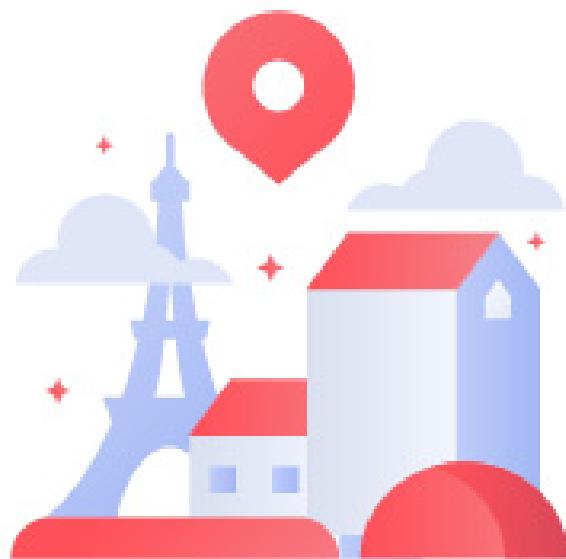




TokYo

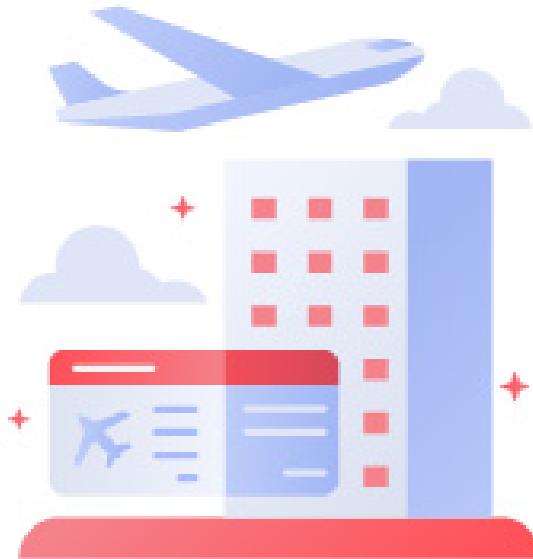


WHAT IS AIRBNB?



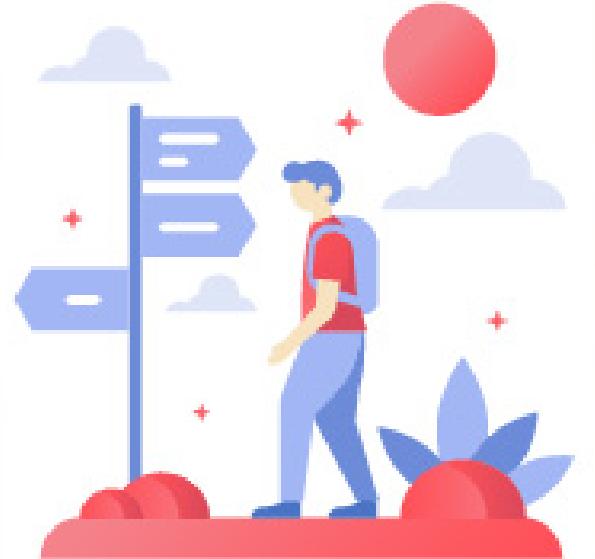
Choose a Place

Enter your destinations, travel dates, and number of guests.
Then click Search.



Booking apartment

Send a request to the host
to book a reservation.



Explore!

Feel comfortable like home,
anywhere you go in the world.



ROOM TYPES



ENTIRE HOME



PRIVATE ROOM



SHARED ROOM



HOTEL ROOM

Types of Travellers



Solo Traveller

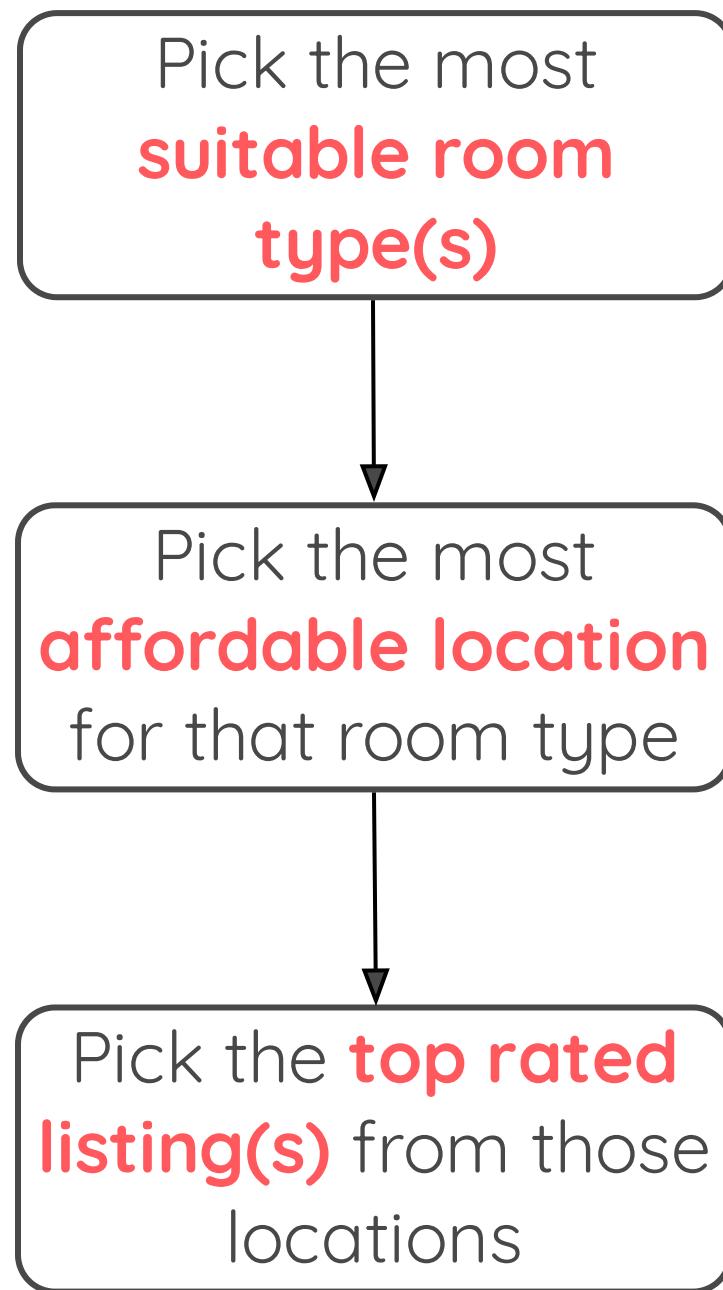


Group of three



A Couple

HOW TO CHOOSE A ROOM?



SOLO YOLO

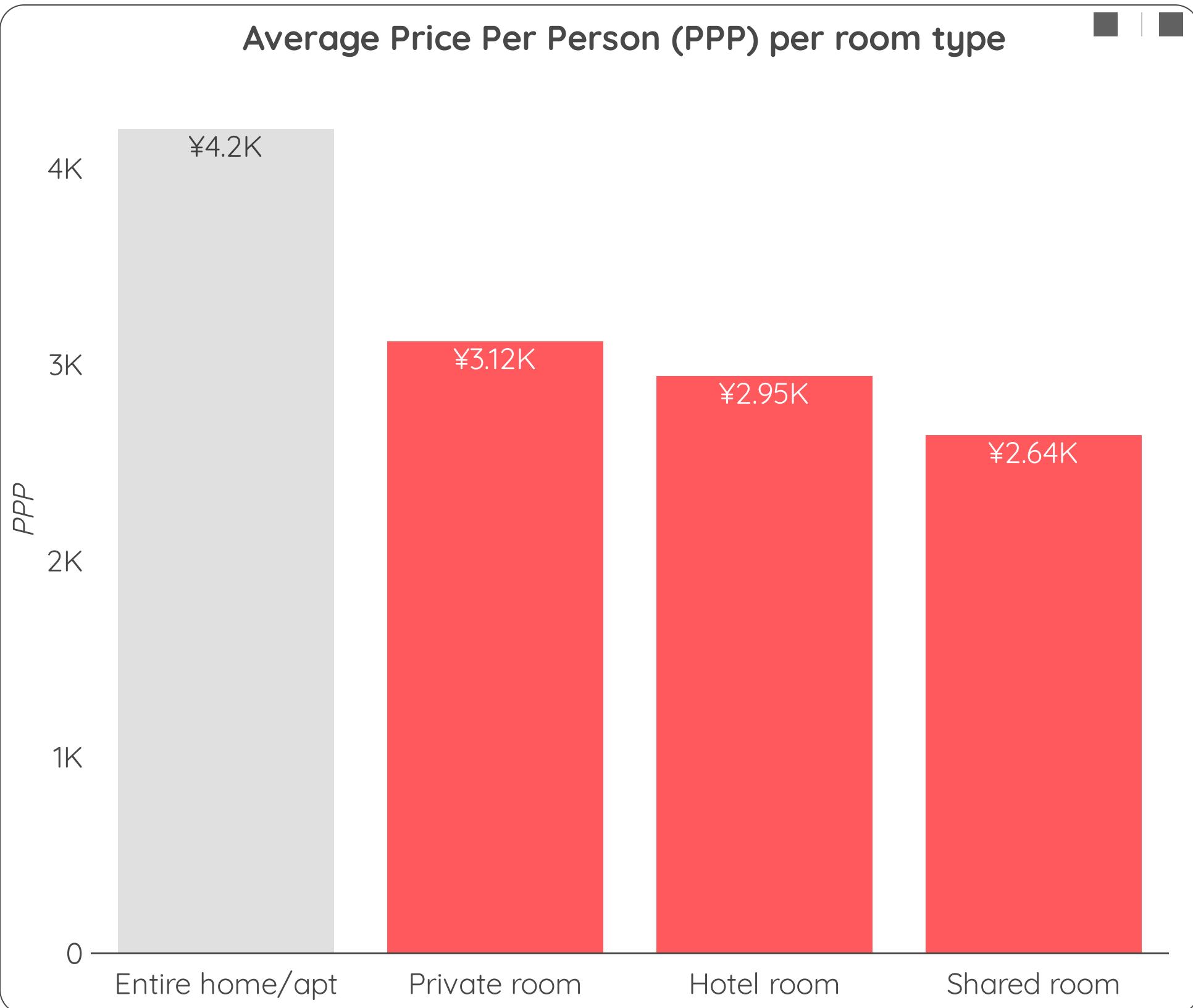
SOLO

Average Price Per Person (PPP) per room type

Most suitable
room type(s)?

Most
affordable
locations?

Top rated in
those
locations?



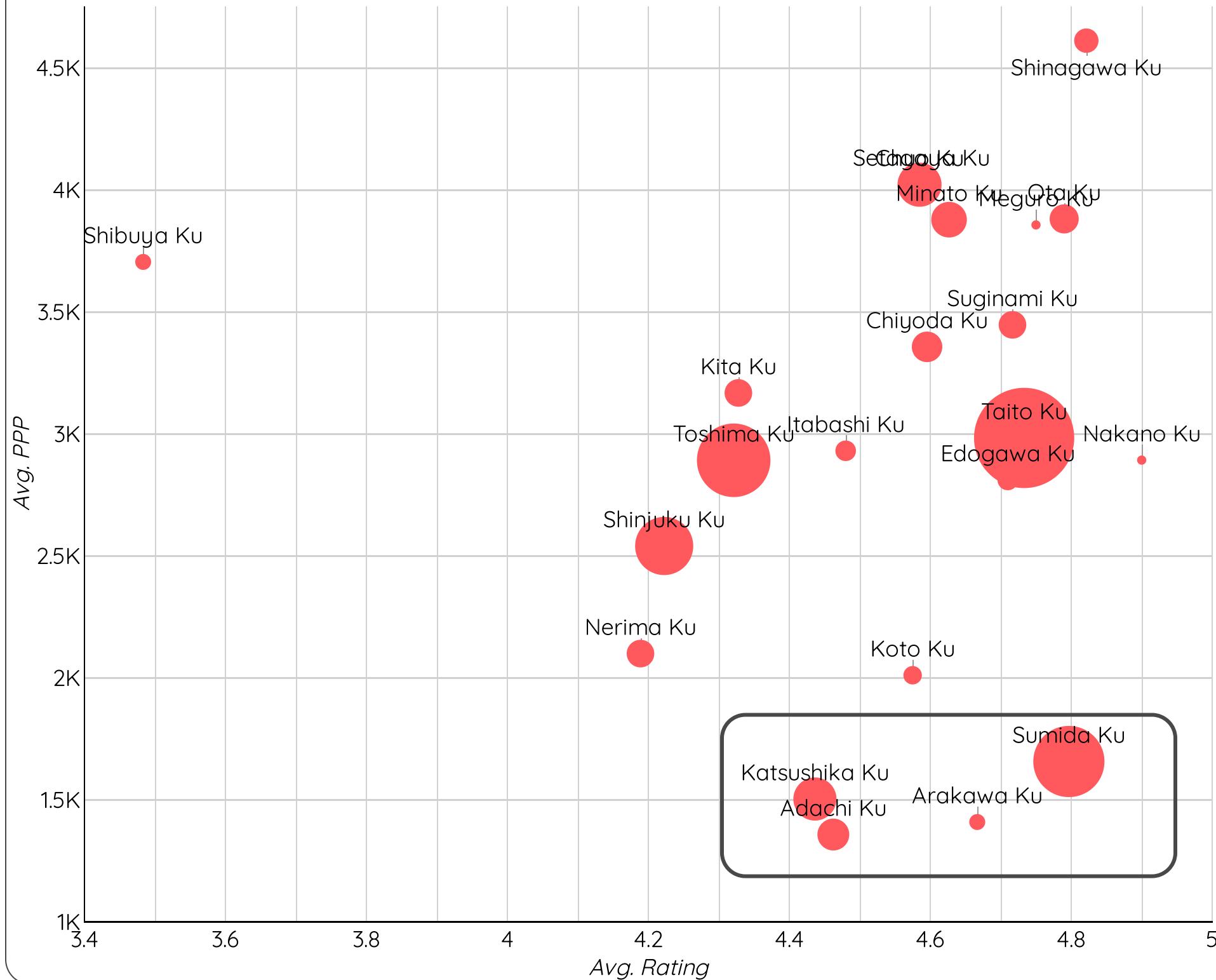
SOLO

Neighborhoods by Avg. rating and Avg. PPP

Most suitable room type(s)?

Most affordable locations?

Top rated in those locations?



SOLO

Most suitable room type(s)?

Most affordable locations?

Top rated in those locations?



Shared room Sumida Ku ¥ 1,200 1 per.

Wesley (02/2020)
"Great space. A little off the beaten path, but very easy to access different areas of the city. Very close to the Tokyo Skytree!"

Julius (01/2019)
"Perfect place and really close to public transport... Warm hosting and thoughtful tips. Really worthy."



Private Room Katsushika Ku ¥ 1,518 1 per.

Lin (02/2020)
"Super great place close to a metro station... This was the perfect place for me to stay at as a female solo traveler on a budget..."

Will (07/2019)
"...The room and bathroom was clean and neat... The neighborhood was clean and safe... It was close to the rail station, making it easy to access all parts of Tokyo and the airports..."

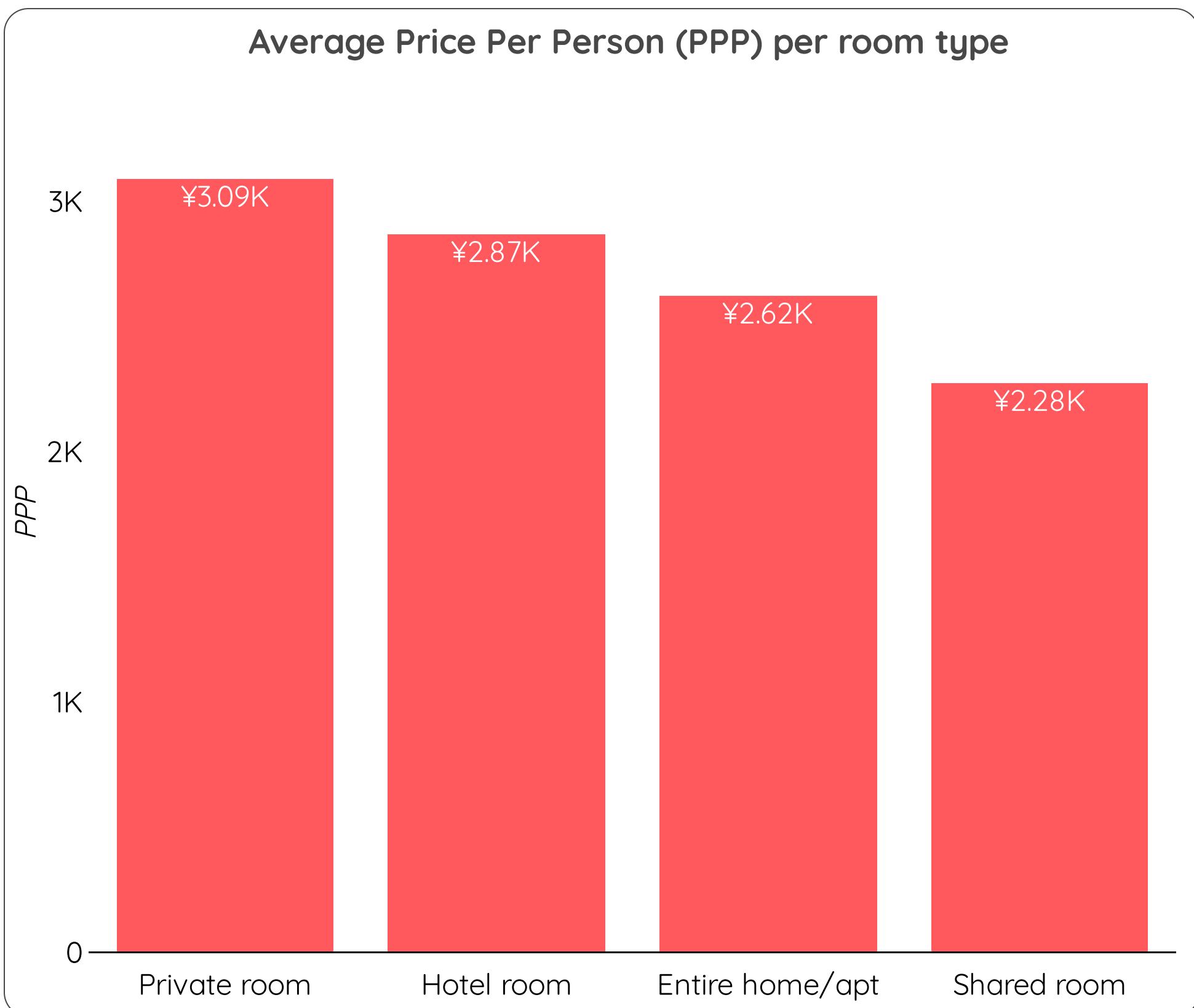
1 + 1 = ?

Average Price Per Person (PPP) per room type

**Most suitable
room type(s)?**

Most
affordable
locations?

Top rated in
those
locations?



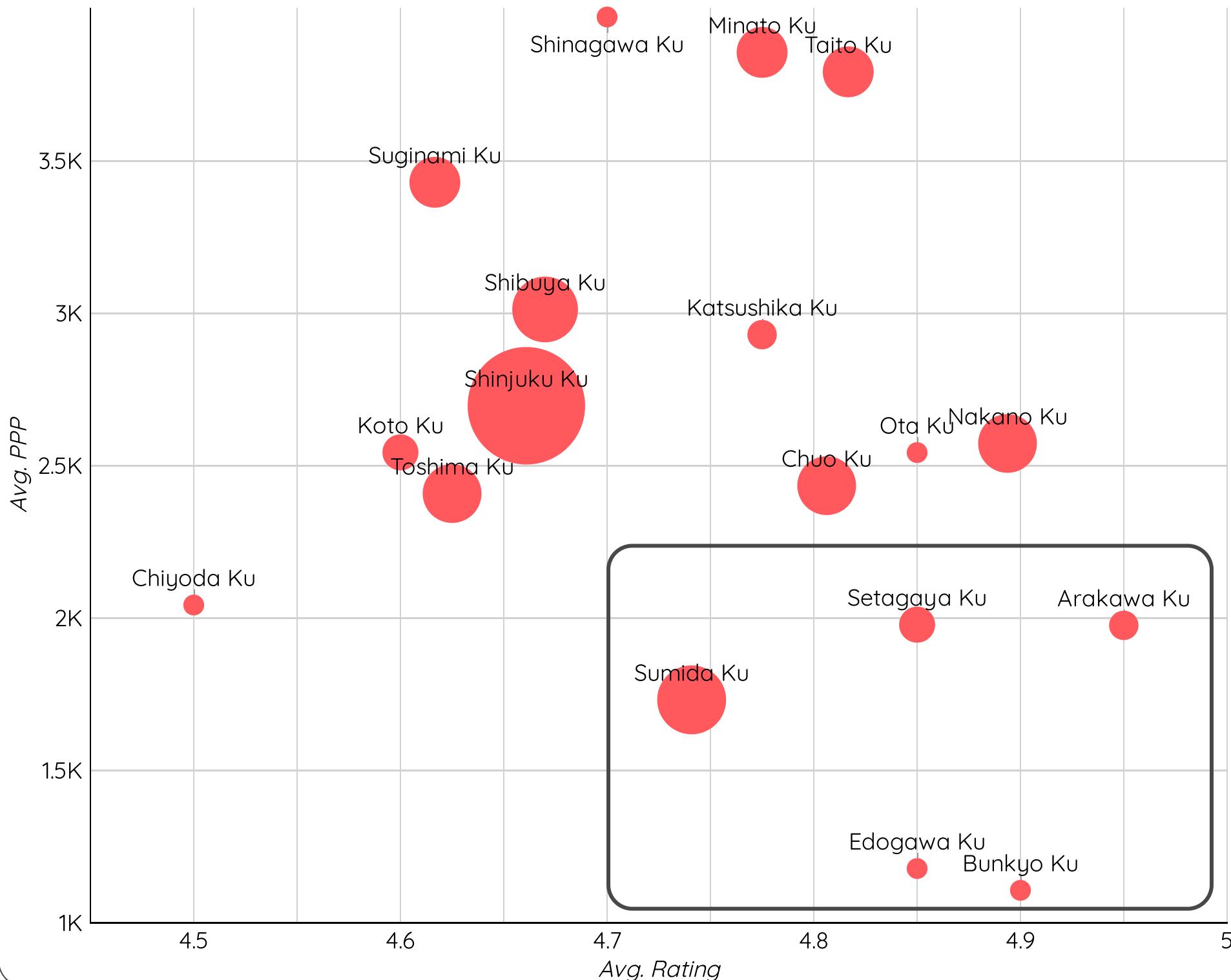
PAIR

Neighborhoods by Avg. rating and Avg. PPP

Most suitable room type(s)?

Most affordable locations?

Top rated in those locations?



PAIR

Most suitable room type(s)?



Most affordable locations?

Entire Home Sumida Ku ¥5,750
 2 per.

Johanna (06/2019)

"Very quiet and calm neighborhood... Cozy apartment, **perfect for a couple**... Warmly recommended."

Andell (04/2019)

"This place is great... It's really **perfect for a couple**... Highly recommended!"

Top rated in those locations?



Entire Home Arakawa Ku ¥2,500
 2 per.

Iva (03/2020)

"Amazing host!... Apartment was **clean and neat**. It was very **close to the station**... The neighborhood is very **quiet and peaceful**..."

Lily (07/2019)

"Perfect for a single or even for a couple... Also the **best sandwiches** in the morning. Definitely recommend!"

The more the merrier?

GROUP OF THREE

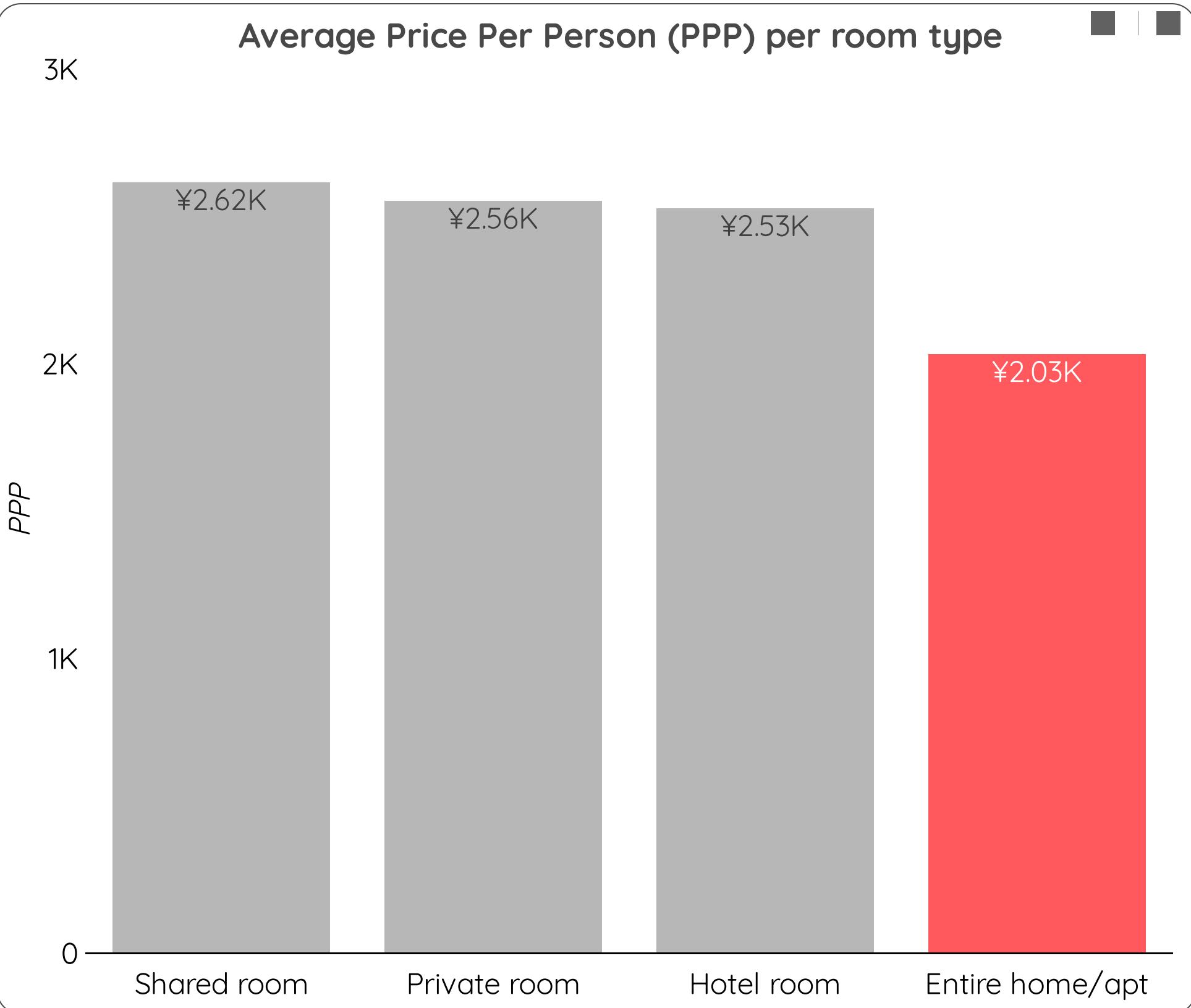


Average Price Per Person (PPP) per room type

Most suitable
room type(s)?

Most
affordable
locations?

Top rated in
those
locations?



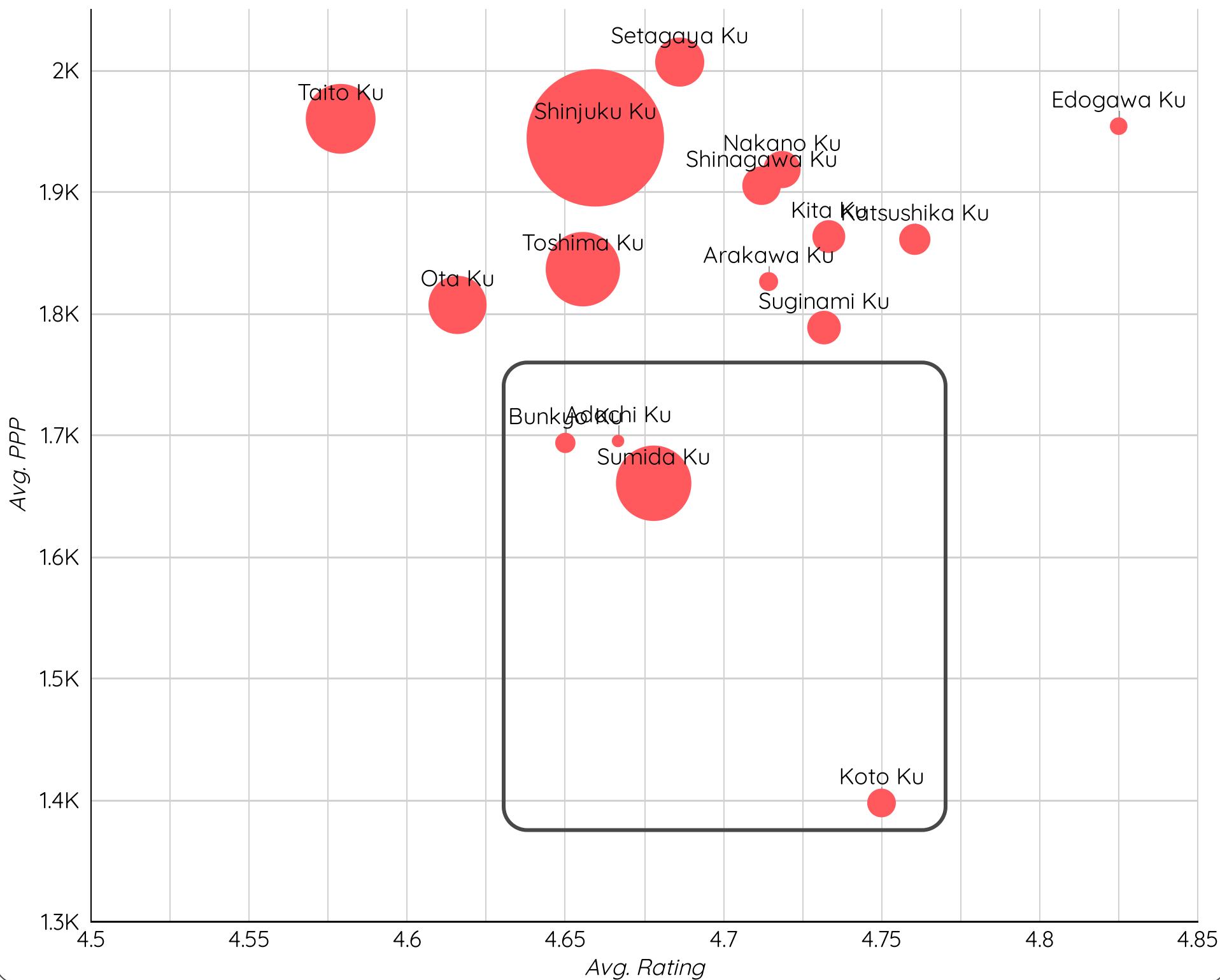
GROUP OF THREE

Neighborhoods by Avg. rating and Avg. PPP

Most suitable room type(s)?

Most affordable locations?

Top rated in those locations?



GROUP OF THREE

Most suitable room type(s)?

Most affordable locations?

Top rated in those locations?



Entire Home Sumida Ku ¥4,315
3 per.

Omnya (08/2020)

"The apartment is **spacious**... It is also very **close to the station and skytree**."

Sullivan (12/2019)

"A very **clean** and very **quiet** apartment... **proximity of several shops**, an onsen and the subway just **10 minutes walk**."



Entire Home Sumida Ku ¥5,000
3 per.

Nathan (10/2019)

"Hiromi's place was **so much better than I expected**. It's very **spacious** and **looks way better than the pictures**. It is very convenient due to **2 stations being near the Airbnb...**"

Maverick (07/2019)

"The place was very nice and honestly **exceeded my expectations**... There were **two train stations within walking distance**... also within **walking distance from Tokyo Skytree!**..."

CONCLUSIONS

KEY INSIGHTS

Solo for **local connections**.

Pair for **flexibility**.

Group for **budget**.

Locations affect price
more than **room type**
and **ratings**

When in doubt, go
with **Sumida**