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*What can hosts do to maximise their chances of airbnb rental?*

*An AirBnB based analytical report*

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[This report will focus on the findings related to the question "What can hosts do to maximise their chances of rental to increase income? How does this differ across Europe, if at all?" To make this easier to break down, several sub-questions will also be answered: 1](#_Toc102307733)

# Introduction

### This report will focus on the findings related to the question "What can hosts do to maximise their chances of rental to increase income? How does this differ across Europe, if at all?" To make this easier to break down, several sub-questions will also be answered:

1. What hosts' behaviours or profiles would influence AirBnB tenants reviews across Europe?
2. What words should hosts include in listings?
3. What features should hosts focus on to maximise booking potential?

# What hosts' behaviours or profiles would influence AirBnB tenants’ reviews across Europe?

#### London

Chart

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Figure 1: A correlation matrix comparing variables in London

We can interpret the above correlation matrix by noting that the lighter the box, the stronger the relationship between two variables. For example, we can read across from the left and up from the bottom to tell us there is a strong relationship between the following:

* listings being instantly bookable and hosts responding within an hour
* the ability for guests to be included and extra people allowed
* the host is a superhost and responds within an hour
* price and the ability to include guests – this suggests that people are willing to pay more if they are allowed to have guests

#### Amsterdam

Chart

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Figure 2: A correlation matrix comparing variables in Amsterdam

Similarly, we can interpret the correlation matrix for Amsterdam in the same way:

* Like London, there is a strong relationship between the host being a superhost and the host responding within an hour.
* There is a strong relationship between the host being a superhost and a high response rate, the same as in London
* There is also a strong relationship between the host’s identity being verified and them having a profile picture, as well as a high response rate and responding within an hour. This is more prominent in Amsterdam than in London.

In order to encourage people to book listings, hosts should ensure the following:

* They respond to as many messages as possible, ideally within an hour
* They should try to become a superhost
* They have verified their identity and have a profile picture (more important in Amsterdam than in London, but still notable)
* They should allow guests to be included, even if it costs extra, as it’s suggested from the correlation matrices that people are willing to pay.

# What words and phrases should hosts include in listings?

#### London

Text

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Figure 3: A word cloud highlighting the most common words and phrases in London

#### Amsterdam

Text

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Figure 4: A word cloud highlighting the most common words and phrases in Amsterdam

Hosts can use the above word clouds to see which words appear most commonly in listings descriptions and should consider including these (if applicable to their listing) to allow their listing to get the best possible exposure in search results, if potential guests search for specific key words. Common words and phrases in both London and Amsterdam include:

* Balcony
* Garden
* Cosy
* Modern
* Proximity to popular areas; for example, Amsterdam mentions the city centre, Jordaan, and De Pijp. London mentions popular tourist attractions such as Kensington, Notting Hill, and Hyde Park. In London it is also worth mentioning what Zone the listing is in as well as how close it is to a tube station.
* It is also being as specific as possible in terms of the room type, specifying whether it is a loft/studio/private room/large etc.

# What features should hosts focus on to maximise booking potential?

Amsterdam London

Table

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Table : A table displaying the most important features in London

Table 2: A table displaying the most important features in Amsterdam

The above tables have been produced by a Random Forest machine learning model, and list (in order from most important to least important) the features that guests find most important. In both London and Amsterdam, guests find features such as the number of bedrooms and bathrooms, the cleaning fee, and having guests included as the most important (the latter is backed up by our findings from the correlation matrices, where we found that people like the option to have guests included and will even pay extra. We can also use this feature importance table to discover which locations are the most important to visitors to Amsterdam; in particular, Centrum-West, Centrum-Oost and De Pijp – Rivierenbuurt are considered the three most important neighbourhoods. Similarly, we can see that there are some locations in London which are considered more important, such as Westminster, Kensington and Chelsea, and Camden.

Additionally, we can see that guests also consider the number of reviews and the review score rating to be important in both London and Amsterdam. In fact, the close similarity between both feature importance tables should be highlighted to hosts as it demonstrates that specific features are equally important no matter where in Europe guests are staying.

# Overall Suggestions for Hosts

Therefore, there are several points that hosts could implement to increase their probability of getting more bookings:

1. **Be responsive** – it is important for hosts to respond to as many messages, and within an hour of possible.
2. **Be a superhost.** Having this status and recognition from AirBnB will benefits hosts as it shows they can give guests a wonderful experience.
3. **Make your account verified by Airbnb.** Also include a profile picture if possible.
4. **Use keywords.** Using key words and phrases that are popular among other listingsand considered “important” by our model will increase chances that a guest will book a particular listing.

Please see the appendix for some extra charts that may be interesting to hosts.

# Appendix

**Chart, bar chart

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Figure 5: A bar chart displaying the count of room types in London. Entire homes/apartments and private rooms make up the overwhelming majority

Chart, treemap chart

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Figure 6: A bar chart displaying the count of room types in Amsterdam. As in London, entire homes/apartments and private rooms make up the overwhelming majority

**Chart, histogram

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Figure 7: A bar chart displaying property count per neighbourhood

**Chart, bar chart

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Figure 8: A bar chart displaying property count per neighbourhood