Summary

What determines the price of an Airbnb listing? Does the location have the greatest impact, in dollars, on the price per night? Or is it the number of bedrooms? What influence do seller characteristics, such as Airbnb's "Superhost" designation, have on price?

I use data for Airbnb listings in London from Inside Airbnb to get preliminary answers to these questions.

With this data, I use a simple OLS regression that predicts the price per night of a listing, excluding any cleaning fees. Explanatory variables include "core variables" – number of persons, bathrooms, bedrooms, beds, minimum nights, maximum nights – as well as property type, room type, host characteristics (including cancellation policy), amenities, and locations.

Estimates

As one would expect, the number of bathrooms/bedrooms and room type largely determine price; private rooms are -£38.28 less expensive than an entire house or flat, and each bedroom adds, on average £30.53 to the listing price.

Features	Coefficient Estimate
Accommodates	£8.52
Bathrooms	£21.40
Bedrooms	£30.53
Beds	-£0.71
Minimum nights	£0.44
Maximum nights	£0
Private room	-£38.28
Shared room	-£65.50

Many of the commonly listed amenities, such as Cable TV, have an effect on price, yet they are smaller in size than the number of bedrooms or the listing type.

What about the premium for each neighborhood?

To answer this, I use Islington as the base category; this means the effect on price of a listing being in the Kensington and Chelsea neighborhood is £35.34 higher than that of Islington. Conversely, the effect on price of the Sutton neighborhood is -£30.44. The "discount" column below is the difference from the neighborhood with the greatest premium.

Neighborhood	Premium	Discount
Kensington and Chelsea	£35.34	£0
City of London	£32.66	-£2.68
Westminster	£32.11	-£3.23
Camden	£15.60	-£19.74
Richmond upon Thames	£6.24	-£29.11
Hammersmith and Fulham	£1.75	-£33.59
Southwark	-£3.34	-£38.69
Hounslow	-£4.43	-£39.77
Merton	-£6.39	-£41.74
Tower Hamlets	-£7.26	-£42.60
Wandsworth	-£7.43	-£42.77
Lambeth	-£8.34	-£43.68
Hackney	-£8.91	-£44.25
Havering	-£9.73	-£45.07
Brent	-£12.99	-£48.33
Kingston upon Thames	-£17.09	-£52.43
Greenwich	-£19.19	-£54.53
Hillingdon	-£19.36	-£54.71
Ealing	-£19.54	-£54.88
Newham	-£19.58	-£54.92
Barking and Dagenham	-£20.77	-£56.11
Haringey	-£22.10	-£57.44
Lewisham	-£22.43	-£57.77
Barnet	-£22.59	-£57.93
Enfield	-£23.55	-£58.90
Croydon	-£24.17	-£59.51
Bexley	-£24.46	-£59.80
Harrow	-£25.89	-£61.23
Bromley	-£27.65	-£62.99
Waltham Forest	-£27.78	-£63.12
Redbridge	-£29.93	-£65.27
Sutton	-£30.44	-£65.78