



COLUMBIA  
UNIVERSITY'S  
STUDY ABROAD  
PROGRAM:

AIRBNB  
ACCOMMODATIONS

STEPHANIE CHEW

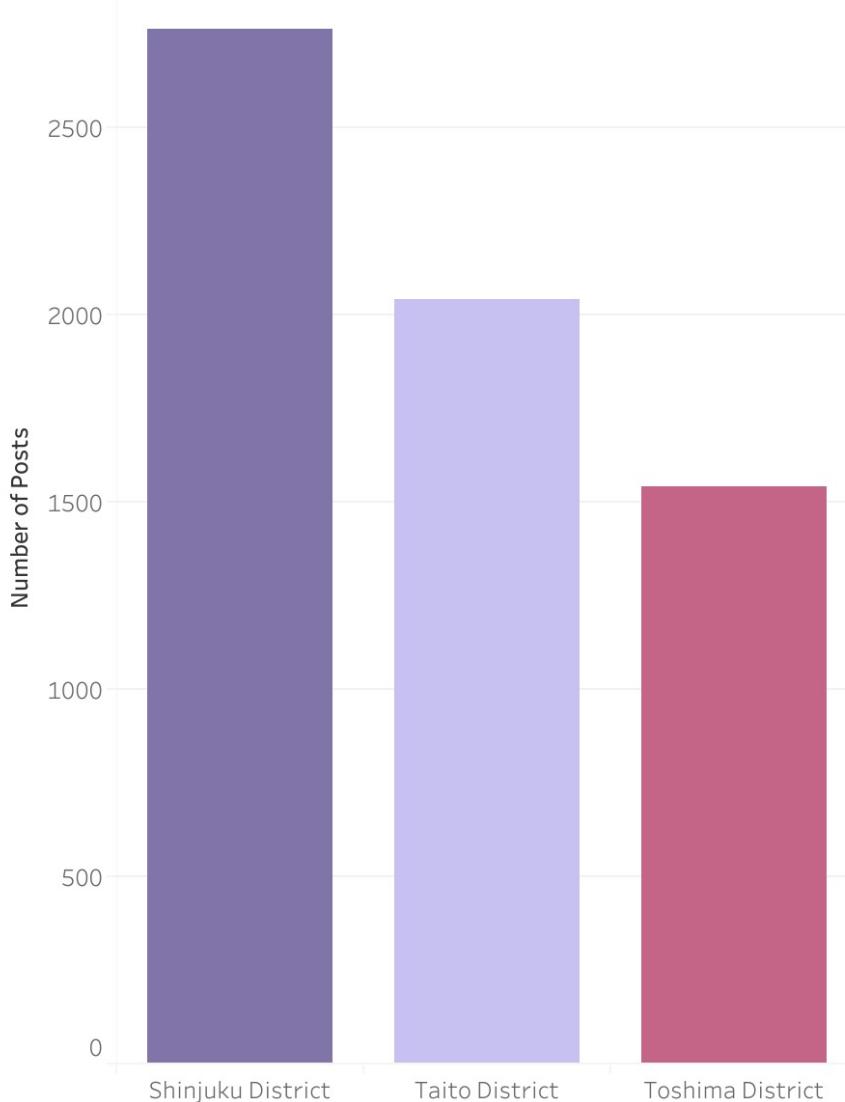
MARKETING DATA ANALYST

# TOP THREE DISTRICTS WITH MOST LISTINGS

Number of Airbnb posts, as of May 2020.

Top 3 Districts

Neighbourhood



# AVERAGE USD PRICE PER ROOM TYPE

- Average price is higher in Taito District for entire home/apartment and Hotel room.
- Lowest average of pricing in Shinjuku District for entire house/apartment.

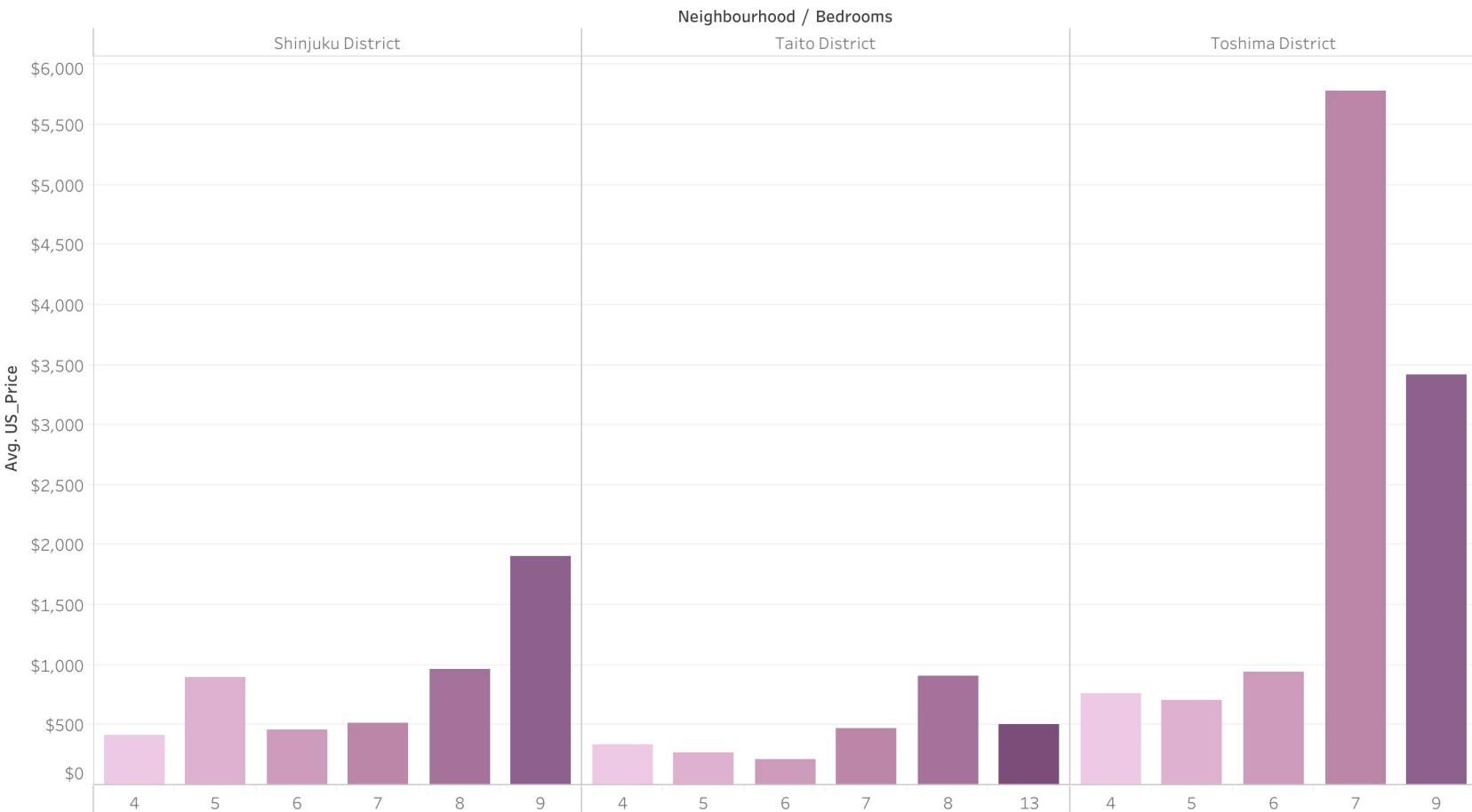


# NUMBER OF BEDROOMS & AVERAGE USD

MORE EXPENSIVE AND  
LESS LISTINGS, BUT  
MORE BEDROOMS IN  
TOSHIMA.

LOW PRICE AND MORE  
BEDROOMS, BUT LESS  
LISTINGS IN TAITO.

SHINJUKU IS IN  
BETWEEN.



# CONCLUSION

## **Recommendation:**

- Shinjuku District, entire home/apartment, up to 6 bedrooms.
- Shinjuku District is in the heart of Tokyo, easy to commute to other districts.
- Pricing is reasonable, even for 7 bedrooms.

## **Next Steps:**

- Calculate budget.
- Calculate and limit number of students to travel and stay in Airbnb.
- Make final decision on district, type of housing, and set date.

# QUESTIONS?

Email: [stephanie.a.chew@outlook.com](mailto:stephanie.a.chew@outlook.com)

Github: [Stephaniechew-nyc](https://github.com/Stephaniechew-nyc)

Linkedin: [linkedin.com/in/chewstephanie/](https://www.linkedin.com/in/chewstephanie/)

