This presentation explores trends in Airbnb data in relation to housing and rental prices over the last 6 years in San Francisco, California. Historically, there has been controversy surrounding the rise in Airbnb properties and how that effects housing prices. The visualizations included seek to inform the San Francisco Board of Supervisors and Airbnb leaders of recent trends and compare them across property type, neighborhoods, and price ranges. Overall, it illustrates individual trends that prove as a whole that there is no strong correlation between the number of Airbnb properties and the price of housing. The key metrics presented are Airbnb average prices per night, Airbnb total listings, Airbnb listings per neighborhood, home values, rental values, housing prices in the most popular Airbnb neighborhood, and population.

Within the city of San Francisco, regulations have been implemented to ensure short-term rentals do not monopolize the rental market. It is important to understand that Airbnb is not the only aspect to consider in regard to the housing market status. Airbnb is just one factor in these trends. Other factors to consider include economic forecasts, Covid-19 cases, new businesses, new companies, unemployment, and taxation rules. Existing regulations may be keeping things in check, but if there were more dramatic spikes apparent in these data then these regulations could be reevaluated.

In terms of design methodology, the text table for average prices per night is a simple straightforward way to visualize the highest and lowest prices. The tree map of total listings emphasizes the highest numbers per year while allowing for less white space. The stacked bar chart allows for comparison between both area and listing numbers, while line charts are valuable for tracking price trends and population over time. I chose the Airbnb logo color across my Airbnb graphs and slide titles for familiarity, and blue to represent housing data across the presentation. Contrasting bright colors differentiate yearly listings per neighborhood which reminds me of the bright colors of San Francisco. I also used a gradient color scheme to make sure the highest prices per night stood out within the first table.

References:

Airbnb. (2019, February 24). An update about our community in San Francisco. Retrieved from https://news.airbnb.com/an-update-about-our-community-in-san-francisco/

Barker, G. (2019, February 21). The Airbnb effect on housing and rent. Forbes. Retrieved from https://www.forbes.com/sites/garybarker/2020/02/21/the-airbnb-effect-on-housing-and-rent/?sh=62fcd8752226

Barron, K., Kung, E., & Proserpio, D. (2019, April 17). Research: when Airbnb listings in a city increase, so do rent prices. Harvard Business Review. Retrieved from https://hbr.org/2019/04/research-when-airbnb-listings-in-a-city-increase-so-do-rent-prices

Guttentag, D. (2018, August 29). What Airbnb really does to a neighbourhood. BBC News. Retrieved from https://www.bbc.com/news/business-45083954

Inside Airbnb. (2020, December 10). Get the data. Retrieved from http://insideairbnb.com/get-the-data.html

Redfin. (2020). Mission District Housing Market. Retrieved from https://www.redfin.com/neighborhood/1352/CA/San-Francisco/Mission-District/housing-market

World Population Review. (2020). San Francisco, California Population 2020. Retrieved from https://worldpopulationreview.com/us-cities/san-francisco-ca-population

Zillow. (2021). Housing data. Retrieved from https://www.zillow.com/research/data/