

## Milan: A hotspot for Tourism!

Founded in  
2008

The Percentage  
of tourists  
spending on  
accommodation  
in 2022 was  
35%, compared  
to 17% in the  
previous years

2019 → 8.2M  
visitors

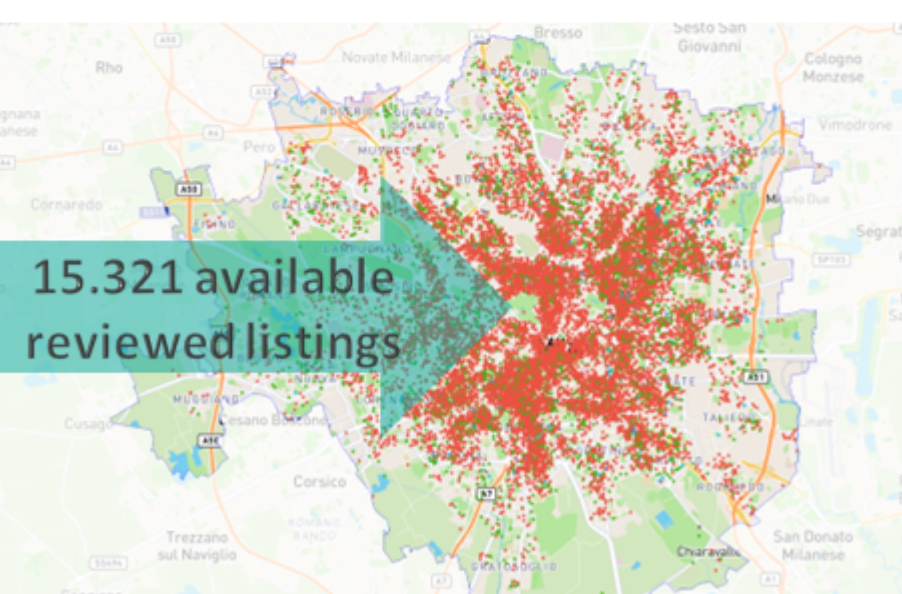
Number of  
Airbnb  
listings in  
Milan as of  
2022  
↓  
**18,931**

7th Most visited  
place in Italy

2019 was a crucial year  
for tourism in Milan

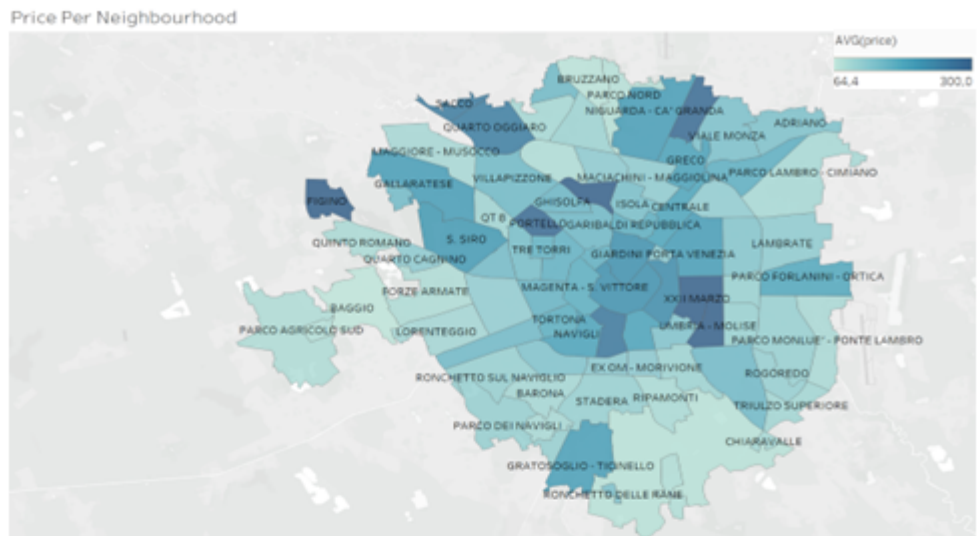
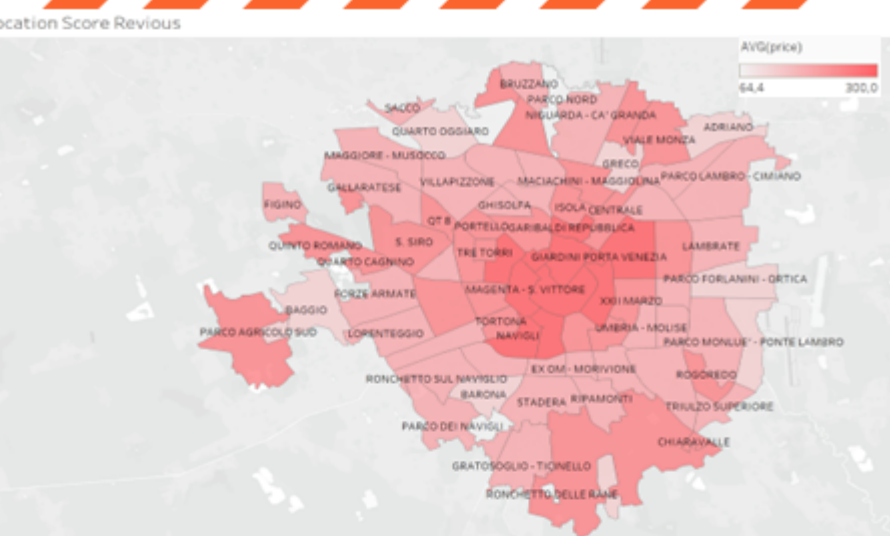
Airbnb Milan offers a wide range of unique accommodations, from modern apartments to traditional homes. Experience the city's rich history, culture, and cuisine by staying in a local neighbourhood.

## Current coverage of Milan by Airbnb

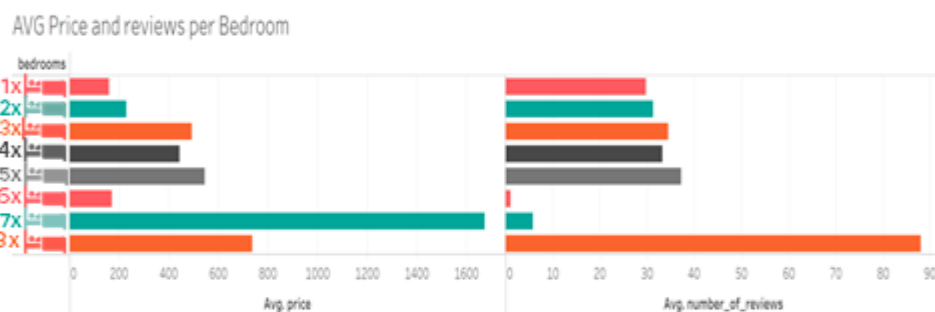


- According to Big Data Analysis and increase in availability of Airbnb listings in Milan, People prefer Airbnb mostly because "The host was nice and the apartment's location was perfect, making it a great stay with everything available".

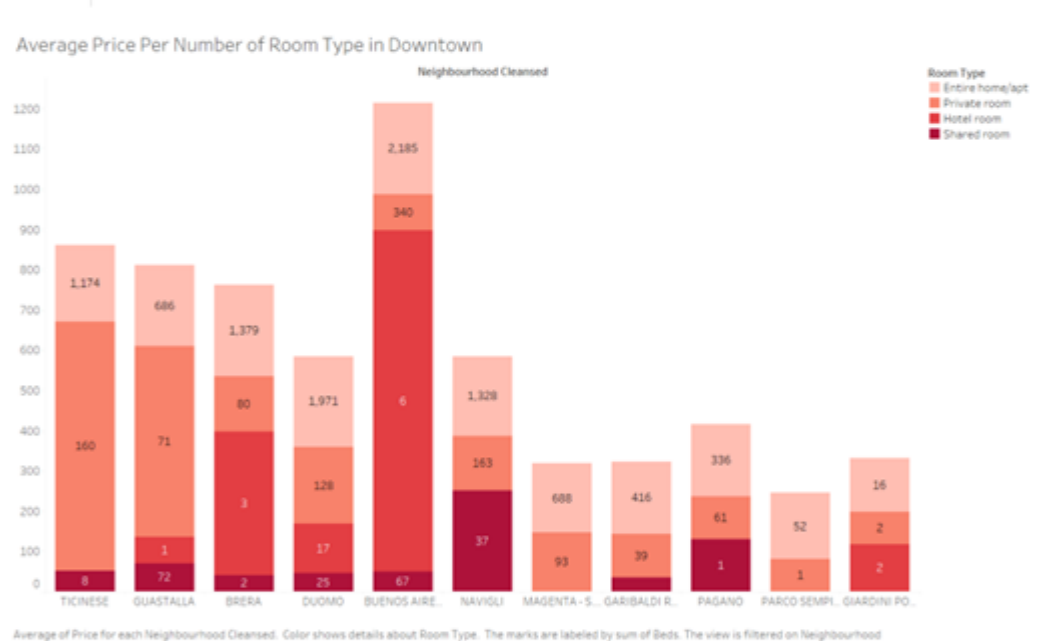
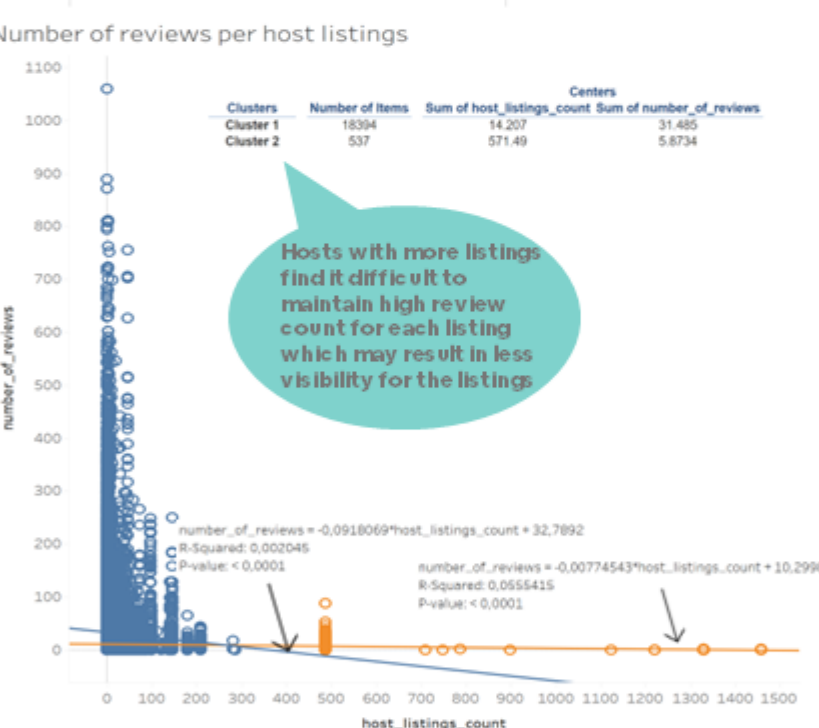
## Price vs Location analysis



- Expensive areas in Milan are scattered without a clear pattern.
- Best-rated areas like Figino, Portello, Niguarda-Ca' Granda, and XXII Marzo are near the city center, while Isola, a cheaper area, has higher location scores than some expensive areas like Figino.



- 7-bedroom apartments have the highest price but also has the lowest average reviews.
- 8-bedroom apartment has a lower average price but has highest number of reviews.
- 1- and 2-bedroom apartments have comparatively lower average price but has high number of reviews.



- The average price of entire home/apartment is higher compared to others in the highly attractive neighborhood of Milan.
- At the same time, the neighborhood listing of entire home/apartment is also the highest compared to others.

## Recommendations

Airbnb should increase the prices in the famous areas which seems to be down center

Airbnb should attract more houses by giving discounts on using the platform

Suggest the essential amenities to all the houses otherwise increase the commission

Create partnerships with attractions to attract more visitors use the platform.

### References:

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- <https://www.cleanbnb.net/airbnb-milano>
- <https://www.statista.com/statistics/1084937/number-of-airbnb-listings-in-selected-italian-cities>
- <http://insideairbnb.com/get-the-data.html>