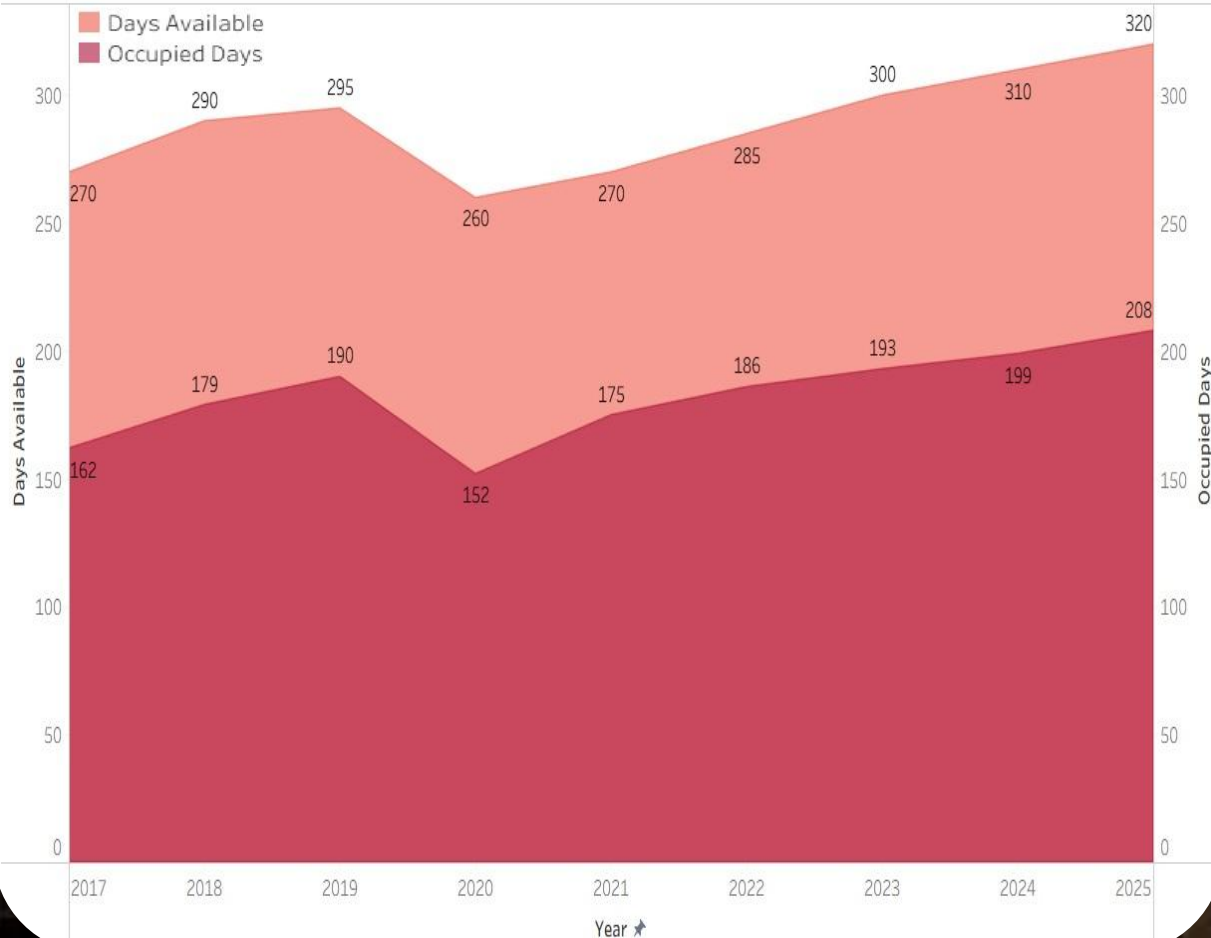
For only Private rooms

Availability vs Occupancy



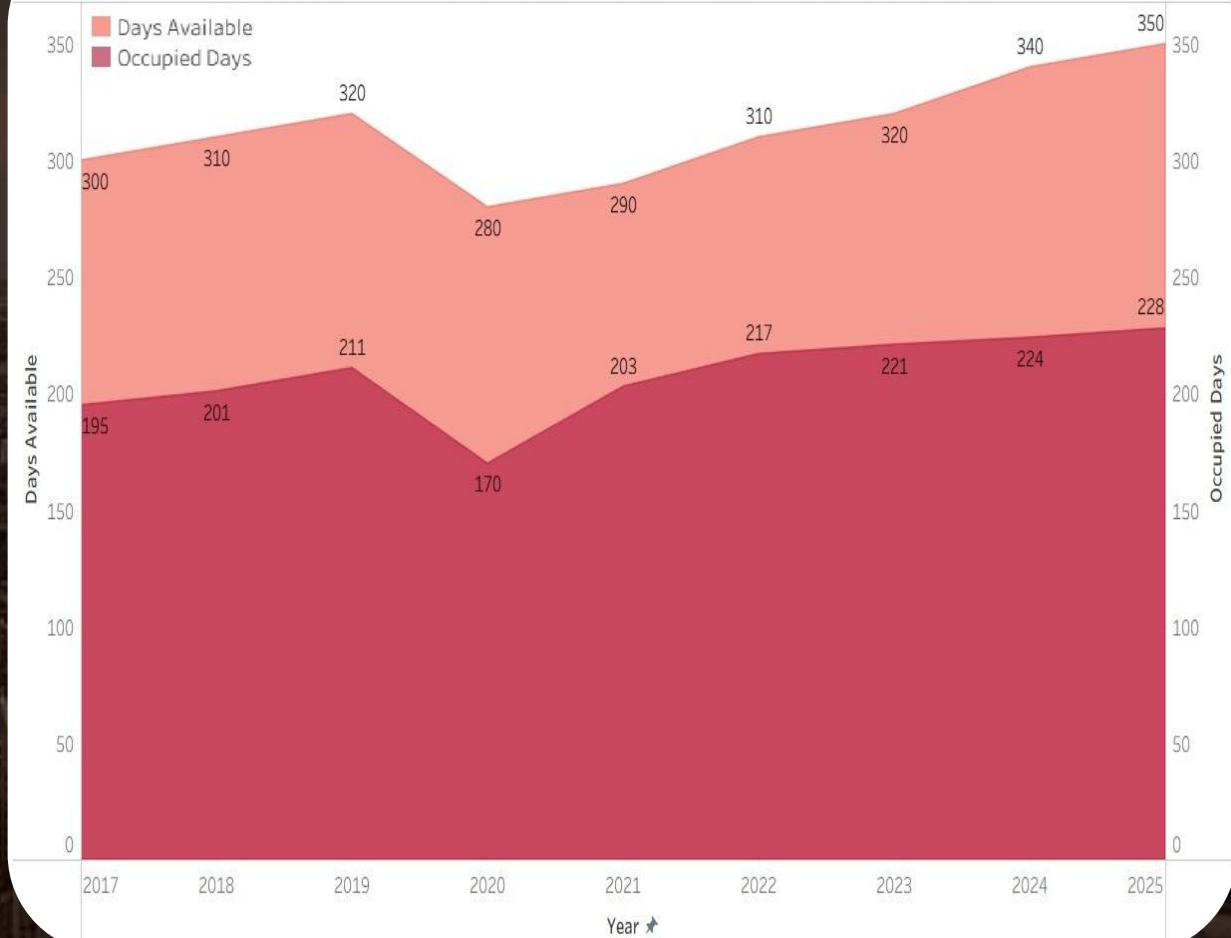
Brooklyn

Airbnb Available vs Occupied for Brooklyn



Manhattan

Airbnb Available vs Occupied for Manhattan



NYC Growth Playbook: How to boost bookings

1

Hyperlocal Targeting

Geo-based ads/
promotions tailored to
high-demand NYC
neighborhoods



2

Influencer & UGC Activation

Partner with local
creators and incentivise
guests to share
authentic content



3

Smart Retargeting & Email

Re-engage users
with personalized
offers based on
browsing and
booking behavior



4

FOMO & Trust Messaging

Drive urgency with
limited-time
deals, while
reinforcing trust
via AirCover and
flexible policies



How can we incentivize guests to choose Airbnb?



01

Smart Pricing & Exclusive Discounts



Offer first-time user coupons, long-stay discounts, and location-based limited-time deals to drive conversions

02

Enhanced Guest Experience



Include perks like early check-in, flexible cancellation, welcome kits, or curated local experiences to elevate the stay

03

Trust & Transparency Tools



Highlight verified hosts, real guest reviews, AirCover protection, and responsive support to build booking confidence

04

Loyalty & Referral Rewards



Launch a points-based loyalty program and incentivize guest referrals with travel credit or stay upgrades.

Smarter Operations for NYC Growth



1

Dynamic Pricing & Availability Recommendations

2

Predictive Model for Host Activation

3

Demand & Supply Dashboards

4

Operational Playbooks for High-Growth Zones

Provide hosts with pricing and availability suggestions to boost bookings during peak and low-demand periods.

Use past booking trends to target under-utilized hosts with automated incentives and support to boost supply.

Create a real-time dashboard to track listing gaps and forecast peak demand using neighborhood and seasonal data.

Set up a Manhattan & Brooklyn ops team to support hosts locally and track ROI through improved fill rates and Average Daily Rate.



Thank You

Best Airbnb in New York ?

