

NASHVILLE

FIND THE RIGHT AIRBNB



Over the past few years,
Nashville has been one of
the fastest growing cities in
the county.

A side effect is that **hotels**
have reached \$300-\$500
per night for a room.

Many tourists and visitors are
resorting to short-term rentals, like
Airbnb, as a more reasonably priced
alternative.

With over 7,000 listings, **how do**
you pick the right one for you?

About the Data

Rental listing and availability data is provided by Inside Airbnb. While they are not affiliated with Airbnb, they are one of the only sources for this data as official Airbnb APIs are not available except to property managers.

We felt this was important to call out as this is not ‘official’ data but after reviewing individual listings, we are confident in its directional accuracy.

Important Notes

Point-in-time data collected on 9/20/2019.

Pricing does not account for variation from day of week or time of year.

Unable to determine how pricing data was selected (e.g. weekend vs weekday).

Availability data was excluded as it cannot be verified.

Nashville at a Glance

Summary of the available Airbnb listings.



7,138 Listings

6,163 Entire Home
863 Private Rooms
112 Other

Averages



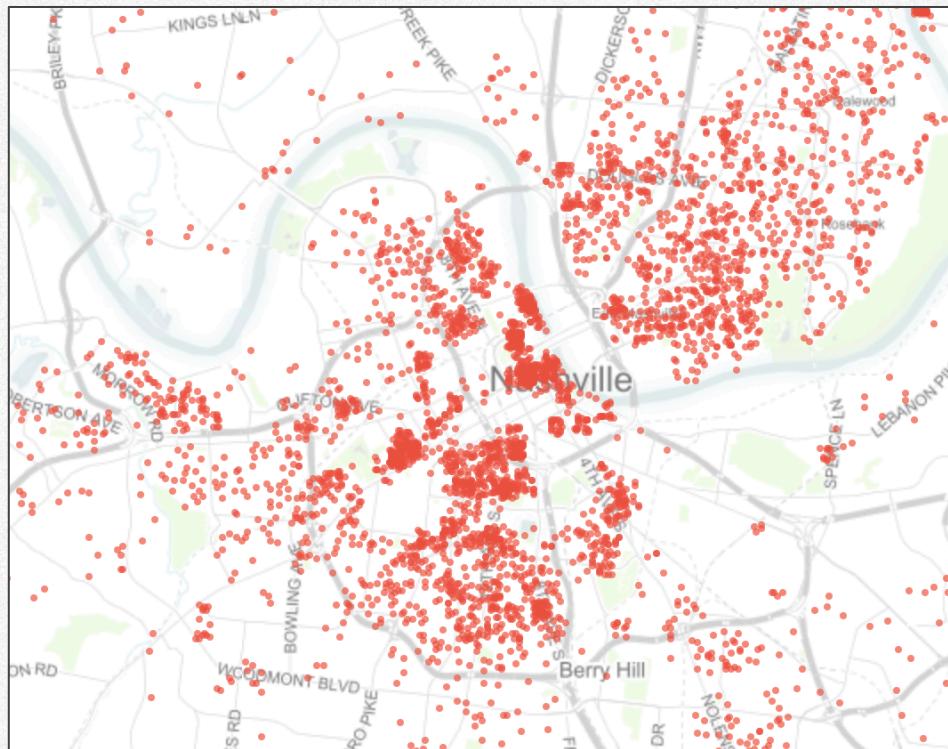
2 bedrooms | 3 beds



\$228 / night



4.82 rating



Airbnb listings throughout Nashville-metro area¹

1. Inside Airbnb: <http://insideairbnb.com/nashville/>

Most Important Factors When Choosing Where to Stay

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Pricing

What drives cost

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Location

Where to stay

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Reviews

What do they mean

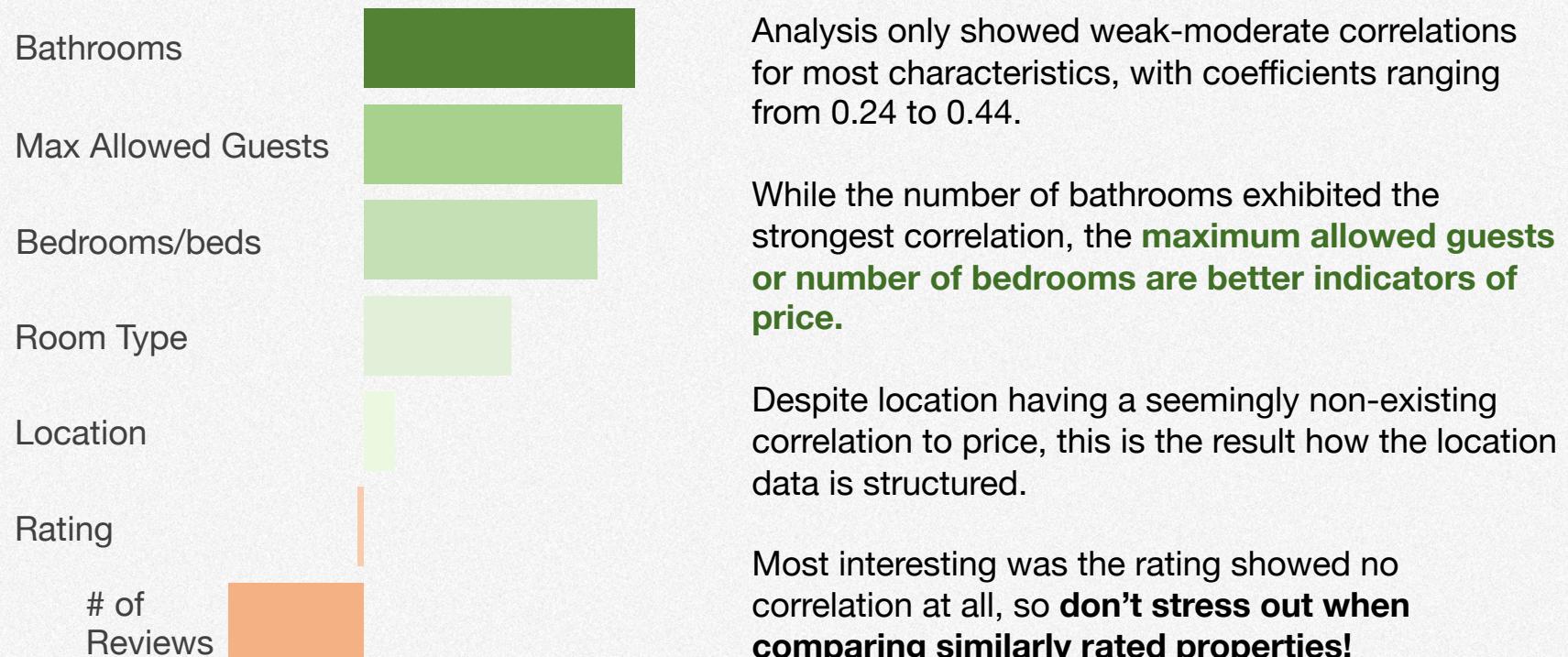
11

Hosts

What to expect

Pricing | Primary Contributors to a Listing's Cost

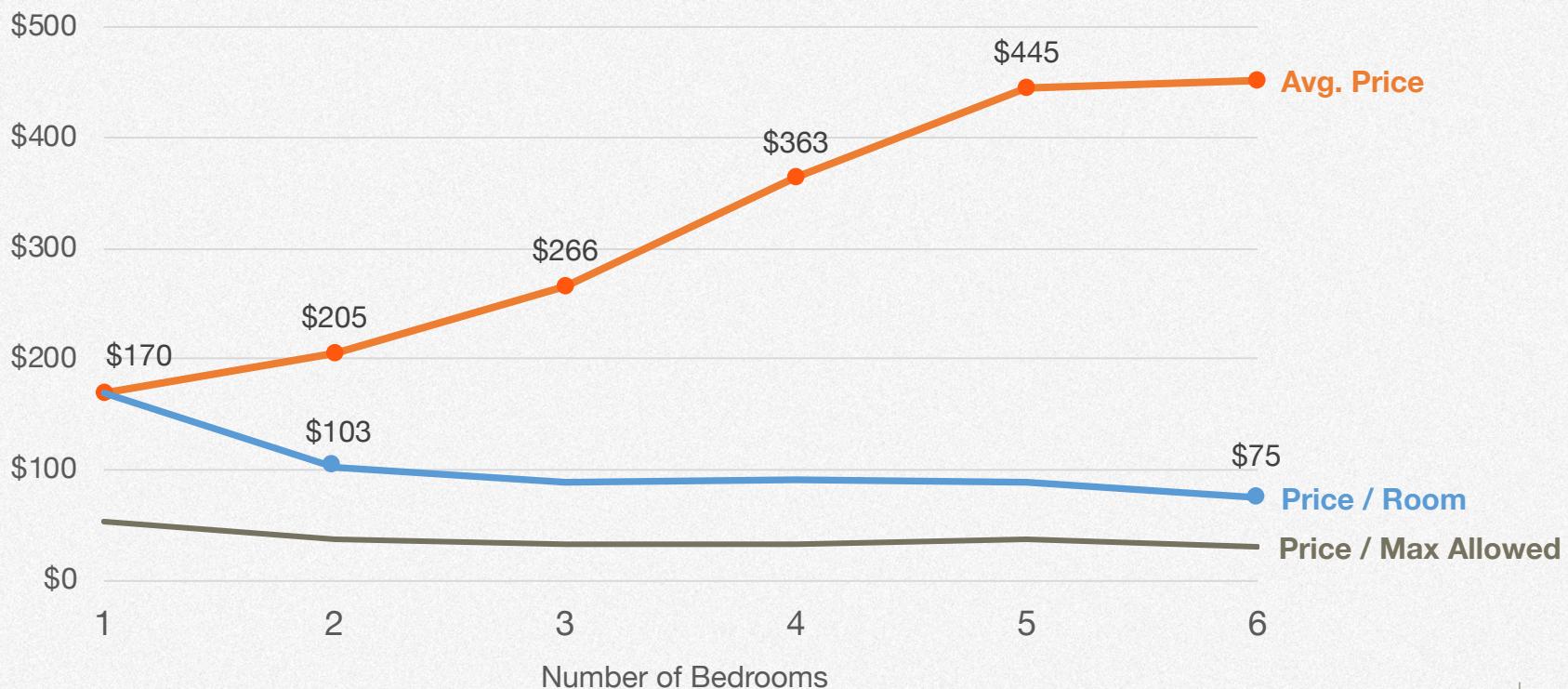
Correlation analysis of a rental's daily price against various characteristics likely to be important while booking. These were chosen based on their prominence in the Airbnb UI and collected survey data.



Pricing | Cost of that Extra Bedroom

It's no surprise that the more bedrooms, the more expensive the rental. While until four bedrooms, the increase is fairly consistent, the average price per room decreases and stabilizes around \$80-\$90.

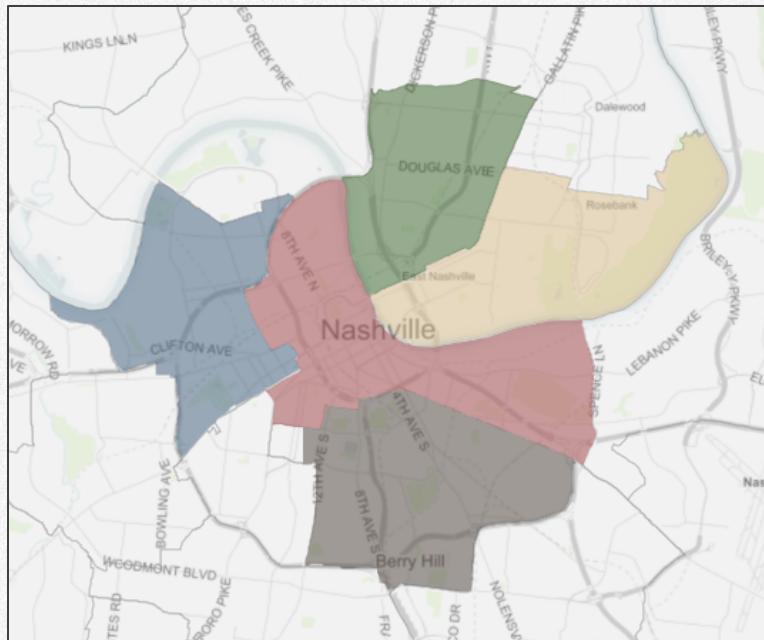
If you, or your friends, don't mind a blow-up mattresses, shoot for hitting the maximum allowed occupancy. It is the most economical and regardless of the number of rooms, the price per person is between \$30-\$40 per person.



Location | Most Desirable Neighborhoods

Location plays a huge factor, especially for the most desirable neighborhoods. The highlighted areas on the map represent almost **60% of all Airbnb listings** in the Nashville.

If you must be downtown and closer to the action, be prepared to pay at least a \$100 premium over other neighborhoods for a 1- or 2-bedroom rental.



\$\$\$\$ Downtown/Gulch/Germantown

1 Bed: \$297 | 2 Bed: \$326 | 3 Bed: \$387

\$\$\$ East Nashville (Eastwood/Inglewood)

1 Bed: \$145 | 2 Bed: \$192 | 3 Bed: \$247

\$\$\$ Wedgewood Houston/Berry Hill

1 Bed: \$114 | 2 Bed: \$182 | 3 Bed: \$298

\$\$ North Nashville/Midtown

1 Bed: \$120 | 2 Bed: \$167 | 3 Bed: \$282

\$ East Nashville (Greenwood/Talbot's Corner)

1 Bed: \$114 | 2 Bed: \$172 | 3 Bed: \$231

Location | Review Score by Neighborhoods

Both areas of **East Nashville** have the highest median rating among the most popular rental areas in Nashville. Guests are consistently happy staying there as both areas also have the shortest ‘whiskers’

There must be something about downtown Nashville and Broadway that leaves guests with relatively mixed reviews. If you do plan on staying in that area, be prepared for noise from the bars, college students, and never-ending bachelorette parties.



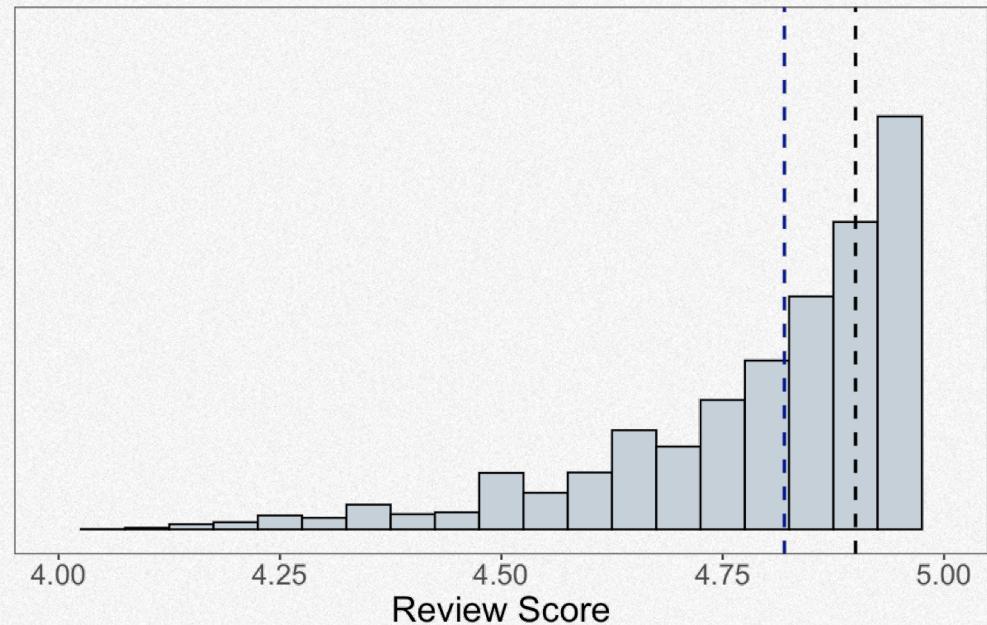
2.5 3.0 3.5 4.0 4.5 5.0

Reviews | Interpreting the Rating

Many companies like Yelp, Google, and Uber use ratings or reviews to engage and inform their users. One must keep in mind that ratings between platforms may share a common scale (e.g. stars) but cannot be compared, as car rides are rated differently than restaurant reviews.

In Nashville, the ratings were surprisingly high! The **average rating is 4.82** with a **median of 4.90**. Further digging into the data shows that a rating of 4.75 is in the 25th percentile (bottom 25% of reviewed listings).

We recommend being careful when looking at properties at, or around, a 4.75 rating but also be mindful that this might not be an accurate representation of all users' experiences at that location, due to the nature of bias in online reviews.



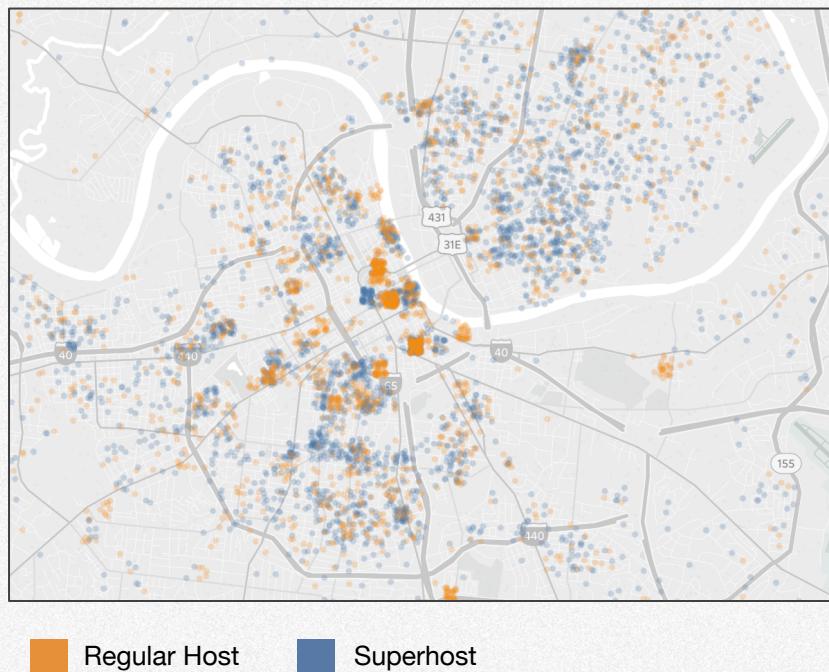
Hosts | To Super or Not to Super

Airbnb has two different kinds of hosts, **regular hosts** – anyone who lists a property, and **superhosts** – the top-rated, most experienced, and most responsive hosts.

Superhosts are on average **cheaper** and consistently **have higher ratings** than regular hosts. In fact, the average rating of a regular host is in the bottom 20% of all reviews!

One potential reason for the difference in price between regular and superhosts is the greater amount of regular hosts downtown where prices are highest. **If looking downtown, do it in advance!** It will be more difficult to find a superhost.

	Host	Superhost
Count	2,537	3,710
Average Rating	4.71	4.89
Rating Variance	0.16	0.02
Average Price	\$229	\$203
Average # Beds	1.9	2.1



In Summary

Come with all your friends. Although price increase for the number of bedrooms, the price per person falls slightly the more you bring\

There are lots of highly-rated properties. Aim for something **rated at least 4.82.**

Try to **find a superhost** –They can be a better deal and often higher rated than regular hosts but are in high demand in downtown.

Speaking of -- If you're looking to stay **downtown**, be prepared, it **is the most expensive area** in Nashville, followed by parts of East Nashville.

Guests tended to **rate** their stay in **East Nashville highest** compared to other in-demand neighborhoods, whereas downtown was rated the lowest (but had high variance).