

Airbnb Accessibility and Attractiveness in Auckland (NZ)



Introduction

In today's data-driven world, **location intelligence** is essential for understanding urban infrastructure and its impact on local services, businesses, and living conditions. This blog post explores the **accessibility** and **attractiveness** of Airbnb listings in **Auckland, New Zealand**, leveraging geospatial data on parks, bus stops, and bus routes. The goal is to analyze spatial patterns that determine the **convenience of short-term accommodations** in urban environments.

By integrating these datasets with Airbnb listings, I provide insights that can help travelers choose **optimal Airbnb locations** based on their proximity to transportation and scenic areas, while also factoring in **associated costs**. Whether you're looking for easy access to public transport or a serene stay near Auckland's beautiful parks, this blog provides valuable insights for making an informed decision.

AKL Airbnb

Based on geospatial analysis, I found that the majority of Airbnb listings are clustered in specific central suburbs, with the highest density seen in neighborhoods like **Auckland Central East**, **Auckland Central West**, and **Auckland Harbourside**. These areas offer immediate access to the city's entertainment, dining, and cultural attractions, making them particularly appealing to travelers. Suburbs further from the city center, such as **Mt Victoria**, **Freemans Bay**, and **Ponsonby East**, also rank high in terms of Airbnb density due to their scenic views, beach access, and relaxed atmosphere.

This clustering is an important factor for travelers prioritizing convenience. Staying closer to central Auckland often means easier access to transport routes and attractions, minimizing commute times and providing more time to explore the city.

suburb	num_airbnbs
Waiheke Island	337
Auckland Central West	189
Auckland Harbourside	157
Auckland Central East	154
Freemans Bay	76
Mt Victoria	73
Ponsonby East	71
Grey Lynn East	67
Karekare	60
Parnell West	59
Westmere	55
Takapuna Central	55
Grey Lynn West	52
Kingsland	49
St Lukes	46
Mission Bay	40
St Marys	38
Point Chevalier East	37
Newton	36
Abbotts Park	35

Figure 1: Top 20 Distribution of Airbnb Listings per Suburb

For property owners, focusing on these high-demand areas can be beneficial for increasing occupancy rates. However, they should also consider underrepresented areas, such as Abbots Park and Point Chevalier East, which might have potential for growth due to their proximity to emerging attractions or public transport routes.

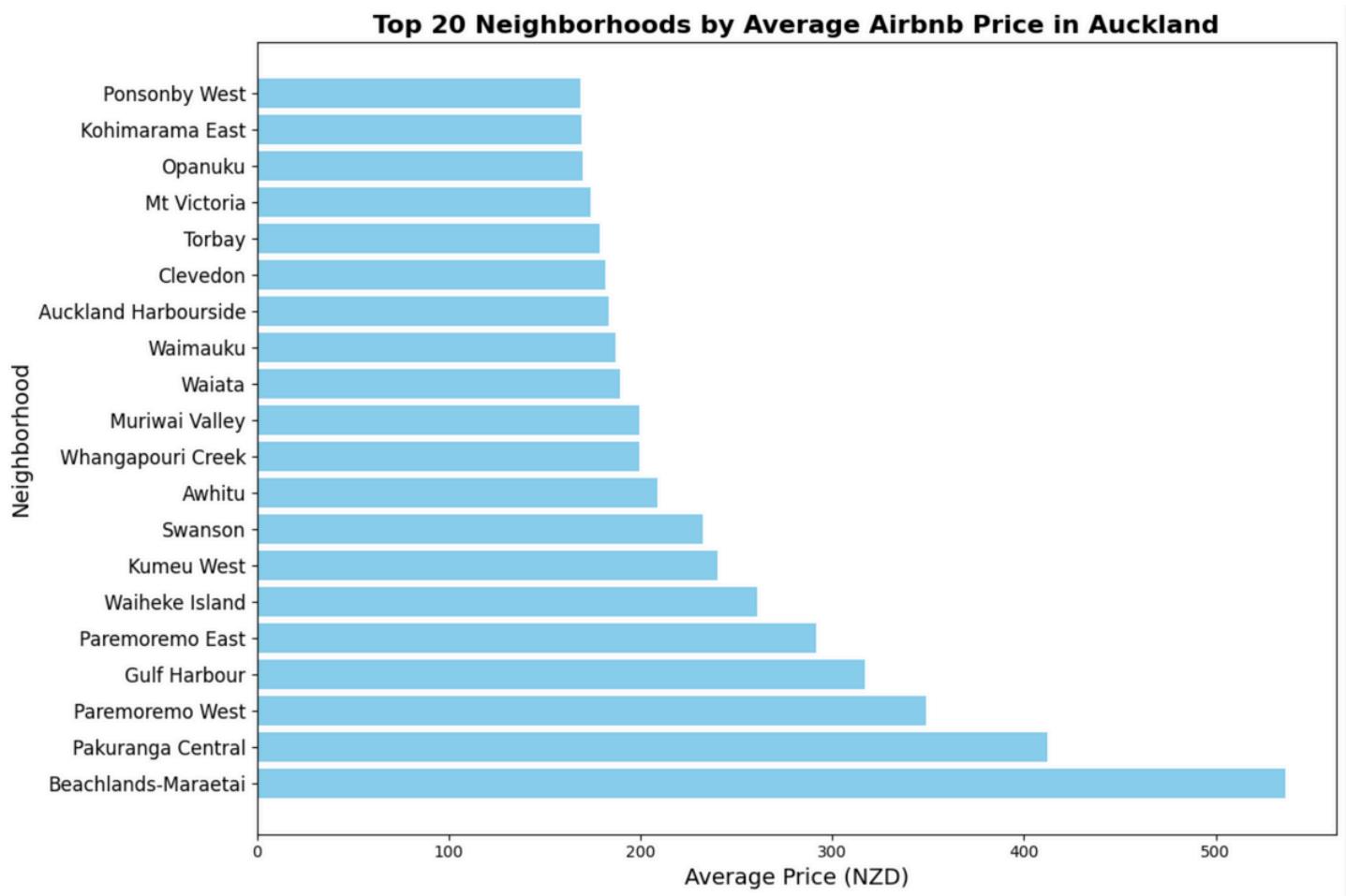


Figure 2: Top 20 Neighborhoods by Average Airbnb Price in Auckland

If travelers prioritize affordability, they should look at neighborhoods like **Swanson** or **Muriwai Valley**, which offer scenic beauty but at more competitive rates. For hosts, pricing competitively in high-priced areas can help stand out, especially by offering unique experiences that enhance the value of the stay.

Accessibility

Access to public transport is a significant factor for many Airbnb users. Whether travelers are exploring the city or commuting for work, being close to bus stops or bus routes can improve the overall convenience of a stay. To assess Airbnb listings' accessibility, I mapped out the proximity of each listing to the city's bus stops and bus routes. Auckland's public transportation system, managed by Auckland Transport (AT), consists of an extensive bus network that service the greater metropolitan area.

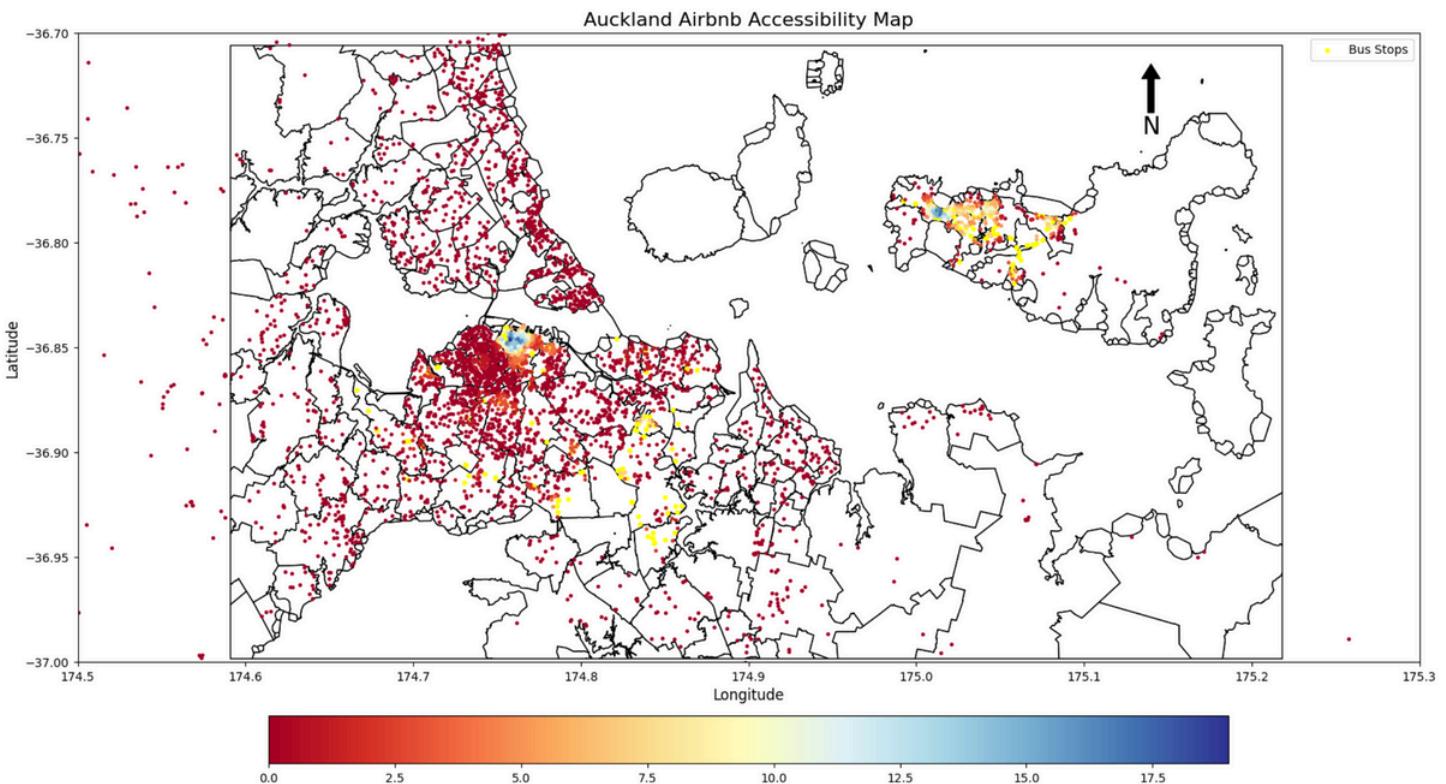


Figure 3: Auckland Airbnb Accessibility Map

Attractiveness

While accessibility is key for some, many travelers choose Airbnb listings based on the aesthetics and serenity of the surrounding area. Proximity to parks and other green spaces greatly enhances a neighborhood's appeal. In Auckland, several central and suburban areas are known for their scenic views and access to parks, making them attractive locations for visitors.

Relationship Between Airbnb Prices and Proximity to Parks in Auckland

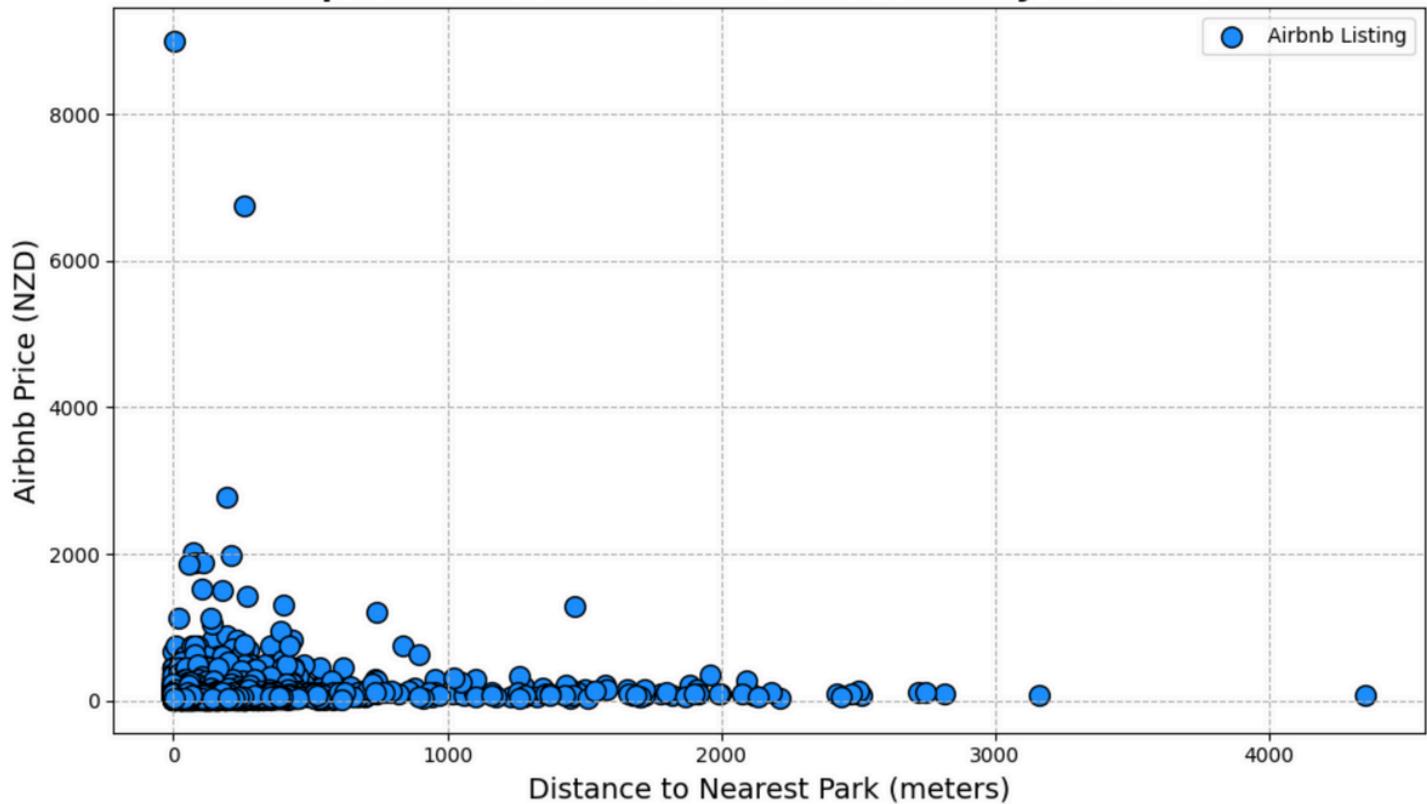


Figure 4: Airbnb Price Distribution by Proximity to Parks

Travelers look for affordable accommodations should aim for listings that are slightly farther from parks (**1,000 to 2,000 meters**), where prices tend to drop. For hosts, highlighting proximity to parks as an amenity in listings could justify higher pricing. Focusing on improving the guest experience through park access can enhance the listing's appeal.

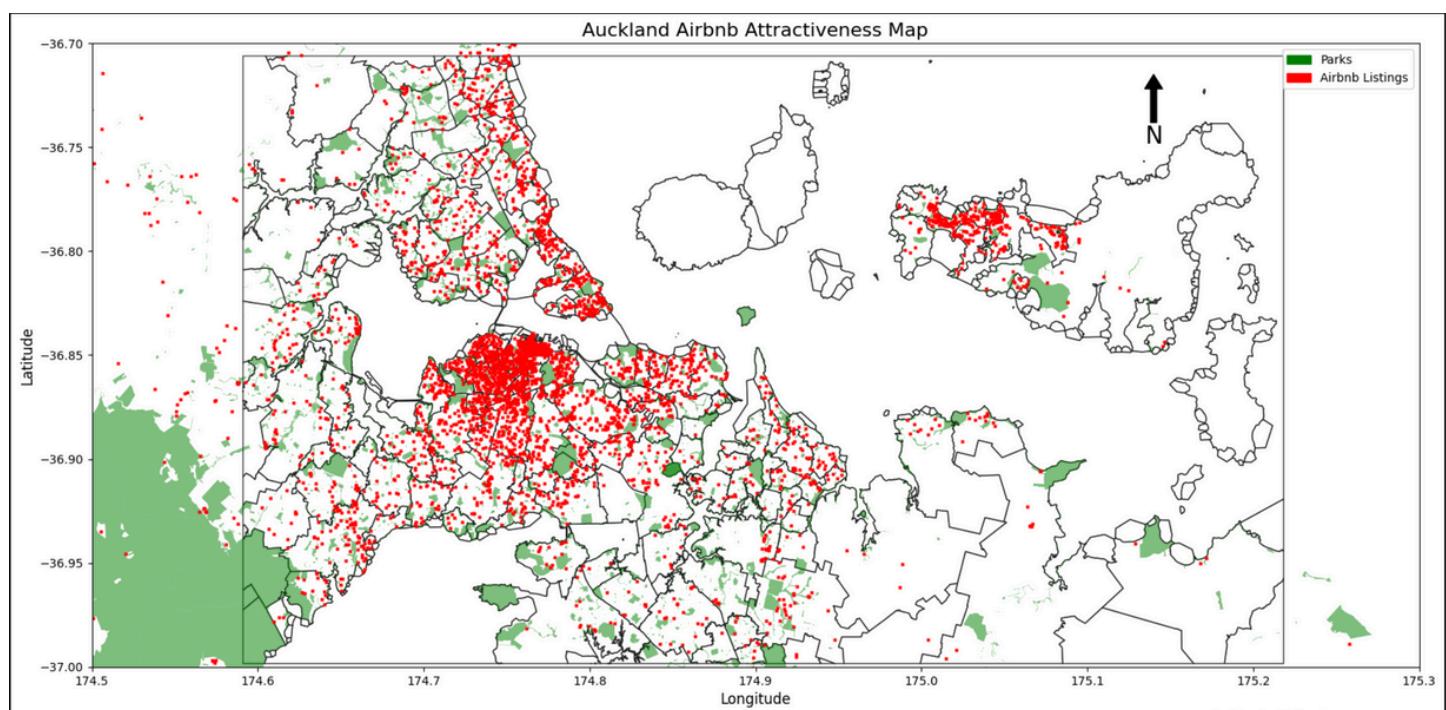


Figure 5: Auckland Airbnb Attractiveness Map

General Suggestions

For Travelers:

Central suburbs such as **Auckland CBD**, **Ponsonby**, and **Freemans Bay** provide easy access to key attractions, but they come at a premium. For more affordable stays without sacrificing too much convenience, travelers could explore suburbs slightly farther from the city, such as **Kingsland** or **St Lukes**, which still offer good transport connectivity.

For Hosts:

Hosts in central areas should leverage the high demand by offering unique experiences that justify the premium pricing. Meanwhile, hosts in more affordable areas can attract budget-conscious travelers by highlighting the benefits of their locations, such as access to parks or lesser-known attractions.

Summary

Auckland's Airbnb market offers a diverse range of options based on a traveler's preference for accessibility, attractiveness, and affordability. The geospatial analysis highlights that central suburbs, such as **Ponsonby** and **Auckland CBD**, with high accessibility and scenic surroundings at a premium cost. However, travelers seeking more affordable options can find excellent value in areas slightly farther from the city center while still maintaining good access to public transport and parks.

Whether you prioritize proximity to transport, scenic beauty, or affordability, this analysis serves as a guide to help you choose the ideal Airbnb location in Auckland. By combining

accessibility and attractiveness data, travelers can make more informed decisions, ensuring a convenient and pleasant stay in this beautiful city.

Data Resources:

Tomslee Airbnb Data: <https://www.dropbox.com/scl/fo/cby5poggaggogvb6xudcm/AACdDN3OxKZYIF-63YGLunk?rlkey=r2omjlpkexvxncz947by858&e=1&dl=0>

AT Bus Stop and Route Data: <https://data-atgis.opendata.arcgis.com/datasets/ATgis::bus-route/about>

Auckland Council Parks Data: https://data-aucklandcouncil.opendata.arcgis.com/datasets/3135043373ba48b7a9b5240370cb53ac_0/explore

Auckland Regions Boundary Basemap: [https://data.lnz.govt.nz/layers/category/suburbs-and-localities/?geom=polygon&kind=vector&q=auckland+boundary](https://data.linz.govt.nz/layers/category/suburbs-and-localities/?geom=polygon&kind=vector&q=auckland+boundary)

Word Count: 795