



Listings & Reviews Analysis

AirBnB has following data from 2008 to 2021 depicting over 279K listings that include information about hosts, prices, locations & room types, as well as over 5 million historical reviews of homestays in 10 major cities. Our focus here is on analyzing the AirBnB business performance, customer satisfaction, & host growth.

Select Year:

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

279.71K

of Listings

5.37M

of reviews

4.45M

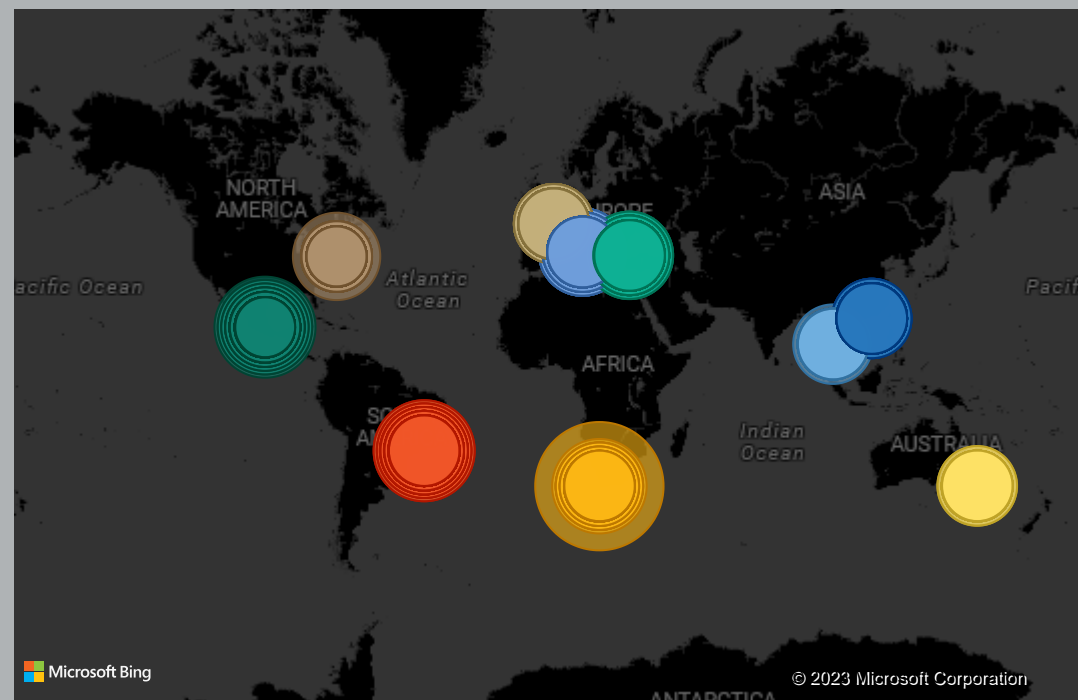
of visitors

\$830M

\$150

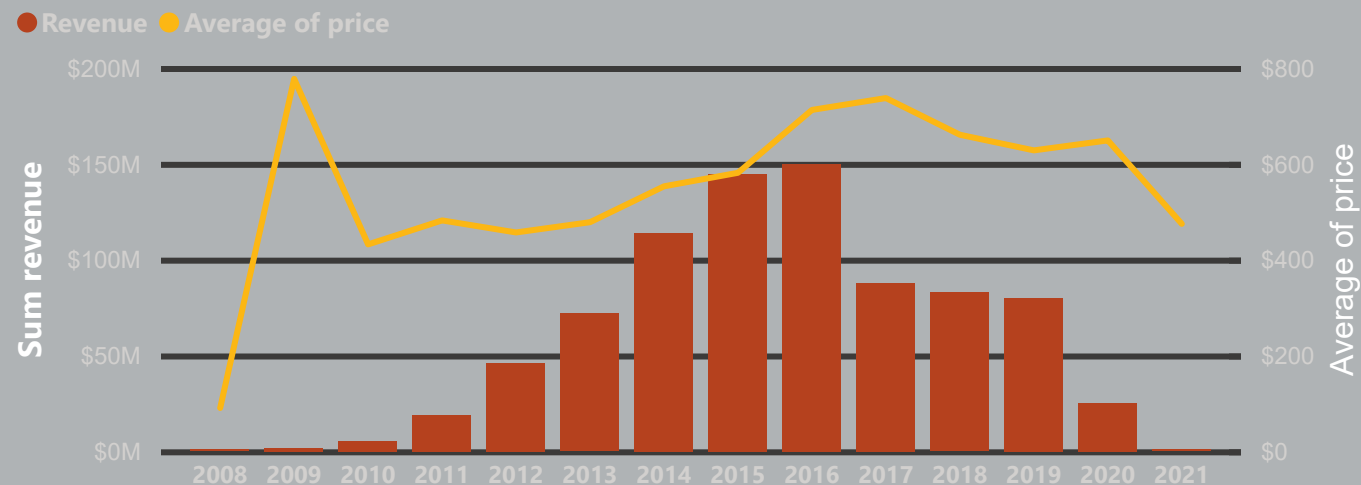
Median Price

Top 10 Most Popular Travel Destinations in the World



Business Performance

Revenue & Room Price



- AirBnB experienced steady revenue growth from 2012 to 2016 from \$46M to \$150M.
- Revenue decreased to \$25M in 2020 due to COVID-19.

Select City: All

Bangkok

Cape Town

Hong Kong

Istanbul

Mexico City

New York

Paris

Rio de Janeiro

Rome

Sydney

Select Year:

Least Favourable locations in district

review

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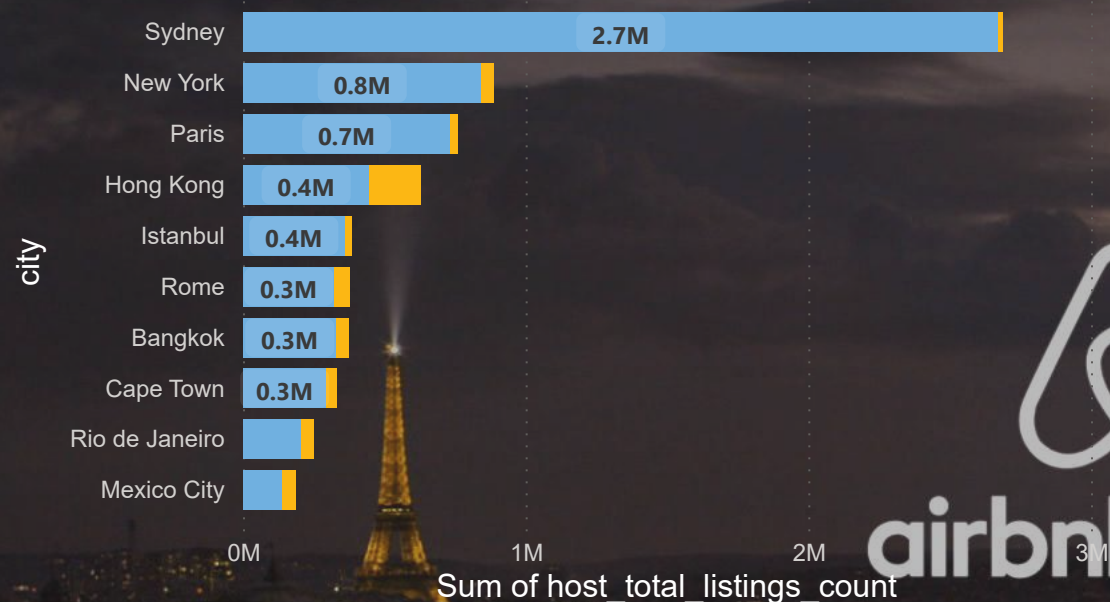
2020

2021



Sum of host_total_listings_count by city and host_is_superhost

host_is_superhost ● f ● t



Host Response Time

city	a few days or more	within a day	within a few hours	within an hour	Total
Sydney	9.29%	17.13%	17.03%	56.54%	100.00%
Rome	9.23%	16.77%	18.81%	55.20%	100.00%
Rio de Janeiro	12.78%	17.01%	22.94%	47.27%	100.00%
Paris	10.19%	19.23%	20.13%	50.45%	100.00%
New York	7.49%	16.42%	21.28%	54.81%	100.00%
Mexico City	8.06%	10.74%	16.18%	65.02%	100.00%
Istanbul	13.97%	11.63%	13.84%	60.56%	100.00%
Hong Kong	11.75%	13.58%	22.52%	52.15%	100.00%
Cape Town	6.67%	15.12%	21.46%	56.75%	100.00%
Bangkok	11.88%	13.12%	16.73%	58.26%	100.00%
Total	10.04%	15.52%	19.14%	55.30%	100.00%

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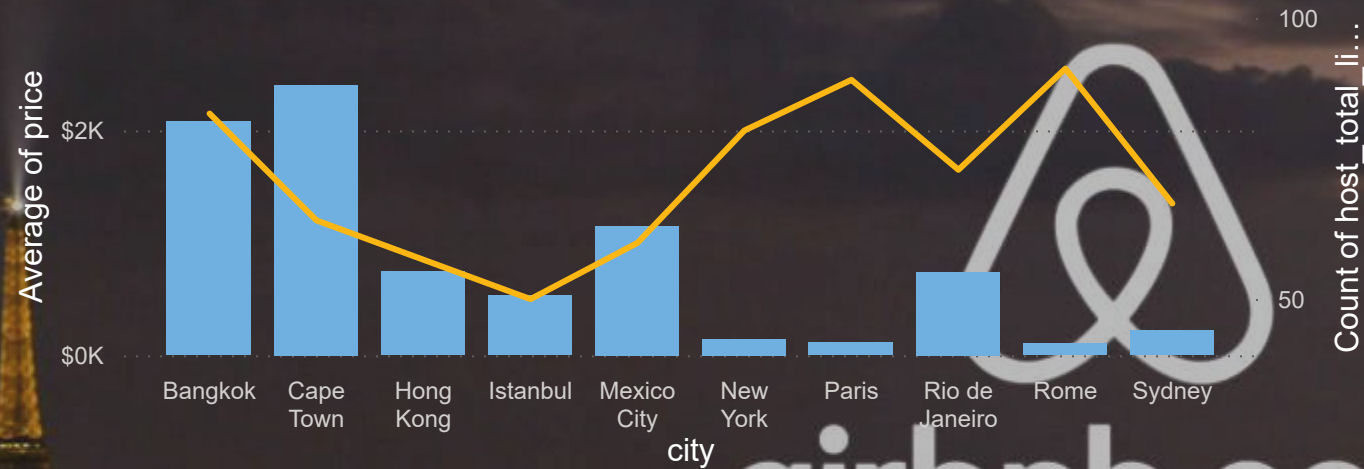
- Mexico City offers the quickest host response time.
- Customer satisfaction, higher engagement & trust contributes for a better value towards travelers.
- Hong Kong has a majority of superhosts





Listing Prices by Cities based on count

● Average of price ● Count of host_total_listings_count



airbnb.com

Belong Anywhere

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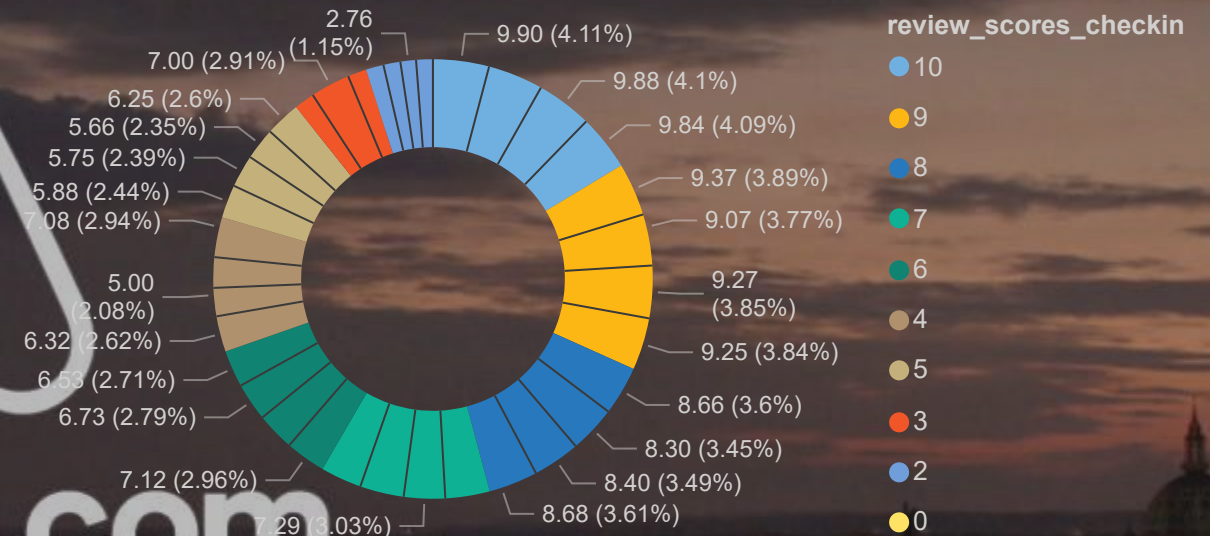
2020

2021



city	0	2	3	4	5	6	7	8	9	10	Total
⊕ Bangkok	0.00	3.73	8.00	7.20	6.94	7.46	8.10	8.45	9.02	9.45	5.33
⊕ Cape Town	0.00	4.45	6.00	8.31	7.38	7.66	8.81	9.05	9.53	9.83	6.82
⊕ Hong Kong	0.00	4.35		7.56	8.13	7.96	8.48	8.98	9.47	9.80	5.09
⊕ Istanbul	0.00	4.05	4.33	7.17	6.62	7.48	8.00	8.57	9.25	9.71	4.32
⊕ Mexico City	0.00	3.46		7.50	5.78	7.76	8.07	9.02	9.63	9.90	7.06
⊕ New York	0.01	5.10	6.00	7.78	7.45	7.98	8.31	8.96	9.38	9.70	6.94
⊕ Paris	0.00	4.99	7.50	8.17	8.21	8.57	8.80	9.19	9.55	9.77	7.18
⊕ Rio de Janeiro	0.00	4.43	6.00	7.38	9.00	8.03	8.57	9.13	9.56	9.84	5.91
⊕ Rome	0.00	5.04	8.50	7.36	6.83	7.80	8.44	8.73	9.37	9.65	7.20
⊕ Sydney	0.00	4.89	7.00	7.95	8.20	8.30	8.65	9.07	9.51	9.80	6.43
Total	0.00	4.45	6.75	7.70	7.37	7.99	8.49	8.97	9.44	9.75	6.47

Average of review_scores_communication by review_scores_checkin and room_type



airbnb.com

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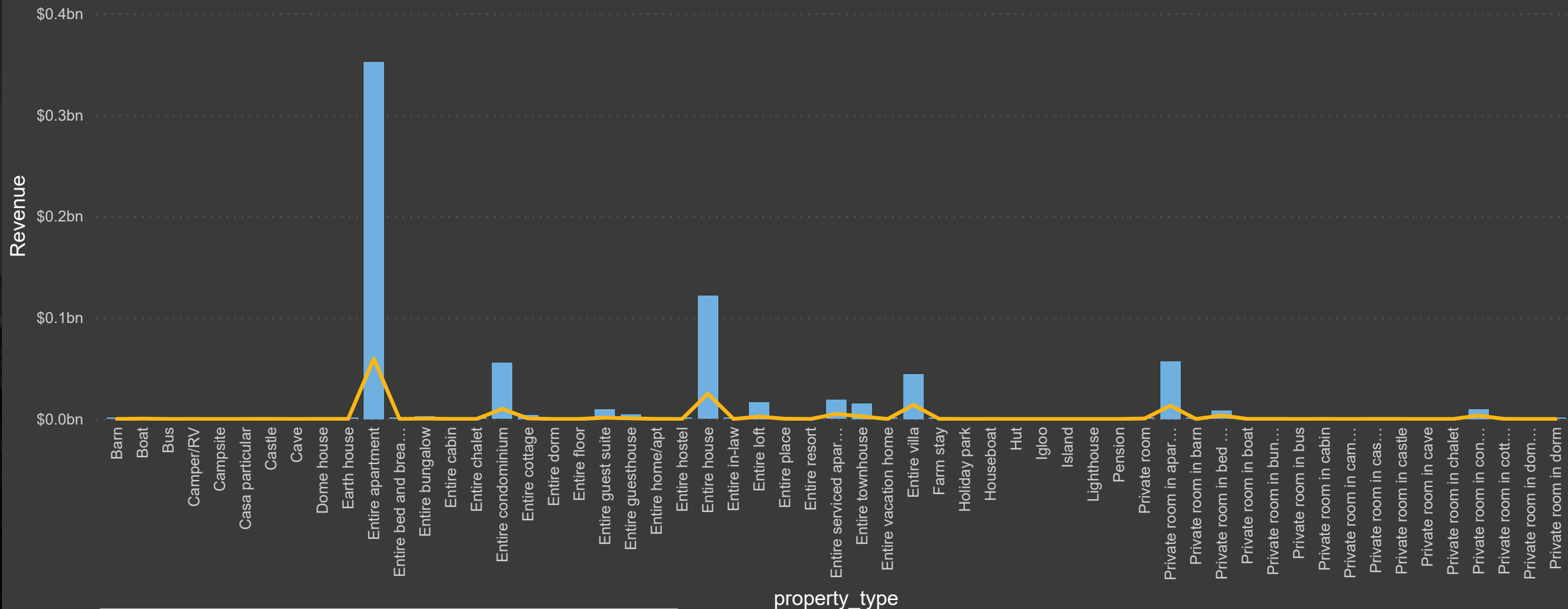
2019

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Revenue and Sum of price by property_type

● Revenue ● Sum of price



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2015

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city	-1	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38
<div><div></div><div>Bangkok</div></div>	1	118	353	172	90	67	49	42	28	39	13	14	12	11	11	11	9	4	7	11	6	9	6	5	7	5	7	6	5	4	4	3	2	3	2	1	1	1	2	
<div><div></div><div>Cape Town</div></div>	1	115	298	128	55	34	28	10	15	9	8	5	3	3	3	5	3	4	2	2	1	3	1	4	2	1	2	2	2	1	1	1	1		2	1		1	1	
<div><div></div><div>Hong Kong</div></div>	1	38	95	59	28	21	14	17	13	11	11	9	9	10	9	10	7	6	4	8	4	3	1	2	1	3	1		2	1	4	3	1	1		1	1		2	2
<div><div></div><div>Istanbul</div></div>	1	190	416	179	80	47	36	28	18	20	15	13	9	6	10	5	4	6	4	4	1	2	3	4	1	3	4	2	2			2	2	1		1				
<div><div></div><div>Mexico City</div></div>	1	158	331	160	83	49	37	29	17	15	14	7	8	9	7	4	6	4	5	4	4	6	5	2	4	2	2	2	1		2	1	1	3	1	3	1		2	1
<div><div></div><div>New York</div></div>	1	316	950	277	122	57	33	29	16	13	8	7	4	7	7	8	6	3	4	2	2	3	4	2	2	3	1	2	3	2	2		1		2	2	4	1	1	1
<div><div></div><div>Paris</div></div>	1	569	1612	494	181	92	59	22	23	18	12	11	8	10	4	3	2	4	3	2	4	5	4	1	1	2	1	4	3	3	2	3	1	1	2	2	1		2	3
<div><div></div><div>Rio de Janeiro</div></div>	1	243	622	288	125	80	51	32	22	18	11	17	6	8	8	6	6	5	6	3	4	3	2	3	2	3	5	1	2		1	1	1	4	1	3	1	1	1	1
<div><div></div><div>Rome</div></div>	1	126	371	180	108	55	41	27	21	17	7	9	4	5	7	5	2	4	2	2	3	1	2	3	3	2	2	1	4	1		2	2	1		1	1	1	4	1
<div><div></div><div>Sydney</div></div>	1	466	1291	480	222	98	52	37	28	19	20	15	9	11	7	8	6	6	7	3	5	2	4	1	6	1	1	2	3	3	2	3	6	4	1	1	2	1		
<div><div></div><div>Total</div></div>	1	1916	5021	1991	928	531	355	247	183	165	110	101	67	77	70	63	50	44	42	40	33	37	32	26	28	25	25	22	26	15	18	18	18	19	9	17	13	5	14	9