



Exploring the **London** Airbnb market:
An **Introduction** to optimizing your listing's potential

Problem

London Airbnb market is a **highly competitive**, which raises the question **whether there is still room** for new investments?

If so, how can one

- **identify** good investment **opportunities** &
- **boost** the listing's **potential**?





Target audience:

Prospective Airbnb hosts



Metrics:

Number of Reviews
Price



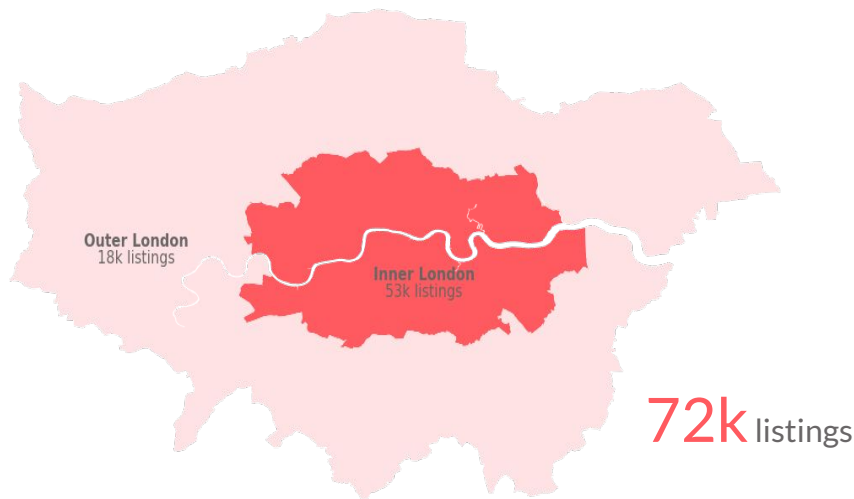
Components:

Description
Amenities
Number of accommodates

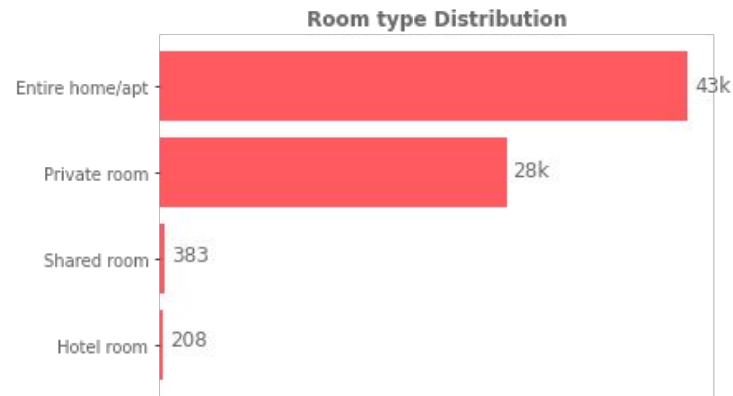


Overview



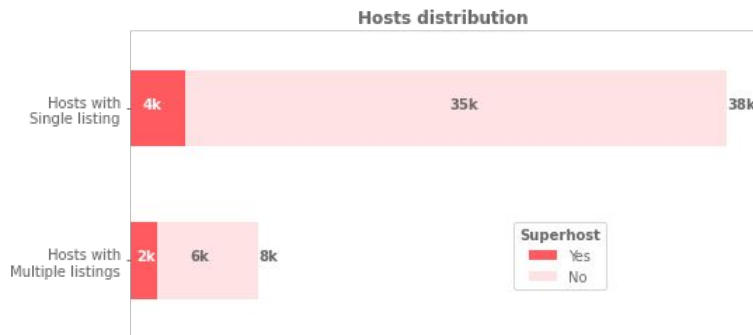


London Airbnb listings are **Heavily Dominated** by **Entire homes** and **Private rooms** options



A **Small** group of hosts control the **Majority** of listings and superhost status

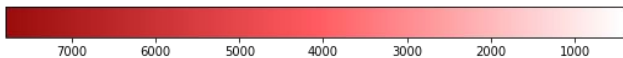
46k hosts



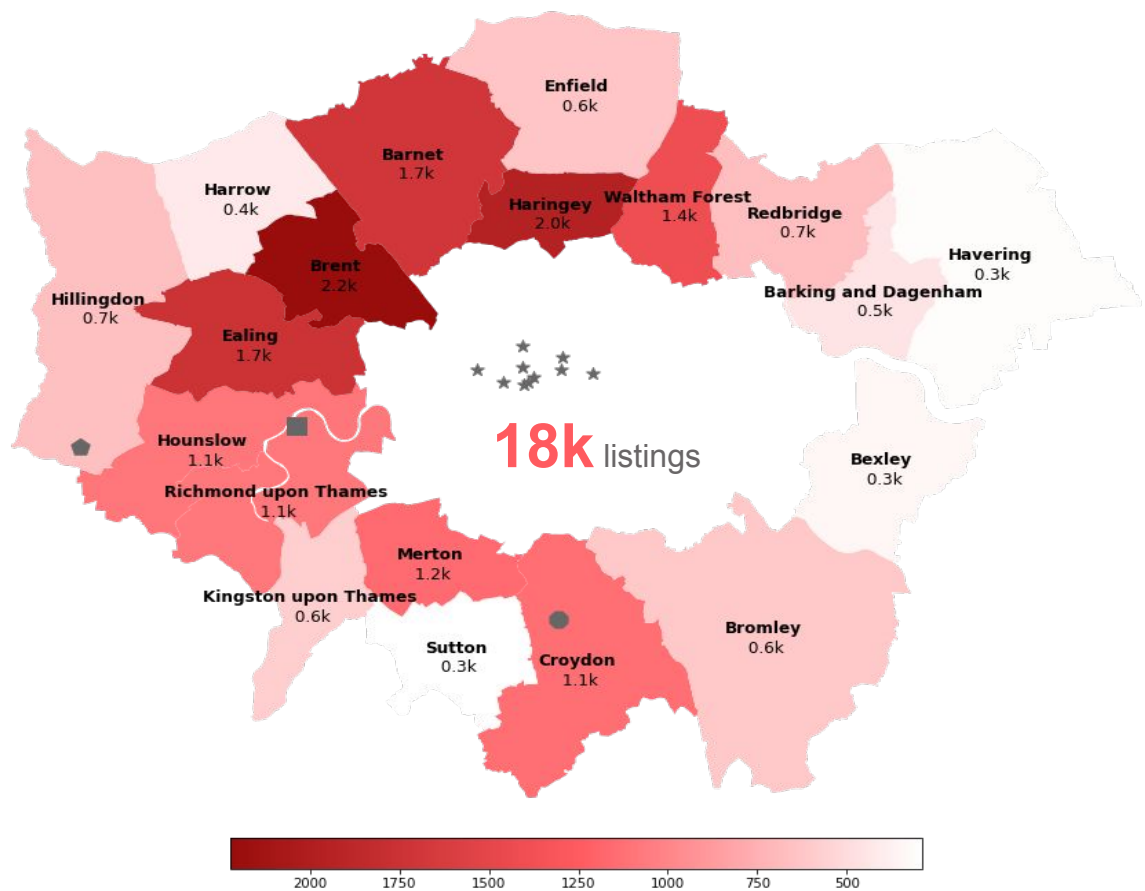
18 average reviews per listing

£179 average listing price

53k listings

[illegible]

Airbnb Outer London



★★★ Main Attractions



Richmond Park



Heathrow Airport



Transport Link



Which neighbourhood?

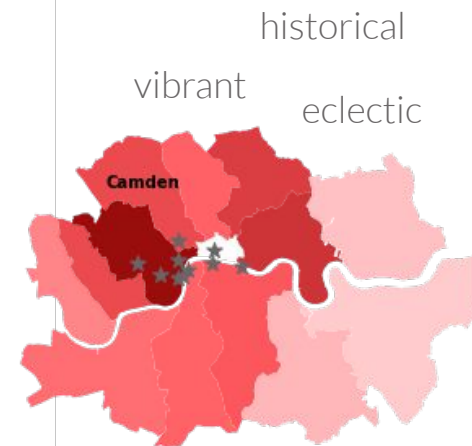
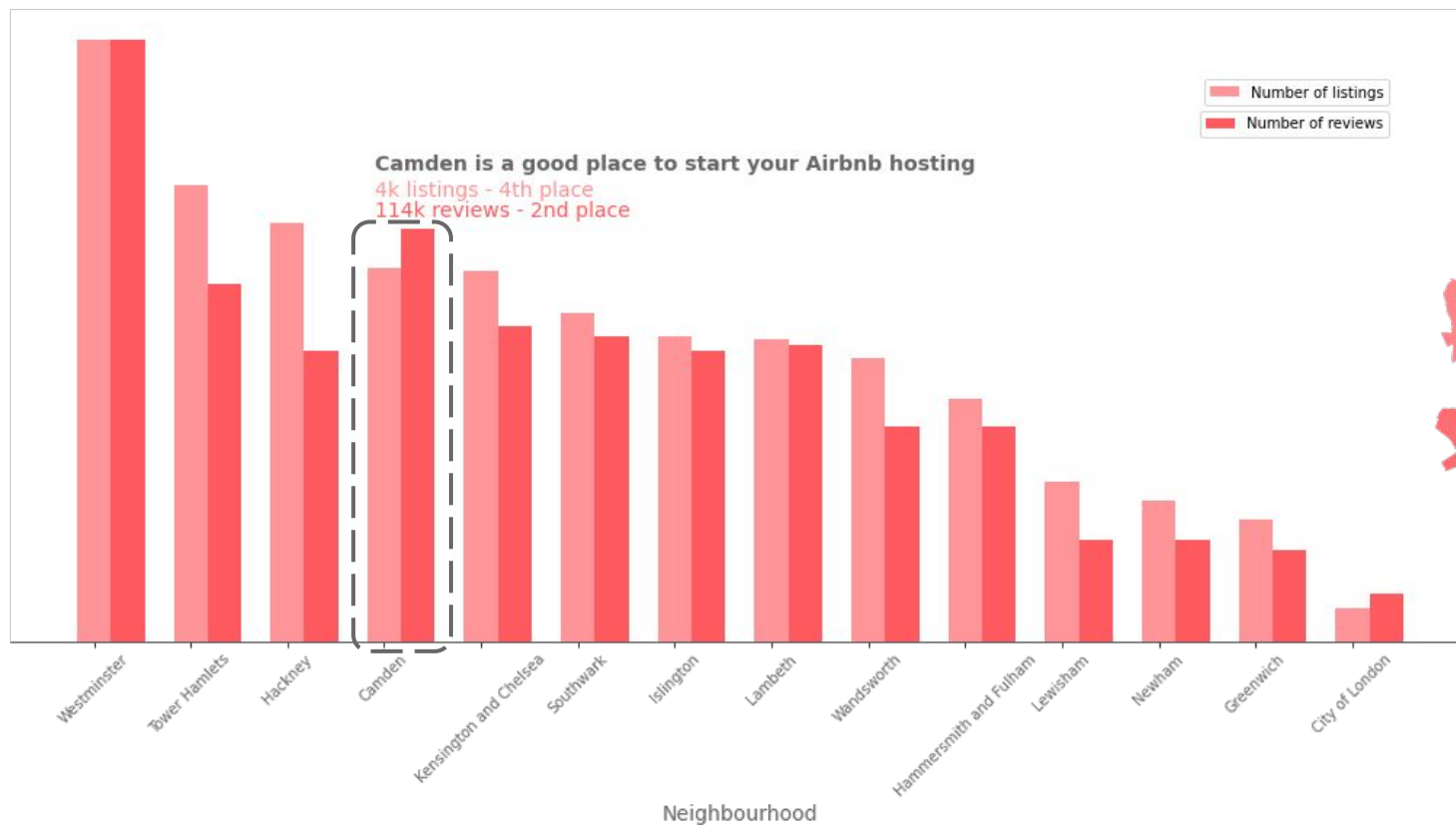
What **criteria** should be considered to find the **right neighbourhood** to start an Airbnb hosting business?

Let's take a look at

- the **density** of listings per neighbourhood &
- the **number of reviews**?



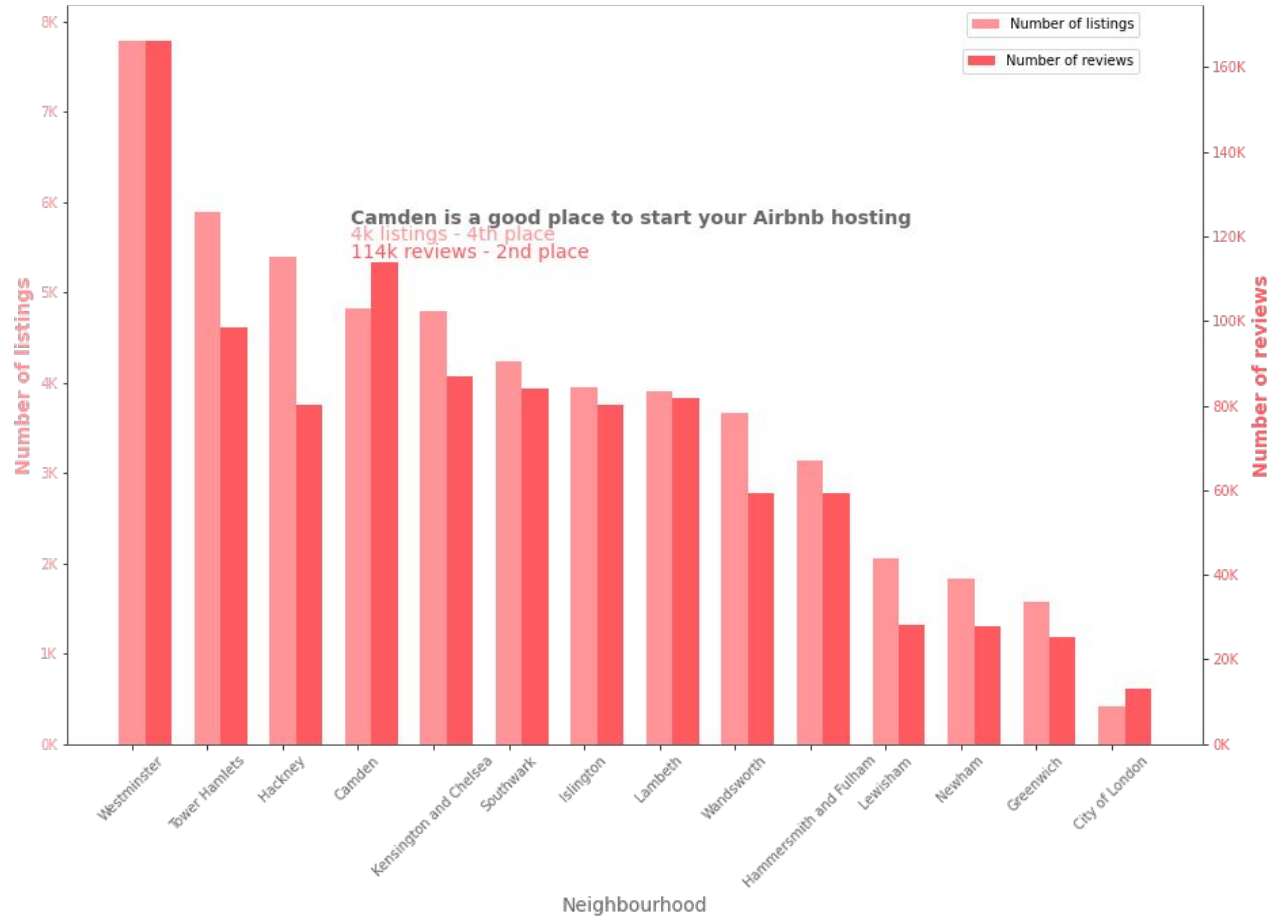
Inner London - Which neighborhood is most in demand?





restaur
nightcentral
street food local shop
pub live friend walk cozi market
distan
coupl

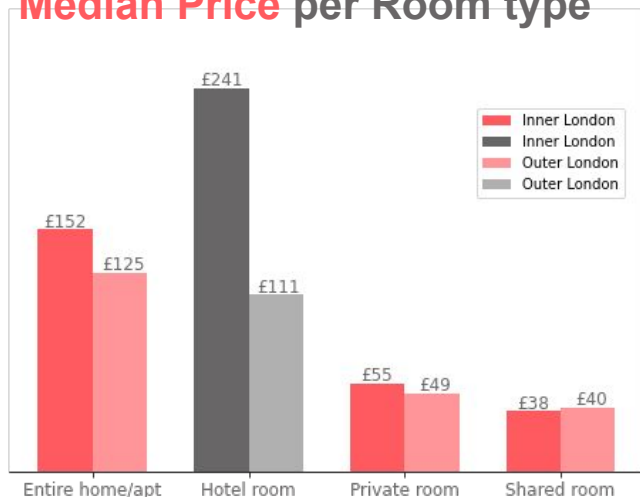




Overview



Median Price per Room type

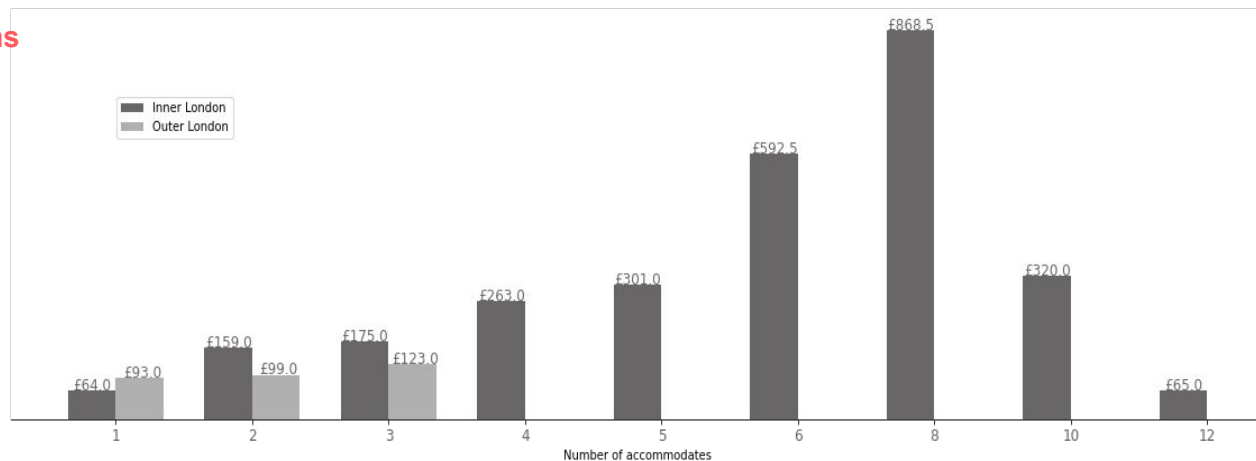


- The price for Inner London is **generally higher** than for Outer London, except for Shared rooms
- Outer London prices are **only 10% less** than Inner London prices, whereas the investment costs are much lower
- **Hotel rooms** in Inner London **cost twice** as much as those in Outer London

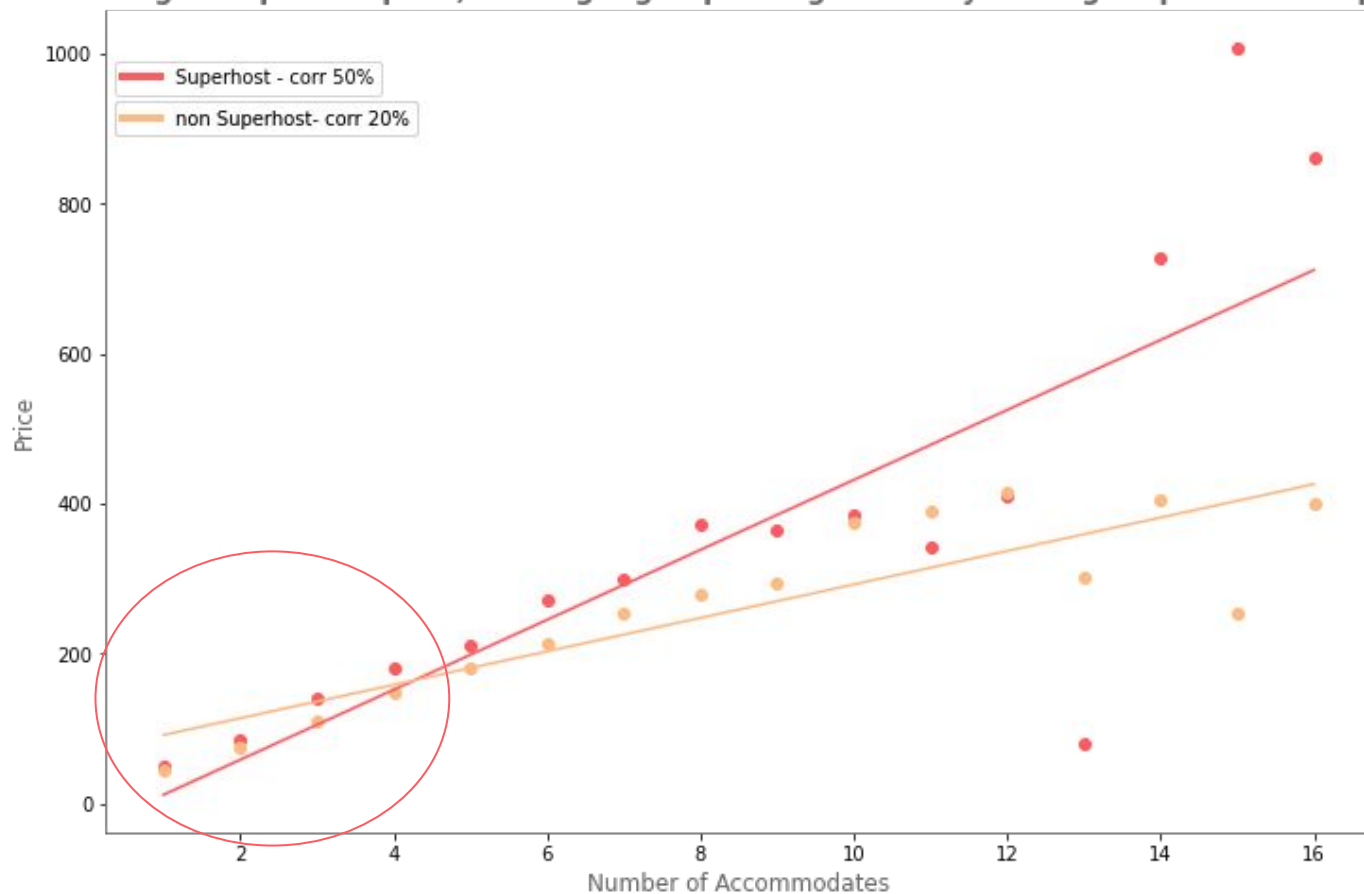
Is it easy to maximize profits for Hotel rooms in Inner London?

- The significant difference is misleading, as there are **no Hotel rooms available** for more than 3 guests in Outer London
- This **skews the median price in Inner London**, which includes luxurious Hotel room listings for larger groups that require a higher investment cost

Hotel Room Median Price per Number of Accommodates



Small listings compete on price, but larger groups bring efficiency and higher profits for Superhosts



Get more reviews by mentioning the proximity to attractions in your listing!

