Whats important?

Benchmarks:

review\_scores\_cleanliness 3.4935

review\_scores\_communication 2.8323

review\_scores\_location 1.5770

review\_scores\_checkin 1.9966

# Overall:

Cleanliness is most important, followed by communication and then ease-of-check-in.

Having a kitchen, wifi, AC, and offering a flexible cancellation policy are good benefits

Allowing for pets, cable tv and supplying heating are helpful but not key for west coast rentals

Other amenities are not helpful

Better to restrict families and restrict instant bookings.

# Metro Area:

LA:

* Wifi more important
* Flexible cancellation more important

Oakland:

* Ok to allow instant booking
* Communication prioritized over cleanliness
* A/C unnecessary

Portland

* Ease of check-in is most important
* Cleanliness and communication also important
* Everything else is less important.

SD

* Ease of check-in is more important
* Wifi is unimportant
* AC is important
* Being family friendly is very bad

SF

* Ease of check-in is not important
* Wifi, AC, allowing pets, and having a flexible cancellation policy less important
* Heating and kitchens are important

Santa Cruz

* Only main factors are important, everything else is secondary

Seattle

* Wifi is very important!
* Having a flexible cancellation policy is very important!
* All else is secondary

# Bedrooms:

0 bedrooms (couch/space)

* Don’t allow instant booking!
* Communication is more important, ease-of-check-in is not
* AC and having a flexible cancellation policy are very important
* Cable TV and kitchen is unnecessary

1 Bedroom:

* Offering use of your kitchen is very important
* Having a flexible cancellation policy is very important

2 Bedroom:

* Cleanliness is increasingly prioritized
* Allowing pets is also more important
* Having a kitchen is also very important
* Offering flexible cancellation is not important
* Wifi is also not important

# Room Type:

Entire Home/Apt:

* Standard protocol applies

Private Room:

* Communcation is more important
* Offering kitchen access is a major plus
* Having Cable, allowing pets, and a having flexible cancellation policy are good to have

Shared Room:

* Communication is irrelevant
* Ease of check-in is most important
* All other amenities are not important
* Having flexible cancellation policies are very important