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airbnb NYC — Post-Pandemic Travel 2021

In 2021, as COVID-19 continued to disrupt global travel, Airbnb hosts in the U.S. faced new challenges. Despite widespread vaccine availability, the ris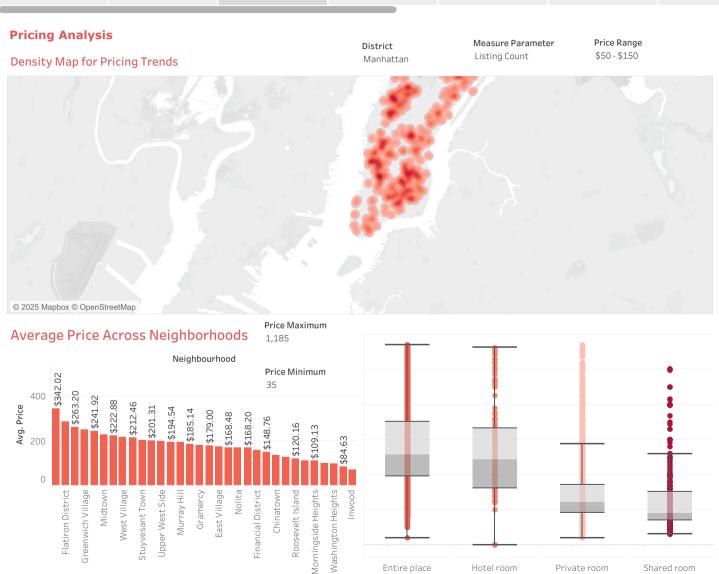e of variants like Delta led to fluctuating demand and ongoing uncertainty (CDC). This analysis explores how hosts adapted their strategies to stay competitive and meet evolving traveler expectations.

District

Bronx, Brooklyn, Manhattan, Queens, Staten Island

- Shared room 1.8%
- Private room 44.0%
- Entire place 53.5%

22,756 Hosts

218 Neighborhoods

30,963 Listings

Room Type
- Entire place
- Hotel room
- Private room
- Shared room

Rosedale

Belle Harbor

Prince's Bay

Room Type
All

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Year-on-Year Analysis

District
All

Room Type
All

Average Price YoY

Listing Volume YoY

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Pricing Analysis

Density Map for Pricing Trends

District
Manhattan

Measure Parameter
Listing Count

Price Range
$50 - $150

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Average Price Across Neighborhoods

Neighbourhood

Price Maximum
1,185

Price Minimum
35

Flatiron District $342.02, $263.20, Greenwich Village $241.92, Midtown $222.88, West Village $212.46, Stuyvesant Town $201.31, Upper West Side $194.54, Murray Hill $185.14, Gramercy $179.00, East Village $168.48, Nolita $168.20, Financial District $148.76, Chinatown $120.16, Roosevelt Island $109.13, Morningside Heights, Washington Heights $84.63, Inwood

Entire place | Hotel room | Private room | Shared room

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Hosts Behavior Analysis

Host Tenure Distribution & Average Pricing

Measure Names
- Avg. Price
- Count of Host Tenure

Host Since

Avg. Price values along the line: $102.64, $109.95, $119.98, $119.96, $116.30, $113.72, $109.59, $102.69, $104.98, $93.57, $95.04, $93.22, $88.79, $92.59

Y-axis (Count of Host Tenure): 0K, 1K, 2K, 3K, 4K

X-axis: 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021

Experienced vs Novice Hosts

District
Bronx | Brooklyn | Manhattan | Queens | Staten Island

Experienced

District	Avg. Price
Bronx	$91.32
Brooklyn	$122.88
Manhattan	$174.88
Queens	$107.02
Staten Island	$123.02

Novice

District	Avg. Price
Bronx	$94.17
Brooklyn	$112.03
Manhattan	$175.64
Queens	$97.50
Staten Island	$98.77

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Superhost Average Price by Response Rate

Host Is Superhost / Overall Rating

Regular Hosts		Super Hosts	
Good: $143.01	Low to Medium: $114.76	Good: $134.45	Low to Medium: $99.67
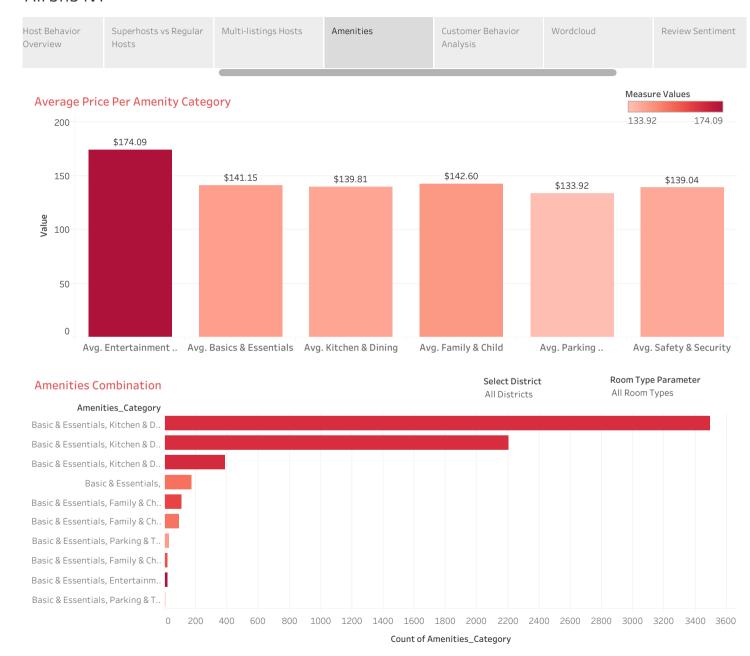
Average Price - Super Hosts vs Hosts

Host Is Superhost

Regular Hosts	Super Hosts
142.834	134.436

Superhosts vs Regular

Host Response Time / Host Is Superhost

a few days or more		within a day		within a few hours		within an hour	
Regular	Super	Regular	Super	Regular	Super	Regular	Super

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Hosts Ranking by Listing Volume

Room Type
- Shared room
- Private room
- Hotel room
- Entire place

Host Id

Host Id	Count of Host Id
107434423	~255
305240193	~181
137358866	~165
51501835	~135
61391963	~122
334163301	~121
19303369	~117
22541573	~88

Count of Host Id
0   20   40   60   80   100   120   140   160   180   200   220   240   260

Top 10 Hosts with Listings

Highlight Host Id
No items highlighted

Host Id

Year

107434423
Avg. Price
$300.8 $257.2 $329.4

61391963
Avg. Price
$145.6 $101.4 $129.3

19303369
Avg. Price

2019   2021   2023

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Average Price Per Amenity Category

Measure Values

133.92   174.09

Value

- Avg. Entertainment .. — $174.09
- Avg. Basics & Essentials — $141.15
- Avg. Kitchen & Dining — $139.81
- Avg. Family & Child — $142.60
- Avg. Parking .. — $133.92
- Avg. Safety & Security — $139.04

Amenities Combination

Select District
All Districts

Room Type Parameter
All Room Types

Amenities_Category

- Basic & Essentials, Kitchen & D..
- Basic & Essentials, Kitchen & D..
- Basic & Essentials, Kitchen & D..
- Basic & Essentials,
- Basic & Essentials, Family & Ch..
- Basic & Essentials, Family & Ch..
- Basic & Essentials, Parking & T..
- Basic & Essentials, Family & Ch..
- Basic & Essentials, Entertainm..
- Basic & Essentials, Parking & T..

Count of Amenities_Category

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Customer Behavior & Market Demand Analysis

Room Type
All

Monthly Review Volume by Neighborhood (2021)

Month

8,602
7,721
9,298
10,525
13,871
14,385
16,042
17,394
16,999
17,751
16,609
17,439

Top 10 listings by popularity

Avg Price: $44.0
Avg Price: $153.1
Avg Price: $77.0
Avg Price: $225.0
Avg Price: $92.0
Avg Price: $51.0
Avg Price: $110.0
Avg Price: $39.0
Avg Price: $41.0
Avg Price: $79.0

Booking Frequency

District

Bronx   Brooklyn   Manhattan   Queens   Staten Island

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Sentiment Analysis

Positive

Negative

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Sentiment ↔ Keyword Mismatch • Airbnb Reviews

Legend:
- ✕ Negative Word in Positive Sentiment
- ● Positive Word in Neutral/Negative Sentiment

Y-axis: Keyword Sentiment Score
X-axis: Overall Review Sentiment (VADER) — Negative, Neutral, Positive

Keyword Impact on Review Sentiment

X-axis: Average Word Sentiment Score

Negative keywords: kill, dead, crisis, disaster, worst, brutal, death

Positive keywords: lovingly, freedom, paradise, glorious, greatest, perfectly, sweetheart

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Key Insights:

· NYC's Airbnb market adapted swiftly during the pandemic.
· Core neighborhoods maintained rates via strong reputations and quality extras.
· Outer-borough hosts attracted demand with space, privacy, and local charm.
· Experienced hosts relied on credibility, while newcomers succeeded through flexible pricing and distinct design.
· Premium entertainment boosts price—but essentials like Wi-Fi and kitchens are non-negotiable, especially for remote workers.
· Seasonal pricing, borough-based marketing, and transparent health protocols are key to long-term resilience.

Recommendations for Hosts:

Real-Time Pricing
Continuously update rates to reflect demand, seasons, and competitor trends.

Smart Amenity Investment
Add one standout leisure feature (e.g., projector, hot tub), and ensure essentials (Wi-Fi, kitchen, safety) are flawless.

Reputation & Responsiveness
Aim for Superhost status through fast replies, spotless cleanliness, and consistent quality. Track written feedback for recurring pain points like noise, outdated decor, or mattress comfort—and fix promptly.

Local Storytelling
Highlight what makes each borough unique—parks, culture, skyline views, or peaceful escapes.

Crisis Readiness
Maintain flexible cancellation options and clear, visible health measures to build trust and stay agile.

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Thank you!