

# SAN FRANCISCO AIRBNB & HOUSING TRENDS

2015 - 2020

# KEY METRICS

- The **average price per night** of an Airbnb listing was highest in 2016 and lowest in 2018.
- **Housing prices** were highest at the start of 2020 and lowest in 2015.
- **Rent prices** were highest at the end of 2019 / start of 2020, and lowest in 2015.
- **Total Airbnb listings** were highest in 2016 and lowest in 2017.
- Breaking down **Airbnb listings by neighborhood** reveals 2016 having the highest numbers and 2015 having the lowest.
- Even in **Airbnb's top neighborhood**, housing prices have followed similar trends.
- The **population of San Francisco** increased until 2019 but has started dropping in 2020.

# AIRBNB PRICES

## Airbnb average price per night

2015	\$217.28
2016	\$251.04
2017	\$218.25
2018	\$212.99
2019	\$215.41
2020	\$248.60

2016 has the highest average price per night, with 2020 close behind.

# AIRBNB LISTINGS

Total San Francisco Airbnb Listings (2015 - 2020)

2016  
9,066

2015  
7,165

2020  
7,087

2018  
7,072

2016 is the top year for Airbnb overall, with 9,066 total listings.

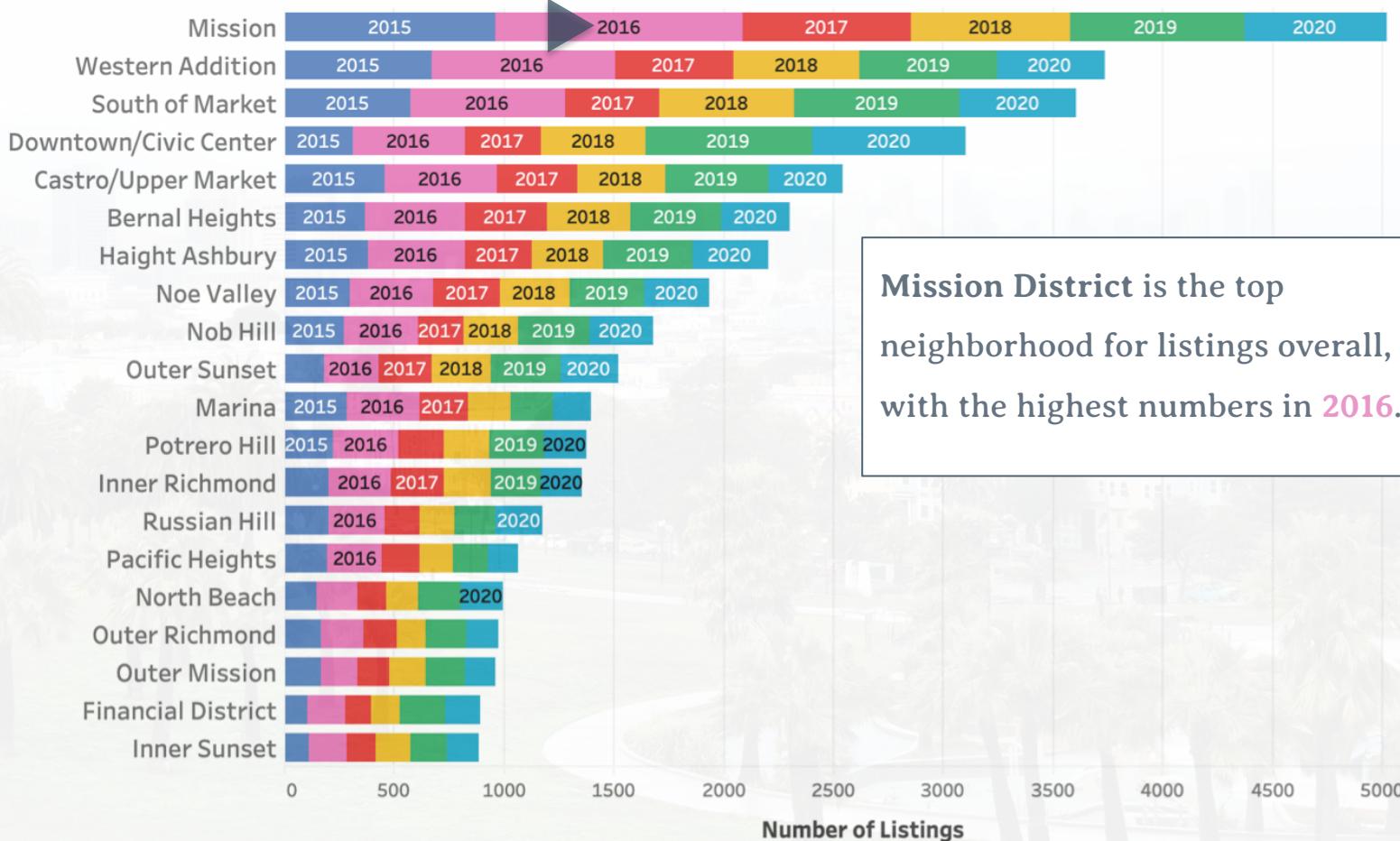
2019  
8,533

2017  
6,650

# AIRBNB LISTINGS

## (by neighborhood)

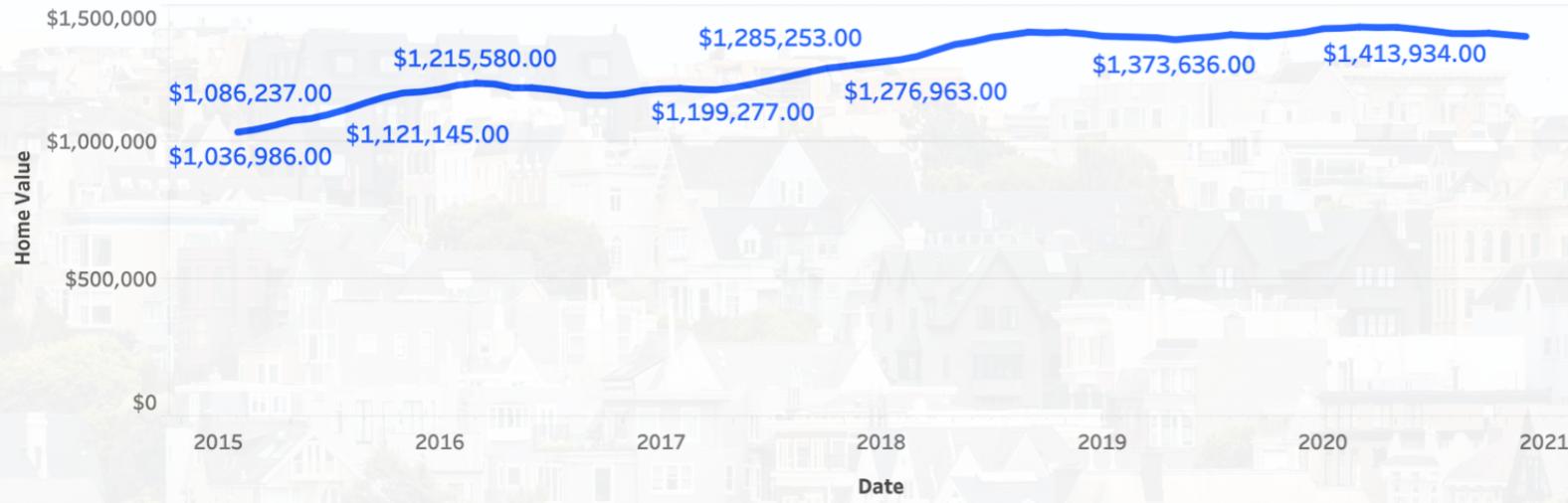
Airbnb Listings by Top 20 Neighborhoods (2015 - 2020)



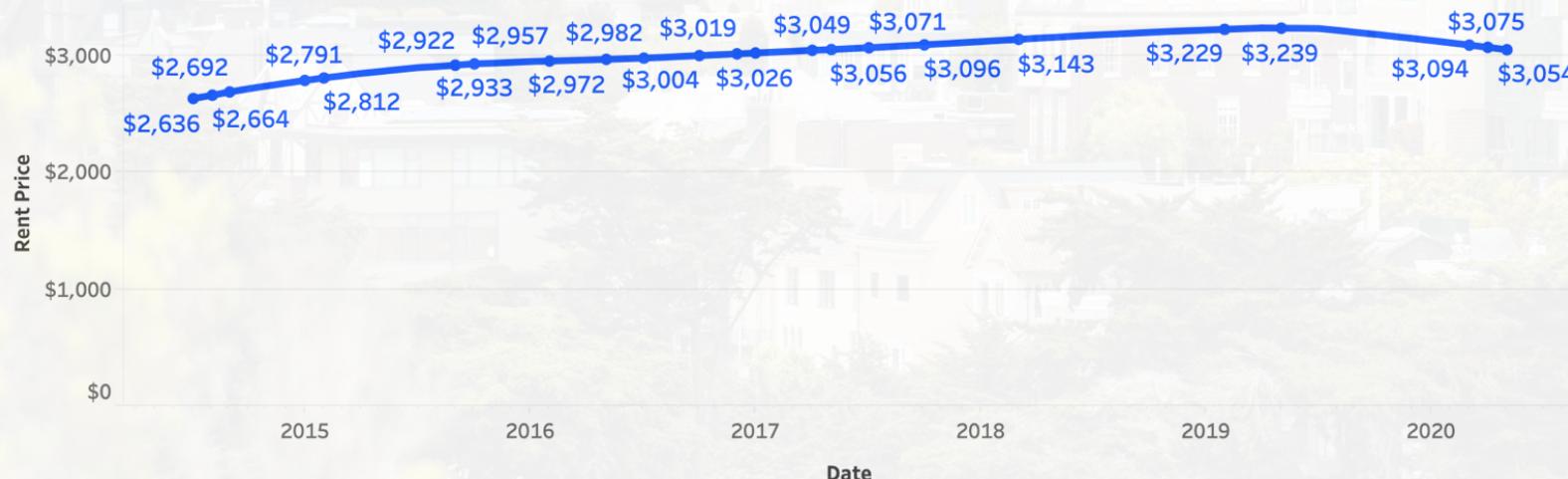
Mission District is the top neighborhood for listings overall, with the highest numbers in 2016.

# HOUSING PRICES

San Francisco Home Values (2015 - 2020)



San Francisco Rental Prices (2015 - 2020)



# HOUSING PRICES (Mission District)

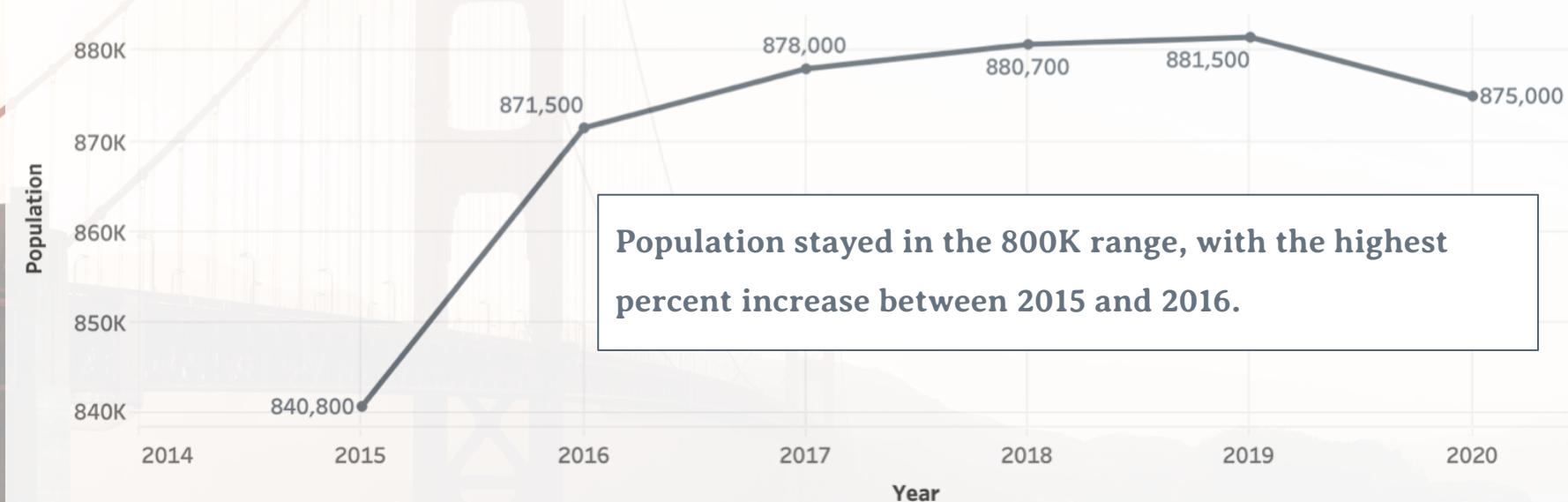
San Francisco Mission District Housing Prices (2015 - 2020)



Even during the height of Airbnb's success in the Mission District in 2016, housing prices did not dramatically change within that area.

# POPULATION

San Francisco Population (2015 - 2020)



# CONCLUSIONS

- There are no dramatic spikes in housing or rental prices during Airbnb's most successful time periods of 2016 and 2019.
- Population increase is one explanation for higher demand for both housing and Airbnb listings during 2016, but there may be other determining factors.
- Even in Airbnb's top neighborhood, housing prices have followed similar trends in comparison to citywide trends.
- Many other factors contribute to housing and rental market prices including economic forecasts, Covid-19 cases, new businesses, new companies, unemployment rates, and taxation rules.