Incentivize Owners To List Their Homes For Long-Term Stays On Airbnb: Analyzing LA, NYC and Seattle.

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BENEFITS OF LONG-TERM STAYS
#1) Most people live in apartments or houses which are the most used property type for long-term listings in these cities.
#2) Hosts can earn more income year-round compared to nightly or weekly rentals while renting for shorter periods

BACKGROUND:
Since 2015, Airbnb has lost a significant number of its hosts and listings.

Host Total Listings Count
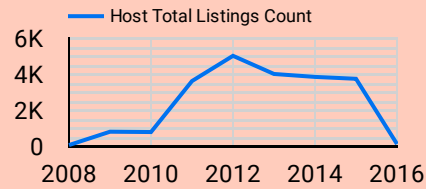
Recent increase of global travel restrictions and remote work has made long-term bookings a popular choice amongst travelers. In addition, more people are seeking ways to generate income that are not dependent on traditional employment. Our goal is to encourage more people in metro areas to sign up as Airbnb hosts and list their properties for long-term bookings.

DATA
We sourced our dataset from insideairbnb.com. We decided to focus on the most popular US cities for long-term stays which are Seattle (40%), Los Angeles (43%), and New York City (62%) according to a recent Airbnb media release.
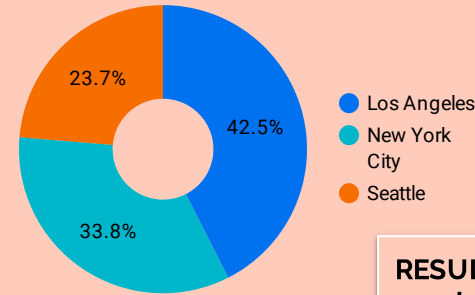
Model
For our final analysis, we focused on key factors relating to long-term listings such as the city, monthly price, cancellation policy, property type, number of reviews and host response time.

Map data ©2023 Imagery ©2023 NASA, TerraMetrics | Terms of Use
Host Total Listings Count 5.2K ▮ 9.4K

Total Listings Available for Booking

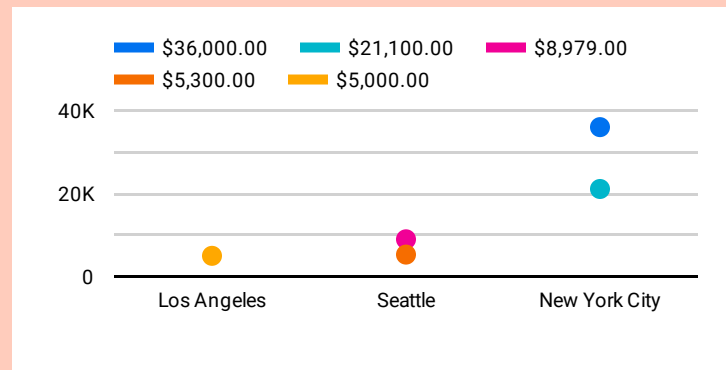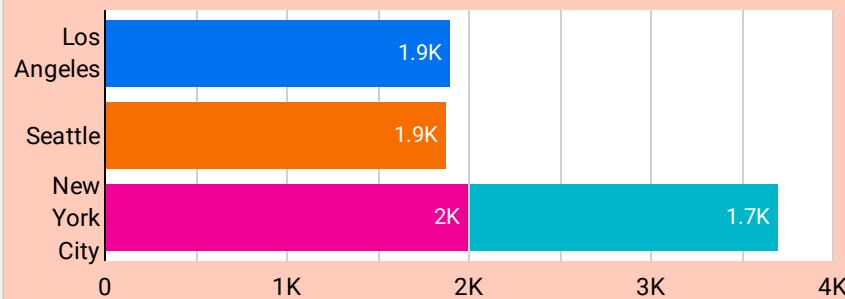- Los Angeles 42.5%
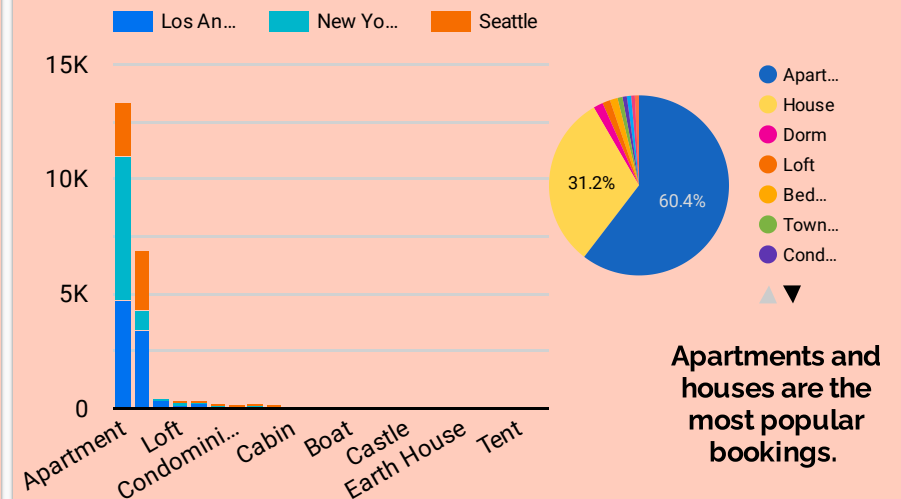- New York City 33.8%
- Seattle 23.7%

22,032 — Sum of long-term stays in LA, NYC and Seattle

RESULTS: Hosts in popular metro cities who list their apartments and/or houses for long-term stays can expect their homes to be in high demand and can earn thousands in annual revenue.

The median price per long-term stay is between $1.8 - 2K.

- Los Angeles 1.9K
- Seattle 1.9K
- New York City 2K / 1.7K

- $36,000.00
- $21,100.00
- $8,979.00
- $5,300.00
- $5,000.00

The most exclusive stay can earn upwards of $5K per months up to tens of thousands of dollars.

Los An... / New Yo... / Seattle
(Apartment, Loft, Condomini..., Cabin, Boat, Castle, Earth House, Tent)

- Apart... 60.4%
- House 31.2%
- Dorm
- Loft
- Bed...
- Town...
- Cond...

Apartments and houses are the most popular bookings.

A strict cancellation policy offers Hosts the best protection and assurance of income.

New York City / Los Angeles / Seattle

	New York City	Los Angeles	Seattle
strict	1.9K	1.3K	377
moder...	1K	852	431
flexible	845	576	277
no_ref...	1		
long_t...	1		