Global Airbnb Performance Dashboard

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| 2,79,712 Listings | 10 Cities | 1,82,024 Hosts | 144 Property Types | 5,373K Reviews |

New Listings

INTRODUCTION GROWTH MATURITY DECLINE REINVENTION COVID-19

Peak Point

Pre-Covid New Listings

Take of point

Increase of hotel rooms

Total Listings

40K

20K

0K

2008 2010 2012 2014 2016 2018 2020

Listings ——— Private Room ——— Shared Room ——— Hotel Room ——— Entire Place
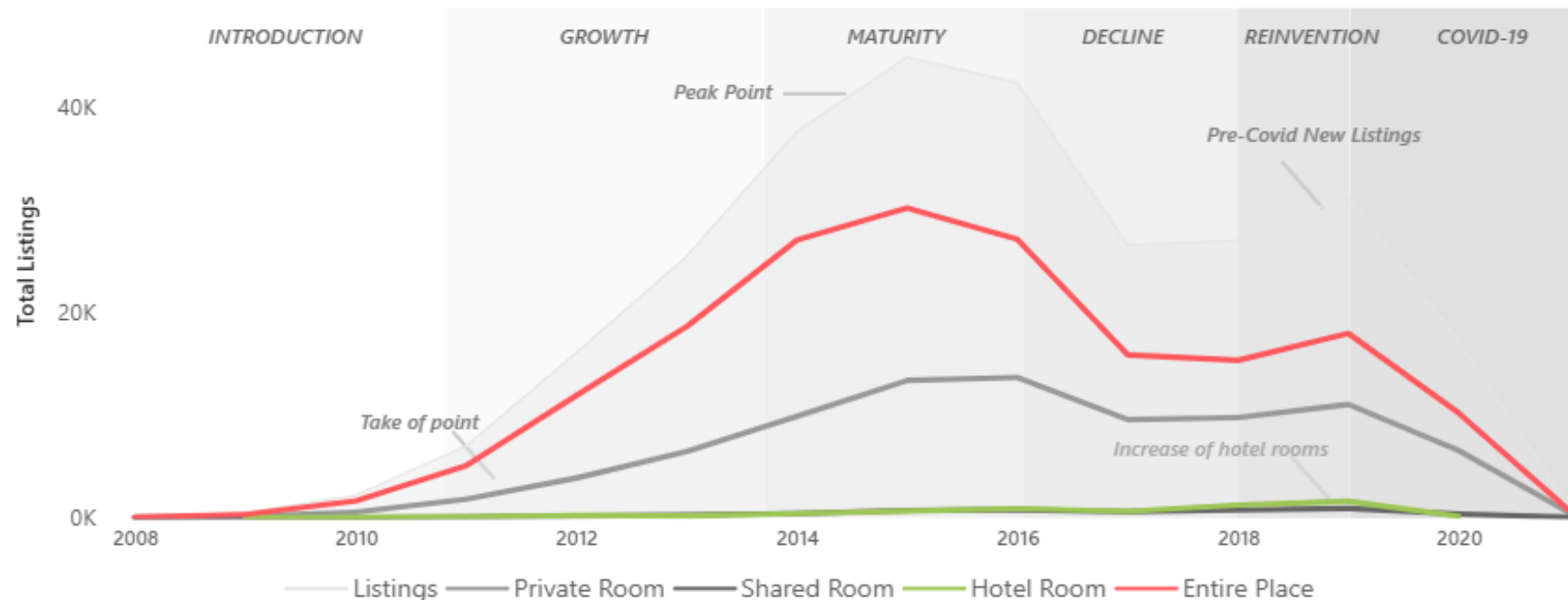
In 2015,Airbnb reached the highest number of new listing. 2016 and 2017 saw a restraint also due to a tightening in local regulations. Despite this, Airbnb became profitable in the second half of 2016, and 2017 marked the first full year of generating income. From 2018, there was a new growth stopped in 2019 by the COVID-19 pandemic9

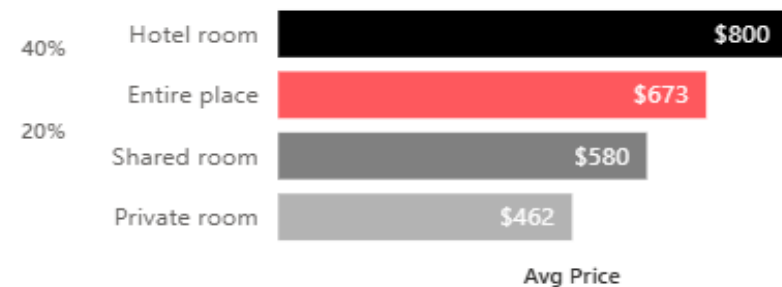# Global Airbnb Performance Dashboard

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Market Share by City
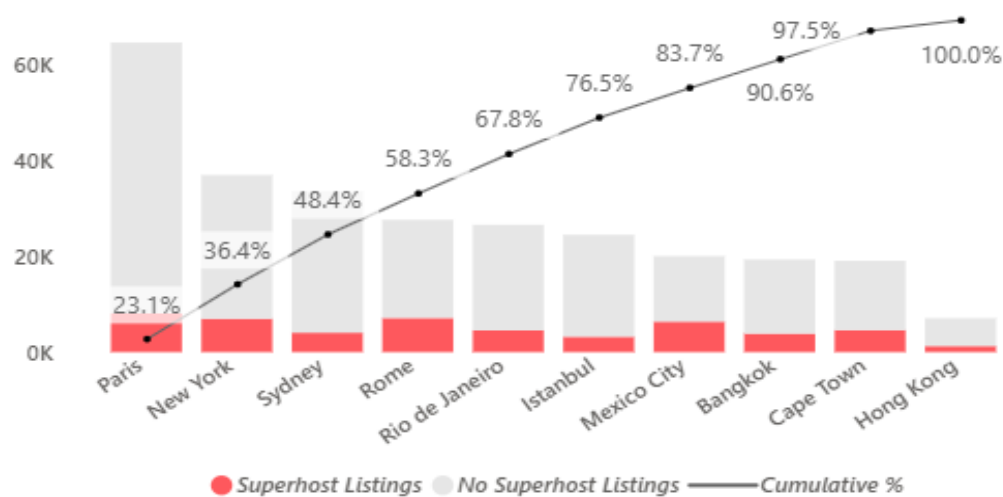
Paris, NYC, and Sydney account for almost half of the total listings and 48% of total reviews.

Paris is the city with the most listings and reviews. A possible driver is the prices for hotel rooms being twice as much as Airbnb!

Avg Price	
Hotel room	$800
Entire place	$673
Shared room	$580
Private room	$462

Legend: ● Superhost Listings ○ No Superhost Listings — Cumulative %

Cumulative values: 23.1%, 36.4%, 48.4%, 58.3%, 67.8%, 76.5%, 83.7%, 90.6%, 97.5%, 100.0%

Ratings

Select the detail level

Overall Rating

Detailed Rating

city	Accuracy	Cleanliness	Communication	Location	value
Hong Kong	9.2	9.0	9.4	9.6	9.0
Istanbul	9.3	9.1	9.5	9.4	9.2
Paris	9.6	9.2	9.7	9.7	9.3
Sydney	9.5	9.2	9.7	9.7	9.3
New York	9.6	9.3	9.7	9.6	9.4
Rio de Janeiro	9.6	9.4	9.8	9.8	9.3
Bangkok	9.5	9.4	9.6	9.2	9.3
Rome	9.6	9.5	9.7	9.6	9.4
Cape Town	9.6	9.5	9.7	9.7	9.5
Mexico City	9.7	9.6	9.8	9.8	9.6

Mexico and Rio are the overall best-rated cities, HK and Istanbul the Worst ones. Cleanliness and Value for money ratio are the two ,metrics generally scoring the lowest.
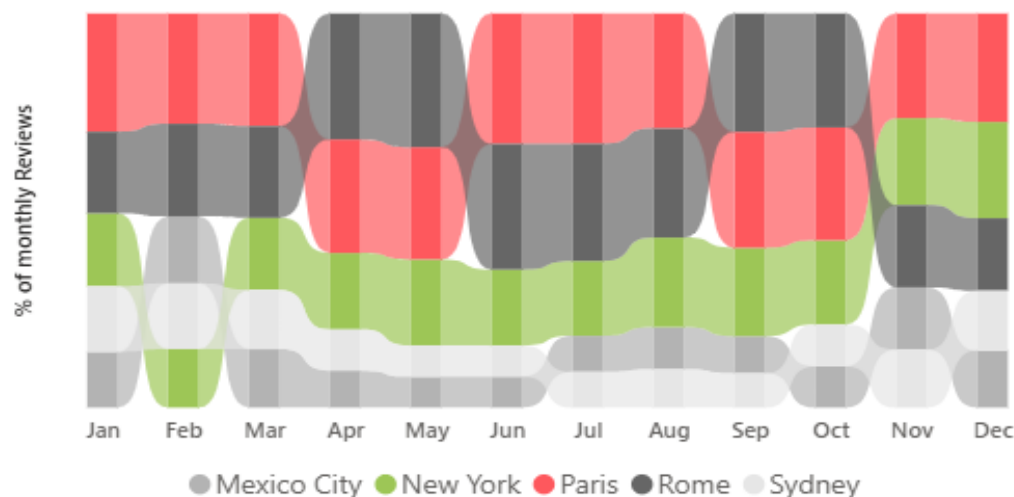
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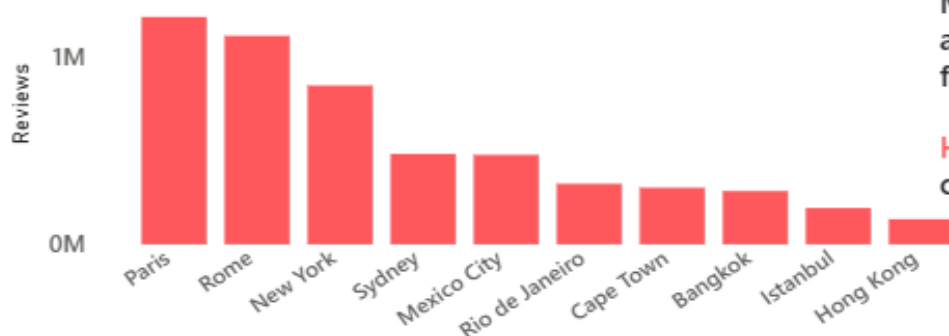
Review Frequency

Reviews provide information about the customer order frequency. Most of Paris has a highest number of reviews, followed by Rome and New York, indicating Strong customer engagement and booking frequency in these cities
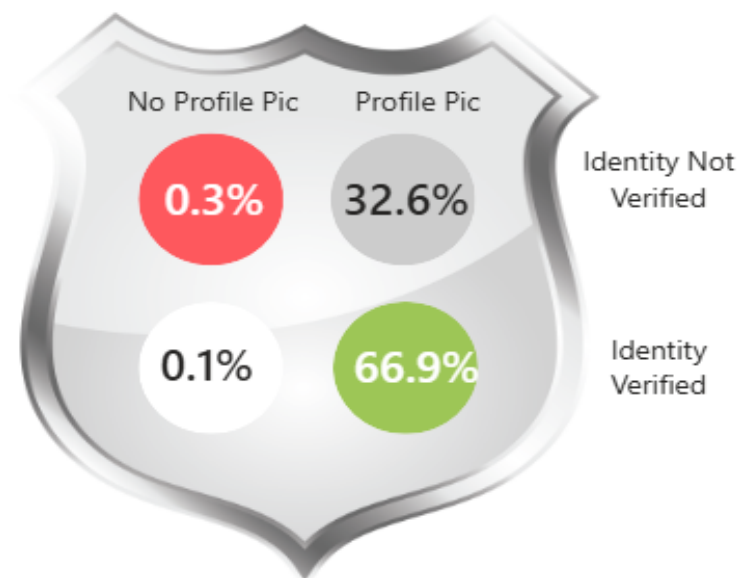
Hong Kong and Istanbul shows the lowest review counts, suggesting comparatively lower booking activity

Seasonality

Legend: ● Mexico City ● New York ● Paris ● Rome ● Sydney

Ratings

No Profile Pic | Profile Pic

0.3% | 32.6% — Identity Not Verified

0.1% | 66.9% — Identity Verified

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