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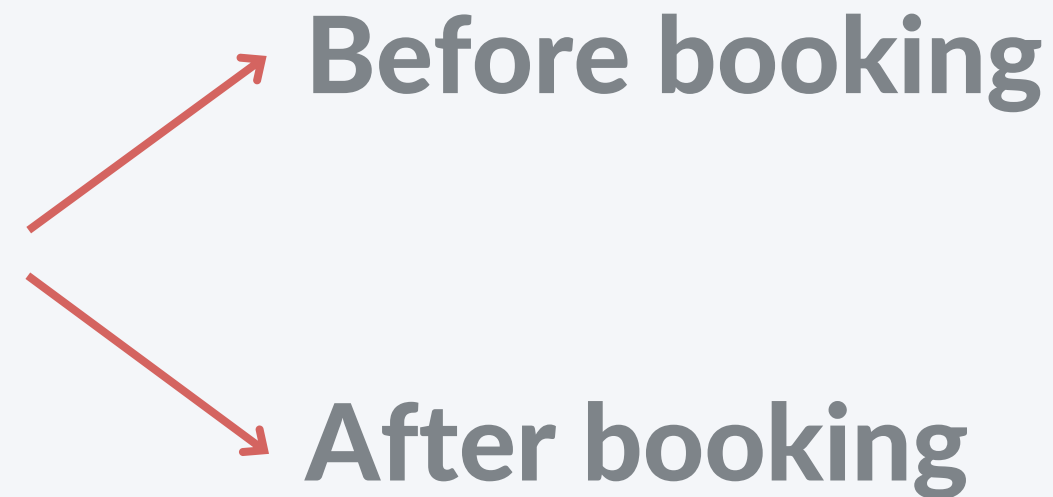
12/12/2022



What We Do?

01
General information

02
How to make the homestays
more popular?



03
How to set a more reasonable
price?

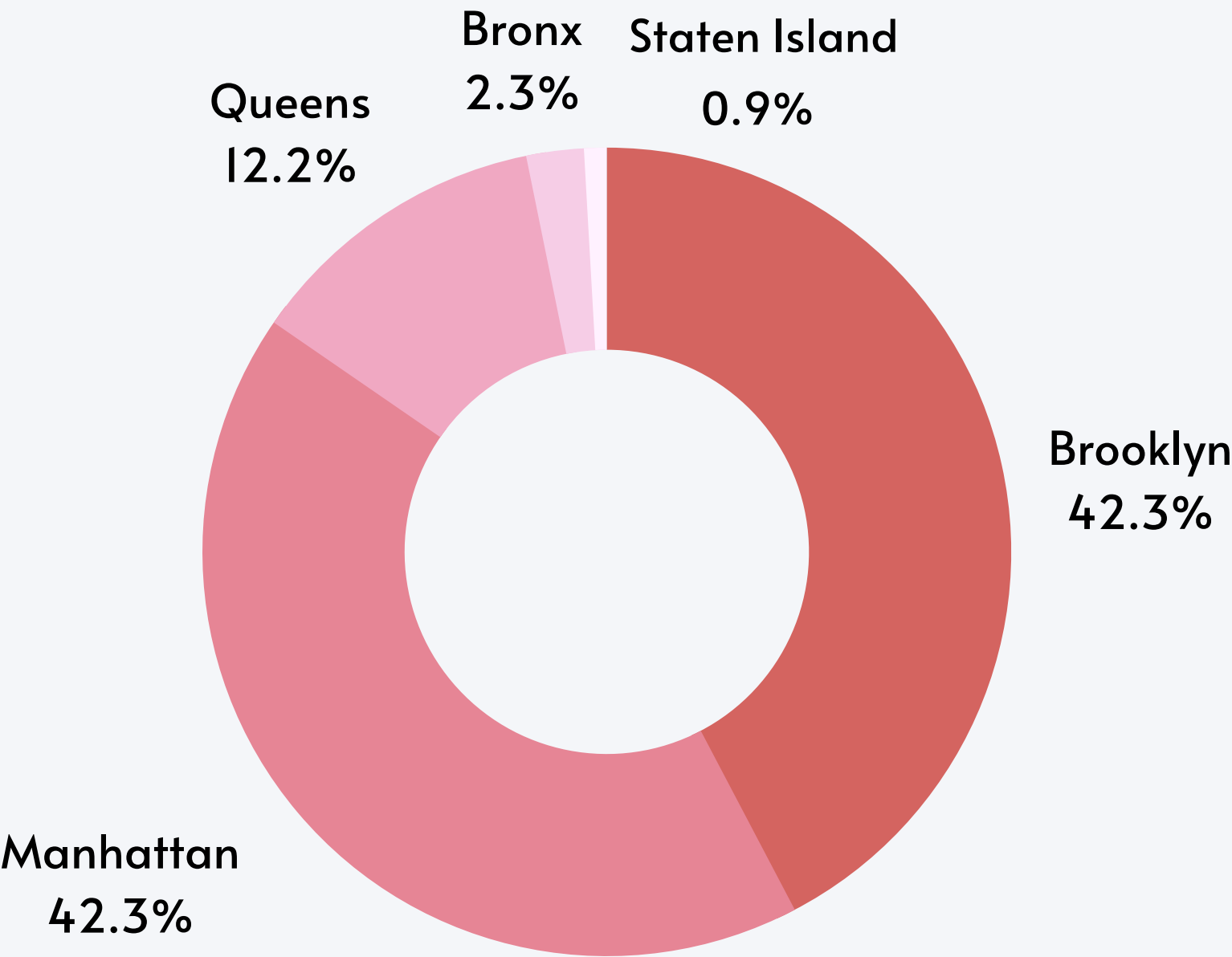


01

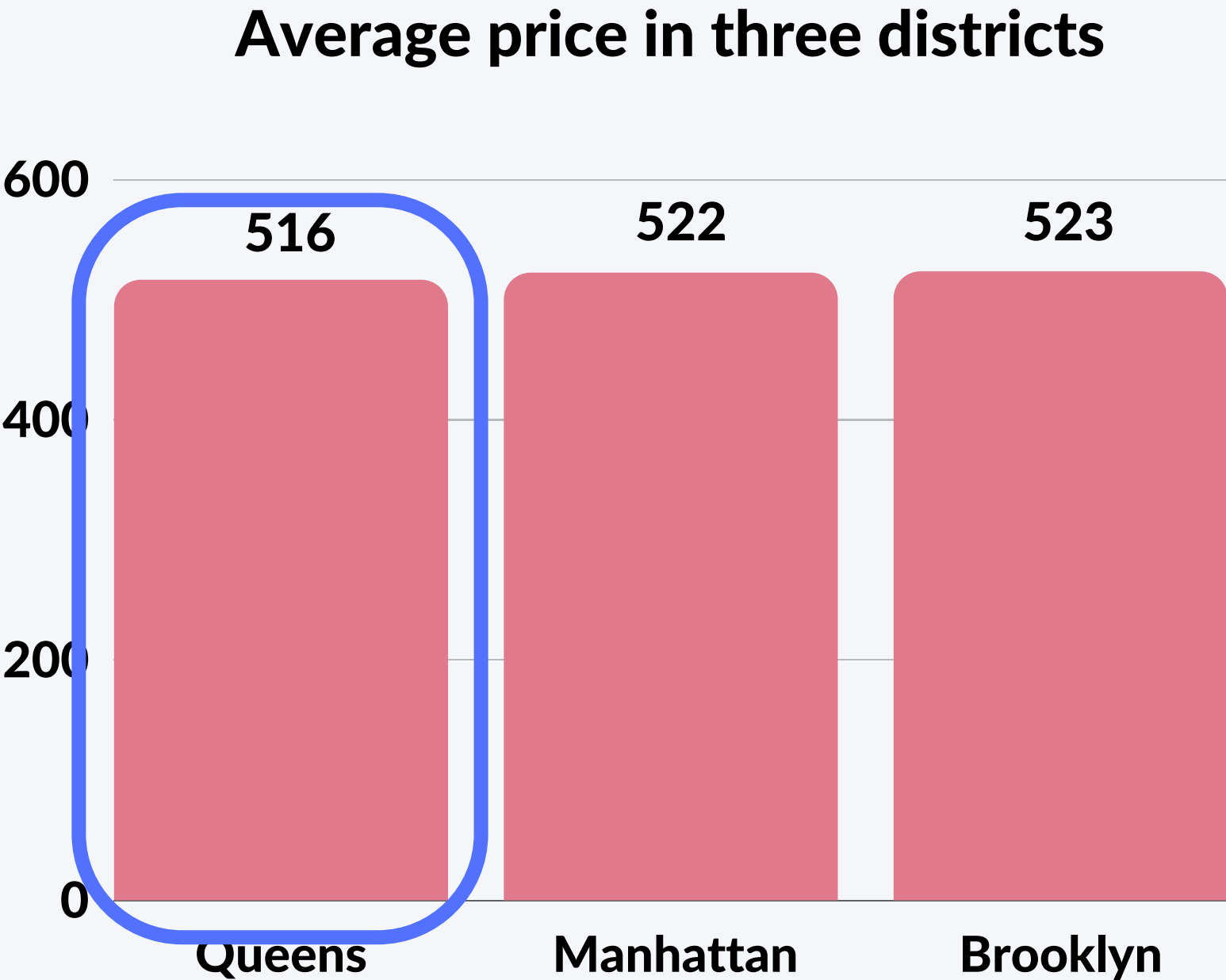
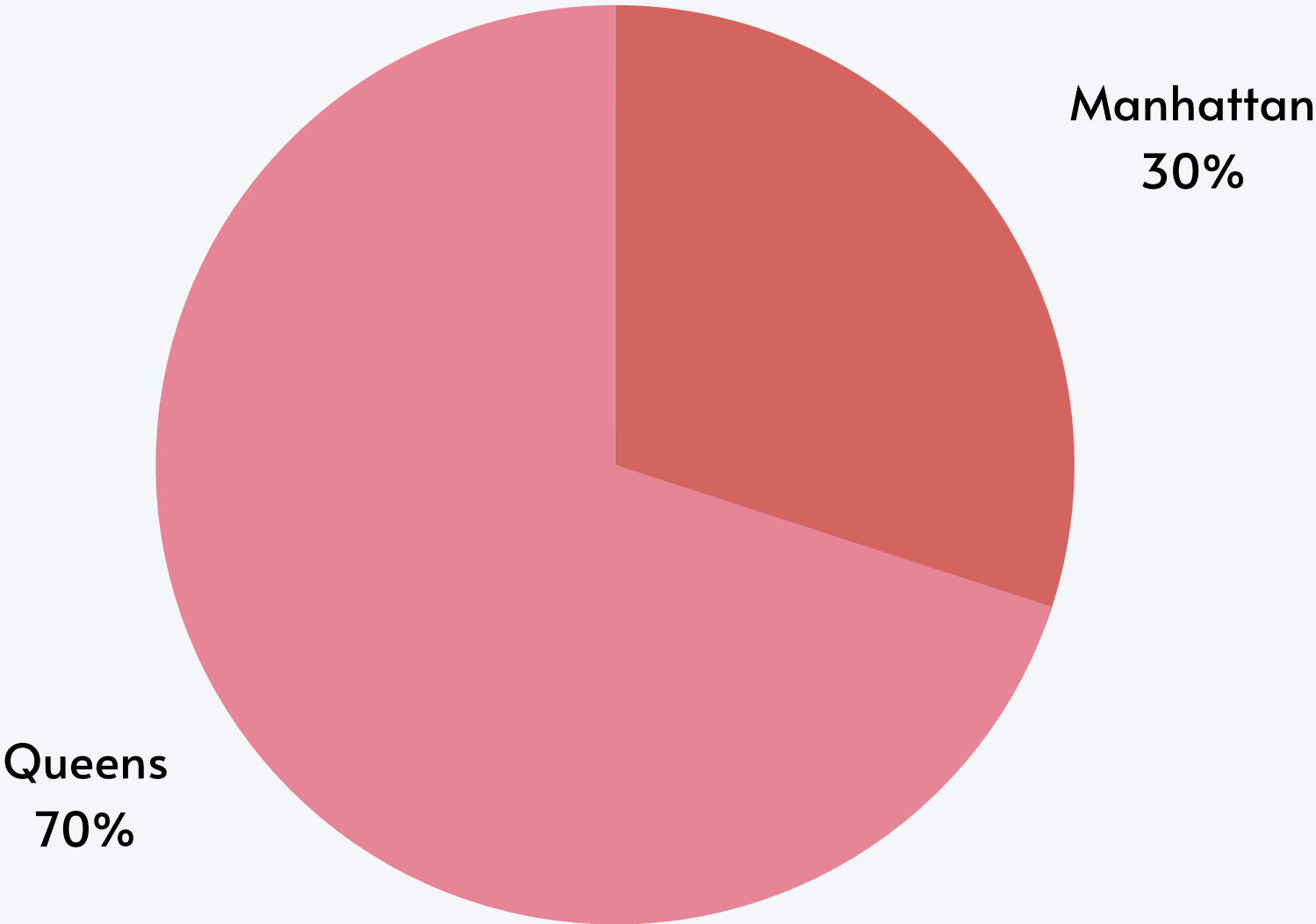
General information



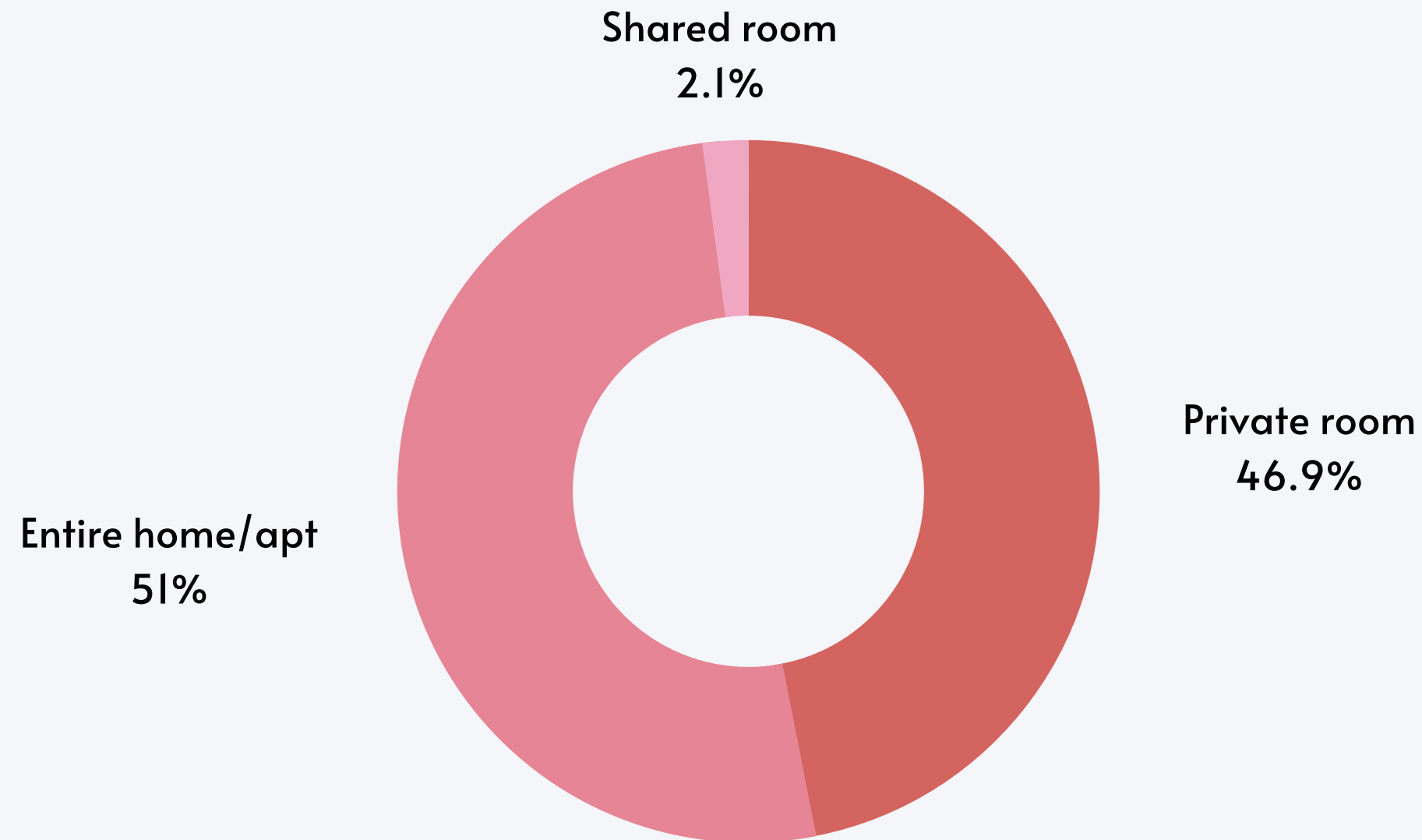
Most Homestays Are In **Brooklyn** And **Manhattan**



70% Of TOP 10 Homestays Are In Queens



Only **2%** Of The Homestays Are Shared Rooms



Entire place

- Guests will have the whole place to themselves, including a private entrance and no shared spaces.

Private room

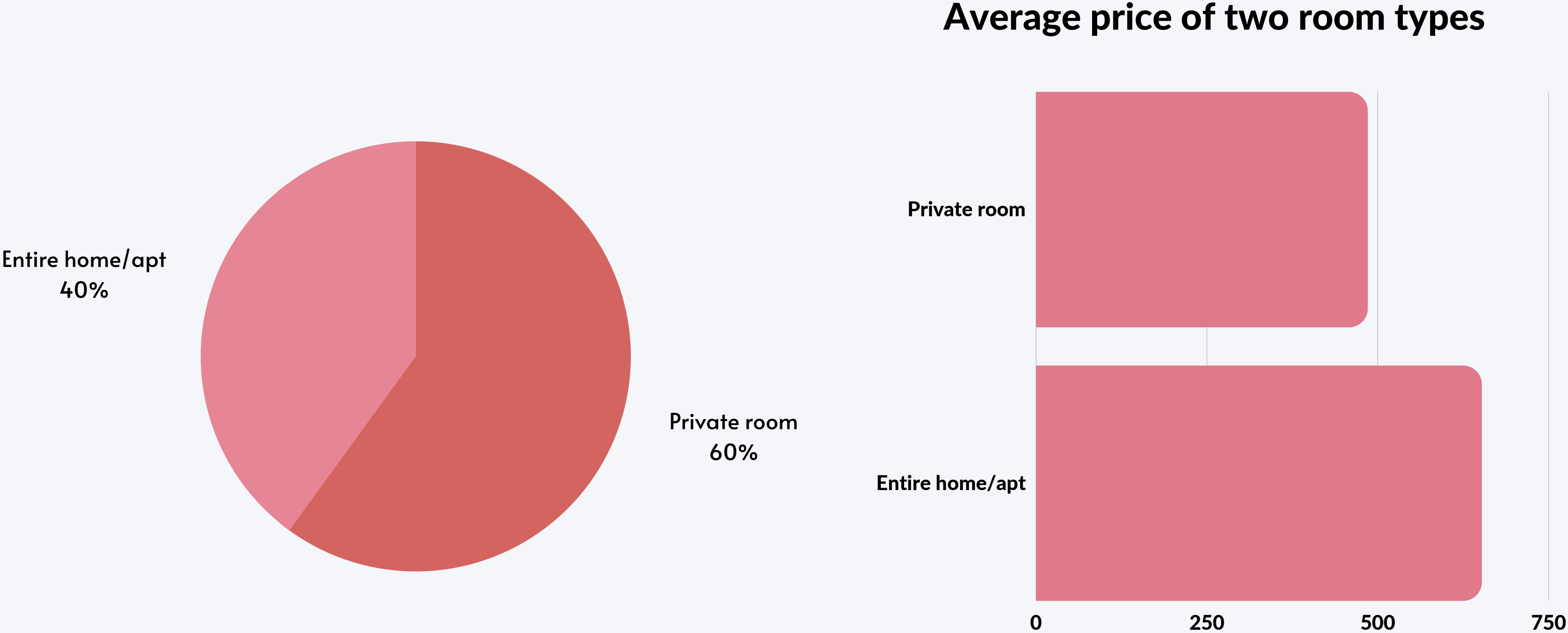
- Guests will have their own private room for sleeping.
- Other areas, such as a kitchen or living room, could be shared.

Shared room

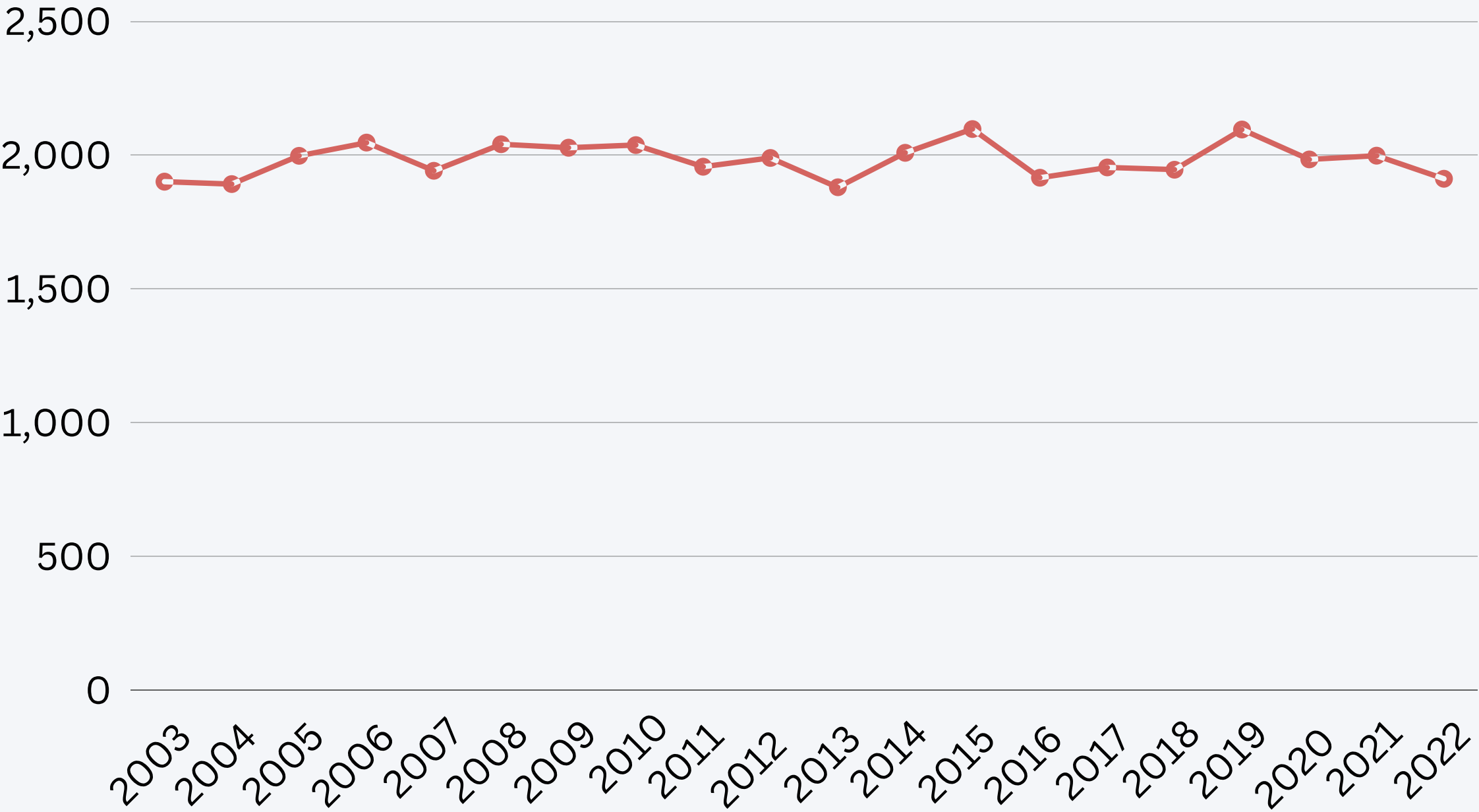
- Guests will be sleeping in a bedroom or a common area that could be shared with others.



60% Of the TOP 10 Homestays Are Private Rooms

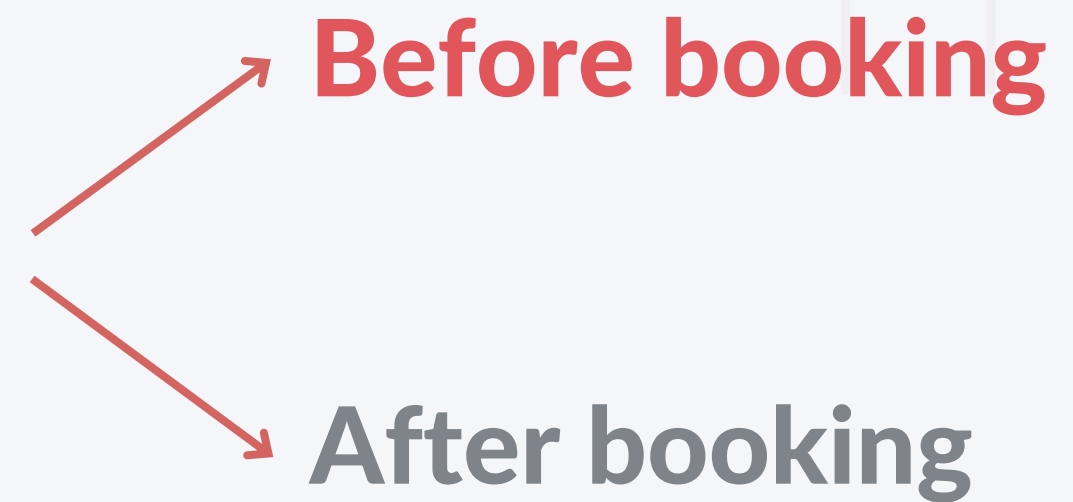


Construction Years Are From 2003 To 2022



02

How to make the homestays
more popular?



Three cancellation policies have no effect on listing prices

Flexible cancellation policy:

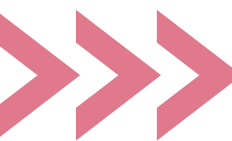
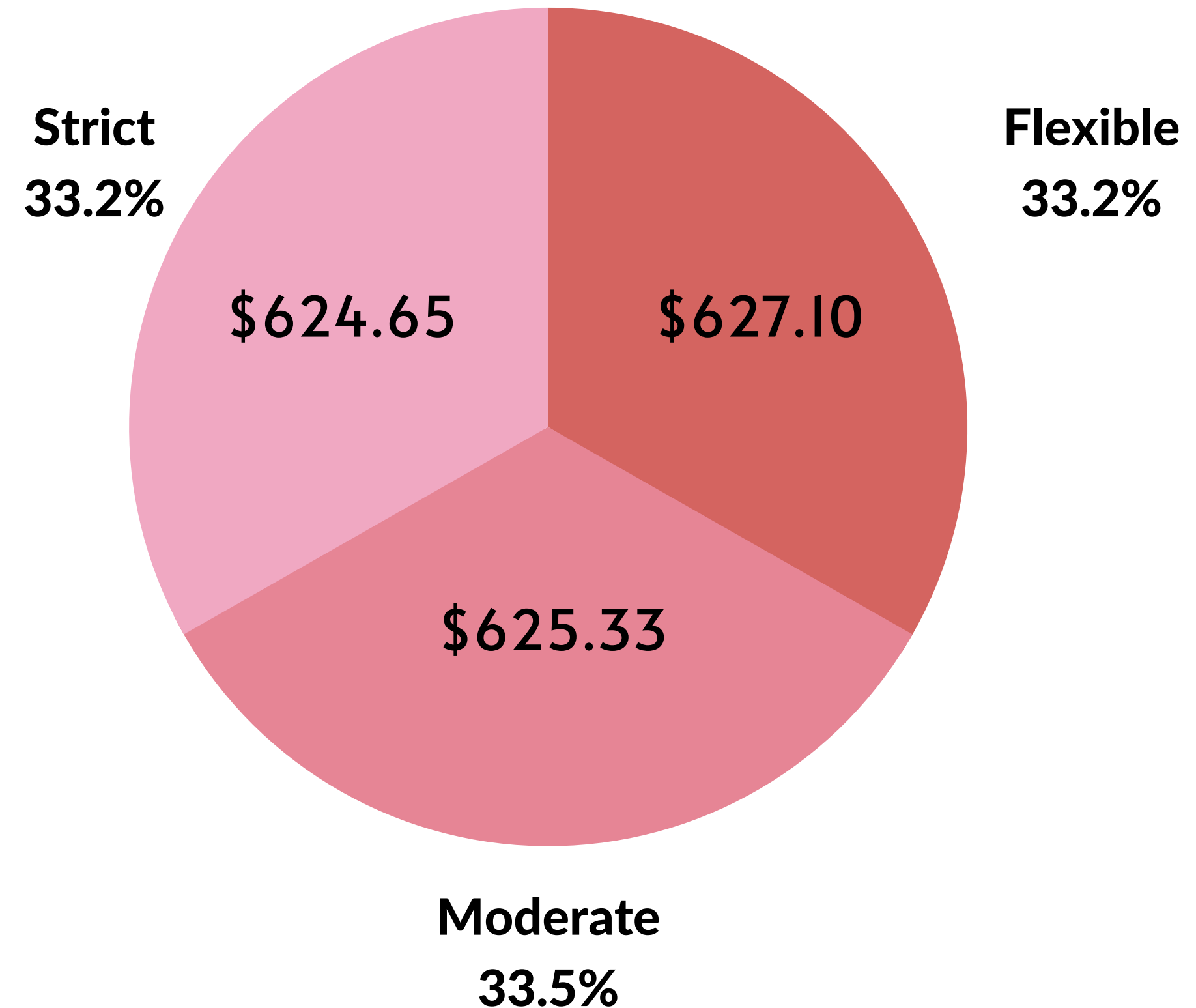
- Full refunds for cancellation, at least **24 hours** before check in.

Moderate cancellation policy:

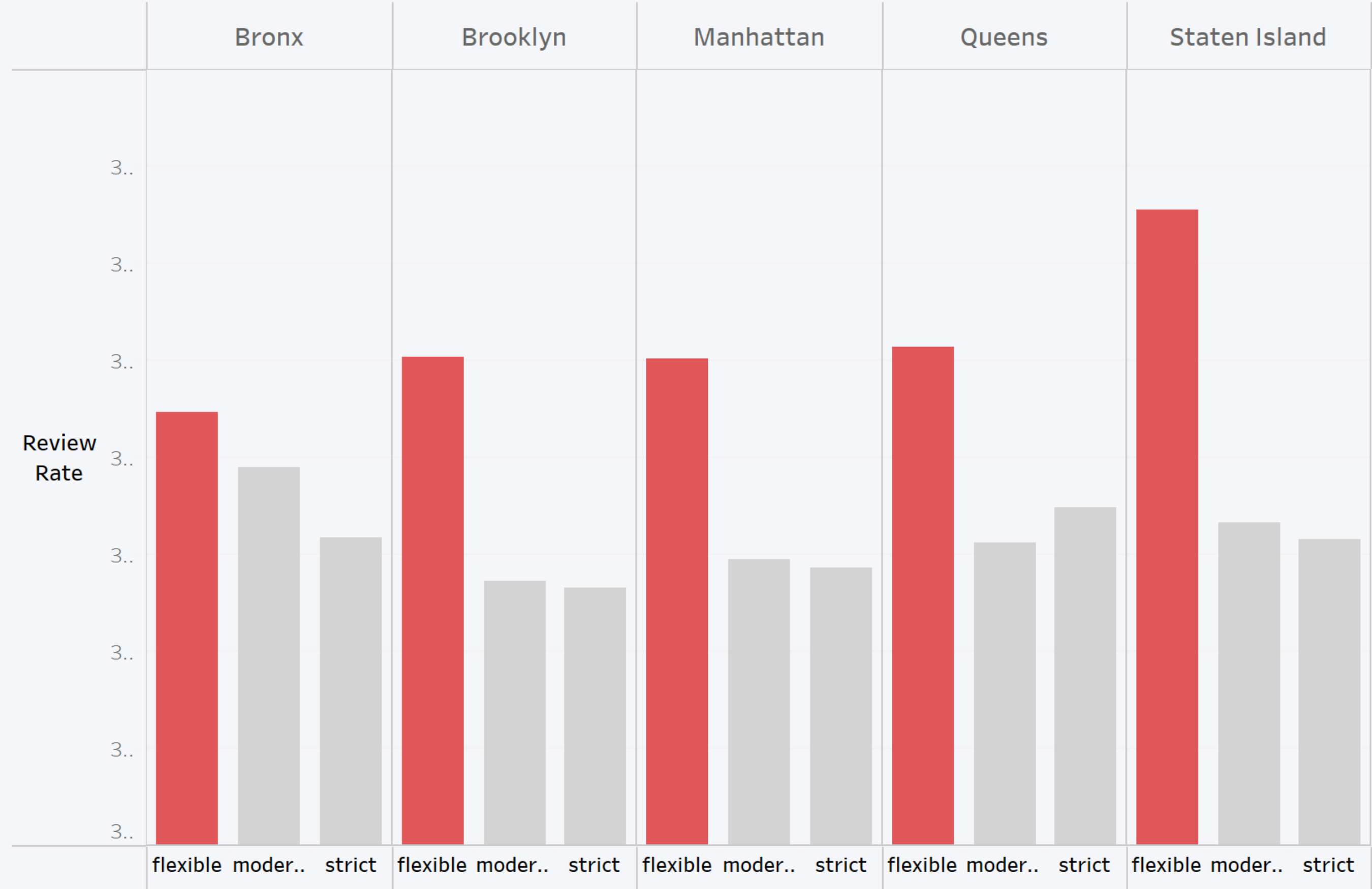
- Full refund for cancellation, at least **5 days** before check-in.

Strict cancellation policy:

- Full refund for cancellation, within **48 hours of booking** and at least **14 days** before check-in.



Flexible cancellation policy gets more positive feedback



- The flexible cancellation policy scored 8% higher than the other two policies

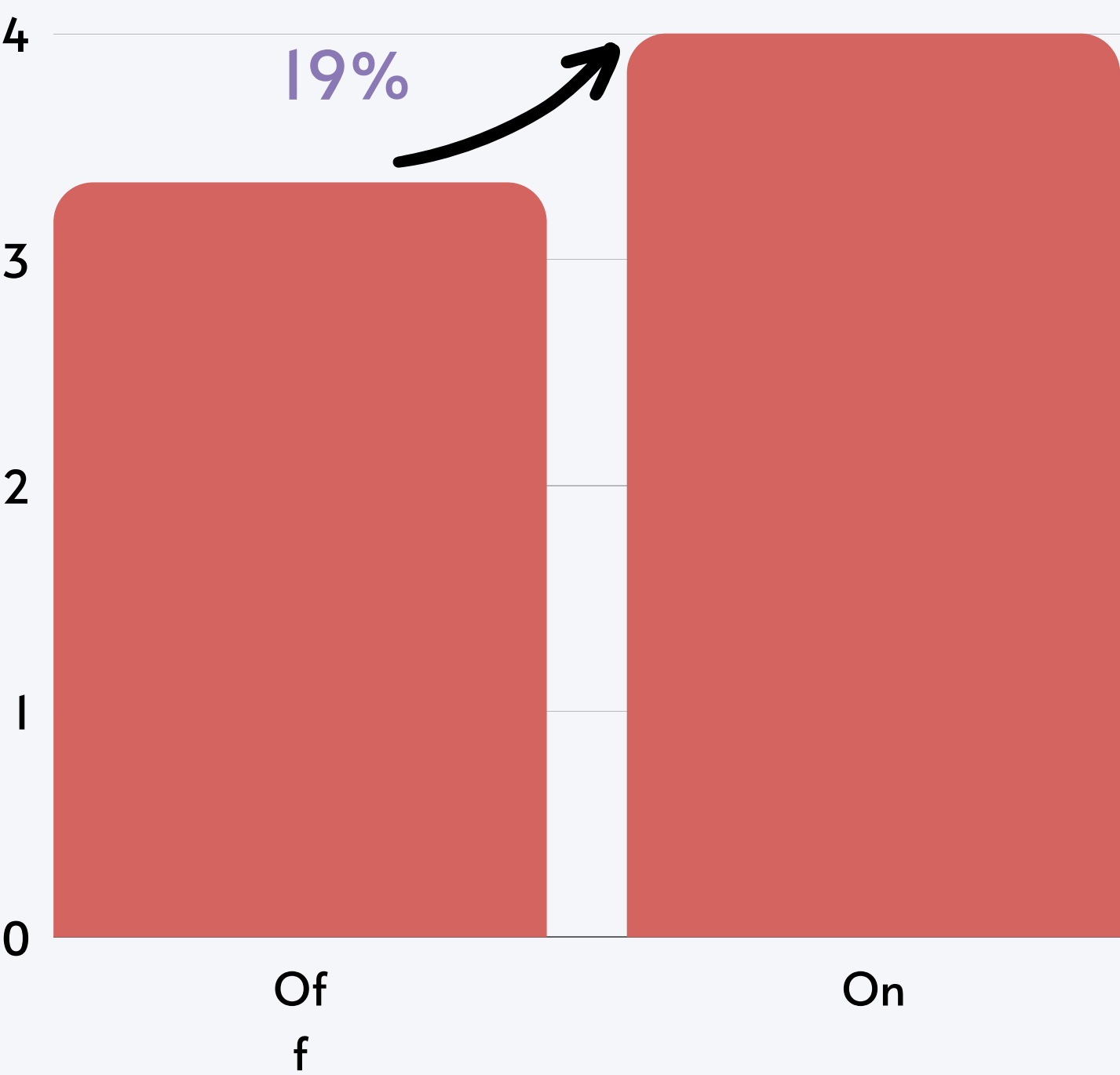


Turning on instant booking tends to get **higher ratings**

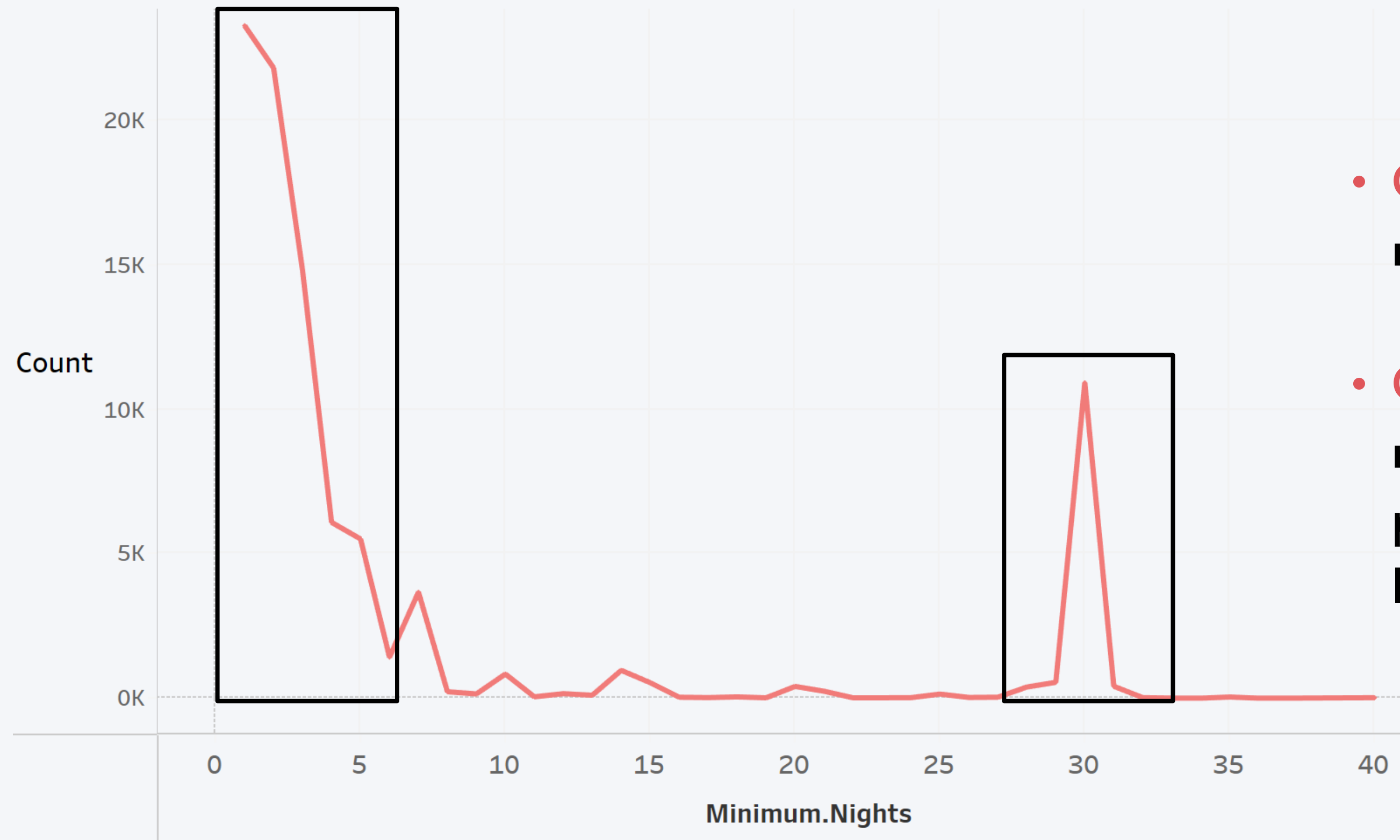
Average price
per night



Average review
score



The minimum nights depends on the host' strategy



- One night is the most popular option
- One-month minimum night stay policy applies for long-term stays



02

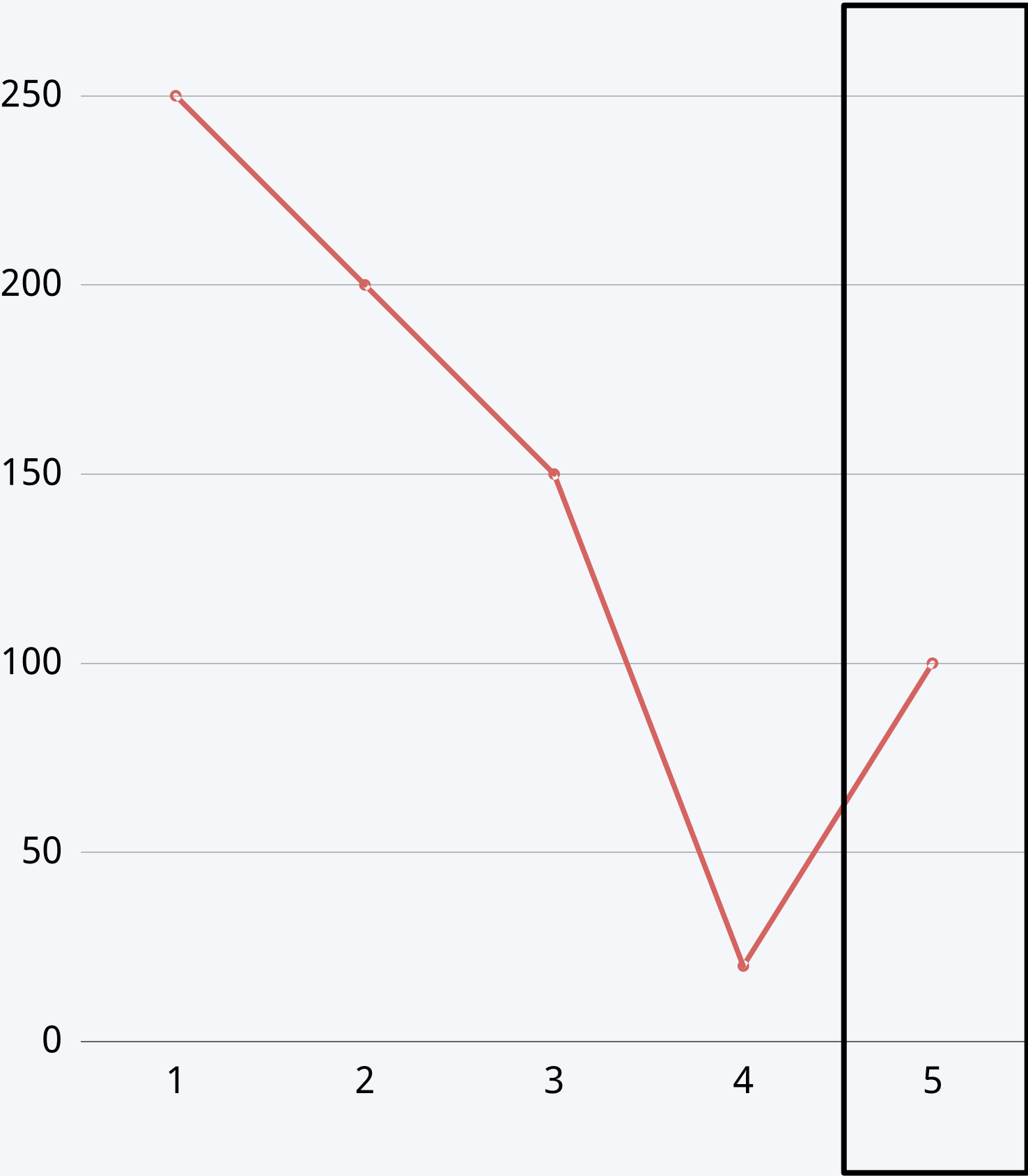
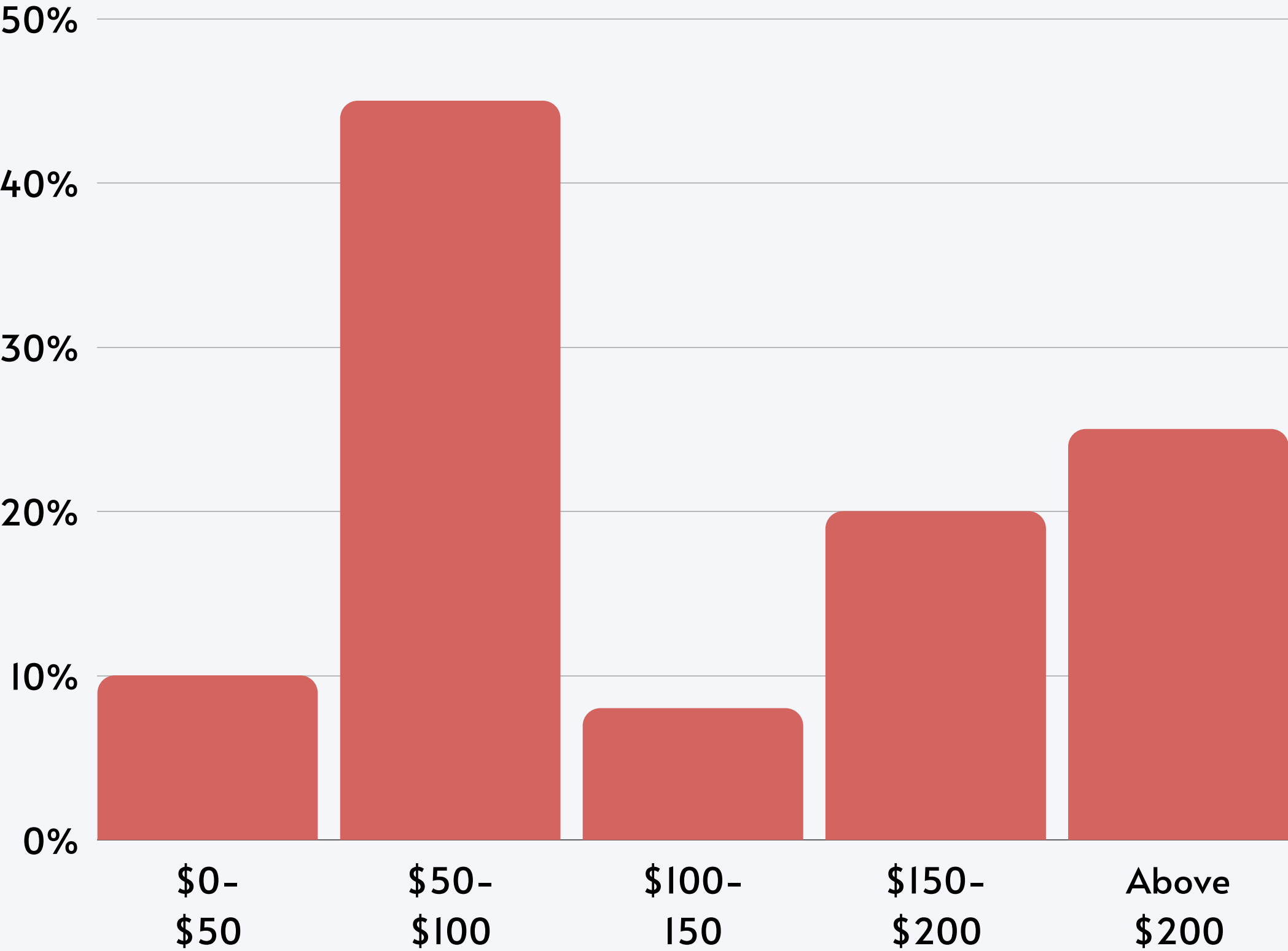
How to make the homestays
more popular?

Before booking

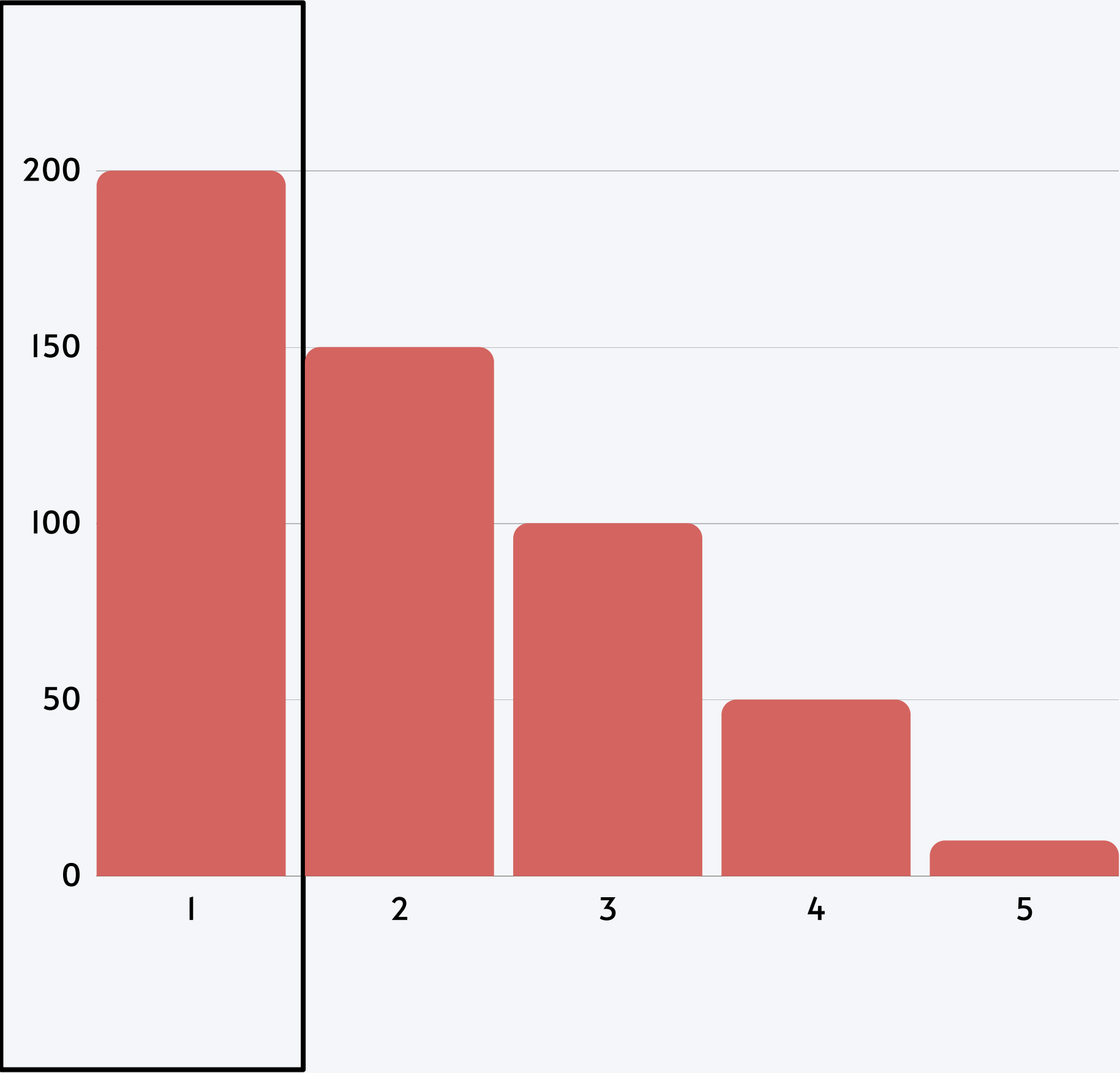
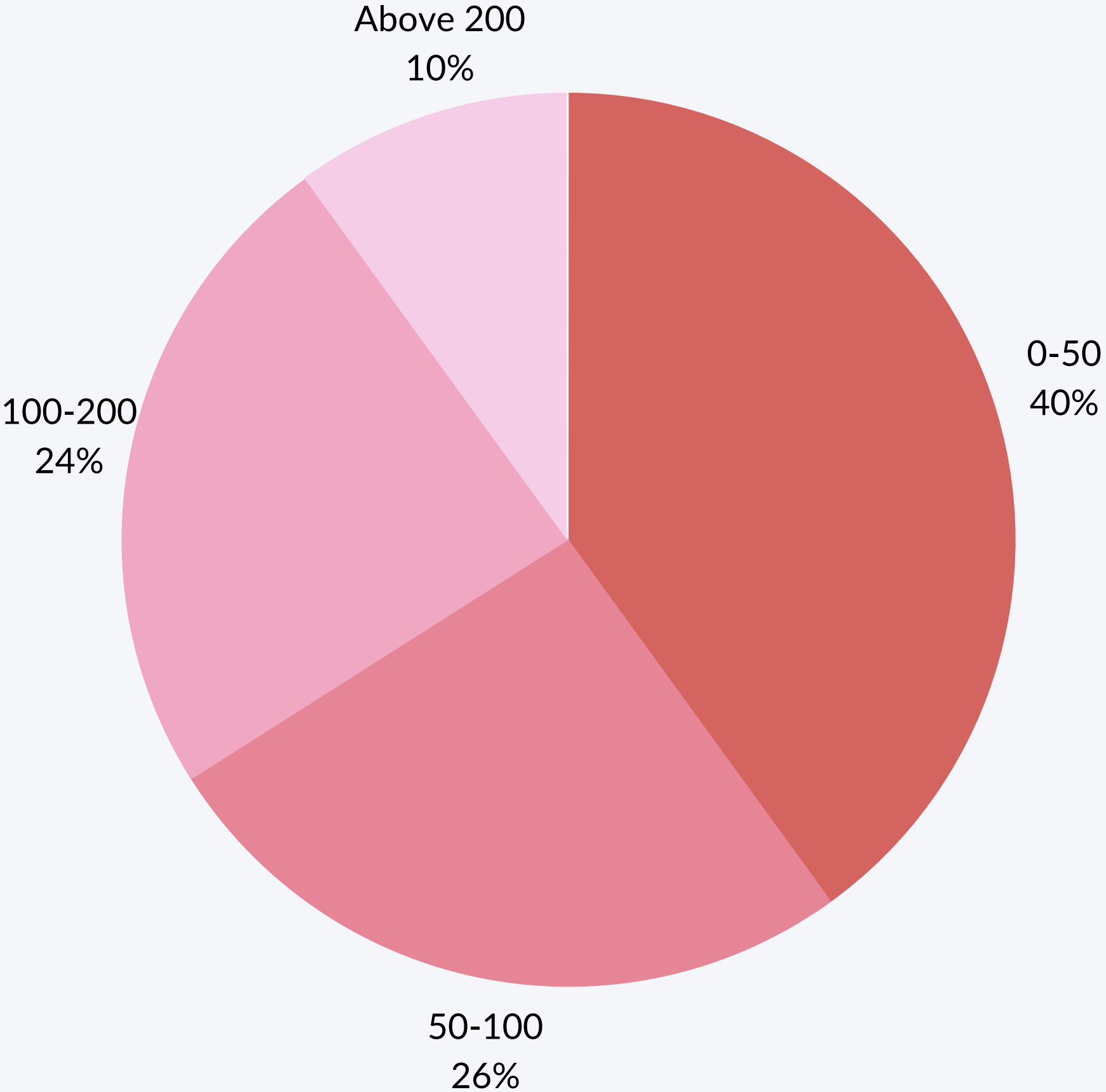
After booking



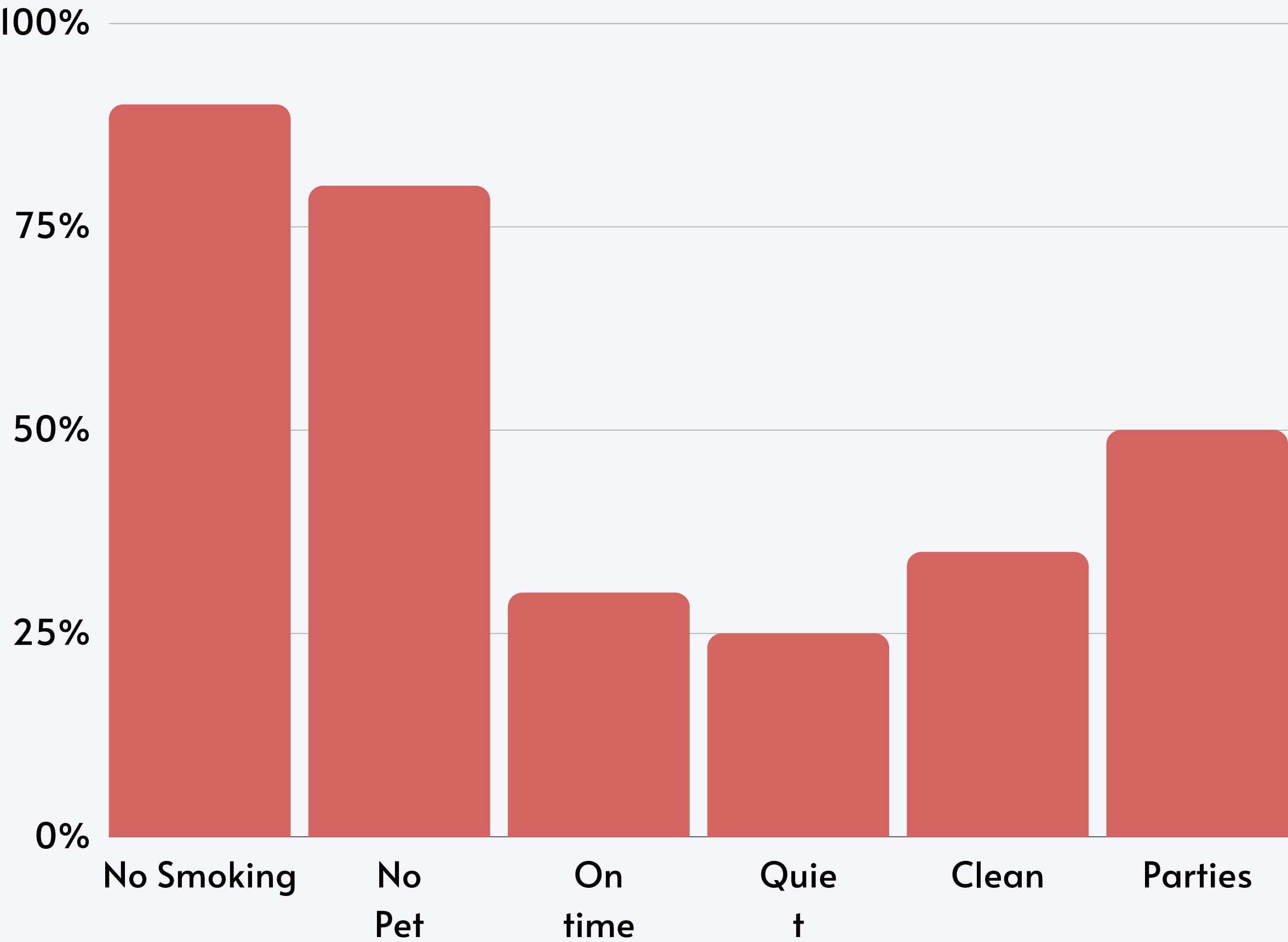
High service fee symbolizes better service



Houses with a higher number of reviews get Lower Rate



Most Popular House rules

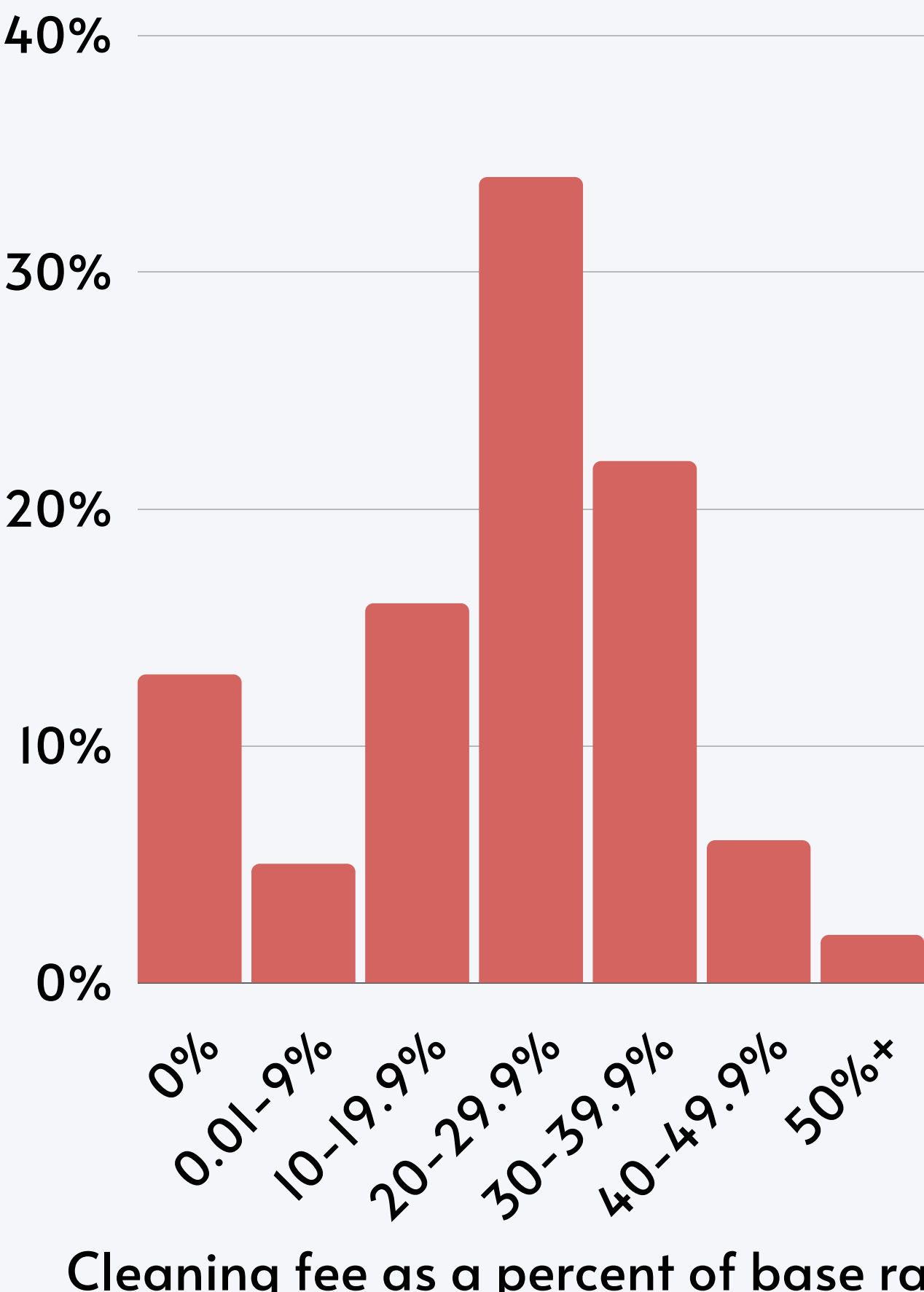
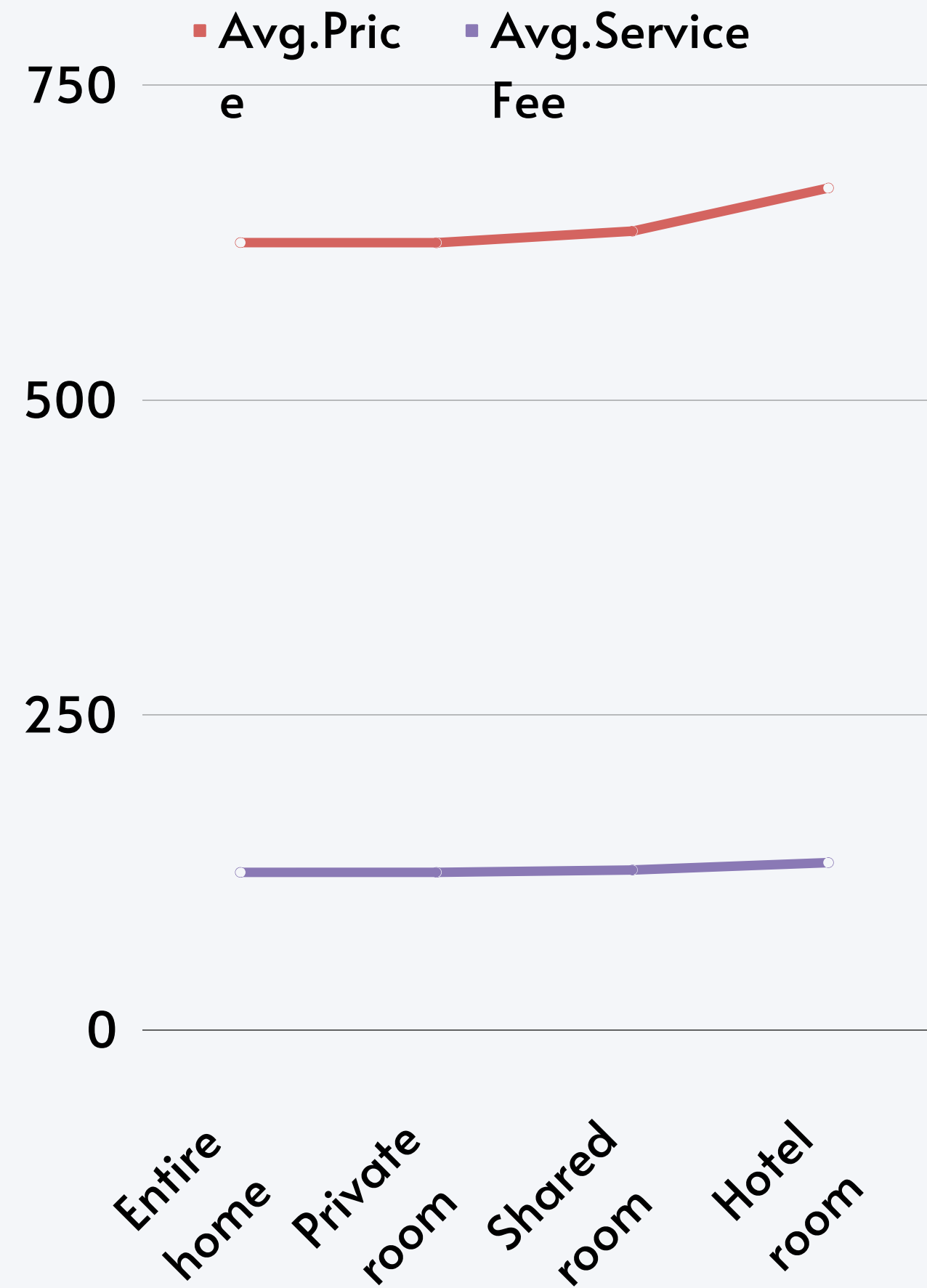


03

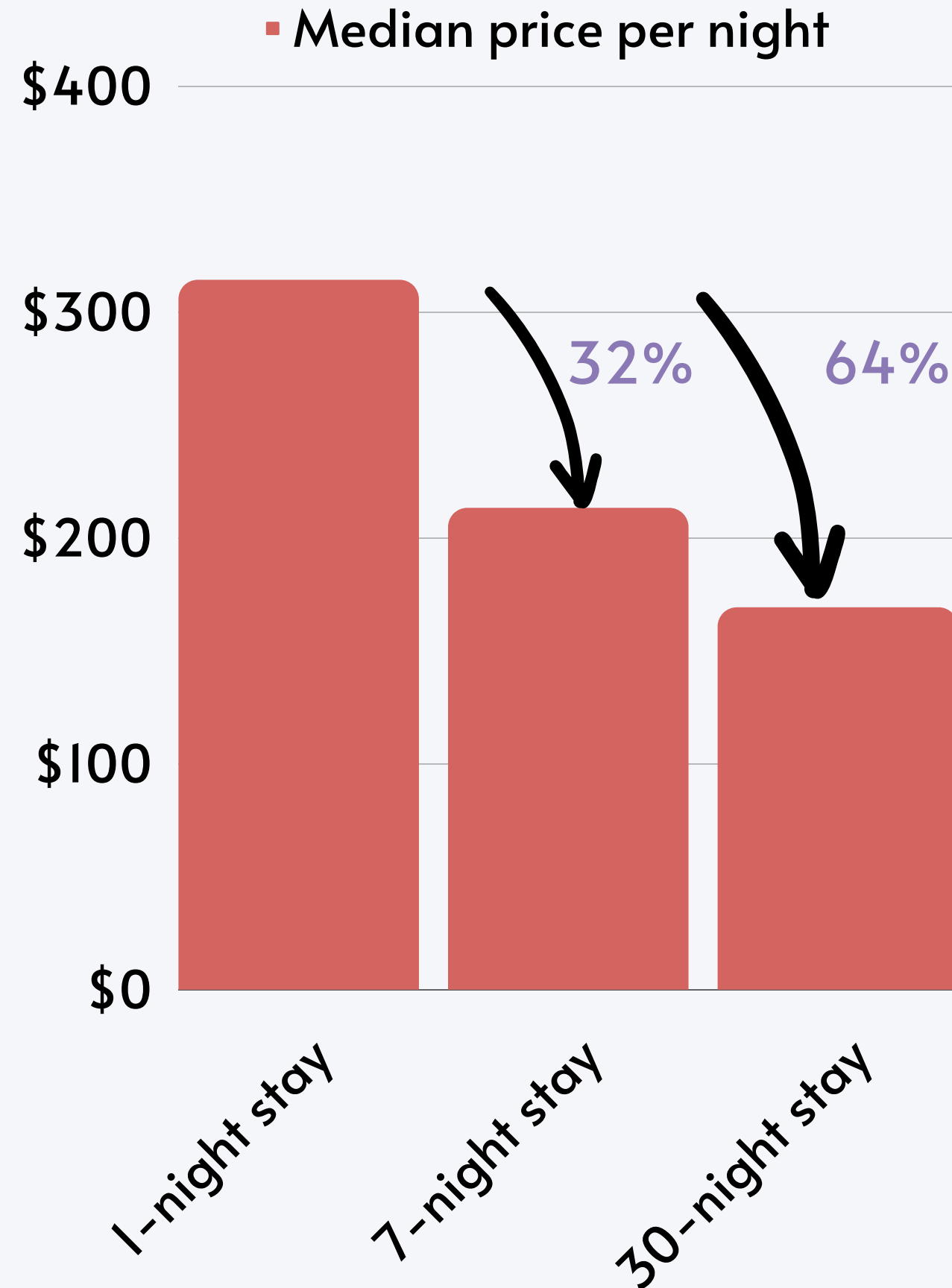
Price & Strategy



Room types cause discrimination in price & service fee



Longer stays are cheaper



Reasons:

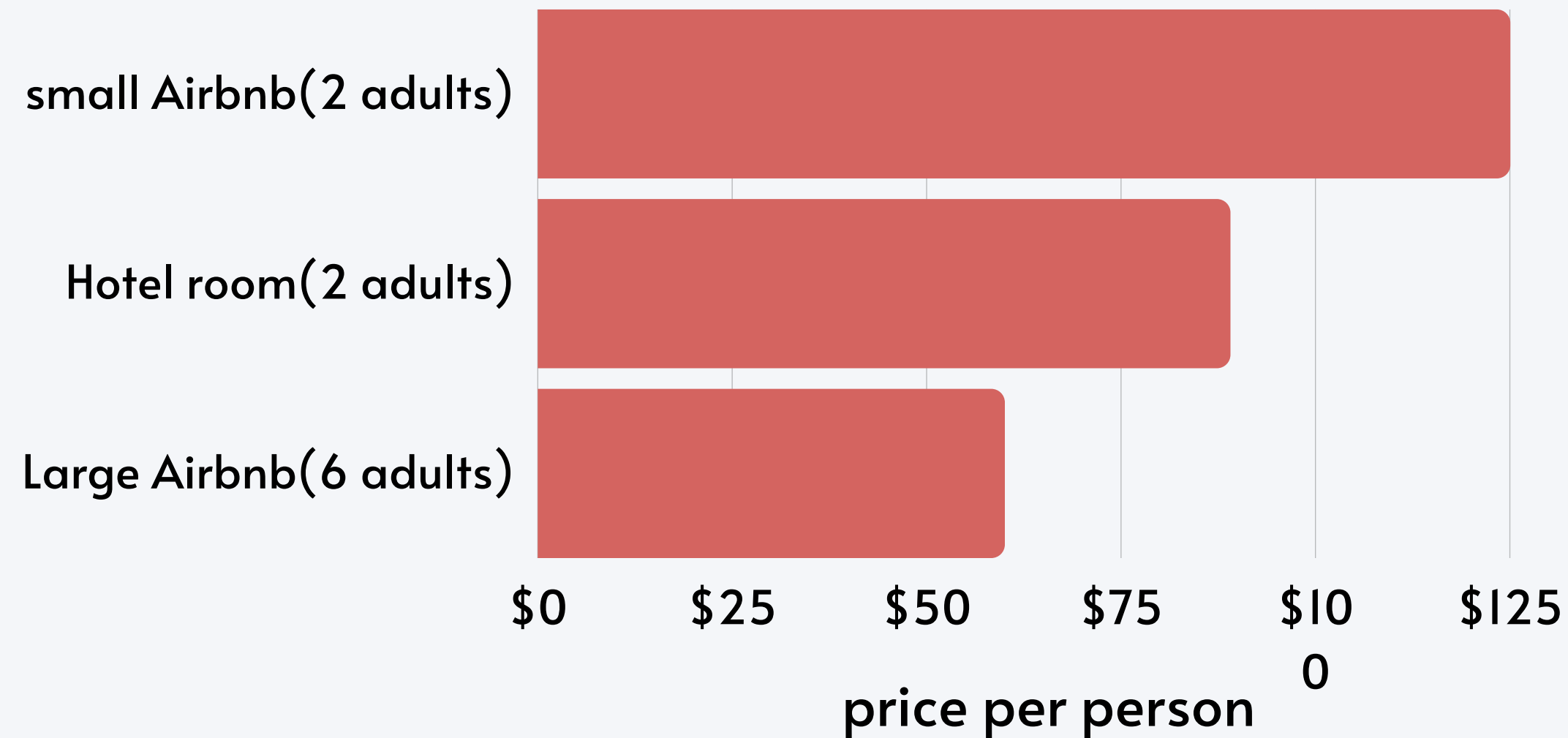
- host offered discounts ;
- manage and ensure occupancy
- cleaning fee
- hotel occupancy taxest

Target

- longer stays customers



Large Airbnb is more economical than hotel

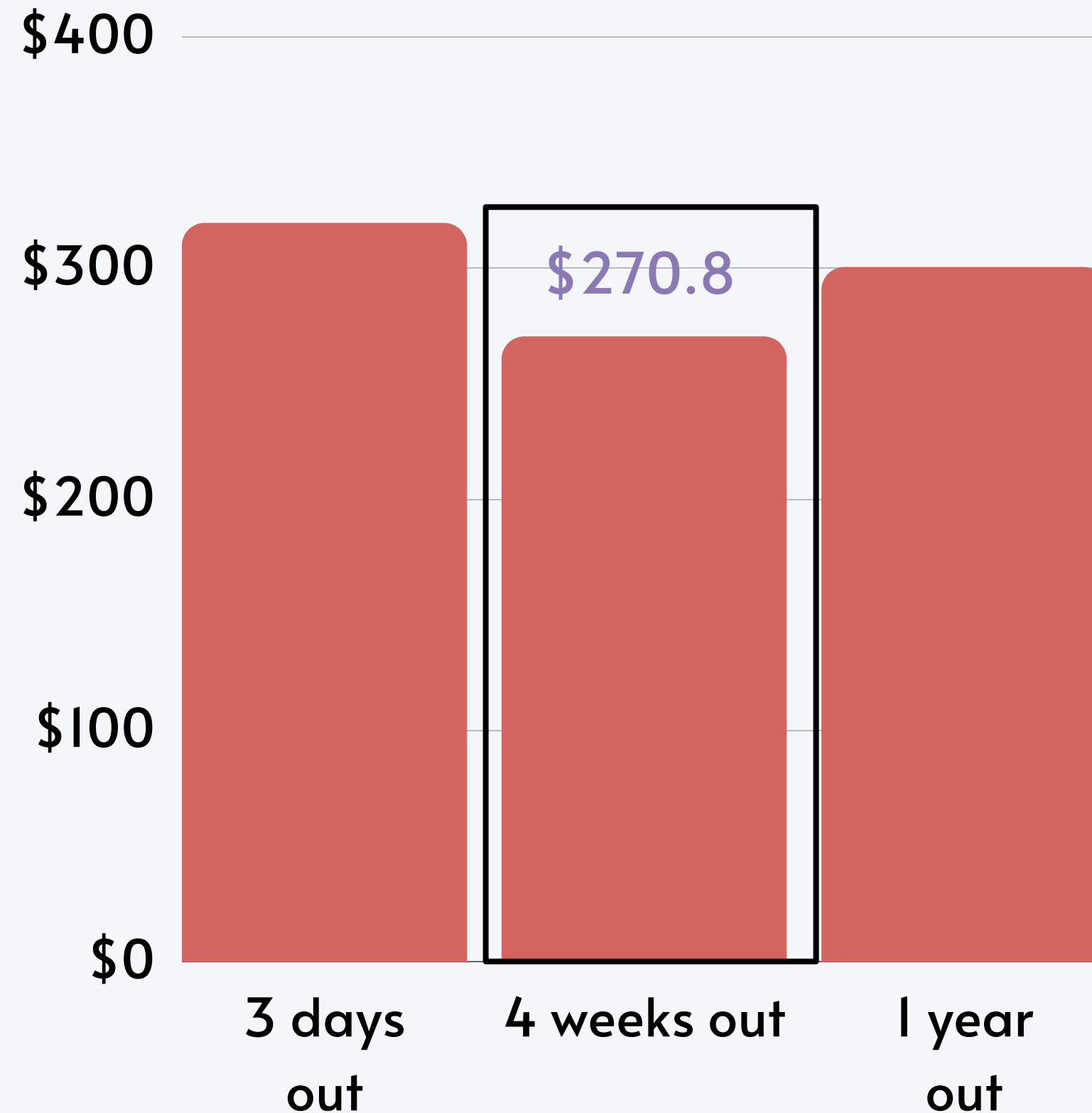


Target customers:

- Family size customers



Airbnb rentals are generally cheaper when booked **4 weeks** in advance.



- \$30 cheaper than booking it a year in advance
- \$50 cheaper than booking it last-minute



Strategy



1

Service Fee Promotions

A combination of service fee and stay of night.
eg. 3 nights with 1 night off cleaning fee

2

Longer Stay Customers

Personal tailor for longer stay customers.
eg. recommendation on 7-night/ promotion on longer stays

3

Limit time offer

24-hour 5% off
eg. travel credit cards/gift cards

Conclusion



- 1** Popular house characteristics
- 2** Booking engine suggestions
- 3** User management suggestions
- 4** 3 pricing strategies



Thank You

