

Los Angeles Airbnb Investment Strategy



Market Overview

- High and Resilient Tourism Demand
- Diverse and Lucrative Guest Segments
- Premium Nightly Rates in Key Neighborhoods

\$15K

Average Revenue
per Airbnb

30K

Active Listings
in LA

80%

Occupancy
Rates

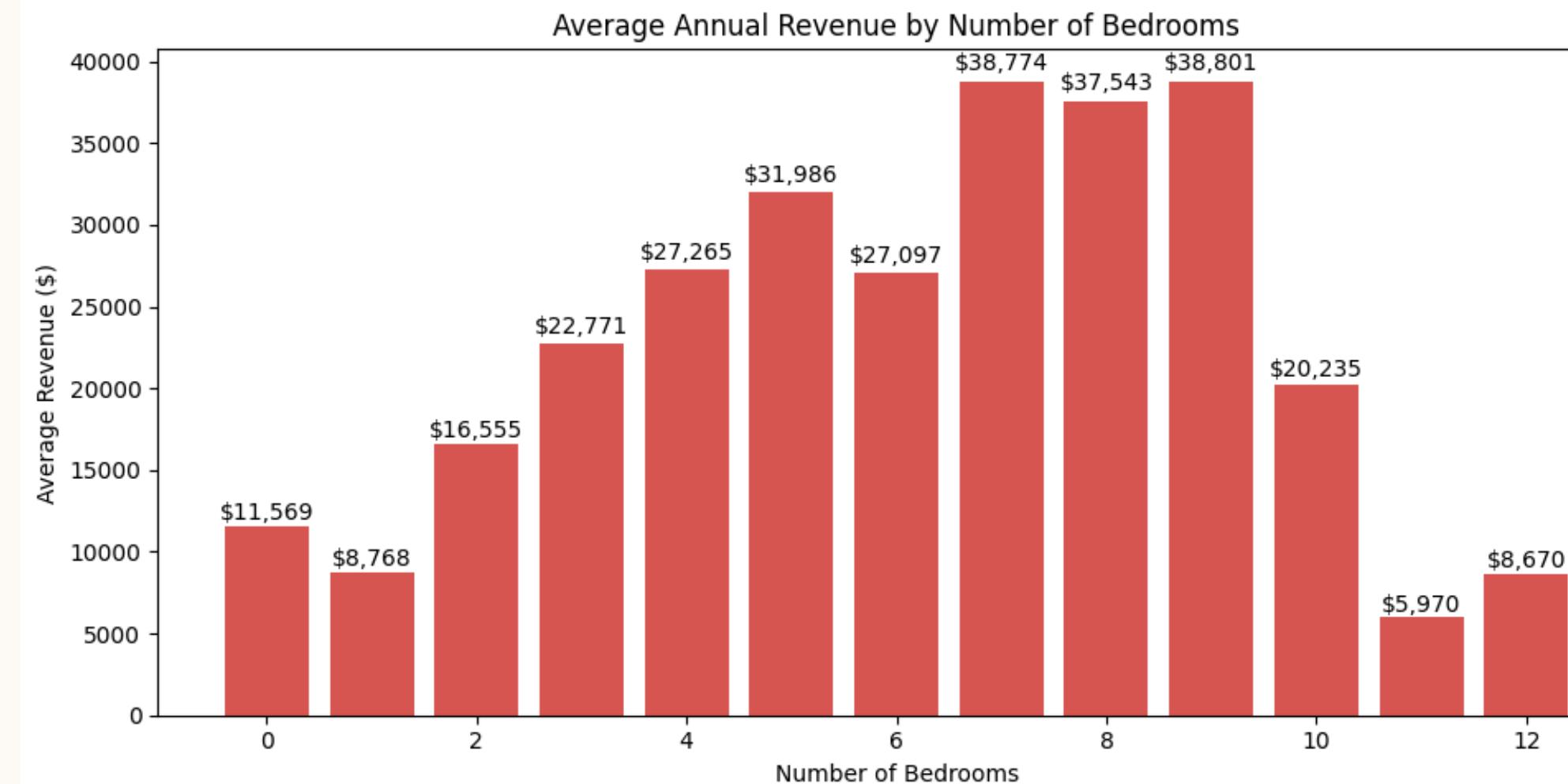
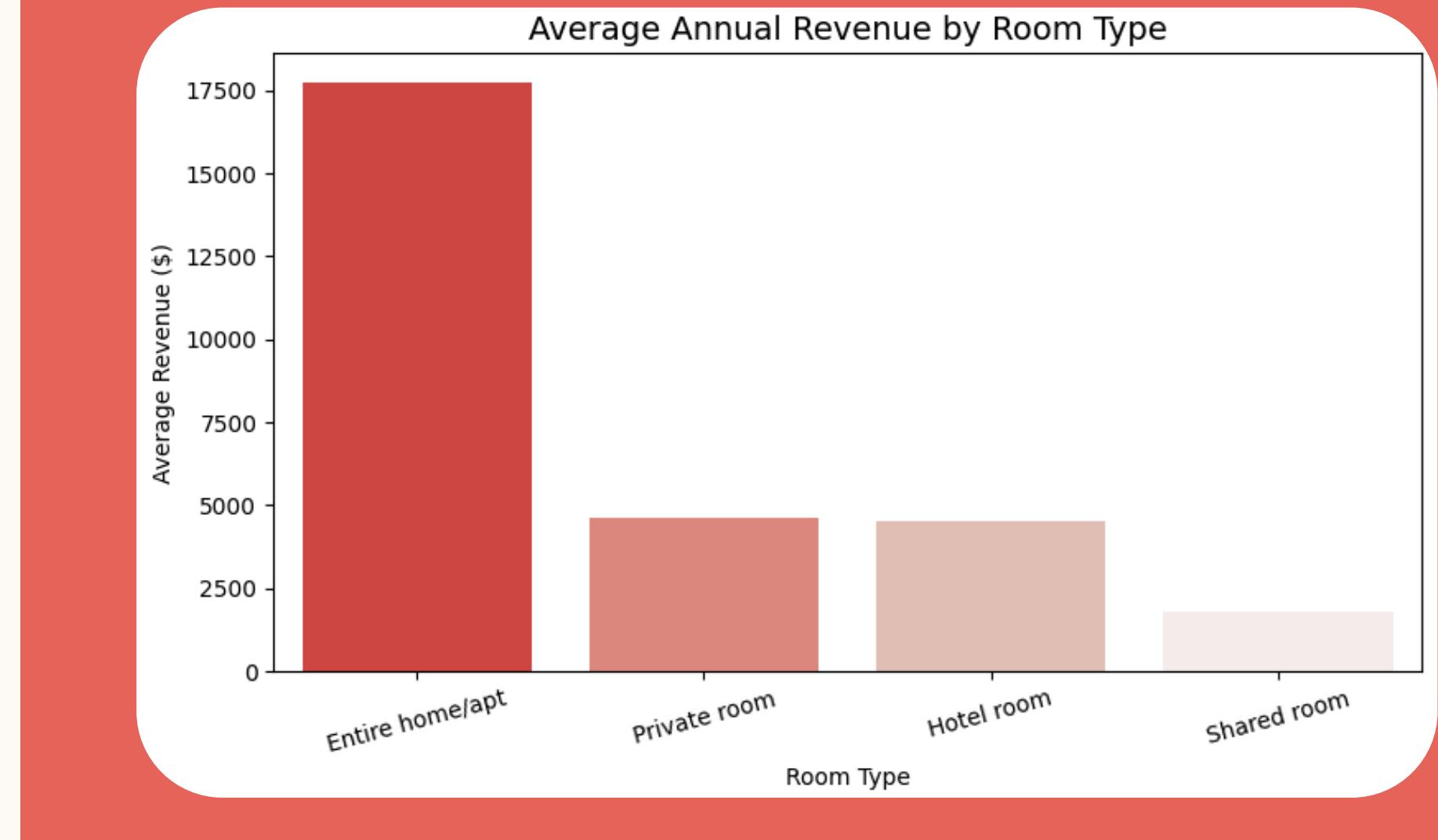
Key Market Findings:

- Highest average revenue earned by '**Entire home/apartment**' listings
- Higher revenue to be earned by properties with **5-10 bedrooms**
- Price per night varies significantly for 'Entire home/apartment' listings:

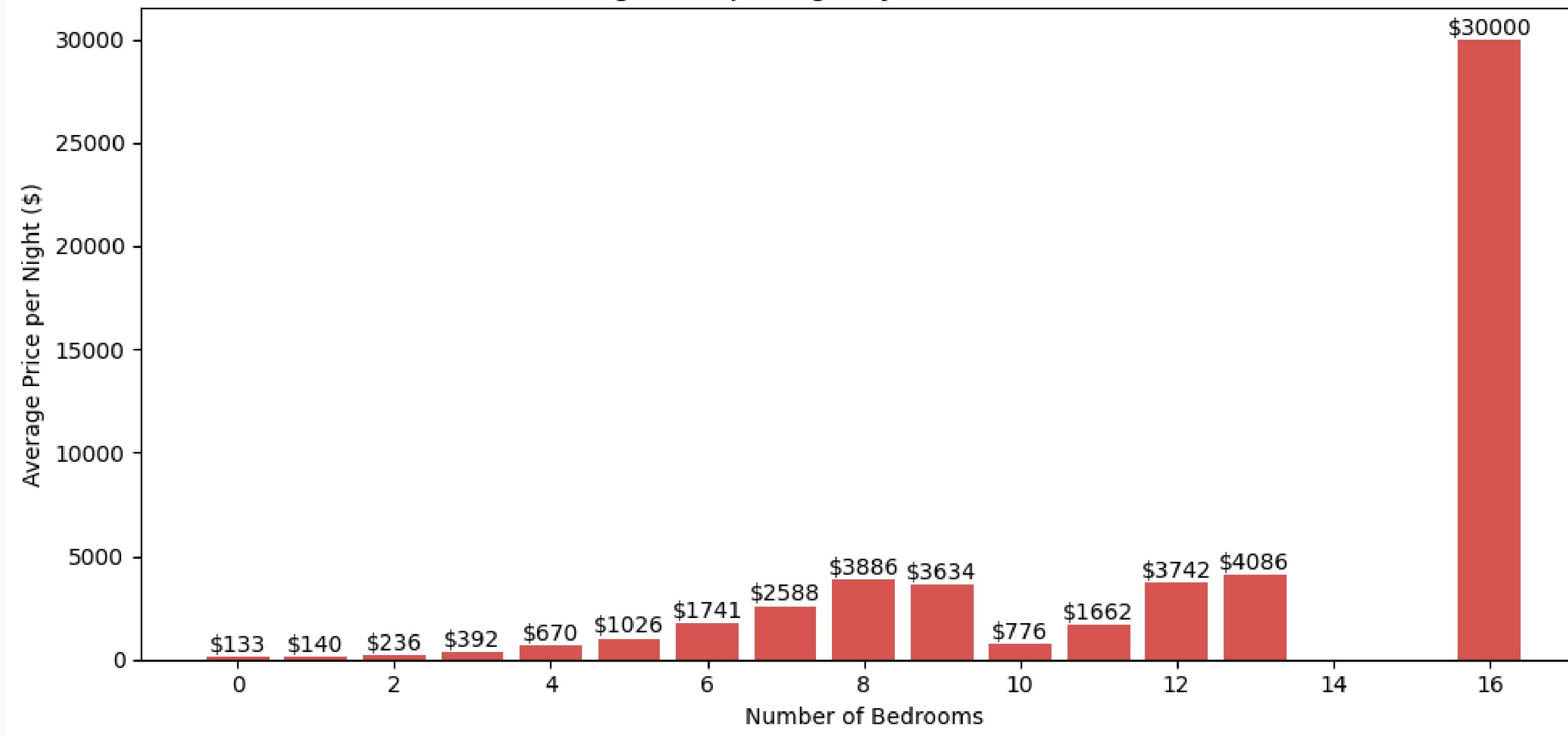
Average: \$333

Highest: \$30,000

Lowest: \$10



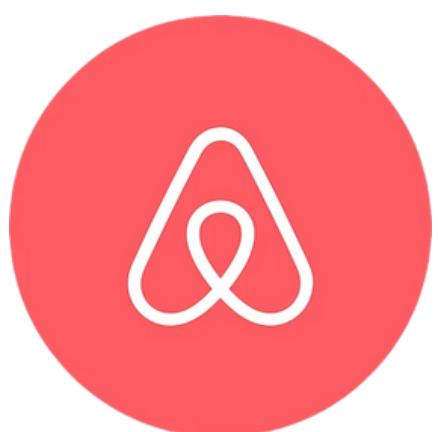
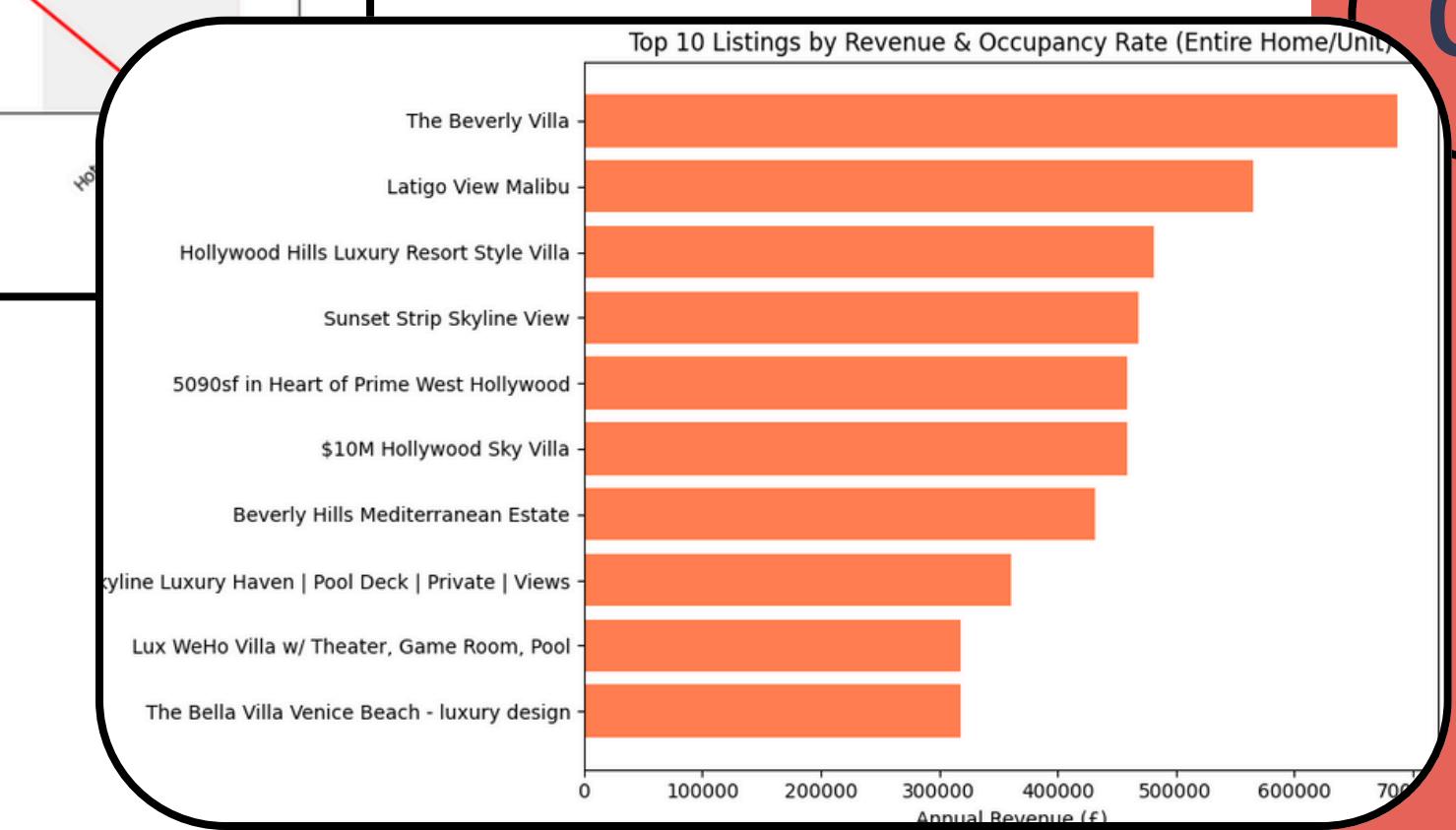
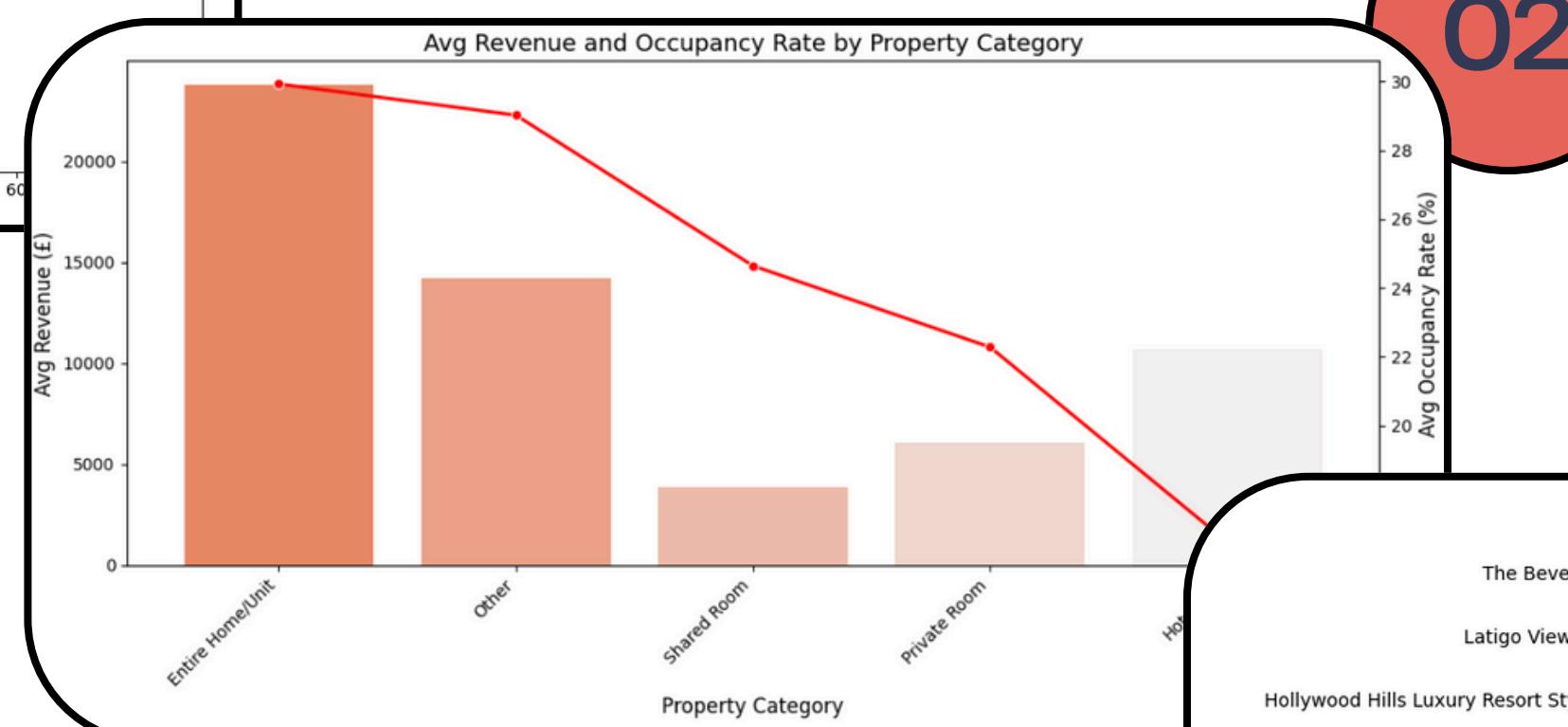
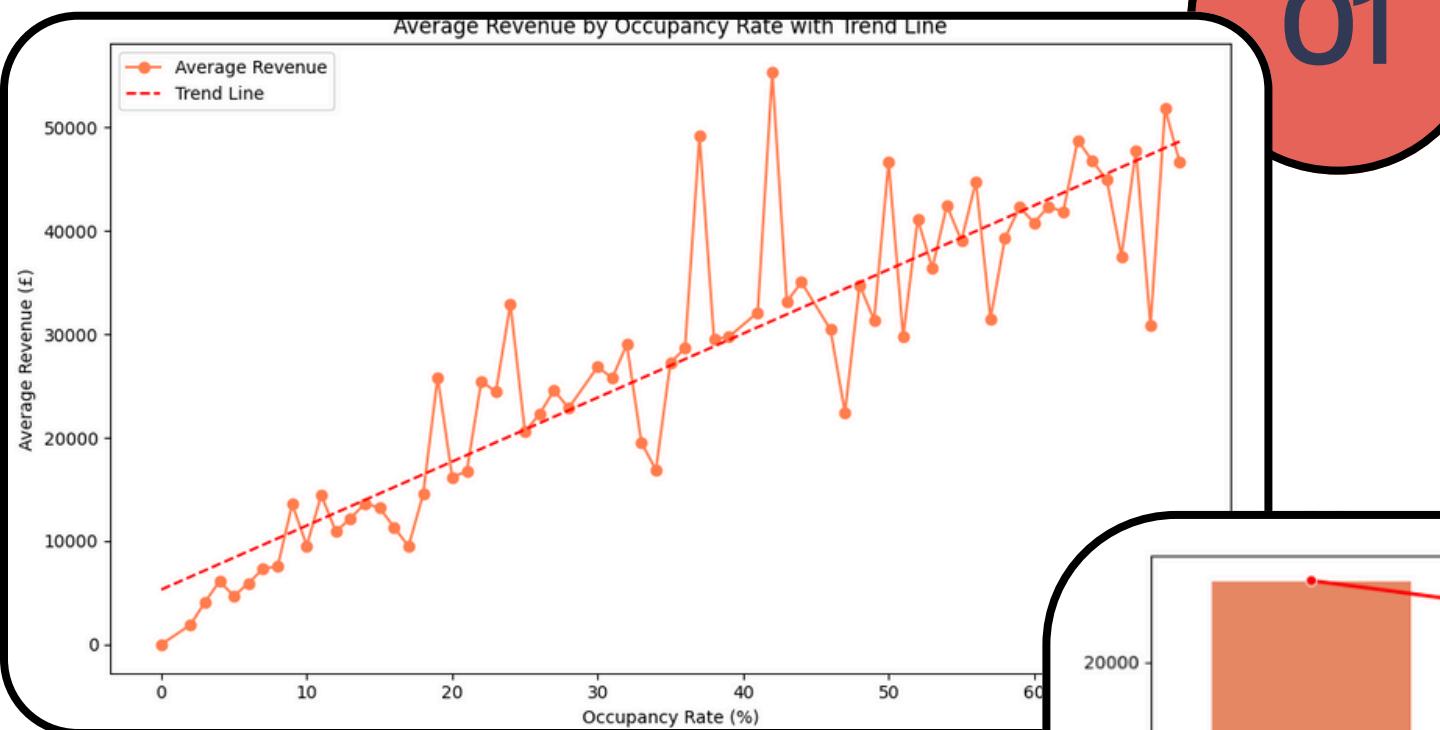
Average Price per Night by Number of Bedrooms



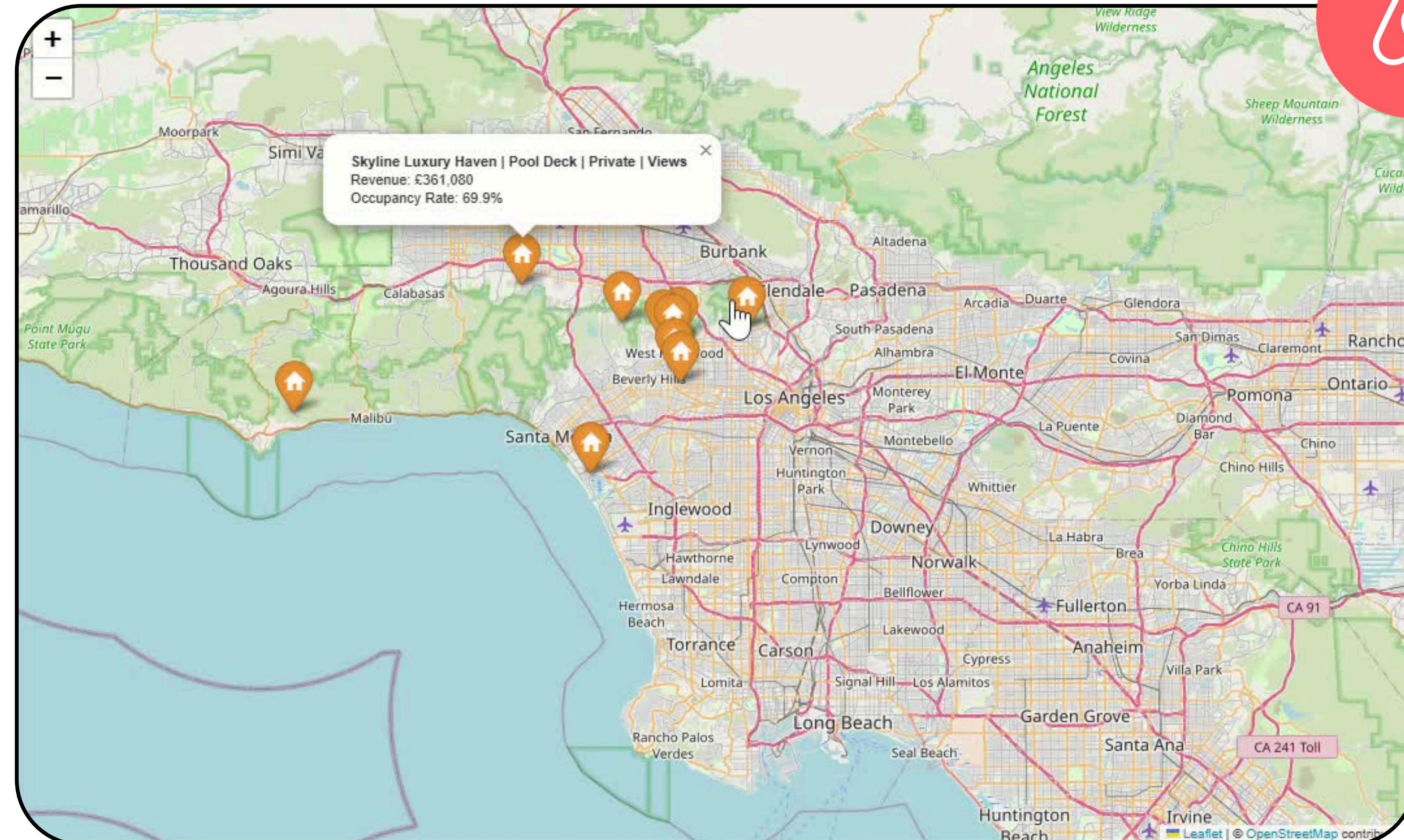
Notable increase in average price per night from properties with 5+ bedrooms



Property level analysis:



Top 10:



Property recommendation:

PROPERTY DETAILS

'The Beverly Villa'

Accomodates 16 people

PRICE PER NIGHT

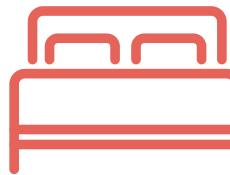
\$ 2,696.00

LOCATION

Beverly Grove

REVIEW SCORE

4.75 (out of 5)



5 Beds



5.5
Bath



4+ Private Car
Parking

KEY AMMENITIES

Pool & Hot Tub, Gourmet Kitchen with high-end appliances, Indoor Fireplace

OCCUPANCY RATE

70%

ESTIMATED REVENUE

\$687,489.00

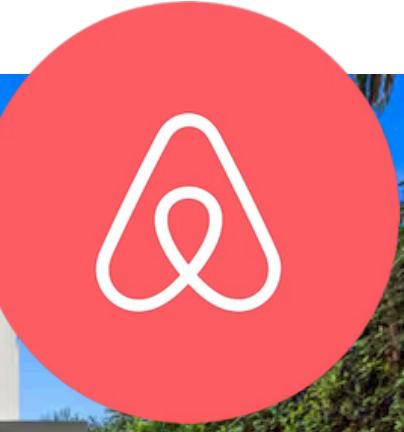
ESTIMATED ROI

38%



02

**'spacious',
'luxury', 'pool'
'private', 'clean'**



Risks and limitations

Market Risks	Regulatory Risks	Operational Risks
Seasonal and Tourism Volatility	City of LA Home-Sharing Permits & Registration	Inconsistent Availability
Demand Substitution	Zoning Laws	High hosting costs + Damage or theft
Price Sensitivity	Noise and Nuisance Complaints	Review Dependence

- **Limitation:** ROI, maintenance cost, and property value estimates were AI-generated using listing data; results may not fully capture real-world factors like renovation needs, hidden costs or market fluctuations



Summary & strategic recommendations:

- Target High-Performing Listings: Focus on investing in Entire home/apartment listings
- Leverage Demand Hotspots: Capitalize on high tourism demand and diverse guest segments
- Prioritize Key Features: Sentiment analysis to guide renovation or staging strategies.
- AI-Guided, But Grounded Approach: While AI-driven estimates offer valuable insights, real-world due diligence is critical
- Strategic Outlook: Los Angeles presents a lucrative opportunity for Airbnb investment

