



COLUMBIA
UNIVERSITY'S
STUDY ABROAD
PROGRAM:

AIRBNB
ACCOMMODATIONS

STEPHANIE CHEW

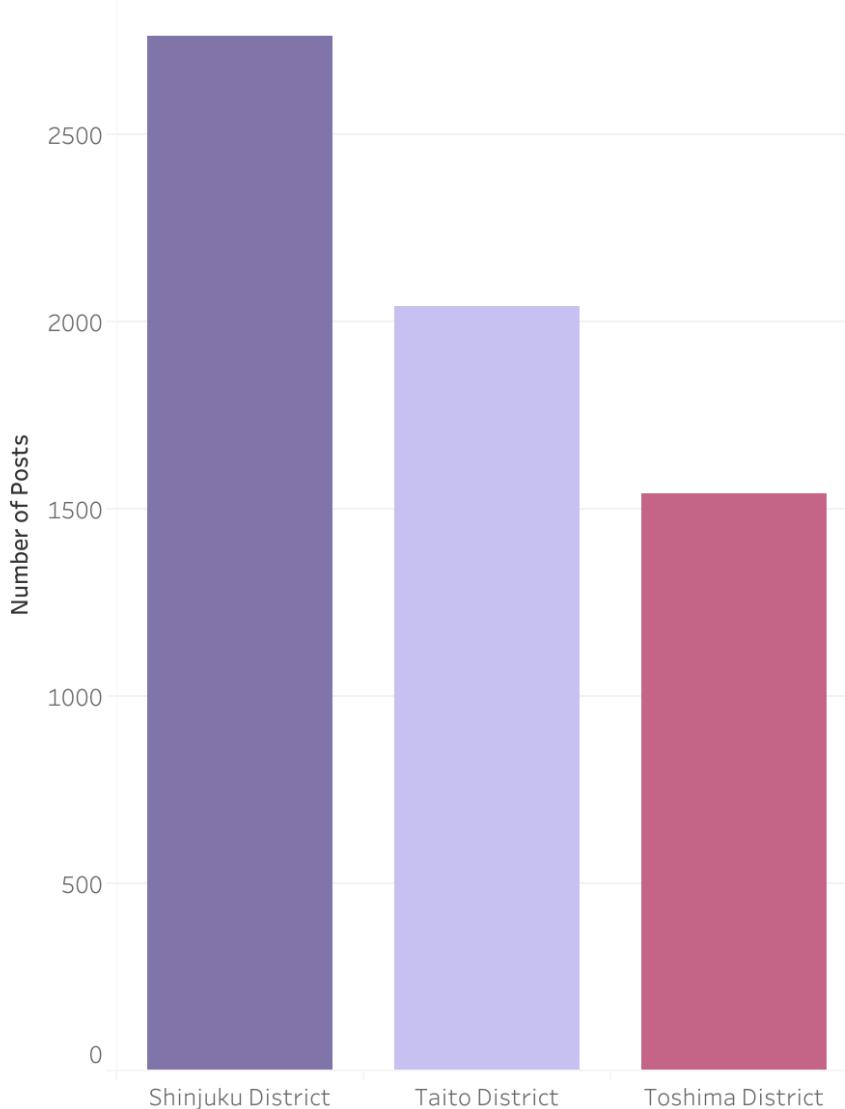
MARKETING DATA ANALYST

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.

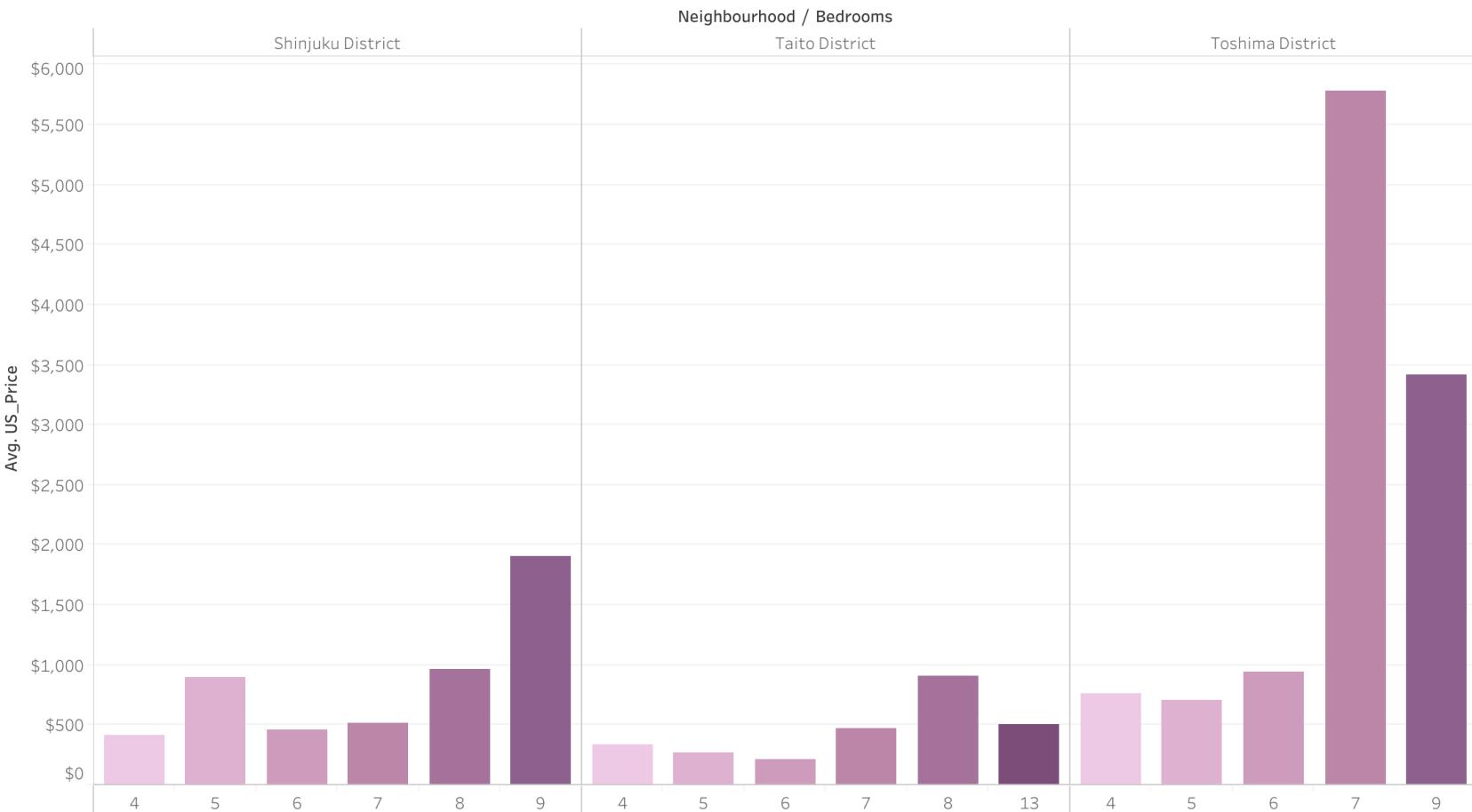


NUMBER OF BEDROOMS & AVERAGE USD

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?

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