**URLs to use as supporting evidence for our analysis**

* Criteria for and percentage of super hosts (strong evidence, directly from Airbnb): <https://www.airbnb.com/d/superhost>
* How many guests leave reviews for their hosts (weaker evidence based on Quora answer of a verified user who works for Airbnb) = 72%: <https://www.quora.com/What-percent-of-Airbnb-hosts-leave-reviews-for-their-guests>
* Who sets minimum night stay per listing (strong evidence, directly from Airbnb): <https://www.airbnb.com/help/article/880/how-do-i-set-the-minimum-and-maximum-number-of-nights-a-guest-can-book>
* DAME-FLAME documentation: <https://pypi.org/project/dame-flame/>
* paper on sharing economy (Airbnb impact on hotel industry):

1. Zervas G, Proserpio D, Byers JW. The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry. Journal of Marketing Research. 2017;54(5):687-705. doi:10.1509/jmr.15.0204

* Consumer segmentation:

Christoph Lutz, Gemma Newlands,

Consumer segmentation within the sharing economy: The case of Airbnb,

Journal of Business Research,

Volume 88,

2018,

Pages 187-196,

ISSN 0148-2963,

https://doi.org/10.1016/j.jbusres.2018.03.019.

(https://www.sciencedirect.com/science/article/pii/S0148296318301474)

Abstract: The sharing economy is a global phenomenon with rapid growth potential. While research has begun to explore segmentation between users and non-users, only limited research has looked at consumer segmentation within sharing economy services. In this paper, we build on this research gap by investigating consumer segmentation within a single sharing economy platform: Airbnb. Utilizing a mixed methods approach, with both a quantitative survey and a qualitative content analysis of Airbnb listings, we compare two different types of accommodation offered on Airbnb: shared room and entire home. Our findings indicate that within a single platform, the variety between offerings can create distinct consumer segments based on both demographics and behavioral criteria. We also find that Airbnb hosts use marketing logic to target their listings towards specific consumer segments. However, there is not, in all cases, strong alignment between consumer segmentation and host targeting, leading to potentially reduced matching efficiency.

Keywords: Sharing economy; Airbnb; Consumer segmentation; Consumer preference; Survey; Content analysis

* Housing affordability:

@inproceedings{10.1145/3219166.3219180,

author = {Barron, Kyle and Kung, Edward and Proserpio, Davide},

title = {The Sharing Economy and Housing Affordability: Evidence from Airbnb},

year = {2018},

isbn = {9781450358293},

publisher = {Association for Computing Machinery},

address = {New York, NY, USA},

url = {https://doi.org/10.1145/3219166.3219180},

doi = {10.1145/3219166.3219180},

abstract = {We assess the impact of home-sharing on residential house prices and rents. Using a dataset of Airbnb listings from the entire United States and an instrumental variables estimation strategy, we find that a 1% increase in Airbnb listings leads to a 0.018% increase in rents and a 0.026% increase in house prices at the median owner-occupancy rate zip code. The effect is moderated by the share of owner-occupiers, a result consistent with absentee landlords reallocating their homes from the long-term rental market to the short-term rental market. A simple model rationalizes these findings.},

booktitle = {Proceedings of the 2018 ACM Conference on Economics and Computation},

pages = {5},

numpages = {1},

keywords = {housing market, impact, airbnb, sharing economy},

location = {Ithaca, NY, USA},

series = {EC '18}

}

* Consumer trust:

Eyal Ert, Aliza Fleischer, Nathan Magen,

Trust and reputation in the sharing economy: The role of personal photos in Airbnb,

Tourism Management,

Volume 55,

2016,

Pages 62-73,

ISSN 0261-5177,

https://doi.org/10.1016/j.tourman.2016.01.013.

(https://www.sciencedirect.com/science/article/pii/S0261517716300127)

Abstract: ‘Sharing economy’ platforms such as Airbnb have recently flourished in the tourism industry. The prominent appearance of sellers' photos on these platforms motivated our study. We suggest that the presence of these photos can have a significant impact on guests' decision making. Specifically, we contend that guests infer the host's trustworthiness from these photos, and that their choice is affected by this inference. In an empirical analysis of Airbnb's data and a controlled experiment, we found that the more trustworthy the host is perceived to be from her photo, the higher the price of the listing and the probability of its being chosen. We also find that a host's reputation, communicated by her online review scores, has no effect on listing price or likelihood of consumer booking. We further demonstrate that if review scores are varied experimentally, they affect guests' decisions, but the role of the host's photo remains significant.

Keywords: Sharing economy; Airbnb; Trustworthiness; Attractiveness; Online reviews; Electronic word of mouth; Decision making

* General Airbnb stats:
  + <https://hostsorter.com/airbnb-statistics/>
  + <https://ipropertymanagement.com/research/airbnb-statistics>
* Superhosts: <https://www.airbnb.com/d/superhost>, https://www.airbnb.com/help/article/2521/the-difference-between-airbnb-plus-and-superhost