

If you want to visit London, here are some tips how to select a good and cheap place to stay

Brief look

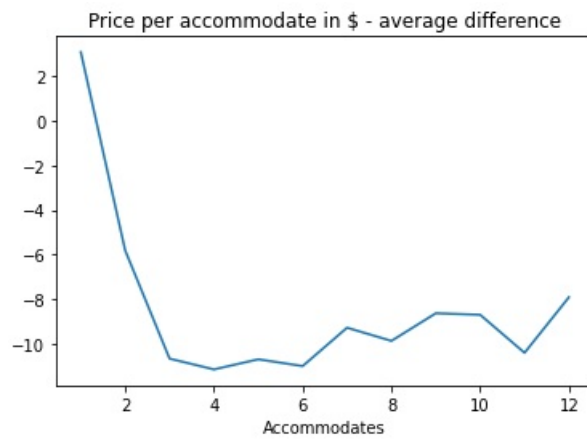
According to AirBnB reviews, the most popular districts to rent an accomodation are listed in a table below. Top-10 districts by the amount of reviewers are presented here, the popularity means what ratio of reviewers who decided to stay in certain district

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 districts with highest average prices per accommodate for one-person and two-person apartments are listed. For instance, Westminster have highest average price per accommodate for private rooms, as well as for the entire home rent. Consider Tower Hamlets or Lambeth - these districts are not even in TOP-15!

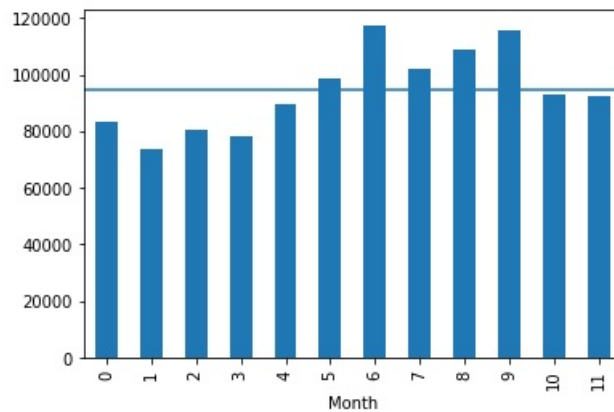
	Entire home/apt	Hotel room	Private room	Shared room
Westminster	69.08 \$	87.38 \$	47.56 \$	27.30 \$
Kensington and Chelsea	56.62 \$	66.00 \$	46.05 \$	44.00 \$
Hammersmith and Fulham	46.19 \$	54.92 \$	37.73 \$	26.39 \$
Southwark	46.25 \$		35.88 \$	25.00 \$
Barking and Dagenham	31.08 \$		33.44 \$	
City of London	58.10 \$	84.00 \$	33.10 \$	
Camden	55.73 \$	34.94 \$	32.44 \$	98.79 \$
Haringey	35.16 \$	17.00 \$	32.07 \$	17.60 \$
Islington	48.29 \$	48.00 \$	31.53 \$	21.62 \$
Wandsworth	42.88 \$	56.00 \$	31.38 \$	30.00 \$
Richmond upon Thames	46.78 \$	58.50 \$	30.22 \$	25.00 \$
Kingston upon Thames	31.55 \$		29.55 \$	17.00 \$
Brent	44.80 \$	88.33 \$	29.51 \$	85.33 \$
Lewisham	32.87 \$		29.34 \$	35.45 \$
Hounslow	41.50 \$	83.00 \$	28.85 \$	24.00 \$
Harrow	67.50 \$		28.46 \$	
Tower Hamlets	50.96 \$	46.64 \$	28.14 \$	36.21 \$
Lambeth	43.00 \$	33.12 \$	28.12 \$	30.80 \$
Merton	44.94 \$		28.00 \$	25.12 \$
Barnet	32.45 \$	121.25 \$	27.95 \$	28.62 \$

The price per accommodate reduces significantly for the groups of three, and stays on this level for the bigger groups, as on the plot above. If there are not enough bathrooms or bedrooms for everyone - the rent price will be lower as well.



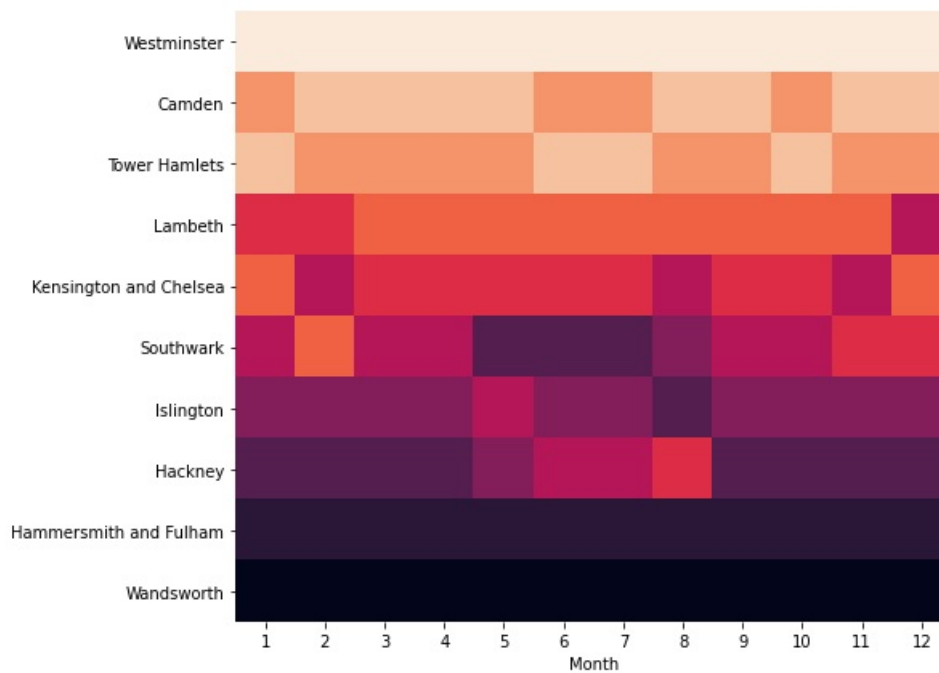
Seasons

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.



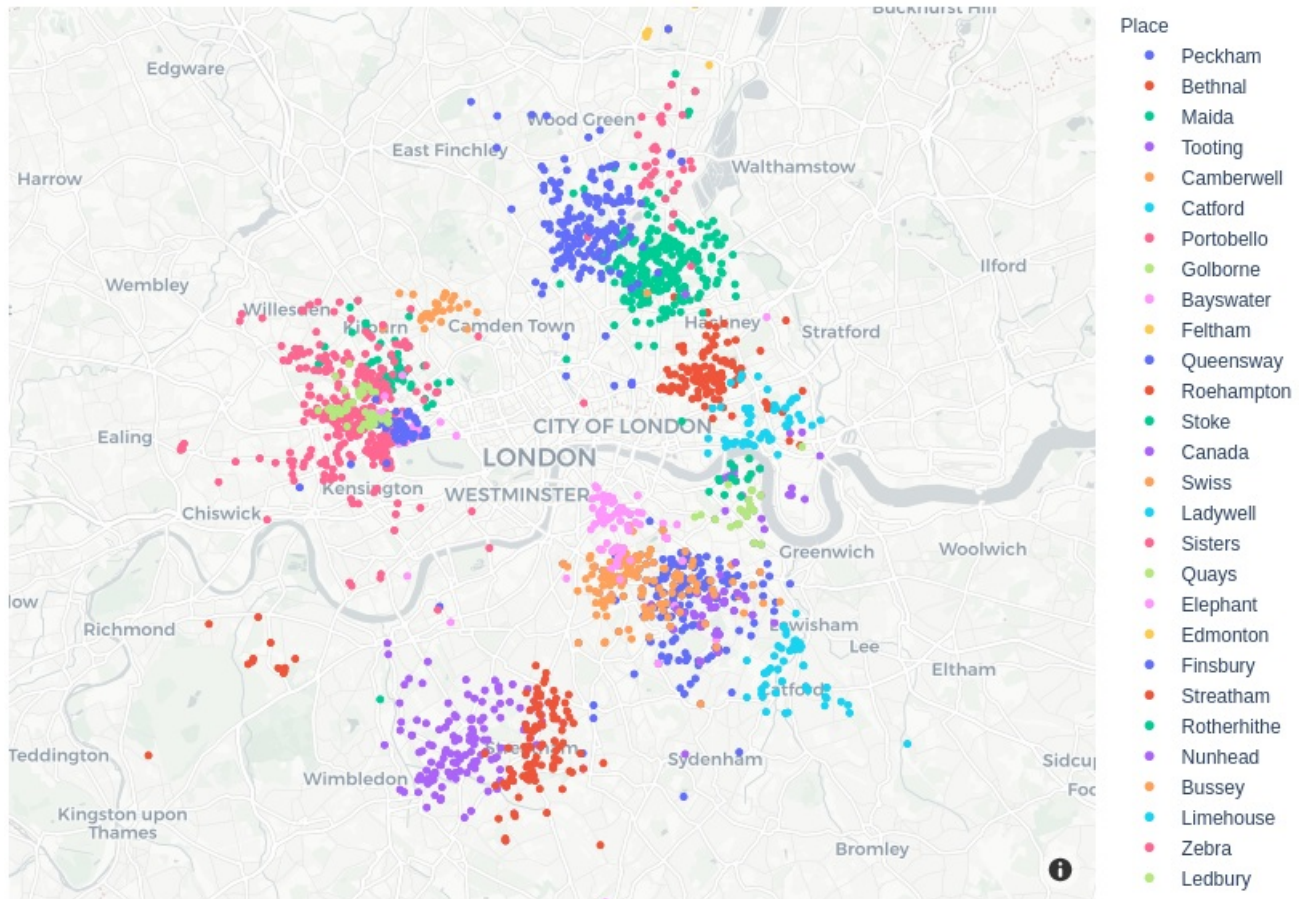
The popularity is also seasonal for several districts. For instance, the plot below shows the popularity of districts over the year. The brighter rectangle color is, the more popular is the district in this month.

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 decided to stay in apartments within Bethnal Green area, it may cost you 12% less than the average for the City of London apartments



Conclusion

- Apartments in the most popular London districts - Westminster and Camden - have stable demand and pretty high rent prices. That's why if you want to stay in a popular part of the city - Tower Hamlets or Lambeth may be the choice.
- When the amount of accommodates is higher than three, the price per accommodate reduces significantly. And if you have a good company, it might be even more cheap to rent a place with shared bathrooms or bedrooms.
- The summer is not a very cheap time to visit London. But if you really want to, Southwark may be the choice. This district is pretty expensive, but its emptiness during this season may drop the prices.
- The apartments in several locations of London may cost much lower than the average for the related district. If you want to save your pocket - it is better to seek for accommodation in such places.

References

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