Customer Insights

City

All

Bookings per Year

Year	Bookings
2022	34K
2020	
	118K
2018	62K
2016	
2014	13K
2012	1K
2010	0K
2008	0K

Axis: 0K, 50K, 100K
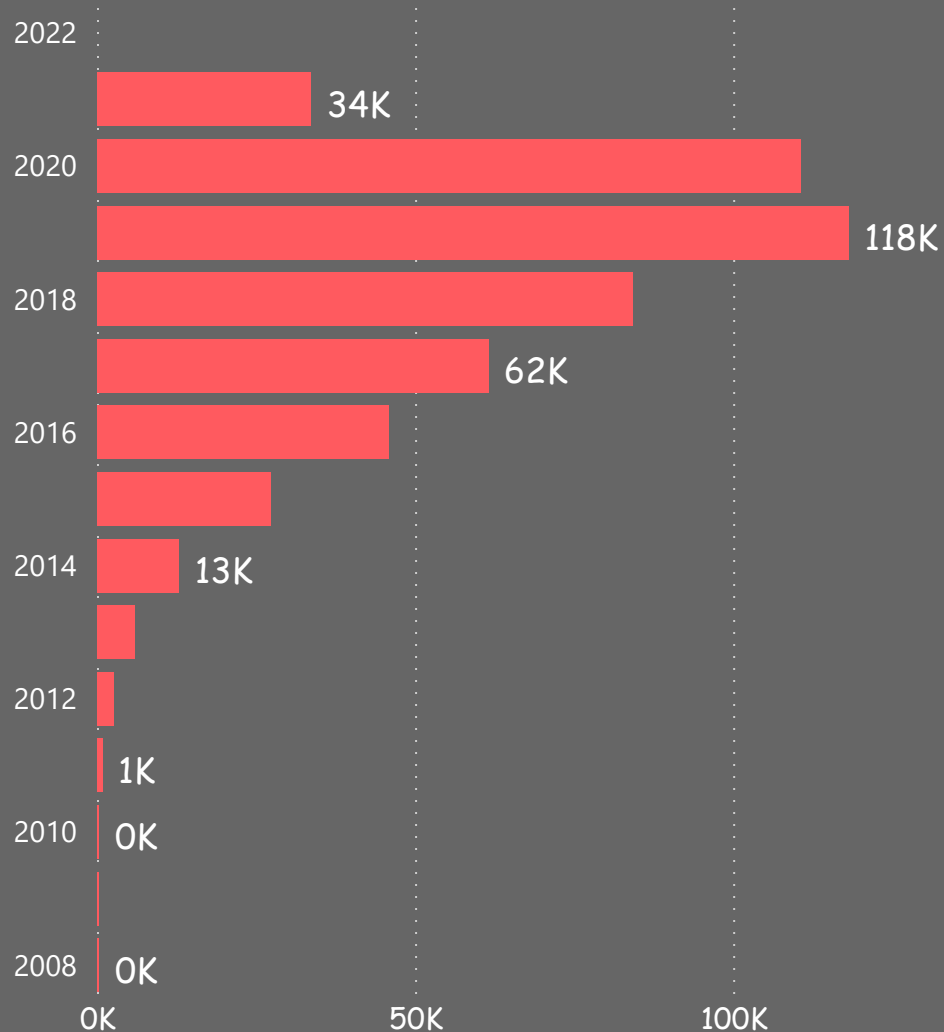
Total Customers

4.43M

Maximum Bookings City

29006

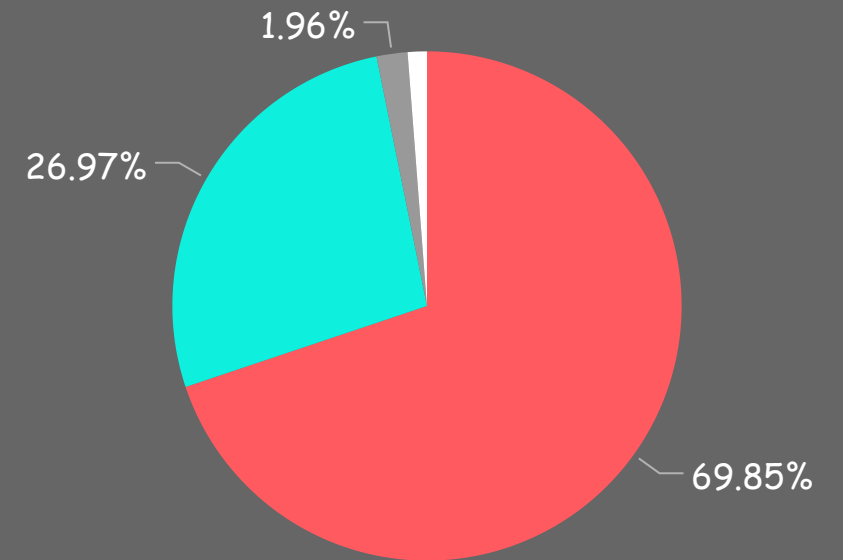**Paris, 2019**

Maximum Booking Price

$23.8K

Preferred Room Type

● Entire place ● Private room ● Hotel room ● Shared room

1.96%

26.97%

69.85%

Insights

1. At 118,145, 2019 had the highest Bookings.
2. Airbnb went from 1 booking in 2008 to 118,145 bookings in 2019.

Ratings Insights

Room Type

Entire place	Hotel room	Private room	Shared room

Insights
1. Instant Bookable Properties have lower Ratings.
2. Properties with Verified Host Identity scored higher.

Bookable

Instant	Waiting

Host Identity

Unverified	Verified

Highest Overall Ratings
Mexico City

Rating

City	Accuracy	Check-In	Cleanliness	Communication	Location	Value	Overall Rating
Mexico City	9.76	9.86	9.62	9.82	9.84	9.62	95.64
Cape Town	9.72	9.82	9.61	9.81	9.79	9.56	95.58
Rio de Janeiro	9.66	9.81	9.42	9.78	9.78	9.29	94.92
New York	9.64	9.76	9.30	9.77	9.63	9.42	94.32
Bangkok	9.61	9.66	9.52	9.70	9.31	9.41	94.26
Sydney	9.62	9.76	9.31	9.76	9.74	9.39	94.22
Rome	9.63	9.78	9.51	9.77	9.51	9.42	93.93
Paris	9.66	9.74	9.27	9.78	9.70	9.36	93.84
Istanbul	9.44	9.65	9.26	9.69	9.53	9.34	93.28
Hong Kong	9.39	9.56	9.16	9.54	9.62	9.08	91.37

Pricing Insights

Room Type

Entire place	Hotel room	Private room	Shared room

Highest Priced City
Sydney

Most Affordable Room Type
Shared Room

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021

City-wise Average Price of Properties

City	Price
Sydney	$160.88
Cape Town	$158.86
New York	$142.84
Rio de Janeiro	$137.01
Paris	$131.51
Rome	$122.22
Hong Kong	$95.91
Bangkok	$61.38
Istanbul	$60.04
Mexico City	$56.47

Business Insights

Room Type

| Entire place | Hotel room | Private room | Shared room |

Highest Revenue - Room Type
Entire Place ($131.3 M)
2019

Insight
2019 accounted for 29.55% of Revenue.

Highest Revenue - City
Paris ($45.2 M)

Revenue

158.5M

113.2M

78.9M

68.8M

53.5M

31.2M

14.4M

6.3M
6.3M

0.0M 0.0M 0.3M 1.8M 3.2M

2008   2010   2012   2014   2016   2018   2020   2022