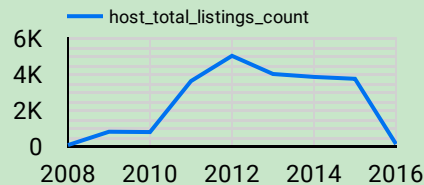


WHY MORE HOMEOWNERS SHOULD JOIN AIRBNB AND LIST THEIR HOMES FOR LONG-TERM STAYS.

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BACKGROUND:

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



The increase of recent 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

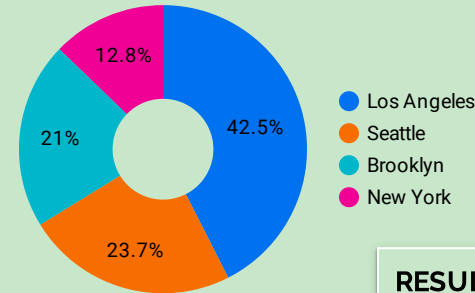
We sourced our datasets from insideairbnb.com and chose to focus on the American cities with the most listings available for long-term stays which are Seattle (40%), Los Angeles (43%), and New York City (62%).

MODEL

For our EDA, we prioritized key factors attributing to long-term listings including the city, state, zip code, monthly price, number of reviews, cancellation policy, property type, annual availability, and host response time.



Total Listings Available for Booking

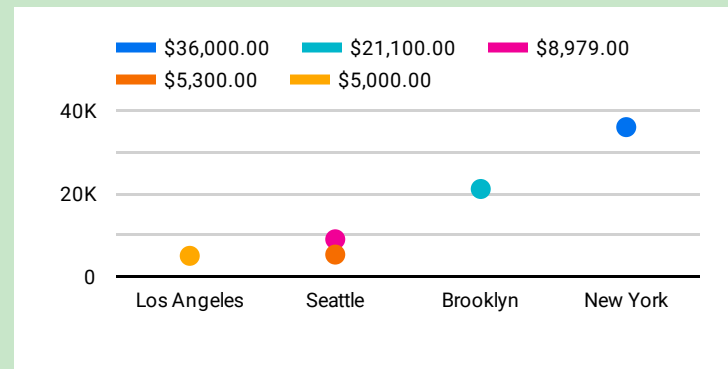
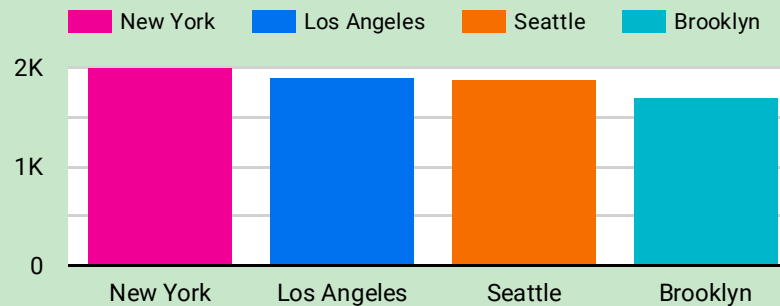


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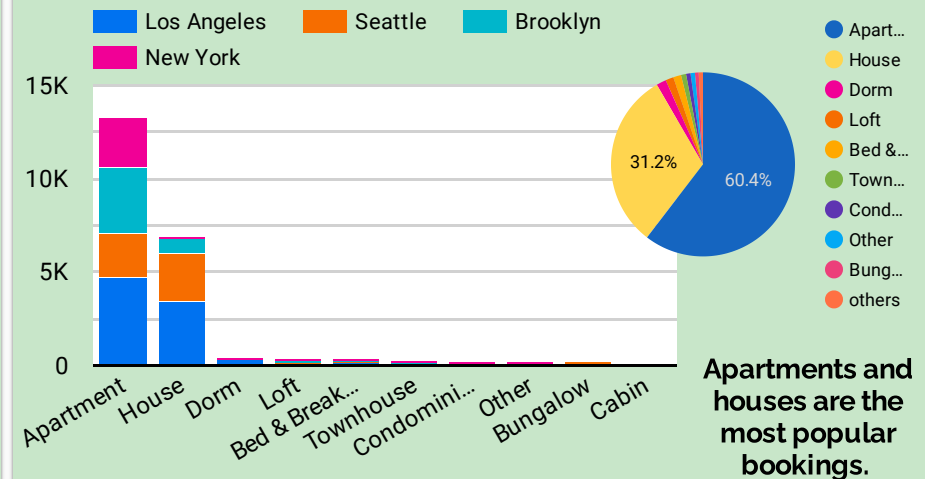
Sum of long-term stays in California, New York and Washington

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 \$1.7 - 2K.



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



Apartments and houses are the most popular bookings.

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

