AIRBNB INSIGHTS IN ATHENS
2023 EDITION

Total Athens Listings
13182

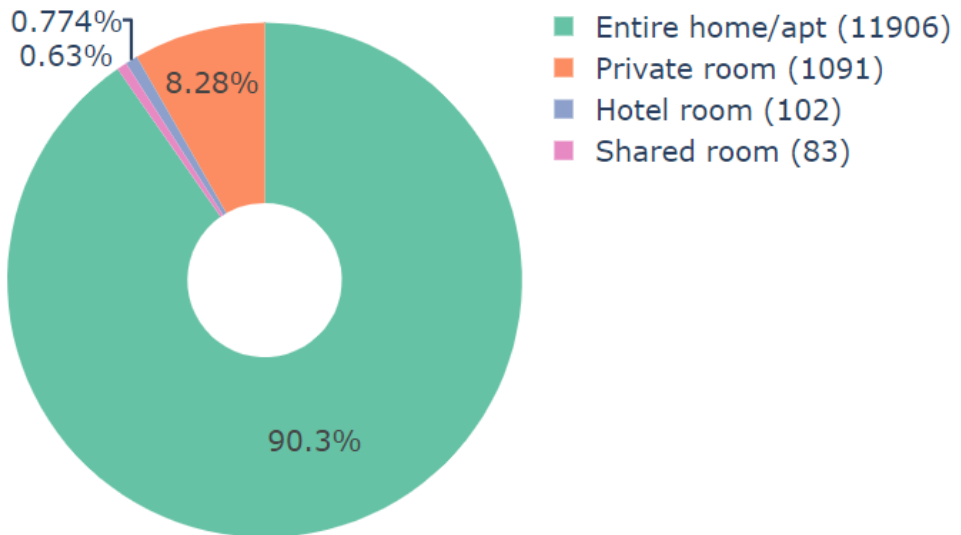## Room Type proportion

0.774%
0.63%
8.28%
90.3%

- Entire home/apt (11906)
- Private room (1091)
- Hotel room (102)
- Shared room (83)

Fig. *More than 90% of the 13182 available listings in Athens are Entire homes or Apartments*

HOSTS - LISTINGS

AirBnb Top Hosts

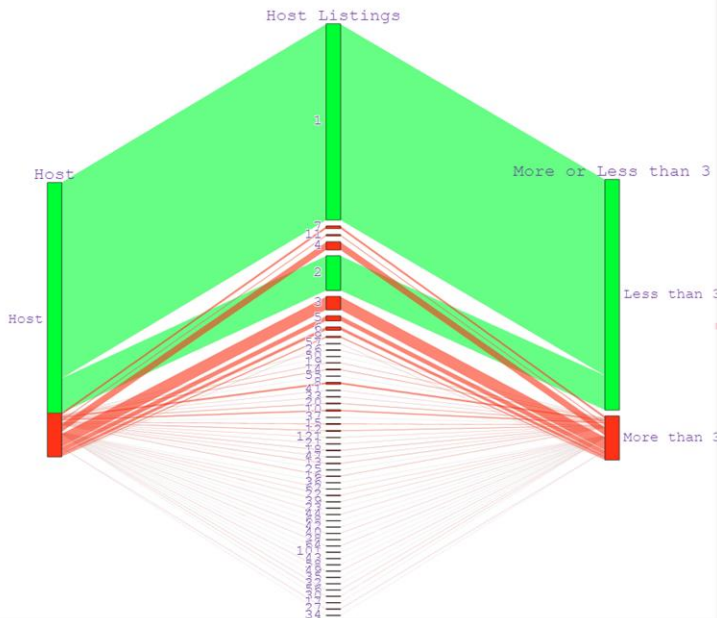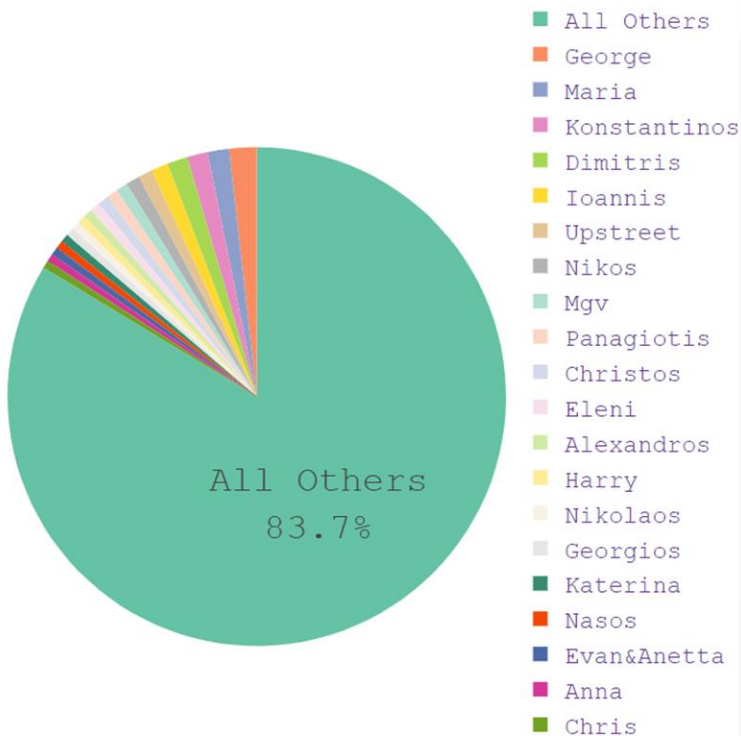**Fig.** *The Top20 Hosts in Athens – Greece, are managing 16,3% of the total Listings.*

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HOSTS - LISTINGS

More or Less than 3	Hosts	Listings
Less than 3 properties	4910	5643
More than 3 properties	930	7539

The upcoming regulations for AirBnb will affect mainly the owners with more than three listings.

Fig. *16% of the total AirBnb Hosts (930) are managing 57% of the total listings (7539).*

PRICES

Price per person (in $) =

Price / Number of people that the listing accommodates

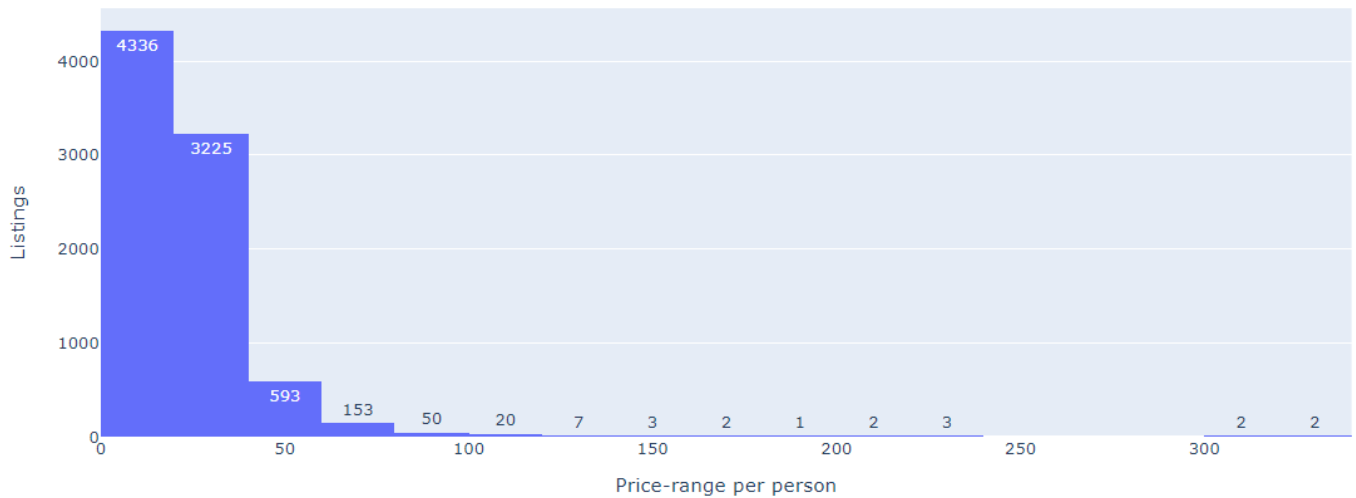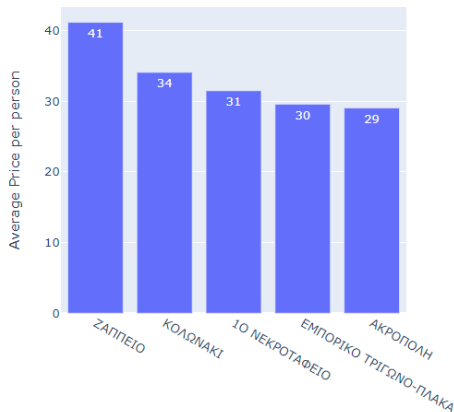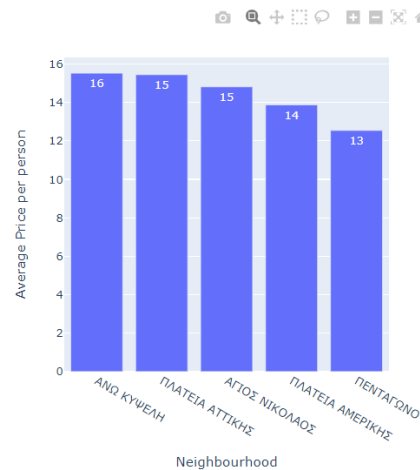## Histogram (Listings on Price Per Person)

Fig. *More than 60% of the total listings have a price less than 50$ per Person.*

Top Neighbourhoods in Average price per person in $

Bottom Neighbourhoods in Average price per person in $

PRICES

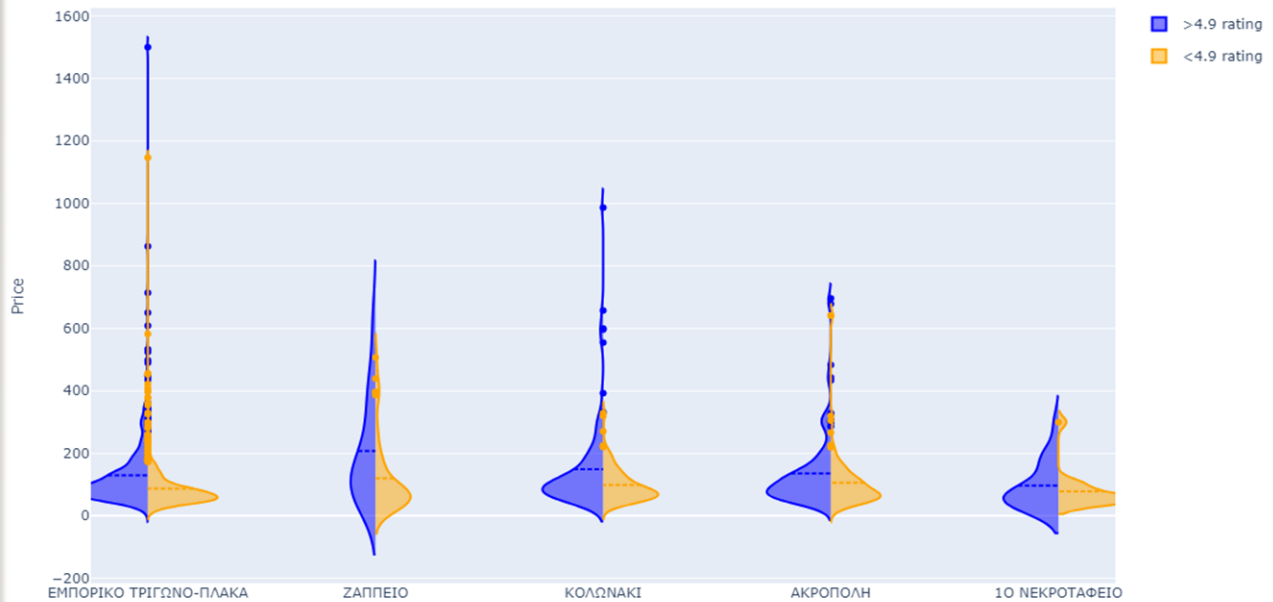**AIRBNB INSIGHTS IN ATHENS**
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Fig. *How the rating of the listing affect the price on the most expensive neighbourhoods*

Most Expensive Appartments in most expensive neighbourhoods

Neighbourhood	URL	Price Per Person
ΖΑΠΠΕΙΟ	https://www.airbnb.com/rooms/45430011	324.0$
ΕΜΠΟΡΙΚΟ ΤΡΙΓΩΝΟ-ΠΛΑΚΑ	https://www.airbnb.com/rooms/800755	145.0$
ΑΚΡΟΠΟΛΗ	https://www.airbnb.com/rooms/48368803	108.0$
ΚΟΛΩΝΑΚΙ	https://www.airbnb.com/rooms/654069273325144570	102.0$
1Ο ΝΕΚΡΟΤΑΦΕΙΟ	https://www.airbnb.com/rooms/828313202639947796	100.0$

INCOME

Assumptions regarding the official data of AirBnb

- 70% of the guests leave comments in the platform
- The average stay in Athens is 4.2 days

With these data we can calculate the average yearly income for each listing

Average Income per Appartment

8.78k

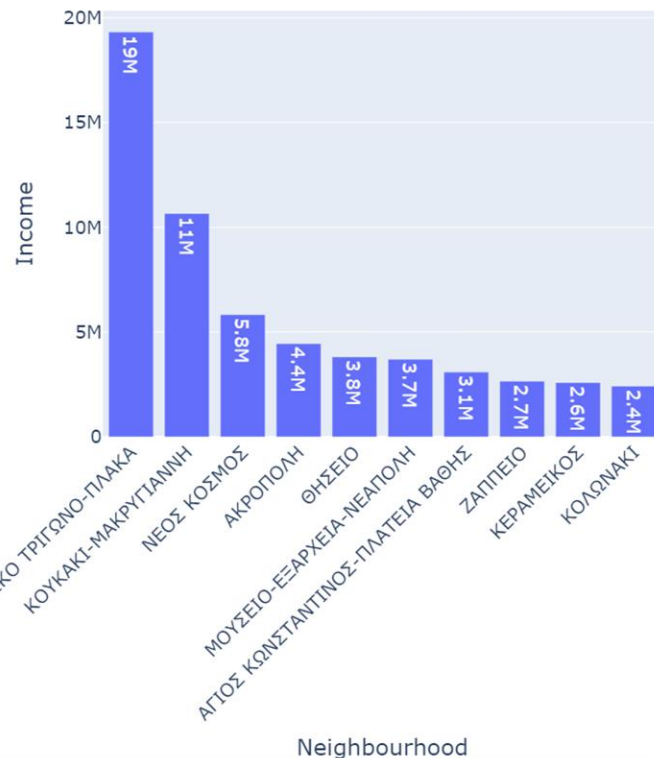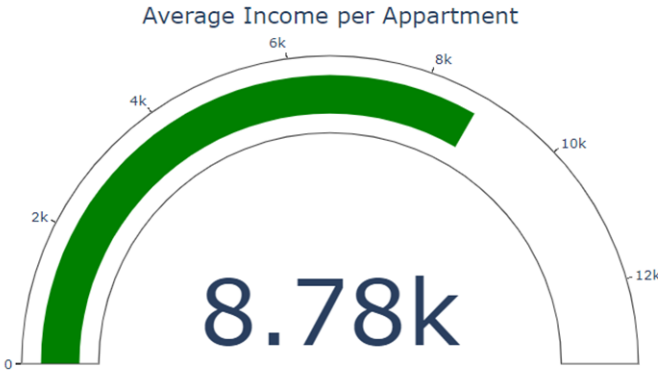Total Airbnb market in Athens
73,779,036

Fig. *An average apartment in Athens can bring about $8,78k for the host*

The results are based on our assumptions

Fig. *The market cap for the most profitable neighbourhoods.*

The top5 Neighbourhoods bring more than 50% of the total income in the center of Athens
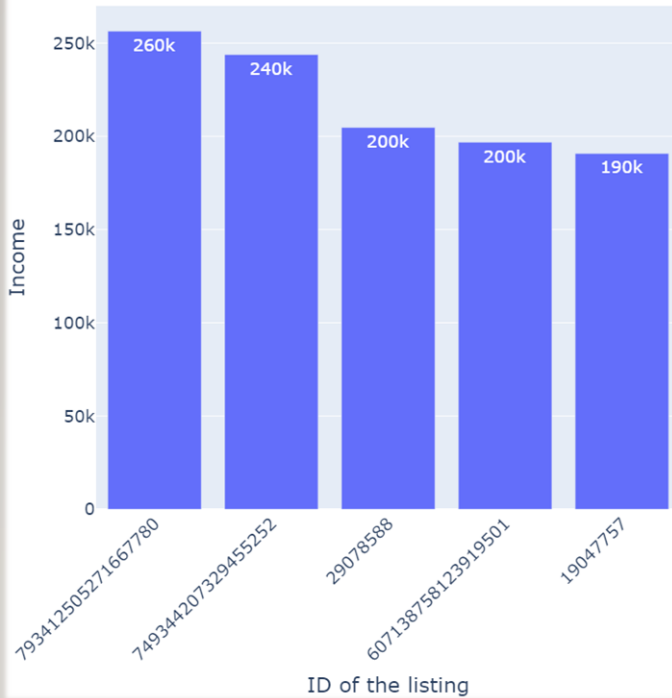
INCOME

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Fig. *The barplot shows the most profitable listings in Athens.*

The Top 5 of them make more than $190k per year each
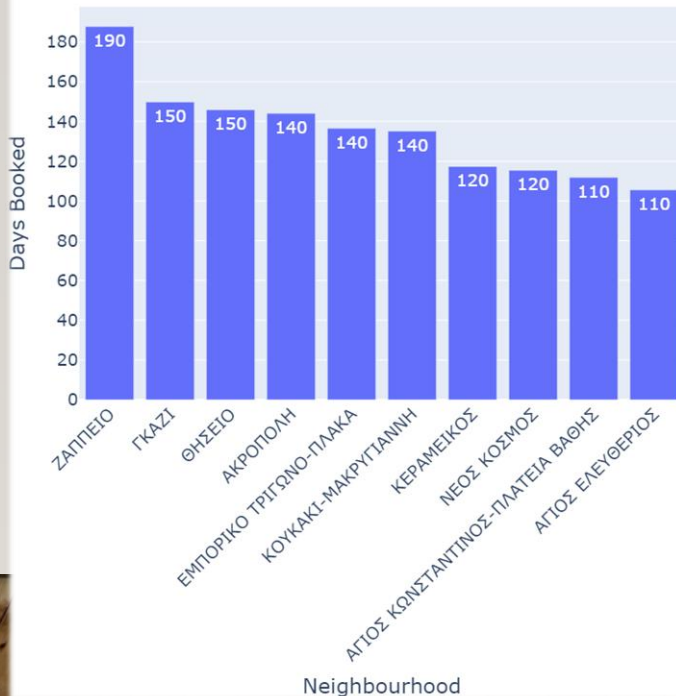

Fig. *The most busy neighbourhoods in the center of Athens in average days booked for each listing.*

INTERACTIVE DASHBOARD
Interactive results in Dash

We can adjust in Python the number of the visitors from a dropdown menu and the price range of the listing from a RangeSlider

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Select the number of people that will stay

| 2 | × ▾ |

Select the price Range

0 50 100 150 200 250 300 350 400 450 500 550 600 650 700 750 800 850 900 950 1000 1050 1100 1150 1200 1250 1300 1350 1400 1450
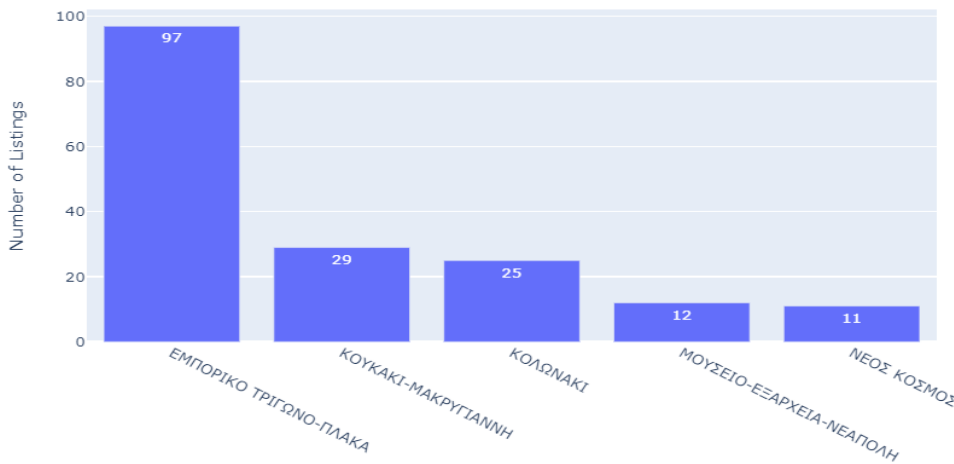

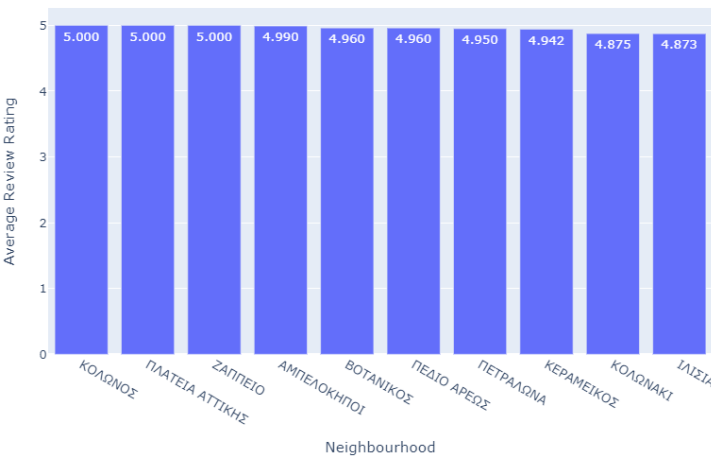**Fig.** *Top Neighbourhoods per number of available listings*
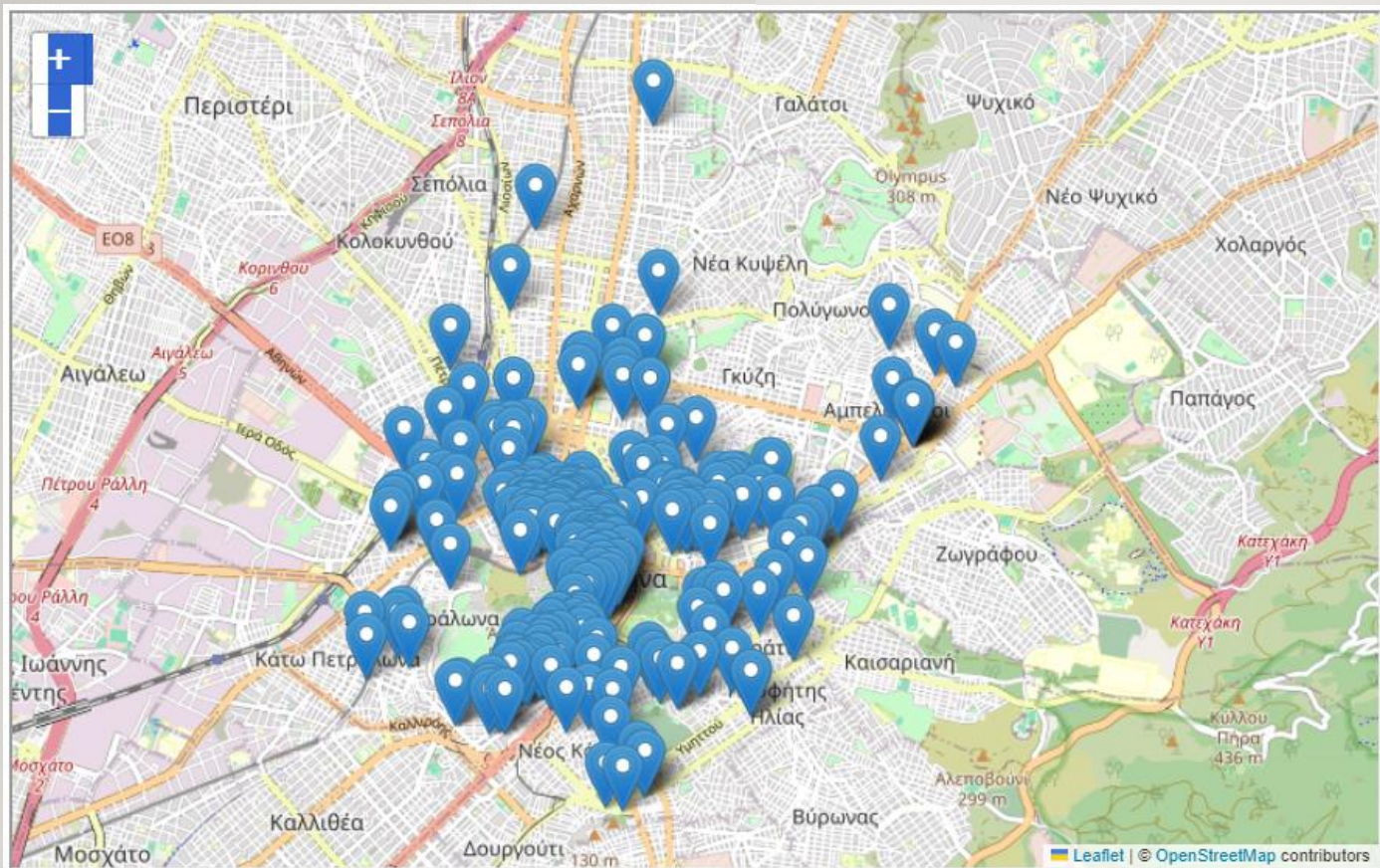

Fig. *Top Neighbourhoods per Normalized rating score*

INTERACTIVE DASHBOARD

Interactive Map

The results are presented on the following interactive map, depending on our preferences

airbnb

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BEST Rating Listings

id	listing_url	price	normalized_weighted_score
15793210	https://www.airbnb.com/rooms/15793210	116	55.041224130966796
25455278	https://www.airbnb.com/rooms/25455278	81	54.037826407204115
27474776	https://www.airbnb.com/rooms/27474776	84	51.681041651816464
11403148	https://www.airbnb.com/rooms/11403148	89	49.49152945089932
23336651	https://www.airbnb.com/rooms/23336651	89	45.42732910399885
25477776	https://www.airbnb.com/rooms/25477776	83	44.19155558723596
9711346	https://www.airbnb.com/rooms/9711346	81	40.22619811343169
21168927	https://www.airbnb.com/rooms/21168927	110	38.35840045619787
40969750	https://www.airbnb.com/rooms/40969750	97	37.1844037351201
18872707	https://www.airbnb.com/rooms/18872707	107	36.42573716349466

Fig. *Listings with the best rating in the center of Athens*

Fig. *Most famous words in reviews with Normalized Weighted Score > 50*