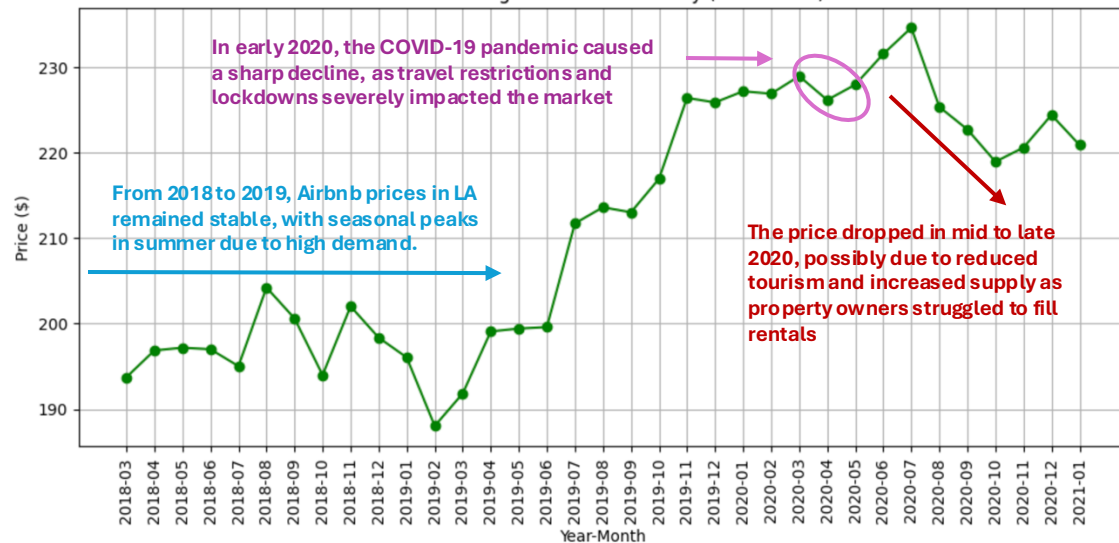
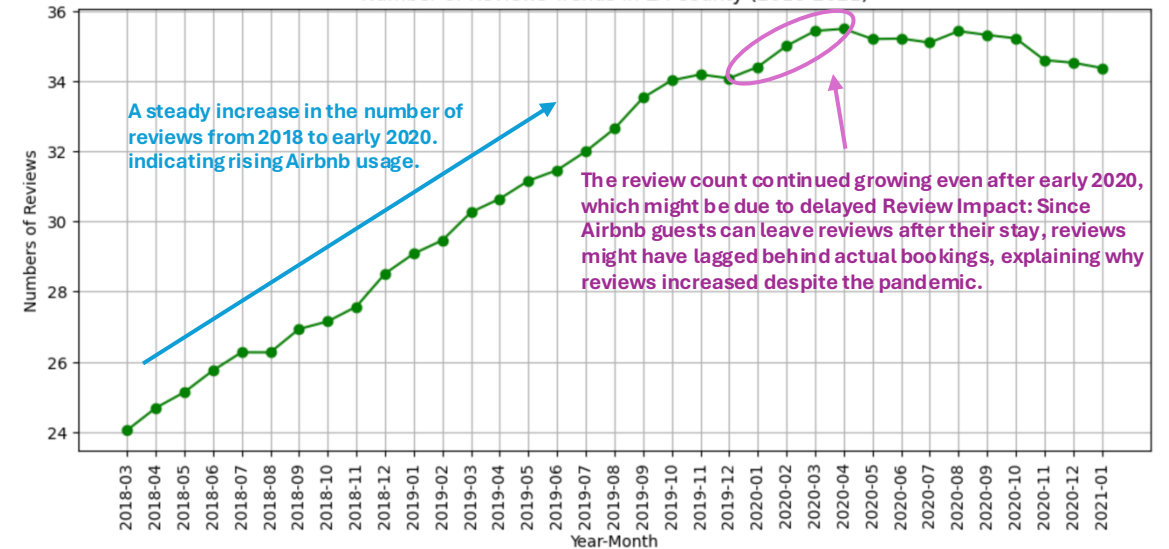


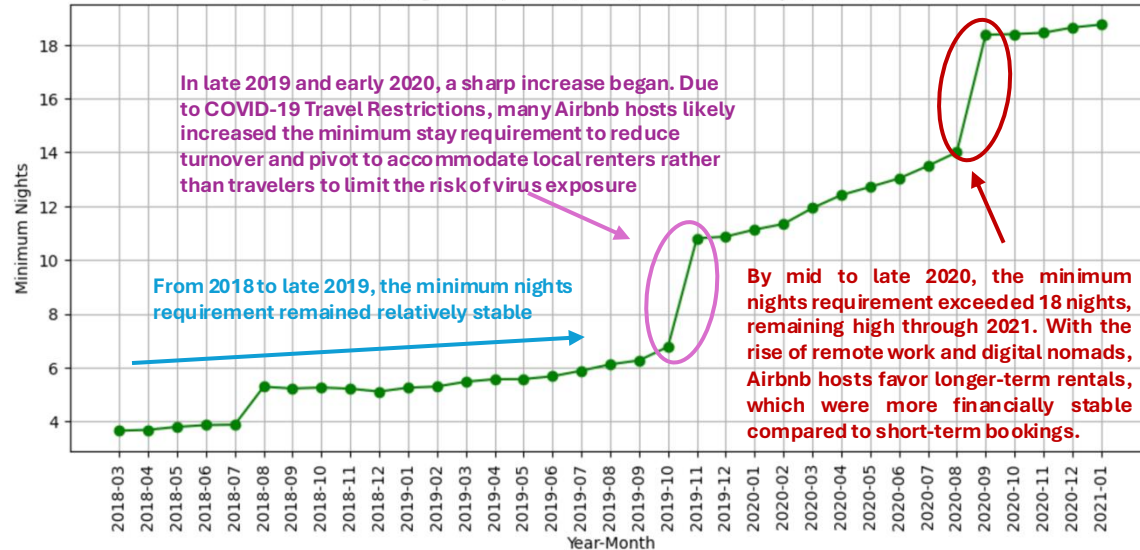
Airbnb Pricing Trends in LA County (2018-2021)



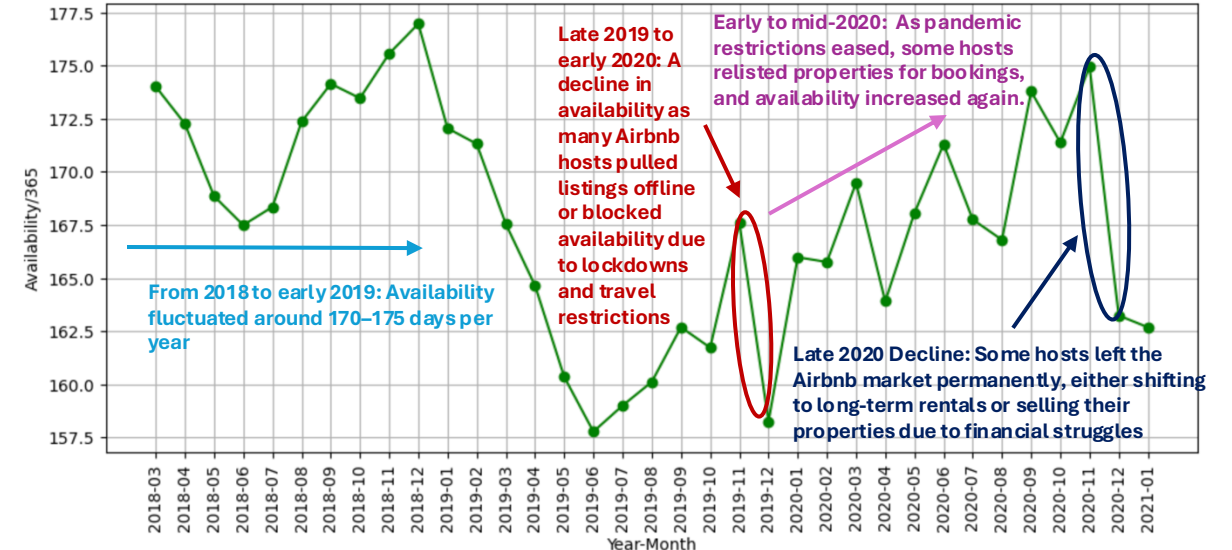
Number of Reviews Trends in LA County (2018-2021)



Minimum Nights Requirement Trends in LA County (2018-2021)



Availability/365 Trends in LA County (2018-2021)



# Airbnb in LA: Pre- and Post-COVID Trends and Insights

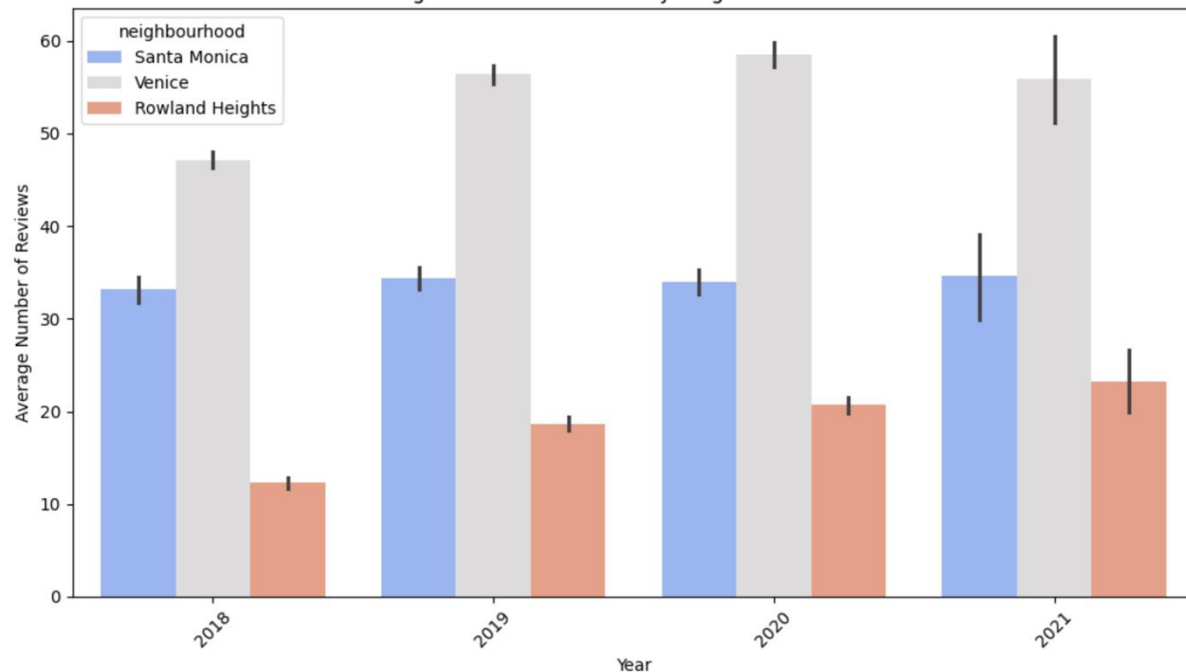
Team HS^2

## Key Questions We Address:

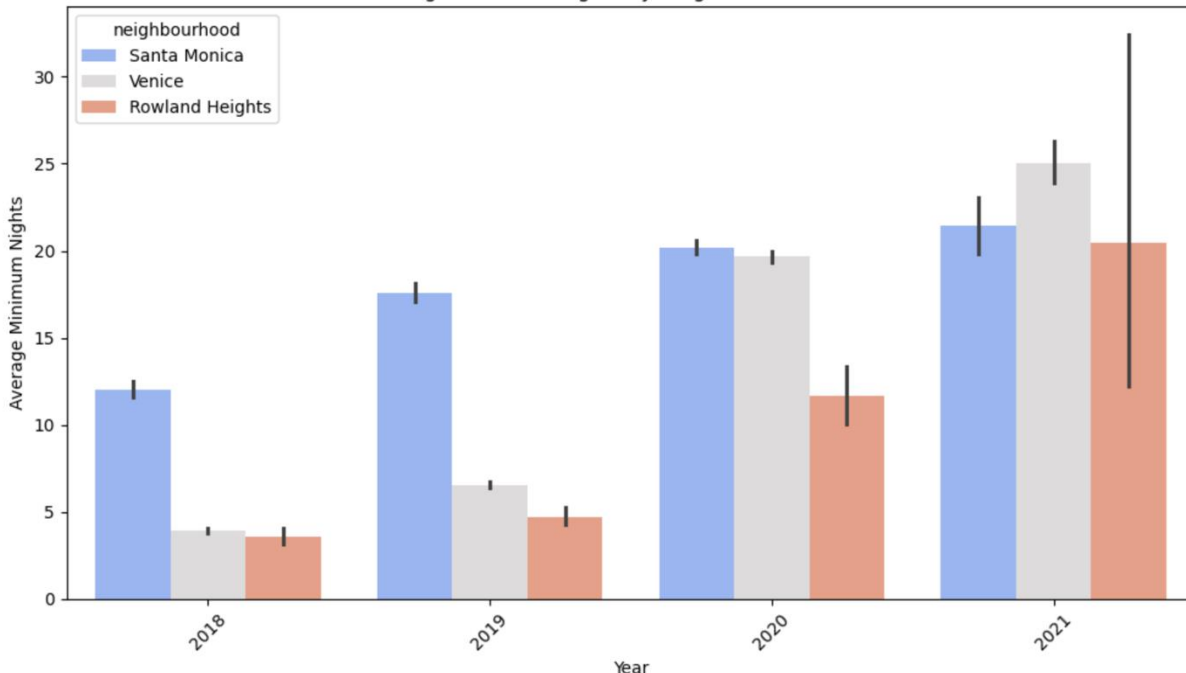
1. How did pricing, number of reviews, minimum nights requirement, and availability of the Airbnb Market in LA changed after COVID-19?
2. Which neighborhood group or neighborhood were most affected, and how did room type preferences shift?

Qianying (Hope) Fu  
Zhiping (Skylar) Yu  
Shijin (Sherry) Zhu

Average Number of Reviews by Neighborhood and Year



Average Minimum Nights by Neighborhood and Year



# The Impact of COVID-19 on Different Neighborhoods (Comparison of Tourist Cities)

**Selected Areas for Comparison** (Selected Areas represent different market segments as well-known tourist destinations)

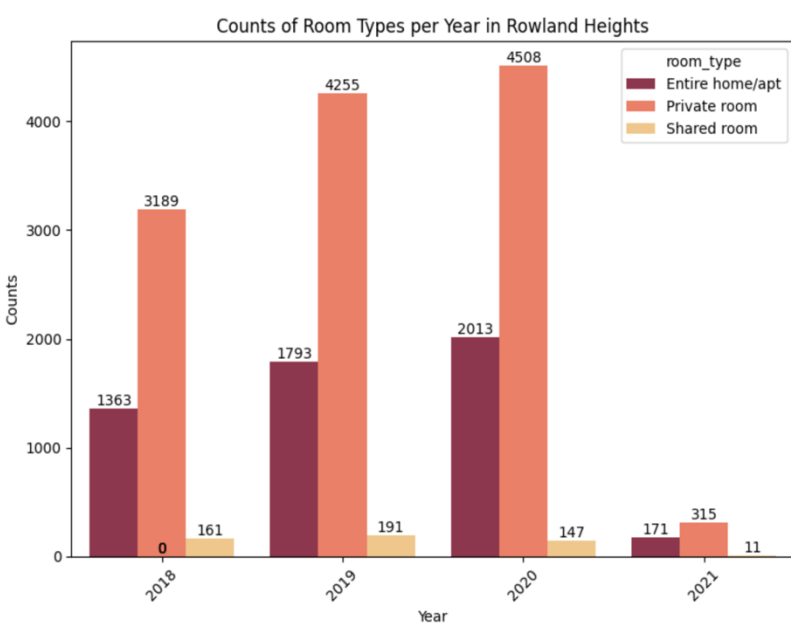
- **Venice (City of Los Angeles)**
- **Santa Monica (Other Cities)**
- **Rowland Heights (Unincorporated Areas)**

## Key Findings

- **Average Minimum Nights:** Inflation and declining demand during the pandemic prompted Airbnb hosts to increase minimum stay requirements, encouraging longer bookings to offset lower occupancy rates. This trend became evident in 2020 and persisted into 2021, with Rowland Heights experiencing the most significant increase, suggesting a shift toward mid-term rentals.
- **Average Number of Reviews:** Pre-COVID, Venice led in reviews, followed by Santa Monica and Rowland Heights. In 2020, reviews dropped due to reduced travel demand. While 2021 saw some recovery, slow growth reflects a sluggish Airbnb market, with demand still below pre-pandemic levels.

## Conclusion

- Airbnb market faced challenges due to inflation and reduced consumer spending.
- Slow recovery in reviews highlights the long-lasting impact of COVID-19 on short-term rentals.



## Rowland Heights—Unincorporated Areas

### 2018 & 2019

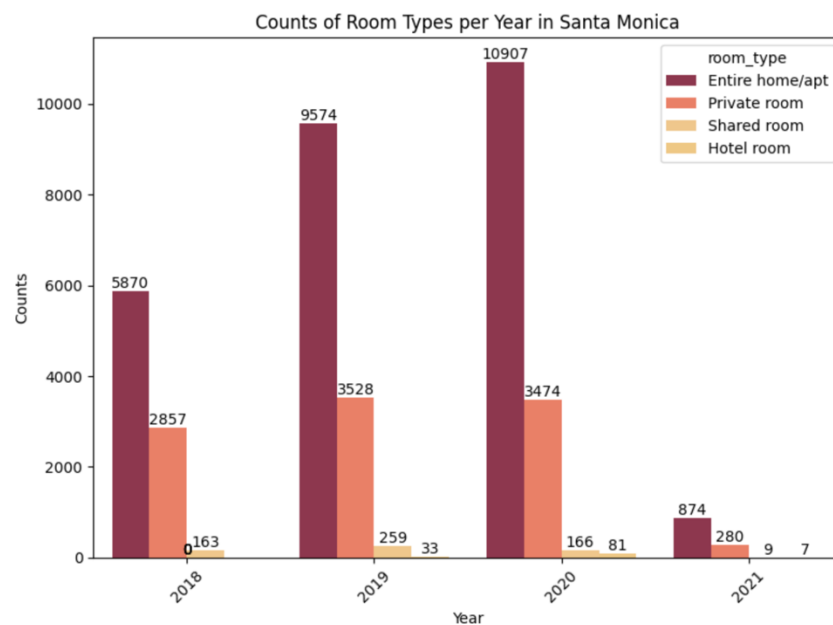
- Entire homes/apartments and private rooms increased, with private rooms being the most common listing type.

### 2020

- Entire homes/apartments and private rooms grew further, while shared rooms declined (191 to 147).

### Potential Reasons:

- Less reliant on tourism; listings often served as alternative housing for students, temporary workers, or locals needing mid-term rentals.
- Health concerns likely drove renters toward private accommodations over shared spaces.



## Santa Monica—Other Cities

### 2018 & 2019

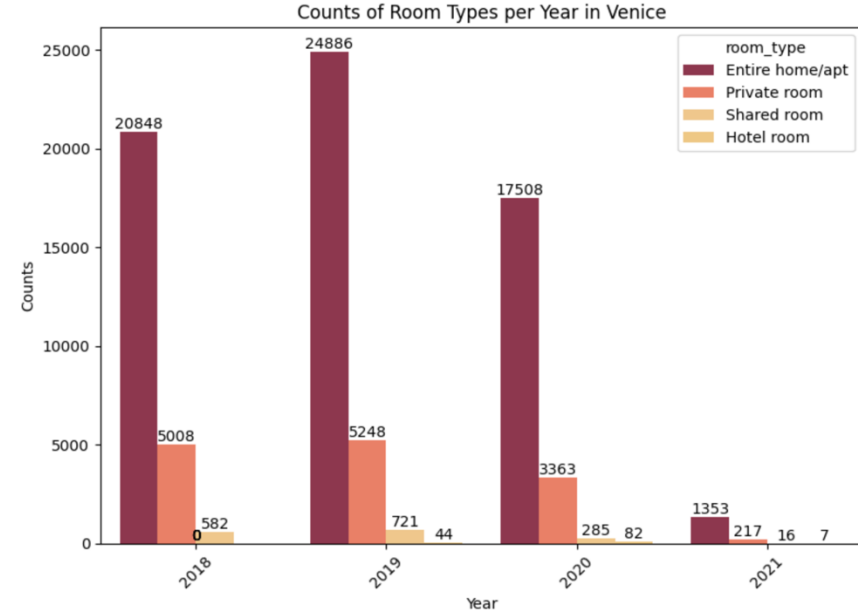
- Entire home/apartment and private room increased; Shared room and hotel room listings remained low

### 2020

- Entire homes/apartments grew to 10,907 despite the pandemic, while shared rooms declined due to health concerns.

### Potential Reasons:

- Remote work increased demand for entire homes as temporary housing.
- Health concerns made entire homes the safest option, reducing demand for shared and hotel rooms as travelers prioritized minimal contact.



## Venice—City of Los Angeles

### 2018 & 2019

- Entire home/apartment listings reached the highest count among all regions; Shared room and private room saw small increase

### 2020

- A massive decline across all categories except hotel

### Potential Reasons:

- Venice's reliance on short-term visitors led to a decline in Airbnb tourism as travel bans caused hosts to exit
- High density increased COVID-19 health risks, further deterring short-term stays.
- Increasing restrictions on short-term rentals contributed to the decline in Airbnb activity.

# Appendix 1

## Dataset Focus

```
data_focus.head()
```

	Year	Month	name	neighbourhood_group	neighbourhood	room_type	price	minimum_nights	number_of_reviews	availability_365
244104	2018	3	Amazing bright elegant condo park front *UPGRA...	NaN	Culver City	Entire home/apt	122	7	2	344.0
244105	2018	3	Family perfect;Pool;Near Studios!	NaN	Burbank	Entire home/apt	168	1	1	0.0
244106	2018	3	deleted	NaN	Del Rey	Shared room	85	1	0	365.0
244107	2018	3	Zen Life at the Beach	NaN	Santa Monica	Private room	155	1	17	313.0
244108	2018	3	*Upscale Professional Home with Beautiful Studio*	NaN	Bellflower	Entire home/apt	80	2	0	0.0

# Appendix 2

## Neighborhood Selection

		count
neighbourhood	neighbourhood_group	
Hollywood	City of Los Angeles	78631
Venice	City of Los Angeles	77713
Long Beach	Other Cities	53943
Downtown	City of Los Angeles	49504
Santa Monica	Other Cities	37022
Hollywood Hills	City of Los Angeles	31923
Westlake	City of Los Angeles	27015
West Hollywood	Other Cities	26824
Mid-Wilshire	City of Los Angeles	25523
Koreatown	City of Los Angeles	24752
Silver Lake	City of Los Angeles	23870
Hollywood Hills West	City of Los Angeles	22137
East Hollywood	City of Los Angeles	21563
Sawtelle	City of Los Angeles	20461
Echo Park	City of Los Angeles	20393
Beverly Grove	City of Los Angeles	19804
Beverly Hills	Other Cities	19694
Westwood	City of Los Angeles	19621
Pasadena	Other Cities	18207
Glendale	Other Cities	17650
Rowland Heights	Unincorporated Areas	17640
North Hollywood	City of Los Angeles	17498
Mid-City	City of Los Angeles	17273
Los Feliz	City of Los Angeles	16233
Sherman Oaks	City of Los Angeles	15251
Mar Vista	City of Los Angeles	14602
Studio City	City of Los Angeles	14600