

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

Brief look

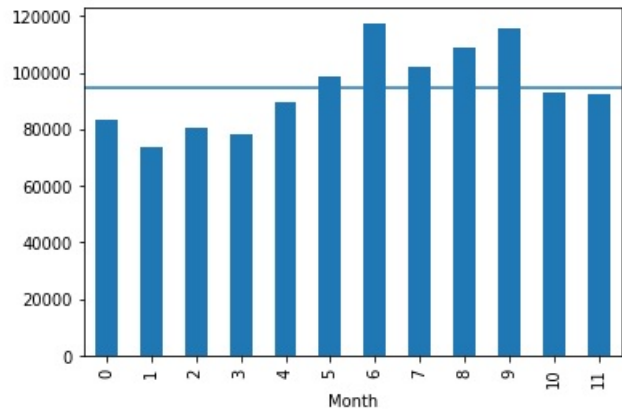
According to AirBnB reviews, the most popular districts to rent an accomodation are listed in a table below. Top-10 districts by the amount of reviewers are presented here, the popularity means what ratio of reviewers who decided to stay in certain district

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 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. Depending on the amount of accommodates, shared places/items and neighborhood, this price may be significantly lower or higher than the average.

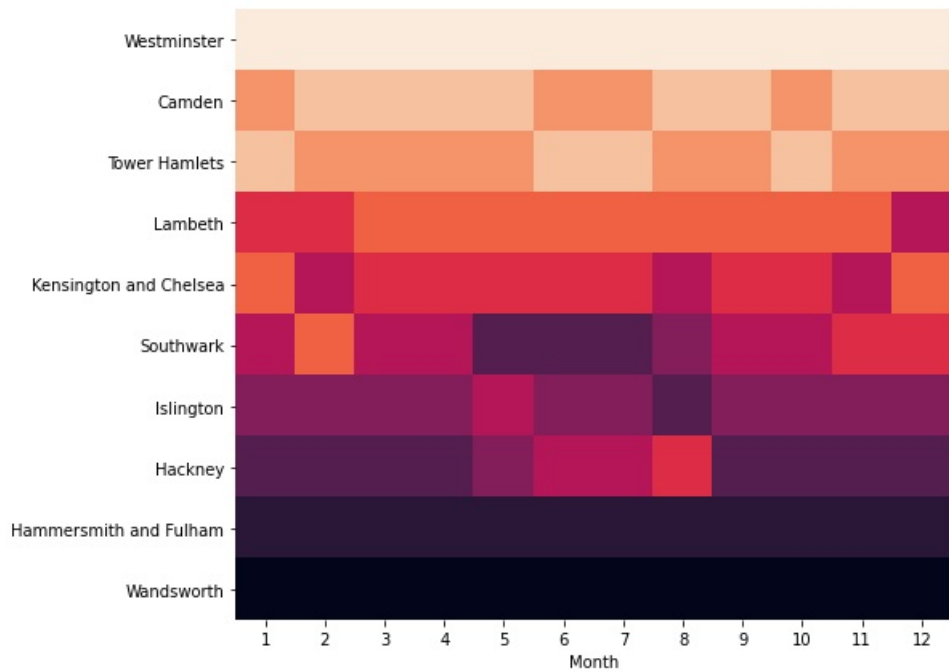
	Entire home/apt	Hotel room	Private room	Shared room
Westminster	69.08 \$	87.38 \$	47.56 \$	27.30 \$
Kensington and Chelsea	56.62 \$	66.00 \$	46.05 \$	44.00 \$
Hammersmith and Fulham	46.19 \$	54.92 \$	37.73 \$	26.39 \$
Southwark	46.25 \$		35.88 \$	25.00 \$
Barking and Dagenham	31.08 \$		33.44 \$	
City 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 \$

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.



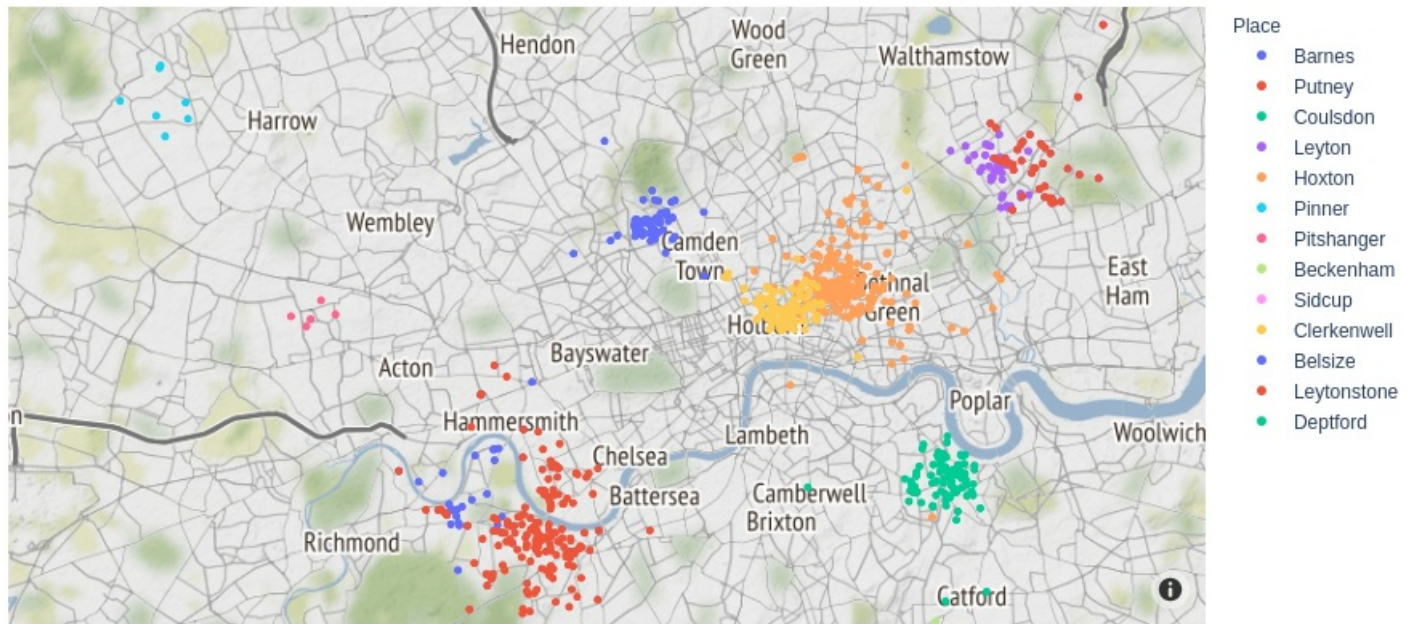
The popularity is also seasonal for several districts. For instance, the plot below shows the popularity of districts over the year. The brighter rectangle color is, the more popular is the district in this month.

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 your estate is situated in the district of Beckenham, your competitors may have prices per accommodate above the average for this district.



Conclusion

- Apartments in the most popular London districts - Westminster and Camden - have stable demand and pretty high rent prices. The prices for the 3rd popular district - Tower Hamlets - are not so high.
- Real estate choice 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, as well as distance to Beckenham 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/>)