

Boston Airbnb Analysis

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What is the best place to invest in vacation homes in Boston?



Busy times in Boston

December 31/January 1: First Night/Day

March (mid-month): St. Patrick's Day Parade

April (third Monday of the month): Boston Marathon

June (beginning of the month): Pride Parade

May (throughout the month): College graduation season

June 29 - July 1: Harborfest

End of August/Early September: Moving day, students return

October (mid-end of month): Head of the Charles Regatta

December: Holiday season



St. Patrick's Day

Department of Tourism, Sports, and Entertainment, Boston government, accessed 20 May 2023, <<https://www.boston.gov/visiting-boston#planning>>.



Boston Maraton

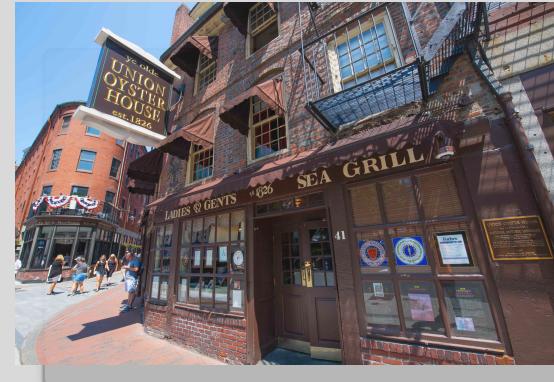


Harborfest

Neighborhood overview



Museum of fine arts



Restaurant in Boston



Boston Downtown

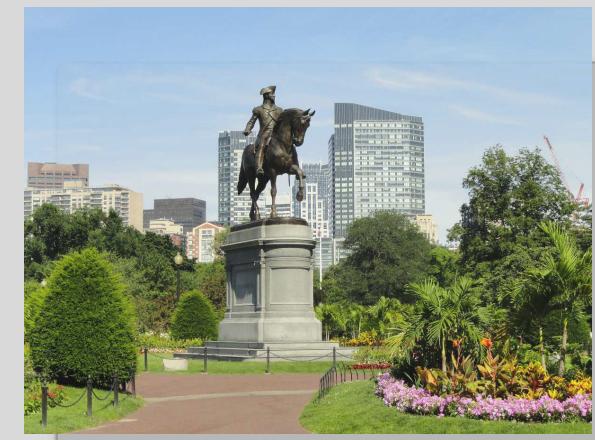
Most descriptions about the overview of each neighborhood are about parks, subway stations, museums, restaurants, major tourist attractions, and other information that visitors look for when visiting Boston.



Charles River



Fenway station



Boston Public Garden

Best rated properties



The houses that have a rating equal to or greater than 80 on Airbnb have been evaluated as great places to stay, with the main positive aspects being cleanliness, comfort, host reception, parking availability, location, subway station, nearby restaurants, ease of walking in the surroundings, and the neighborhood considered pleasant.

Amenities of best properties

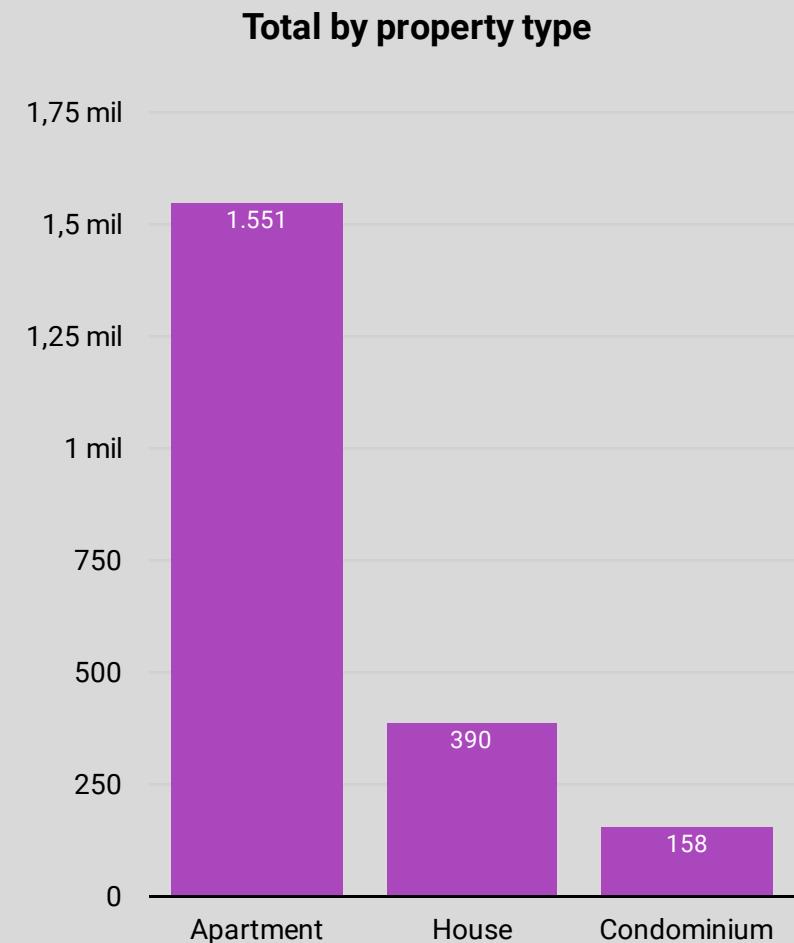


These are items that the hosts described as amenities in their homes, but in the field of experience, there was no information from any host about offering a different experience for their guests.

Best properties - Features

The apartment is the most common type of home among the best rated properties, followed by houses and condominiums. In all three cases, the majority of properties have 1 bedroom and 1 bathroom, but there is also a significant number of apartments with 2 bedrooms and 2 bathrooms.

property_type	0_bathrooms	1_bathrooms	2_bathrooms	3_bathrooms	4_bathrooms
Apartment	7	1289	177	6	1
House	0	202	67	3	1
Condominium	0	117	27	0	0



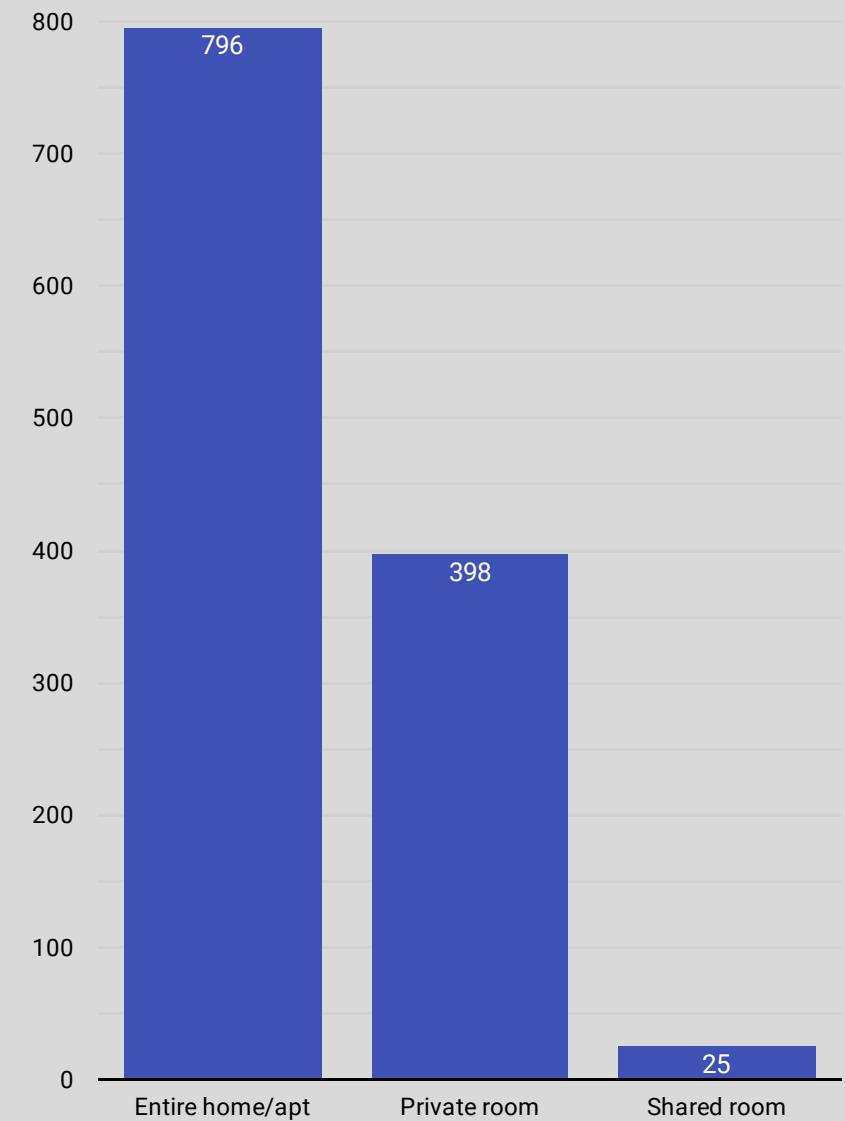
property_type	0_bedroom	1_bedroom	2_bedrooms	3_bedrooms	4_bedrooms	5_bedrooms
Apartment	174	948	339	75	13	2
House	4	303	27	29	20	7
Condominium	7	99	43	7	1	1

Apartment's room type

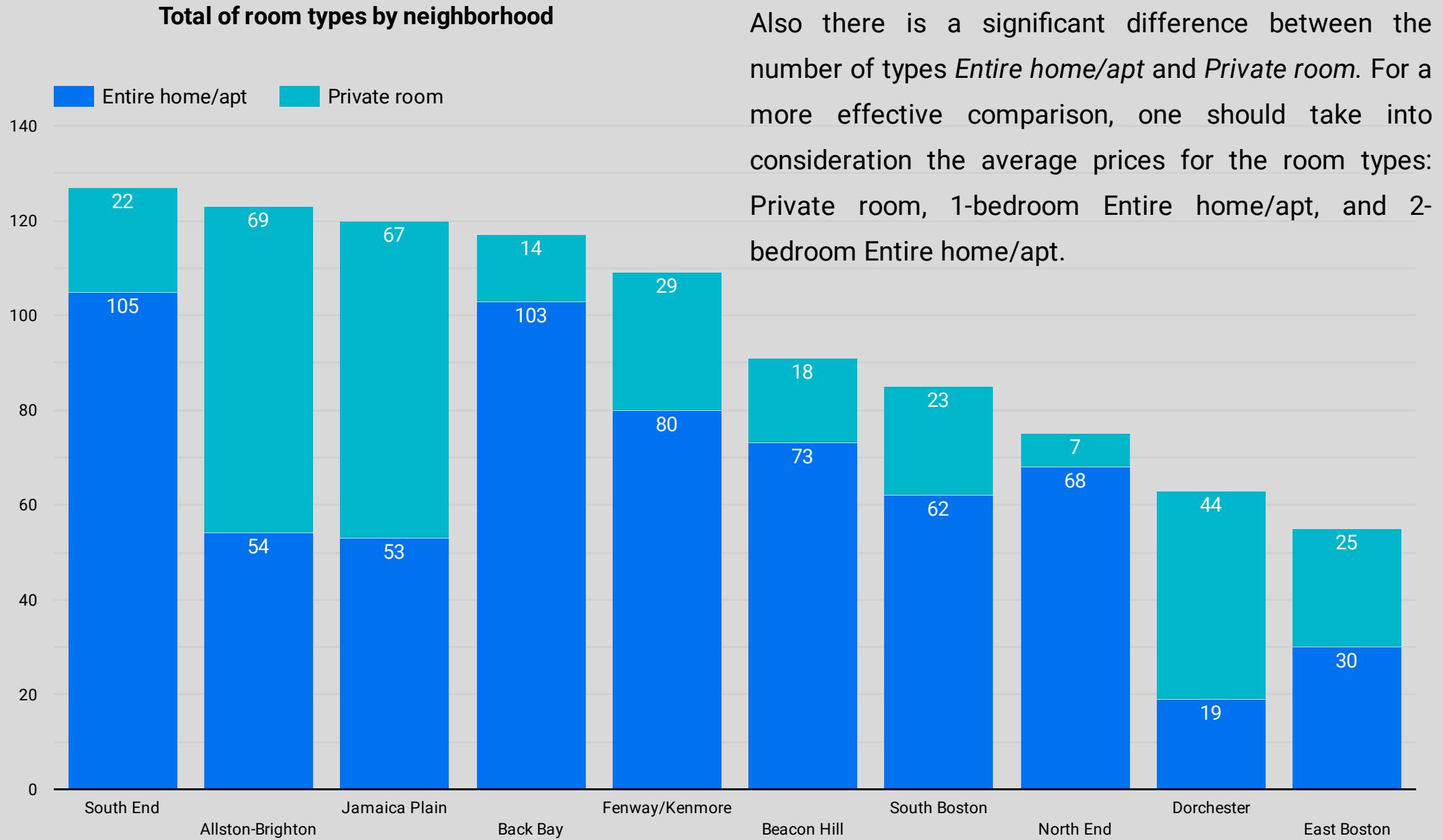
Among the best-rated apartments, there is a higher number of accommodations of the type *Entire home/apt* and *Private room*. When comparing these two room types in terms of the number of bedrooms and bathrooms, it is noted that there is not a significant difference in the average review score rating. For example, apartments of the type *Entire home/apt* with 1 bedroom and 1 bathroom have the same average rating as *Entire home/apt* with 2 bedrooms and 2 bathrooms, as well as the same rating as a *Private room* with 1 or 2 bathrooms.

room_type	bedrooms	bathrooms	review_scores_rating	total_properties
Private room	1	2	94	18
Entire home/apt	2	2	94	106
Entire home/apt	1	1	94	477
Private room	1	1	94	380
Entire home/apt	2	1	93	205
Entire home/apt	1	2	87	8

Total of apartments by room type



Rooms types by neighborhood



Price per number of bedrooms

Room type with 1 bedroom

	neighborhood	room_type	price ▾	id
1.	Back Bay	Entire home/apt	221,38	66
2.	Fenway/Kenmore	Entire home/apt	207,77	52
3.	Beacon Hill	Entire home/apt	201,2	60
4.	South End	Entire home/apt	193,35	72
5.	South Boston	Entire home/apt	190,71	34
6.	North End	Entire home/apt	173,6	42
7.	North End	Private room	162,57	7
8.	Beacon Hill	Private room	144,89	18
9.	Back Bay	Private room	135,86	14
1...	Allston-Brighton	Entire home/apt	132,84	37

Additionally, when comparing neighborhoods with 2-bedroom apartments rented as *Entire home/apt*, the Back Bay and Fenway/Kenmore neighborhoods also appear with the best average rental prices. However, the 2-bedroom apartments price of renting, in both, is not significantly higher than renting a 1-bedroom apartment, considering that buying a 2-bedroom apartment would be more expensive.

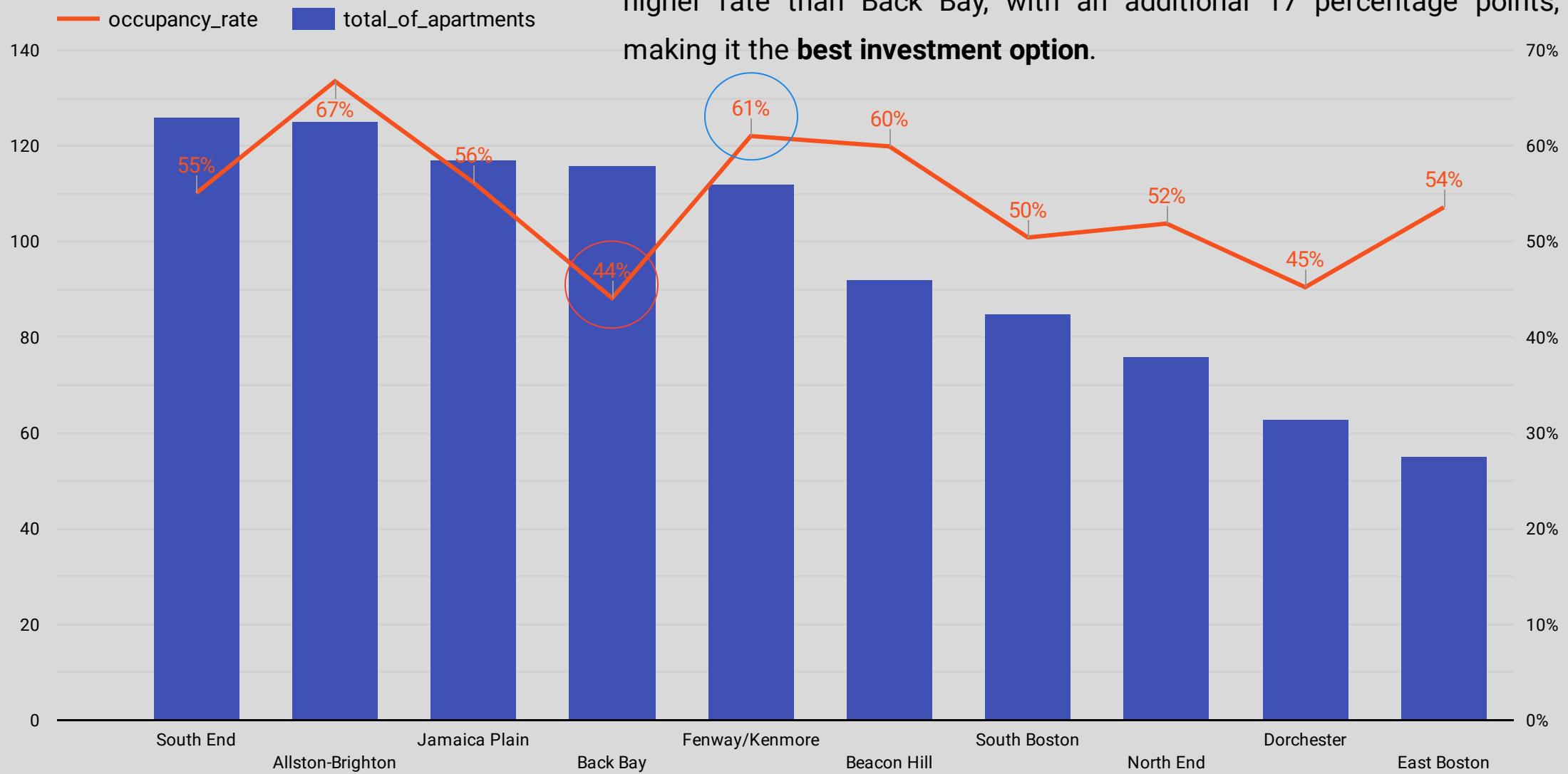
The top 10 neighborhoods that have the highest number of 1-bedroom apartments indicate a average price of *Entire home/apt* bigger than *Private room*'s price. They also show that the Back Bay and Fenway/Kenmore are the neighborhoods with best average price for renting an entire apartment.

Entire apartment with 2 bedrooms

	neighborhood	room_type	price ▾	id
1.	Back Bay	Entire home/apt	312,73	37
2.	Fenway/Kenmore	Entire home/apt	293,46	28
3.	South Boston	Entire home/apt	287,32	28
4.	South End	Entire home/apt	253,36	33
5.	Beacon Hill	Entire home/apt	249,77	13
6.	East Boston	Entire home/apt	224,86	14
7.	North End	Entire home/apt	224,46	26
8.	Jamaica Plain	Entire home/apt	185,94	33
9.	Allston-Brighton	Entire home/apt	181,35	17
10.	Dorchester	Entire home/apt	150,27	15

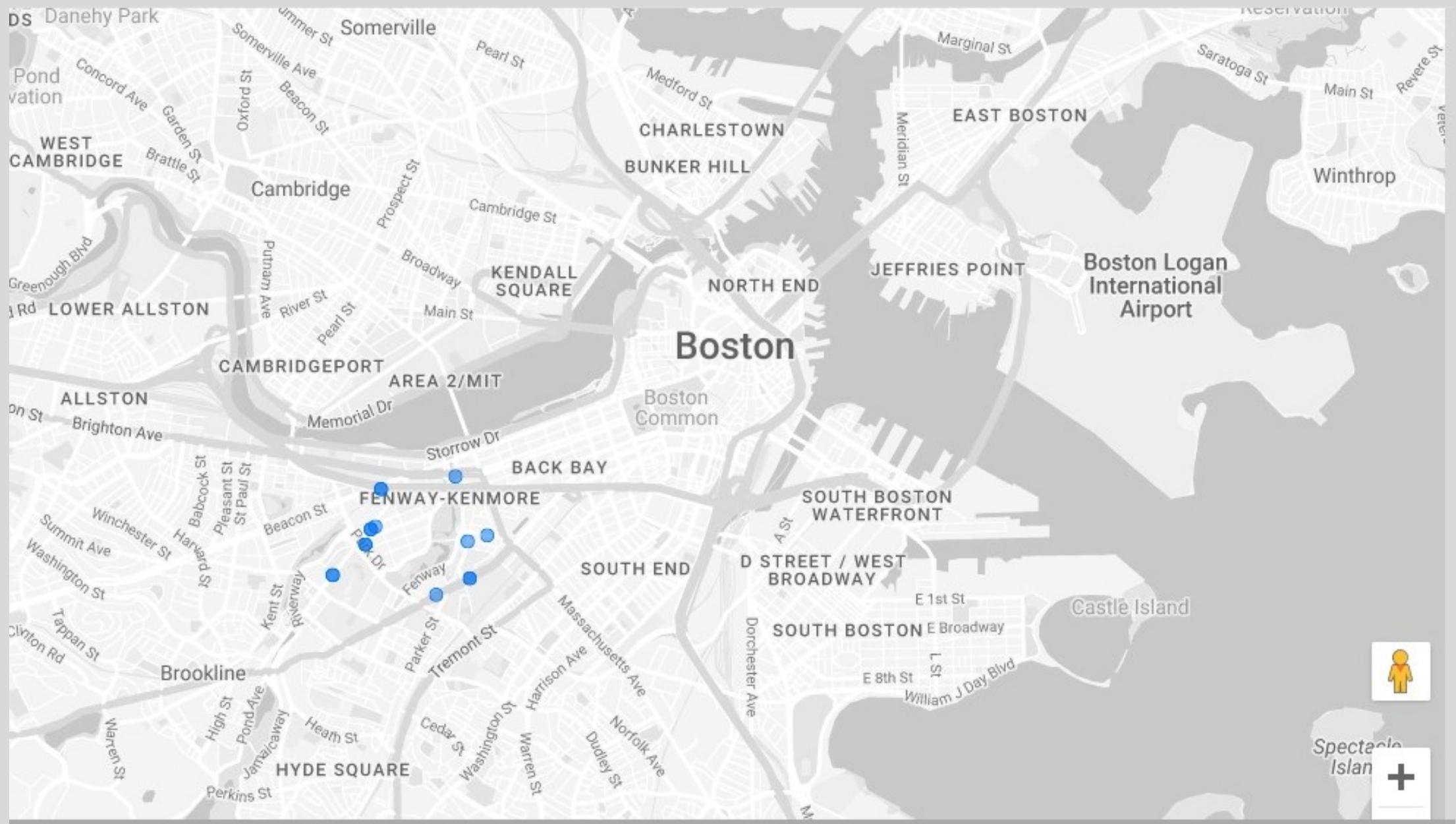
Occupancy rate on top 10 neighborhoods

Number of apartments vs. Occupancy rate



Considering Back Bay and Fenway/Kenmore as the neighborhoods with the best rental prices, it is now necessary to compare them also in terms of occupancy rate. In this case, **Fenway/Kenmore** has a significantly higher rate than Back Bay, with an additional 17 percentage points, making it the **best investment option**.

Streets of best houses in Fenway Kenmore



Recommendations

Neighborhood: Fenway/Kenmore

Property type: Apartment

Number of bedrooms: 1

Number of bathrooms: 1

Accommodation type: Entire apartment

To offer: As according to the records, no host offered a differentiated experience for their guests, it might be interesting to test something as a unique selling point for the accommodations. Suggestion: an experience could be the possibility of discounts on tours, visits, and restaurants in partnership with the host. Since guests mentioned these interests in reviews about the location of the house.

About the price: Keep in mind that the average prices in this region are around USD\$207,00, so it is necessary to conduct market research on the prices of apartments for sale according to the investor's budget, to identify the costs involved and study the possibilities for pricing the accommodation.



Thank you for your attention!



For any questions, send an email to:
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