

If you want to invest in London Real Estate, here are some insights from AirBnB experience.

Brief look

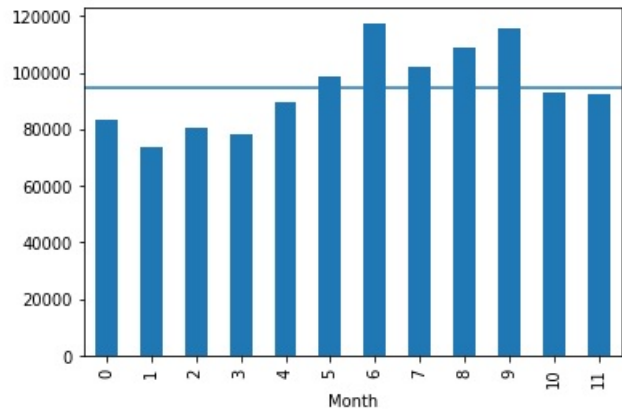
According to AirBnB reviews, the most popular districts to rent an accomodation are listed in a table below. Top-10 districts by the amount of reviewers are presented here, the popularity means what ratio of reviewers who decided to stay in certain district

District	Popularity, %
Westminster	12.35 %
Camden	8.46 %
Tower Hamlets	8.39 %
Lambeth	7.18 %
Kensington and Chelsea	7.06 %
Southwark	6.73 %
Islington	6.50 %
Hackney	6.47 %
Hammersmith and Fulham	5.40 %
Wandsworth	4.48 %

The average rent prices for well-prepared accomodation vary across districts. Top-15 districts with highest average prices per night in high-rated accomodation are listed. For instance, Westminster have highest average price for private rooms, as well as 2nd highest prices for the entire home rent.

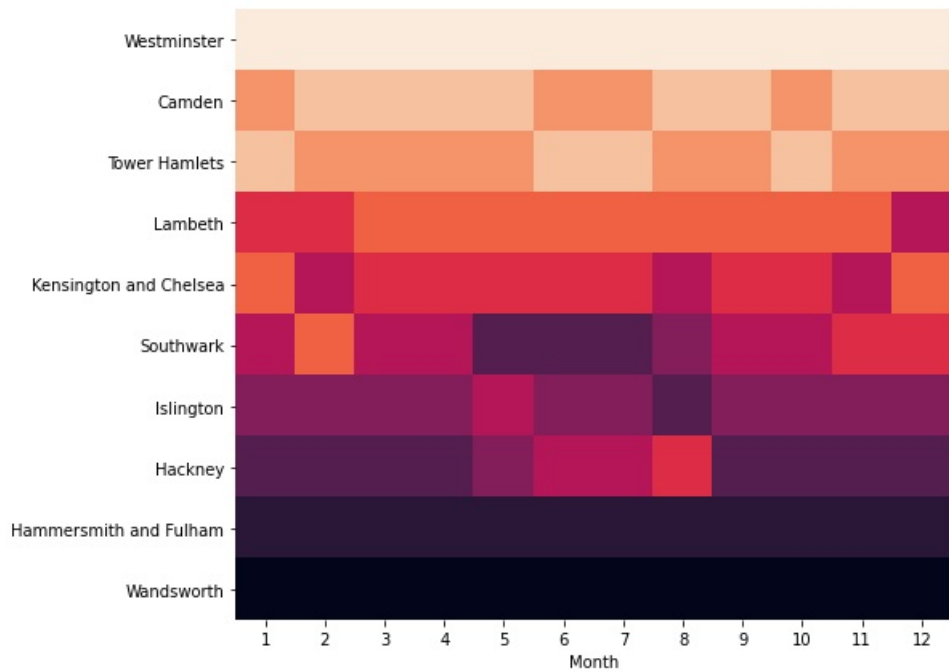
	Entire home/apt	Hotel room	Private room	Shared room
Westminster	206.95 \$	191.07 \$	82.65 \$	39.91 \$
City of London	386.65 \$	168.00 \$	73.88 \$	
Kensington and Chelsea	178.03 \$	142.38 \$	73.76 \$	61.86 \$
Hammersmith and Fulham	135.76 \$	156.60 \$	61.64 \$	47.11 \$
Camden	143.82 \$	63.43 \$	57.97 \$	112.58 \$
Southwark	137.91 \$	89.00 \$	57.27 \$	108.44 \$
Richmond upon Thames	152.12 \$	132.75 \$	54.16 \$	112.50 \$
Barking and Dagenham	80.64 \$		53.82 \$	40.00 \$
Islington	191.04 \$	106.00 \$	53.79 \$	37.20 \$
Haringey	115.08 \$	34.00 \$	53.61 \$	19.60 \$
Wandsworth	136.54 \$	192.33 \$	53.31 \$	60.00 \$
Kingston upon Thames	110.08 \$		52.10 \$	17.00 \$
Lewisham	98.61 \$		49.67 \$	37.50 \$
Brent	130.78 \$	176.67 \$	47.70 \$	89.17 \$
Tower Hamlets	119.08 \$	119.09 \$	47.30 \$	45.22 \$

The flow of tourists in London is pretty stable but seasonal. On a graph below you can see that the amount of reviewers between July and October is much higher than the average.



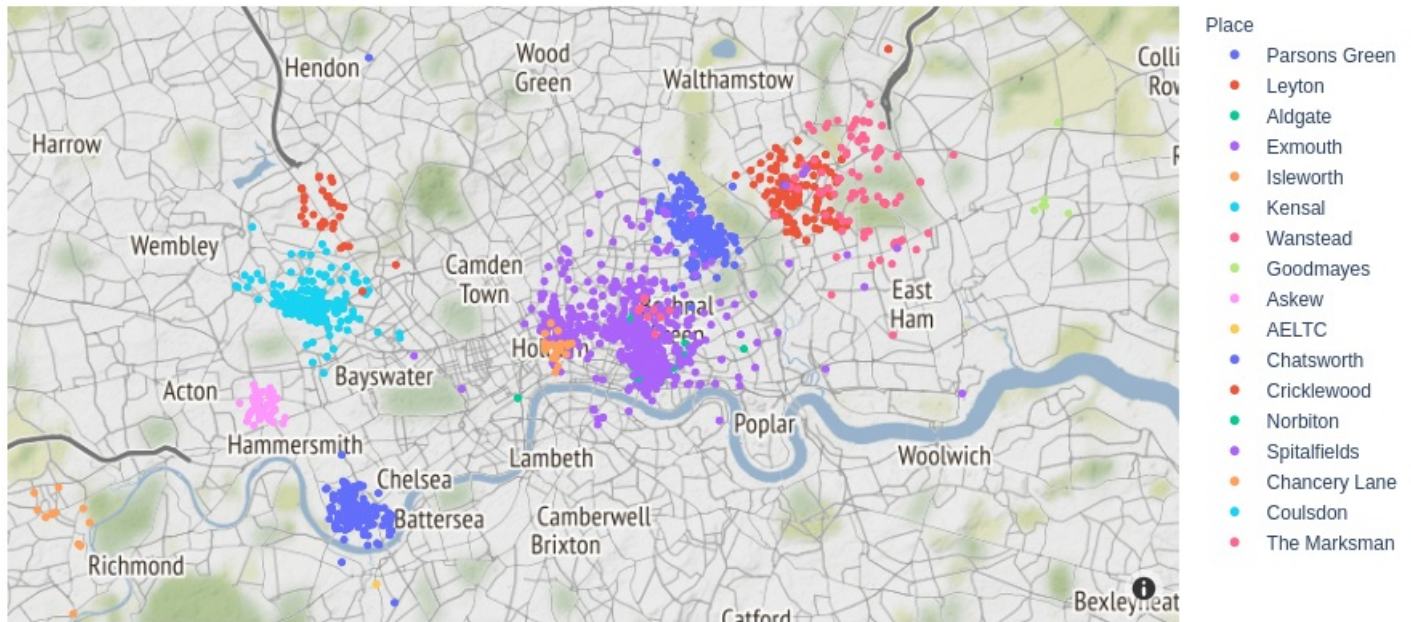
The popularity is also seasonal for several districts. For instance, the plot below shows the popularity of districts over the year. The brighter rectangle color is, the more popular is the district in this month.

According to the chart, Hackney is more popular during summer, and the opposite is Southwark



Location

Several locations availability may affect the rent price. You can find such places on a map below - for instance, if you'll have Marksman restaurant near the estate, your competitors will have prices significantly above the average.



Conclusion

- Apartments in the most popular London districts - Westminster, Camden, Tower Hamlets - have stable demand and pretty high rent prices
- Real estate bought in other districts may require precise location choice and the demand may depend on the season. For instance, Southwark is not very popular during summer, and distance to The Marksman may define rent price range for your place.

References

[1] London AirBnB dataset till 09-02-2021, <http://insideairbnb.com/london/> (<http://insideairbnb.com/london/>)