A look into Airbnb data

The insights

The goal of this page is to give you as a host, or soon to be host, some helpful insights in this data. I will hopefully be able to help you to have higher occupancy rates and revenue by improving your already owned listings or a new listing. The pages will give you important info to keep in mind when choosing where you want to buy a new property or when setting some settings such as the minimum number of nights but also the price.

There are two pages that will give you info. The first page is the page where there are details about the minimum number of nights for a property and the median price. The next page is about the property itself. I will go into more detail about the room type, the property type, and something very important: the location.

The data

The data that has been used to make this webpage, starts from the 24th of March 2023 until the 27th of March 2024. The data contains information about three Belgian cities: Antwerp, Ghent and Brussels. I also added a self-made dataset which contains information about when there is an extended weekend, school vacation, public holiday and weekend in Belgium.

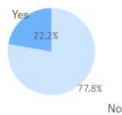| Nr of listings in Ghent	Nr of listings in Antwerp	Nr of listings in Brussels
1.11k $99 Median price	2.44k $95 Median price	5.95k $85 Median price

Superhost?

Yes 22.2%
77.8%
No

In these representations we can see that Brussels has the most listings in this data which is quite important to know. You need to keep in mind that when you don't apply filters based on the city, it will be more about Brussels than Ghent. We can also conclude that the Airbnbs in Ghent are the most expensive out of these three cities.

In the pie chart we can see the percentage of superhosts. In this data 22.2% of the hosts are superhosts and the majority are not superhosts namely, 77.8%.

Best settings for your Airbnb

In this section I will talk more about certain settings that you can set for your Airbnb. Such as the minimum nights for a stay and of course the price.

Minimum nights

In the next graph we can see boxplots for each city with the number of minimum nights for a stay. If you click on a city, you can see the neighborhoods for that specific city. The boxplots show the 10th percentile, the first quartile, the median, the third quartile and the 90th percentile of minimum nights. The 10th percentile means that 10% of the Airbnb's have a number of minimum nights that is less than that number of minimum nights and 90% of minimum nights are higher than that. The first quartile represents the 25th percentile, so the minimum nights value below which 25% of the data lies. The median is the second quartile, so the middle of all the data. The third quartile is the 75th percentile indicating the minimum nights value below which 75% of the data falls. The 90th percentile is the minimum nights value below which 90% of the Airbnb listings fall. I decided to exclude the outliers because I want to focus on the most chosen minimum nights. As you can see is the average over all data 8.2 nights.

Minimum nights per city/neighborhoods (without outliers)
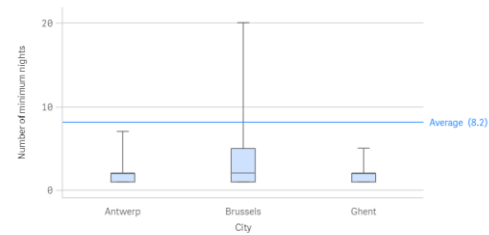
Select a city to drill down

Current Selections:

No selections made

Price

On the graph to the side you can filter on a specific city or neighborhood to only see the data for that city. On the graph you can see how the median price changes over time. You can select a year and then a specific month and day for which you want to see the price for. This can be very helpful if you want to check when you can rise the price and when it should stay the same. Besides the price itself, you can see the availability in that period. When it's close to the top this means that the availability is close to 1, which means that there is a lot of available Airbnb's. When the availability is low, that means there are little Airbnb's free. Another thing you can see on the graph is when it is an extended weekend, a school vacation, a public holiday and weekend. Through this you can see when the prices rise and when you can set a higher price. For example, you can see that in the weekend the price is a bit higher than for other days.

City and Neighborhood

- Antwerp
- Brussels
- Ghent

Legend:
- Median adjusted pric...
- Long Weekend?
- Weekend?
- School Vacation?
- Availability
- Public holiday?
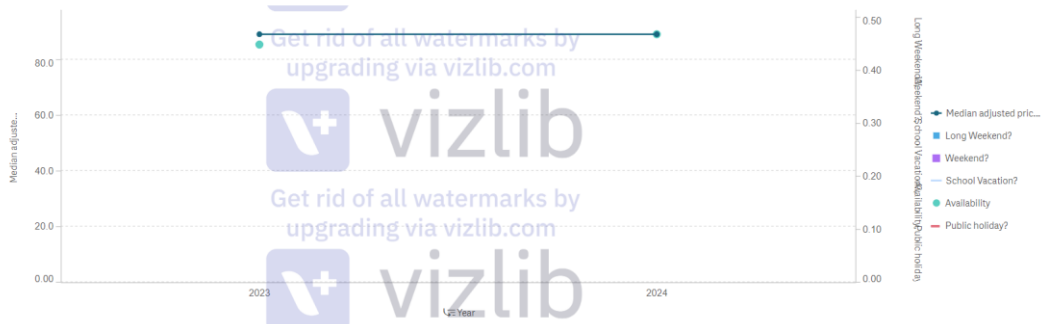
What is the best property?

I have a few remarks on which you can focus when you want to buy a new property or renovate your property that you already have. In this section I will talk more about the room and property types and the location of the property.

Filter

Here you can filter on a specific city or neighborhood. In the second filter you can select an average overall rating score you want to see the results of.
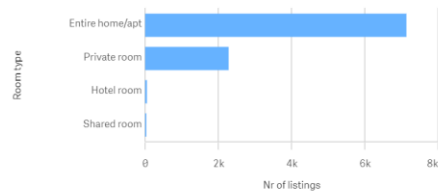
City and Neighborhood

☐ Antwerp
☐ Brussels
☐ Ghent

Average rating score

★
★★
★★★
★★★★
★★★★★
☆

Room type

For the room type we can see that the entire room or apartment is the most popular room type, followed by a private room. The hotel room and a shared room are less popular. Of course, this depends on the filters you've added.

Number of listings with a specific room type

Property type

If you want to know more about which property type is mostly used for an Airbnb, definitely look at the following chart. Do you want to stand out with your Airbnb, than look at the types that don't have that many listings. If you want to choose a type that's mostly chosen for an Airbnb, look at the top ones.

Number of listings with a specific property type
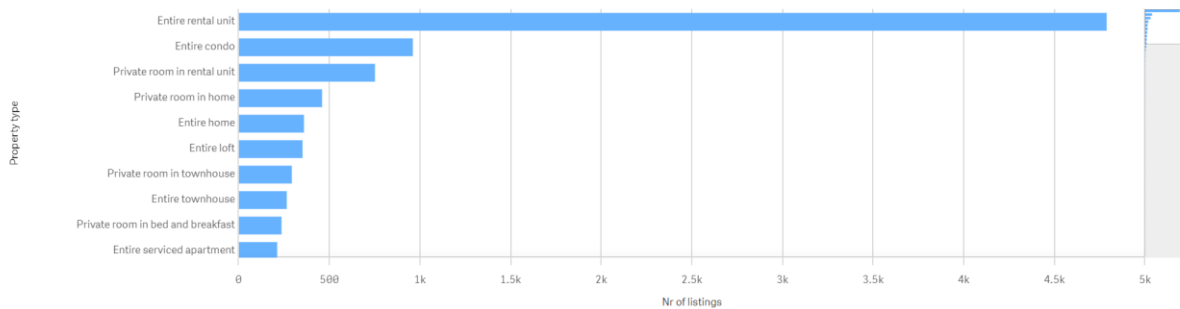
Current Selections:

No selections made

Location

The location is a really important aspect of your Airbnb. Use this filter to filter on the rating that the guests gave for the location. And check the map to know where the Airbnb's are located. If you are looking in a specific area, don't forget to use the filter on top of the page to select a neighborhood.

🔍 **Average location score**

★

★★

★★★

★★★★

★★★★★

Where are the Airbnb's located?