



Strategic Insights for Gotrip's Competitive Entry and Revenue Maximization

*By Analyzing Airbnb's Accommodation
Market in Tokyo*



Dataset Overview & Dashboard Introduction

PROJECT OBJECTIVE

1. Analyze Listing Supply Patterns in Tokyo's accommodation Market
2. Assess How Customer Reviews Affect Occupancy
3. Determine Optimal Pricing Strategies for Best Revenue
4. Evaluate the Impact of Amenities on Occupancy Performance
5. Provide Recommendations for Gotrip's Market Entry





1.1 Supply Pattern - Where Are the Listings Located?

TOKYO'S REGION SEGMENTATION



Central 中央區

Eastern 東區

Southern 南區

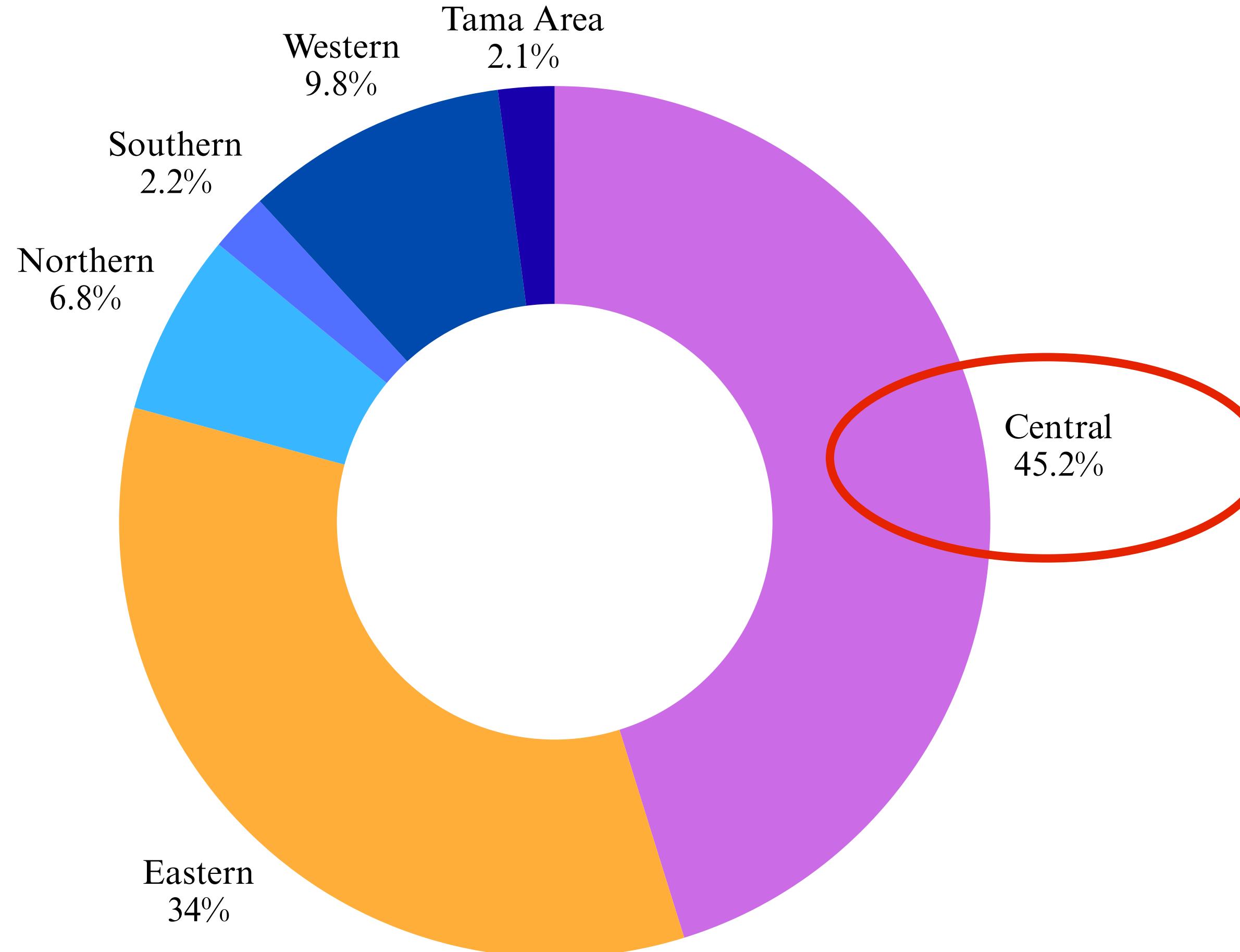
Western 西區

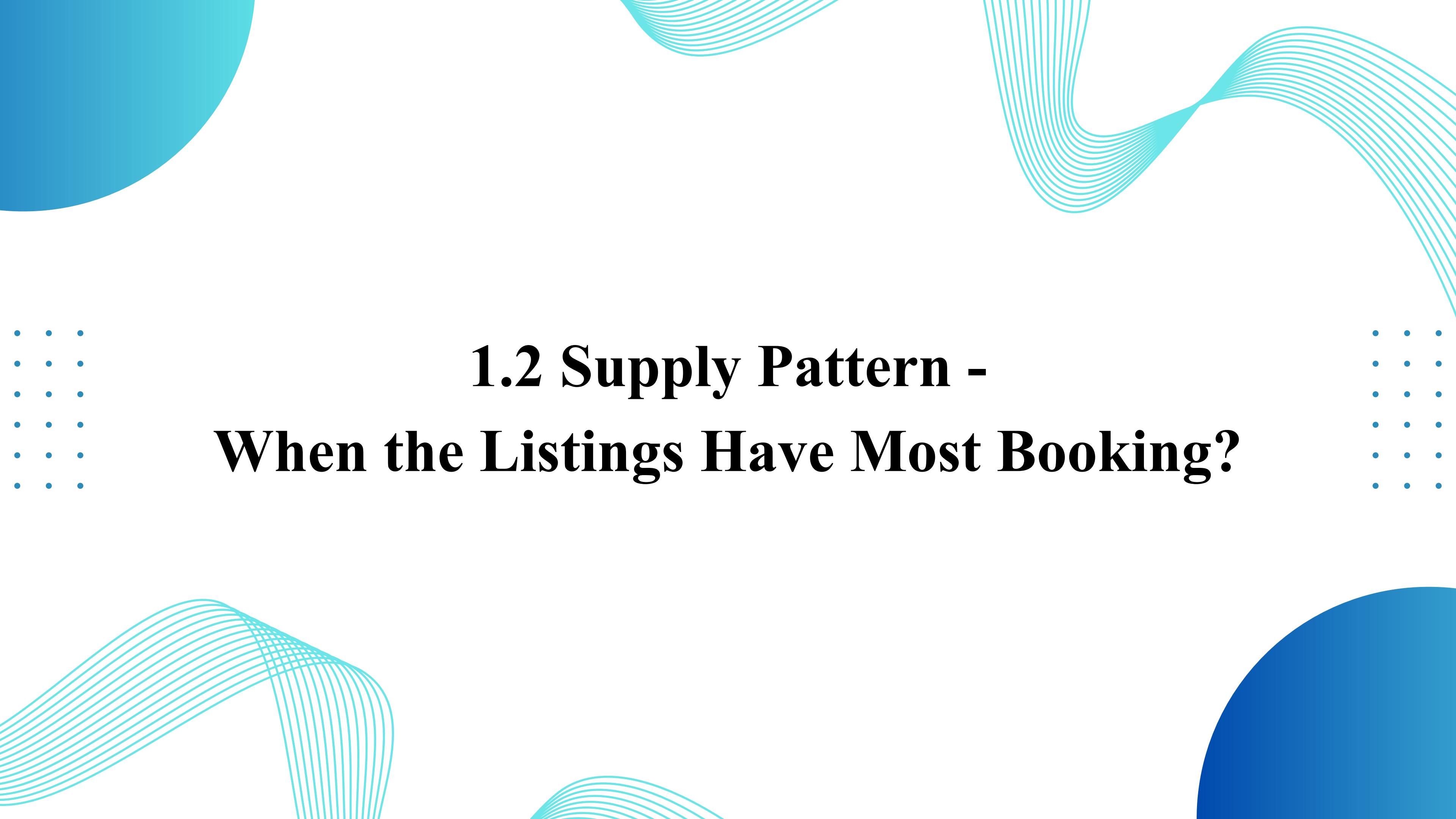
Northern 北區

Tama Area 多摩



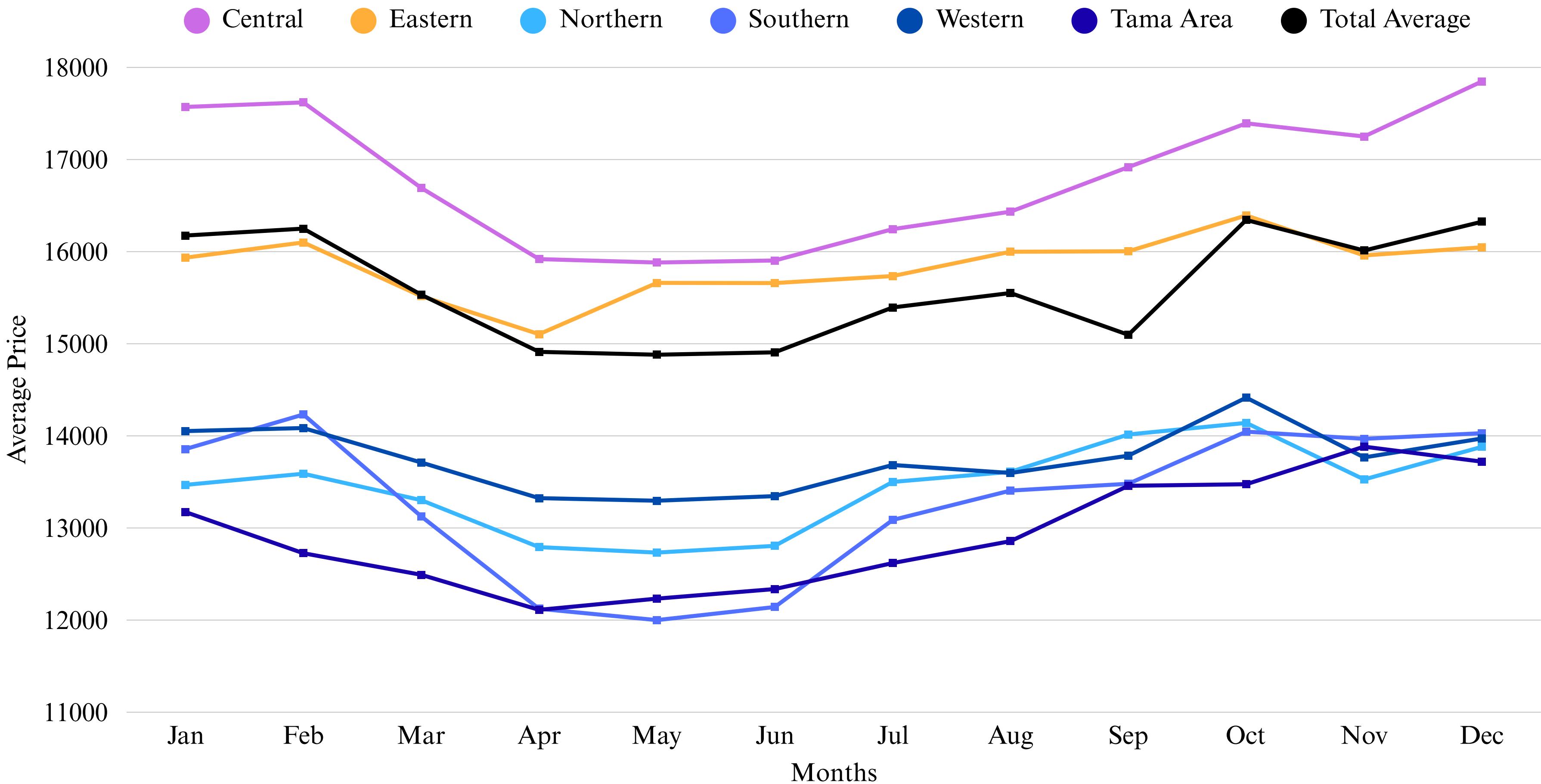
Which region has the MOST listings?



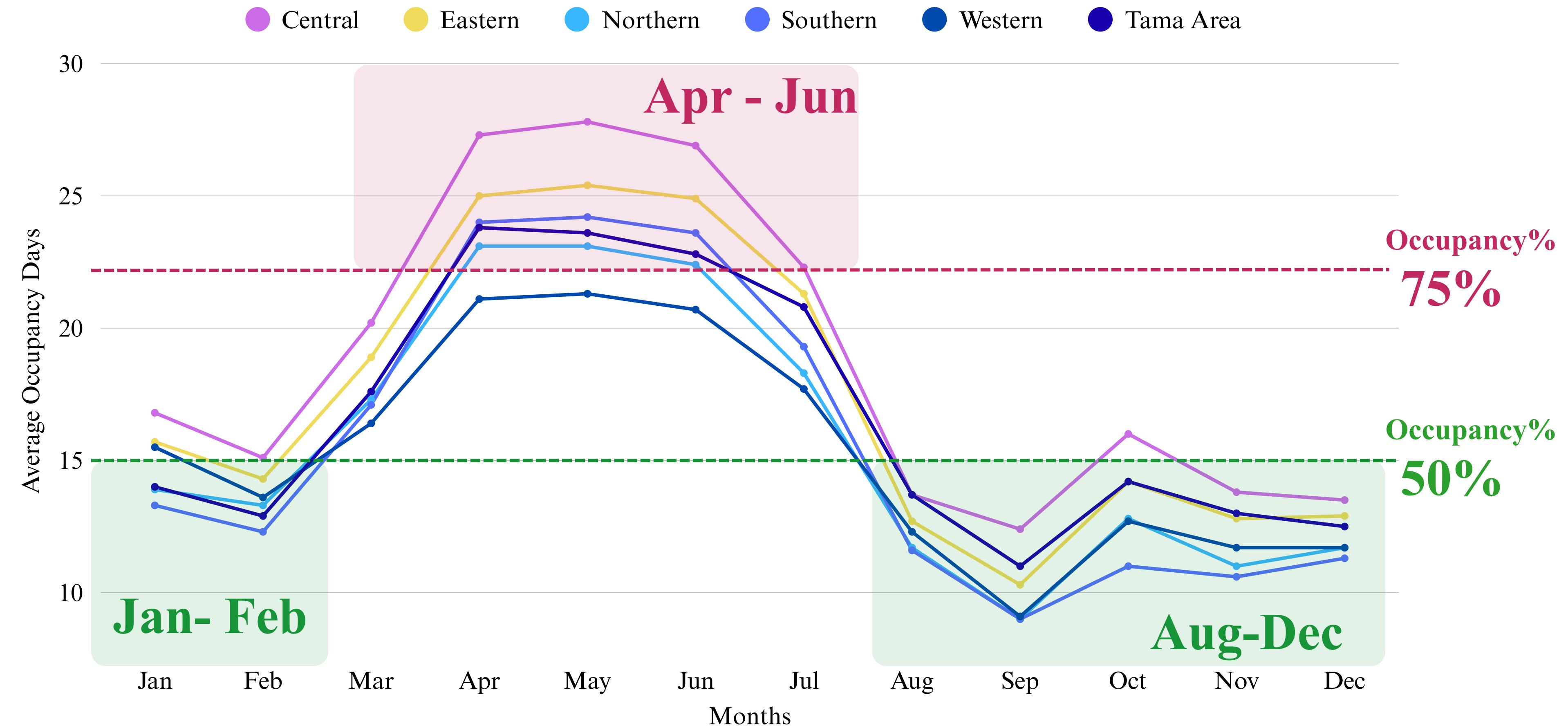


1.2 Supply Pattern - When the Listings Have Most Booking?

Region Comparison - Listing Price Over Months

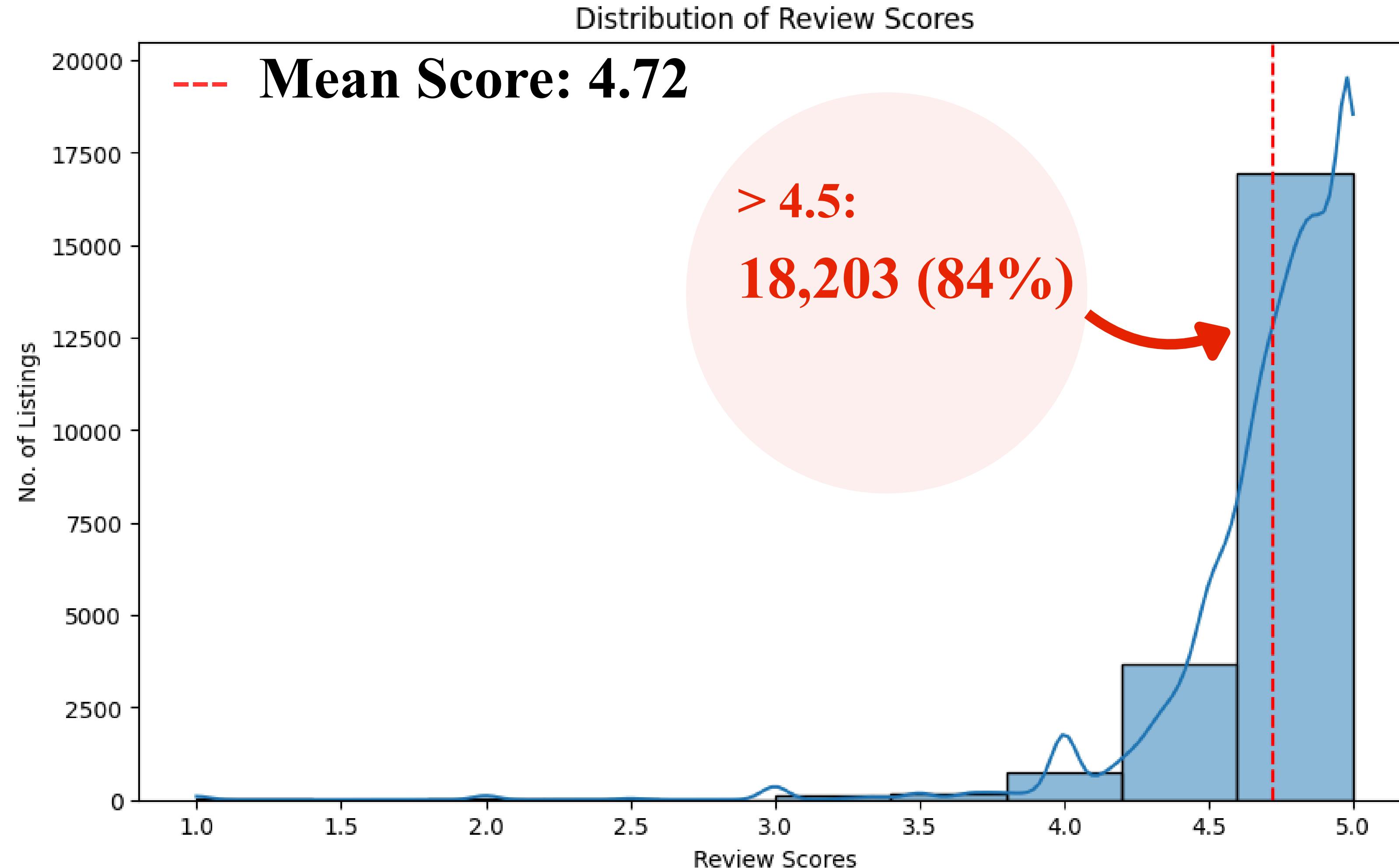


Region Comparison - Trend of Average Occupancy Day

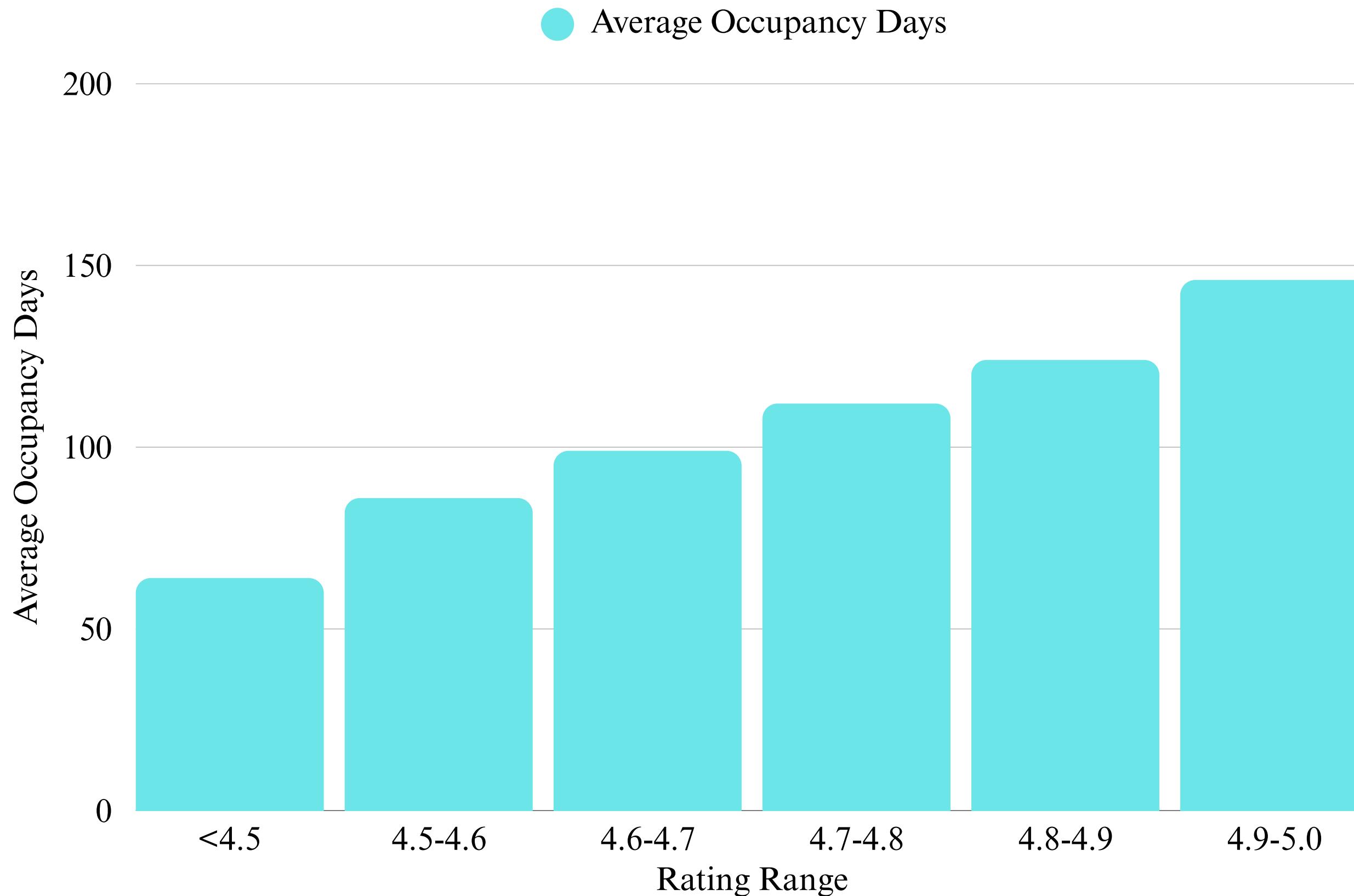


2.1 Does Review Score Drives Occupancy?

How does the review score distribution reflect customer satisfaction?



In-Depth Segment From Rating of 4.5 - 5.0

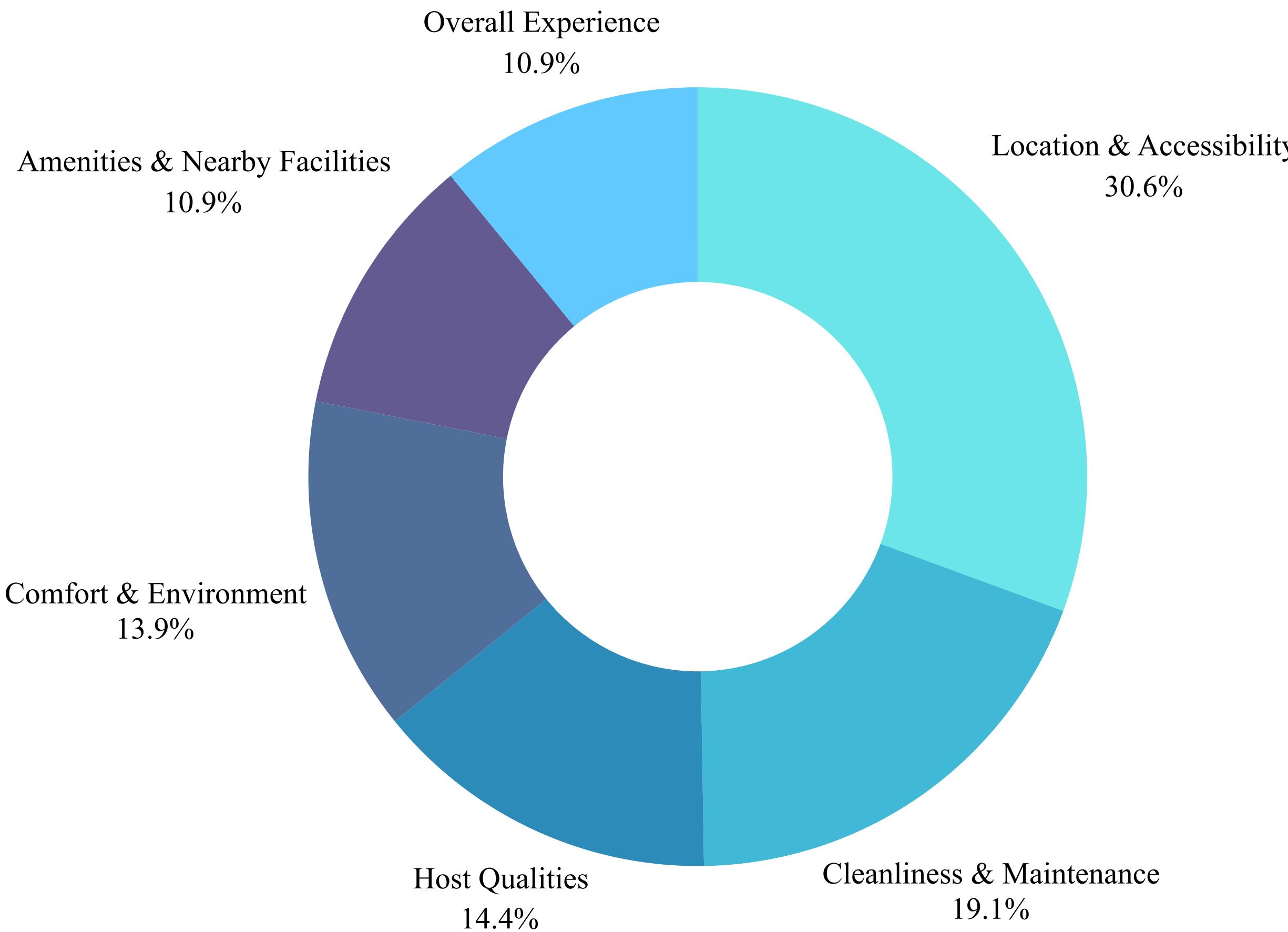


Range	Occupancy	diff%
<4.5	64	
4.5-4.6	86	26%
4.6-4.7	99	13%
4.7-4.8	112	12%
4.8-4.9	124	10%
4.9-5.0	146	15%
Avg		15%

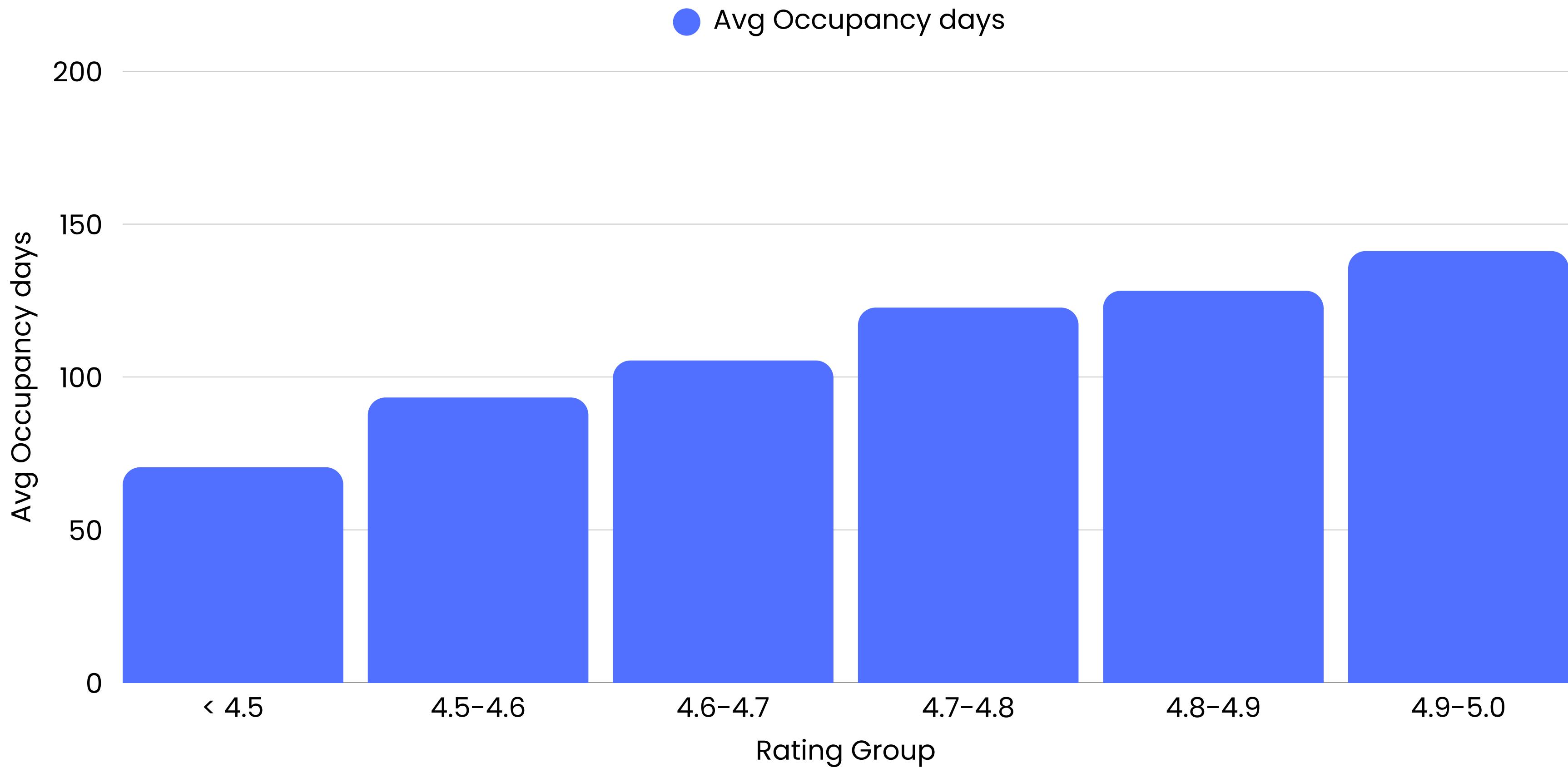
2.2 Anything Special in Review Comment?

What elements do customers care about?

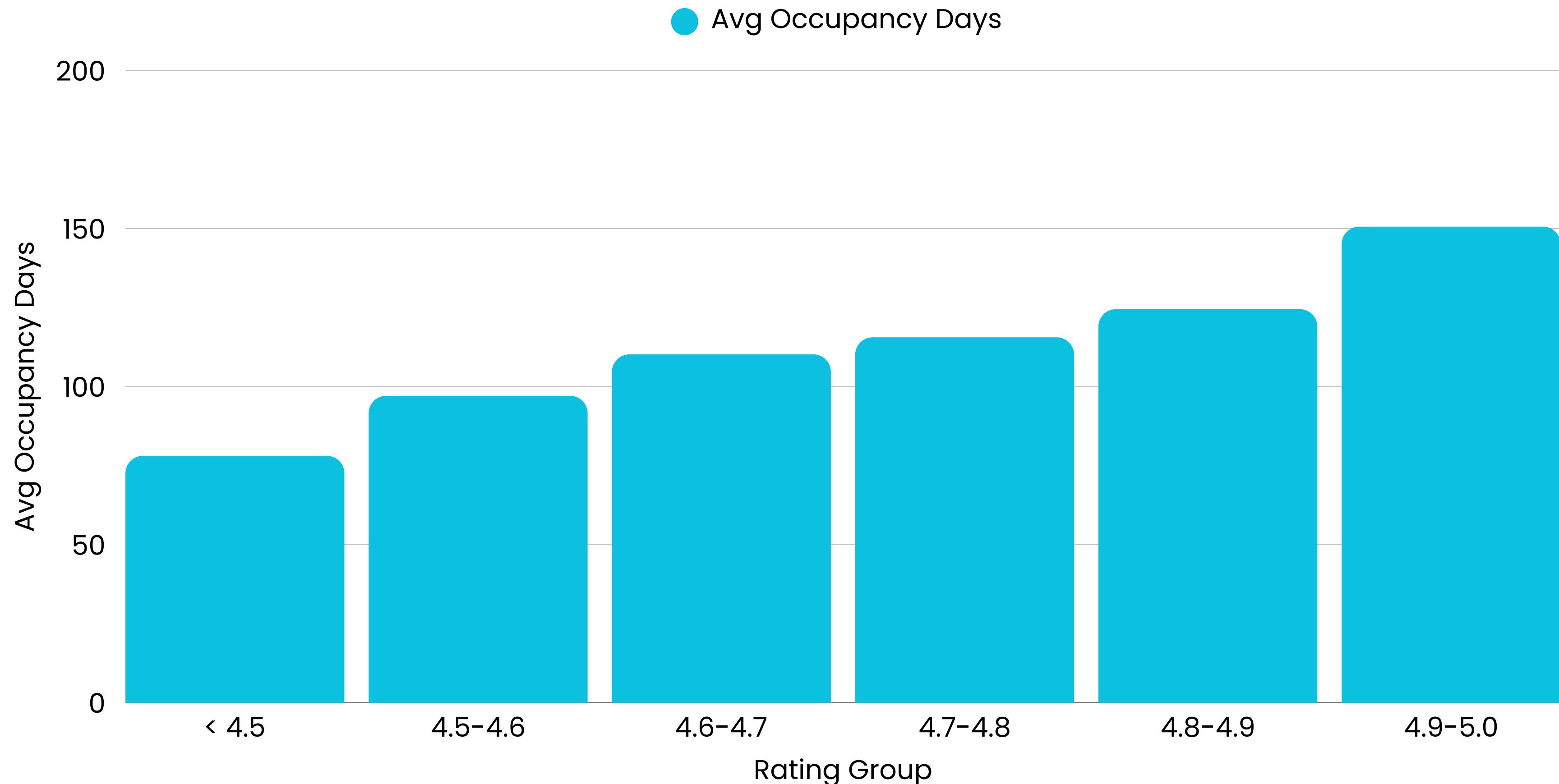
What elements do customers care about?



Location vs Occupancy



Room Cleanliness vs Occupancy



3.1 What's the Price Sweet Spot?

Price Category vs Revenue (Overall)

● Average Annual Revenue (¥)

5000000

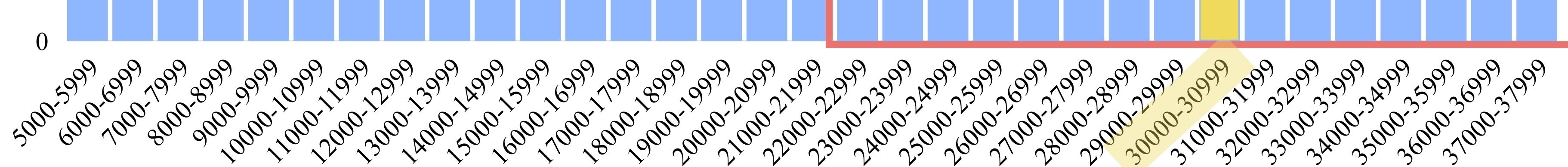
4000000

3000000

Median: : 1838.9K

2000000

0



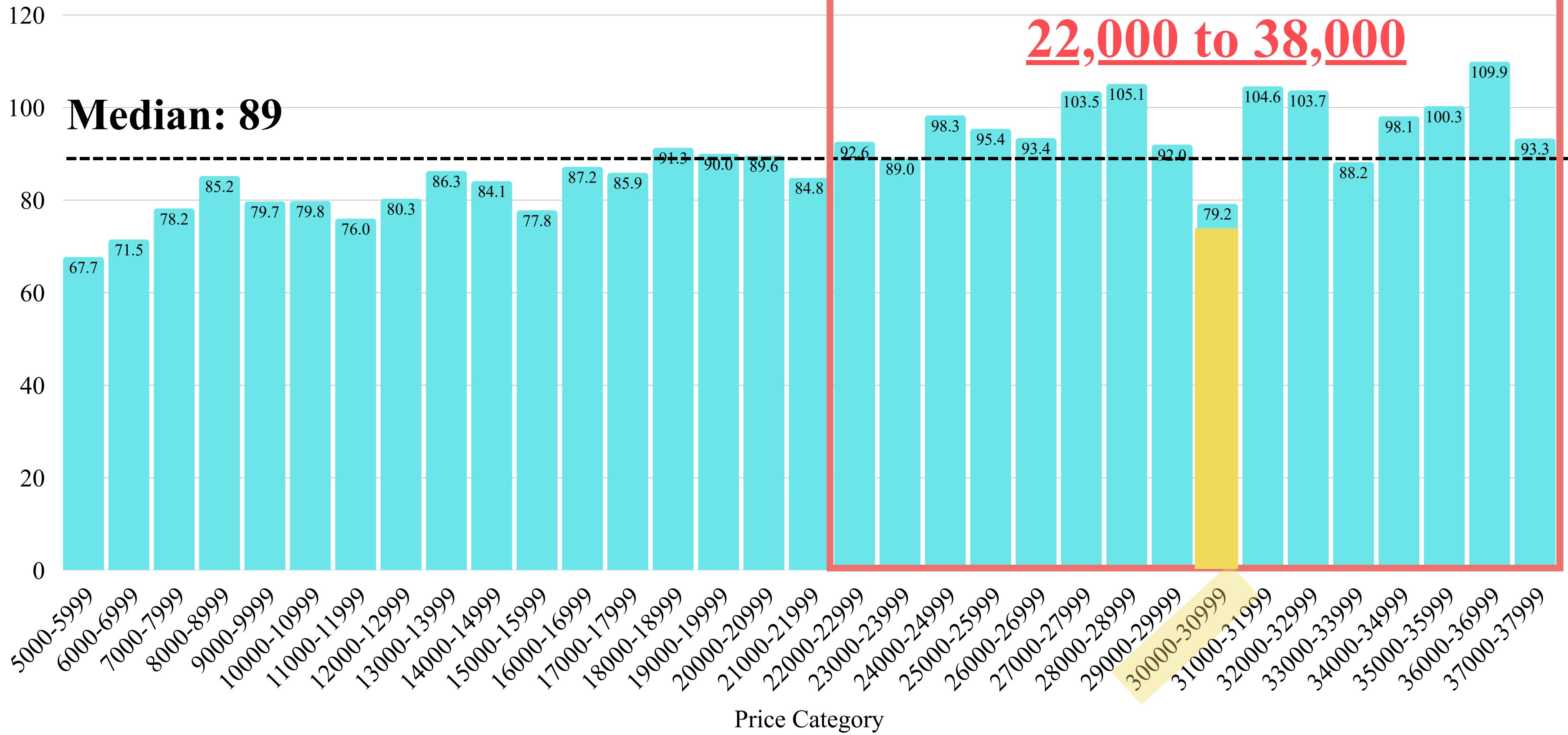
Price Category

22,000 to 38,000

30,000 to 30,999

Price Category vs Occupancy (Overall)

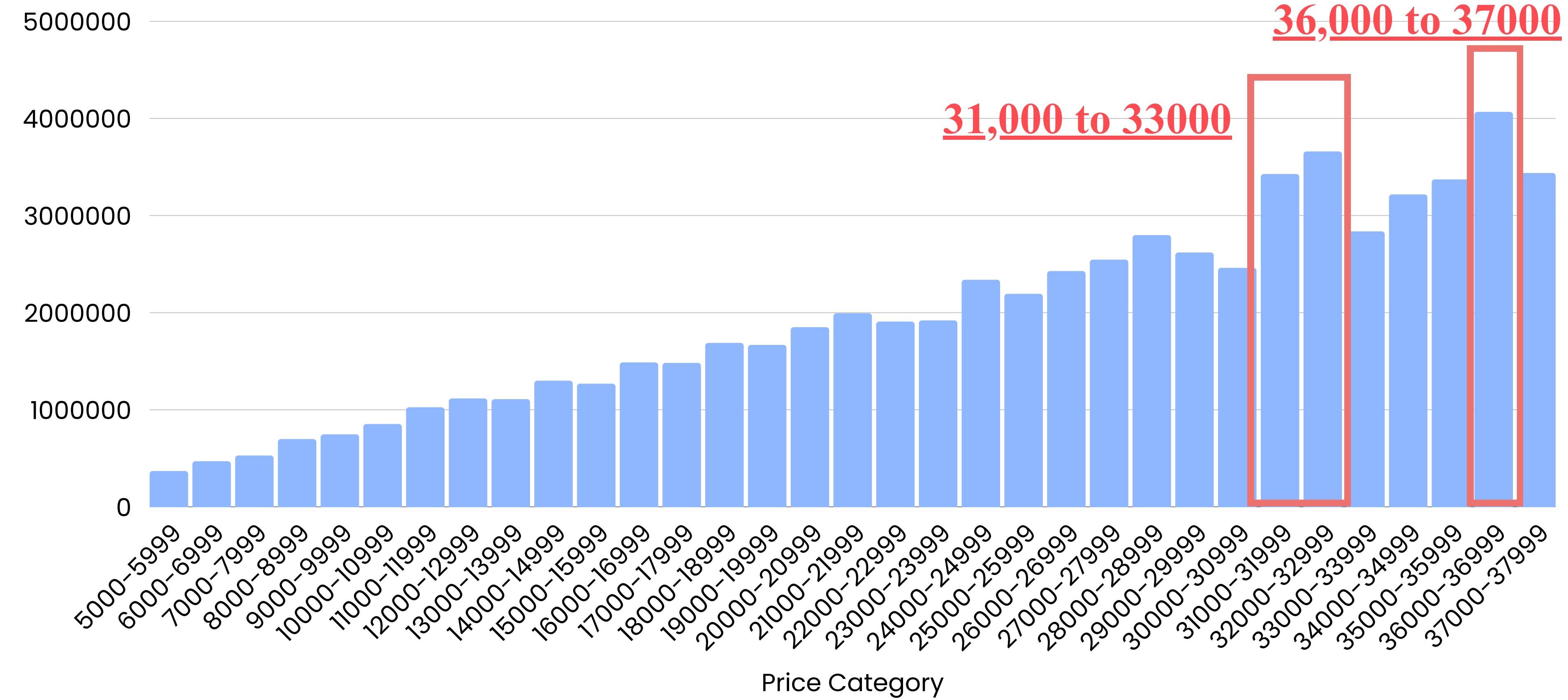
Average Estimated Annual Occupancy Days



3.2 What's the Best Price in Different Regions?

Price Category vs Revenue (Central)

● Average Annual Revenue (¥)

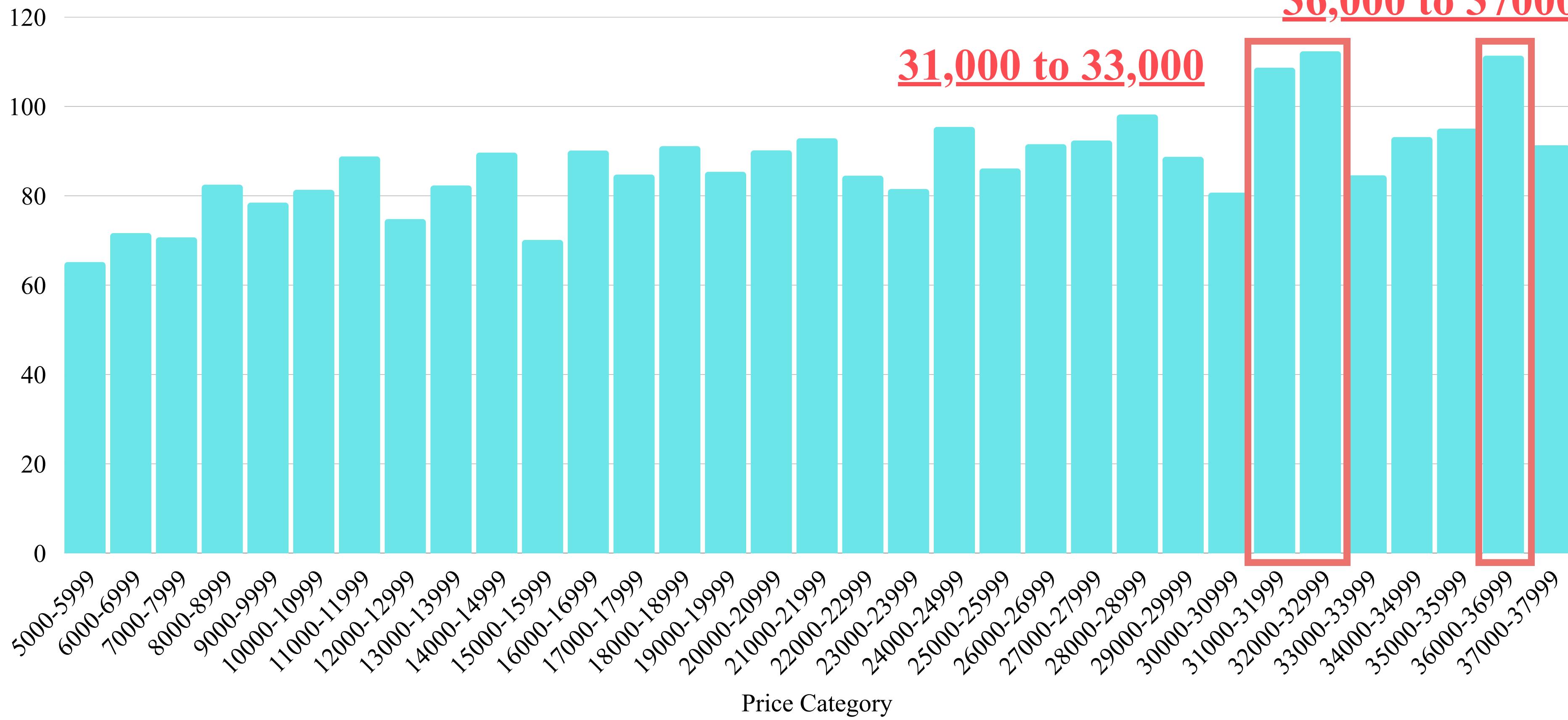


Price Category vs Occupancy (Central)

● Average Annual Occupancy Days

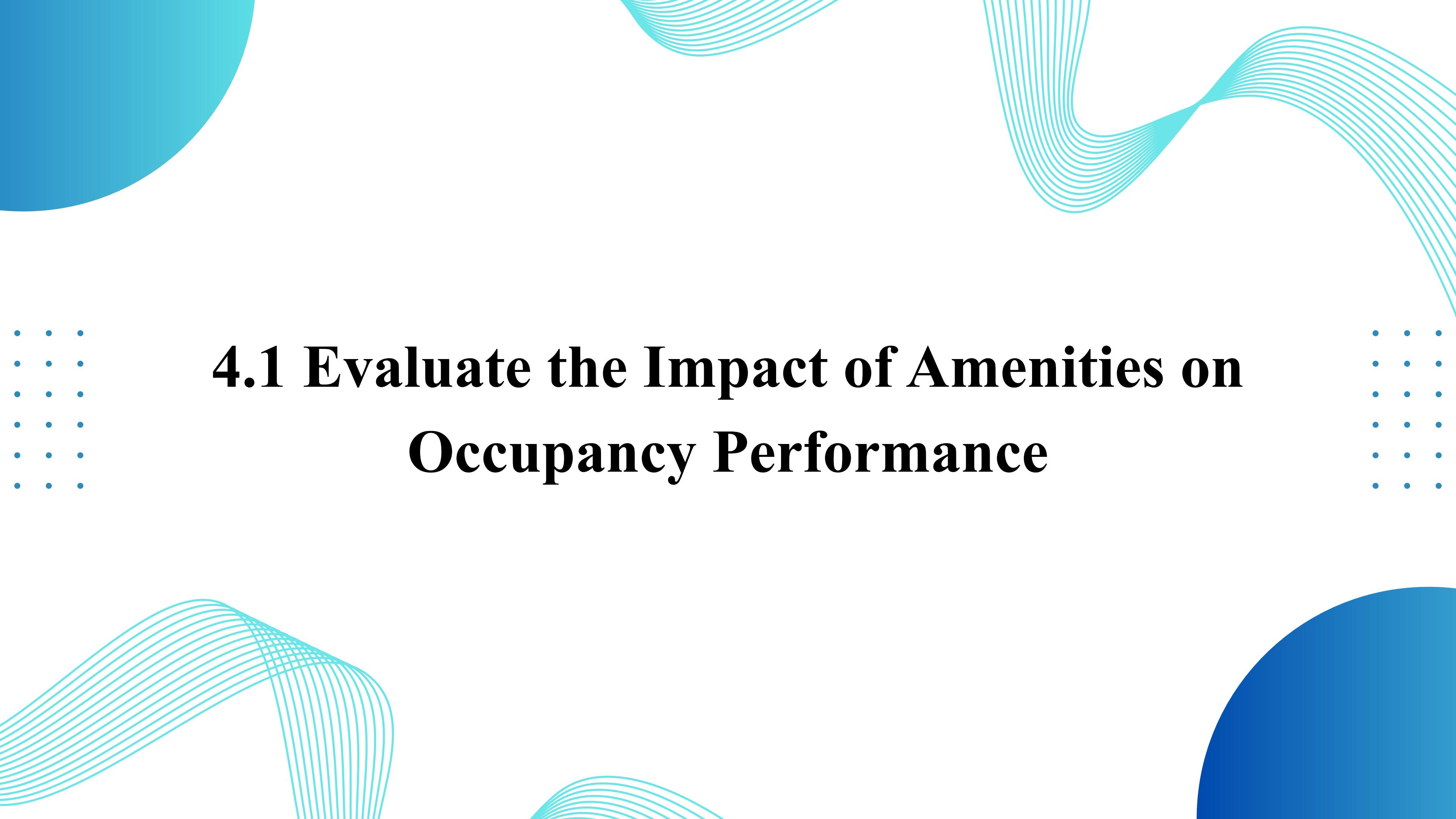
36,000 to 37000

31,000 to 33,000



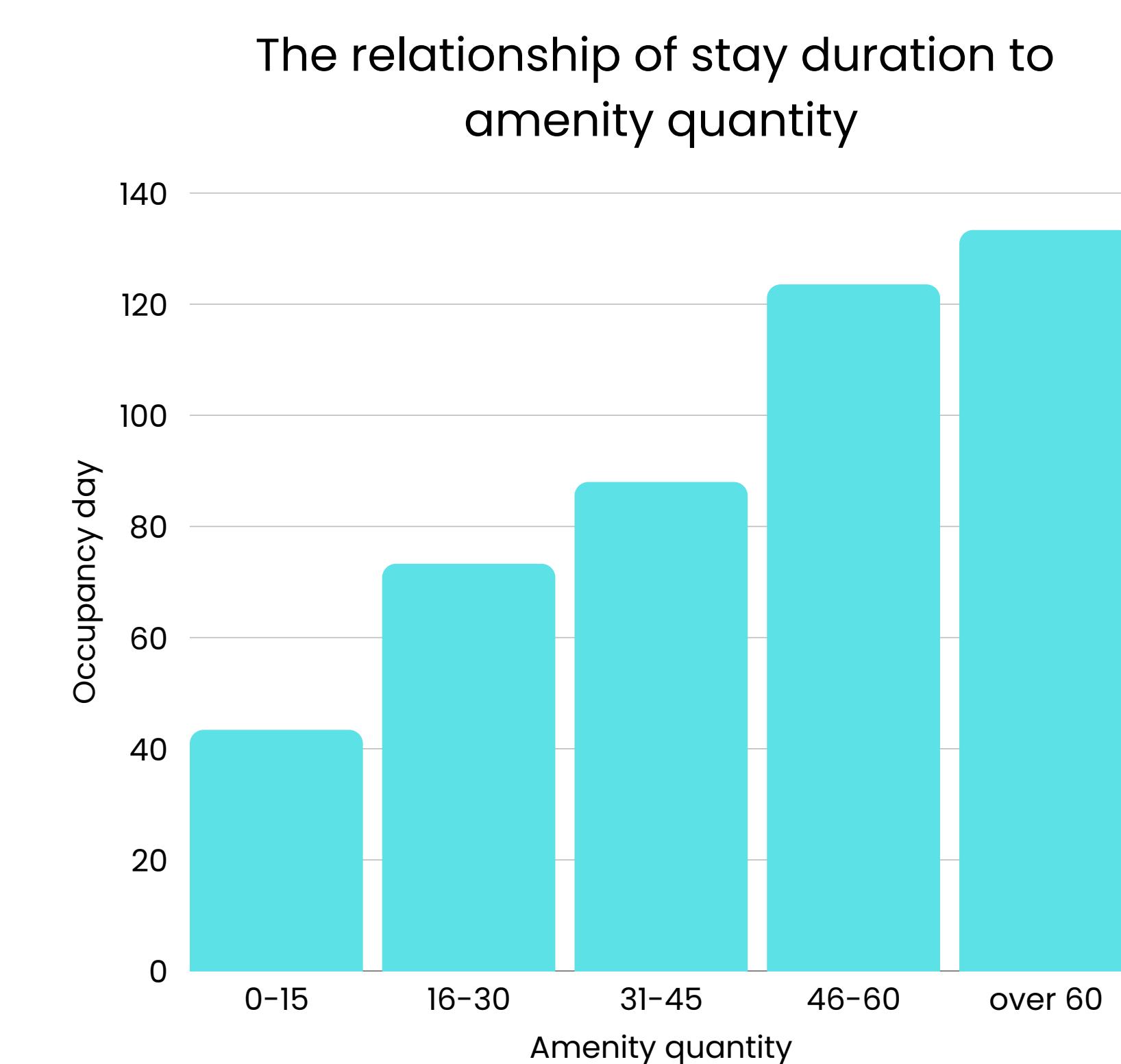
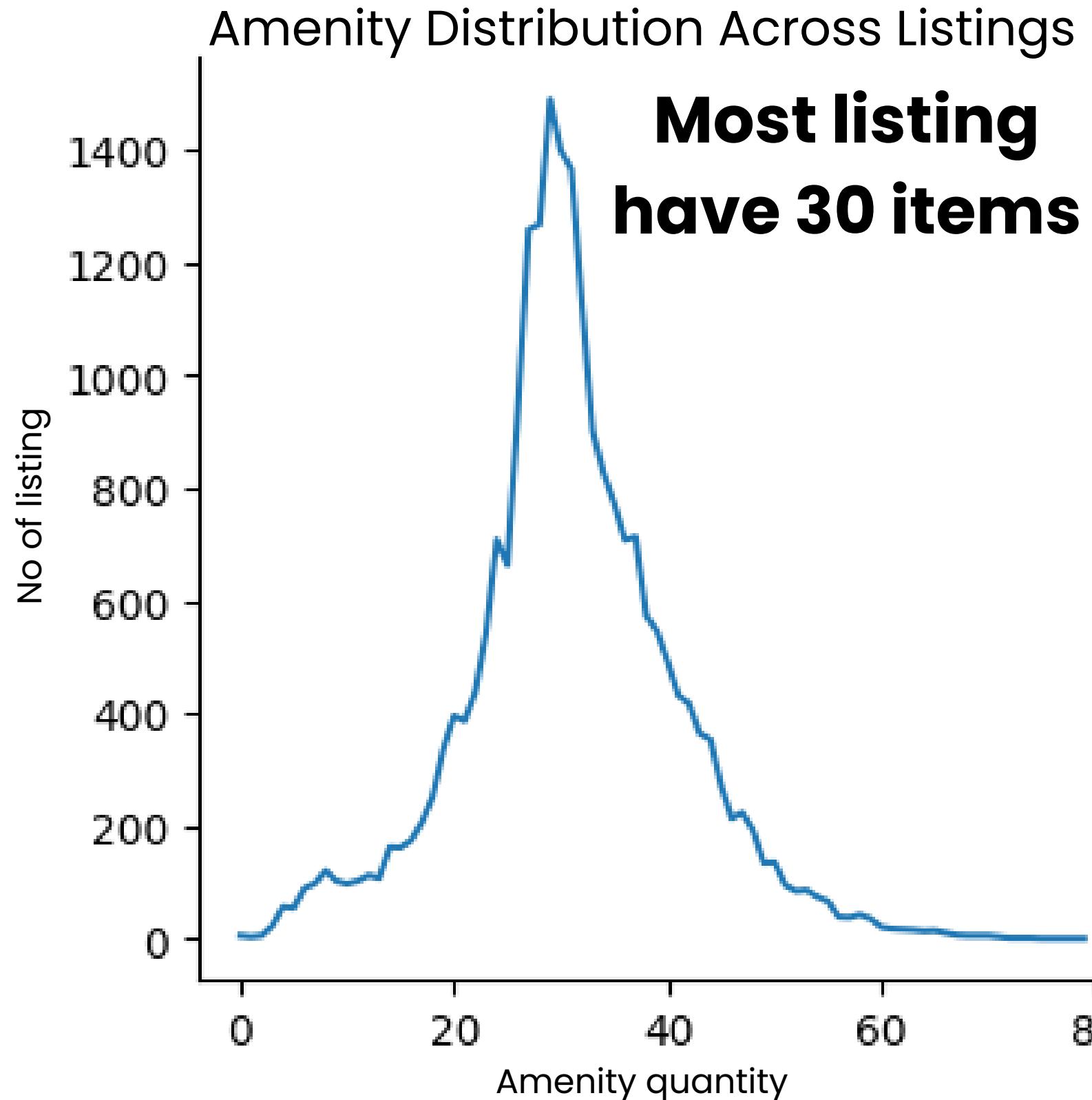
Best Price Range Recommendation

Region	Primary Sweet Spot	High-Reward Zone
Central	31,000–32,999	36,000–36,999
Western	33,000–35,999	24,000–28,999
Eastern	27,000–27,999	37,000–37,999
Southern	27,000–29,999	31,000–36,999
Northern	31,000–31,999	37,000–37,999
Tama Area	23,000–26,999	35,000–35,999

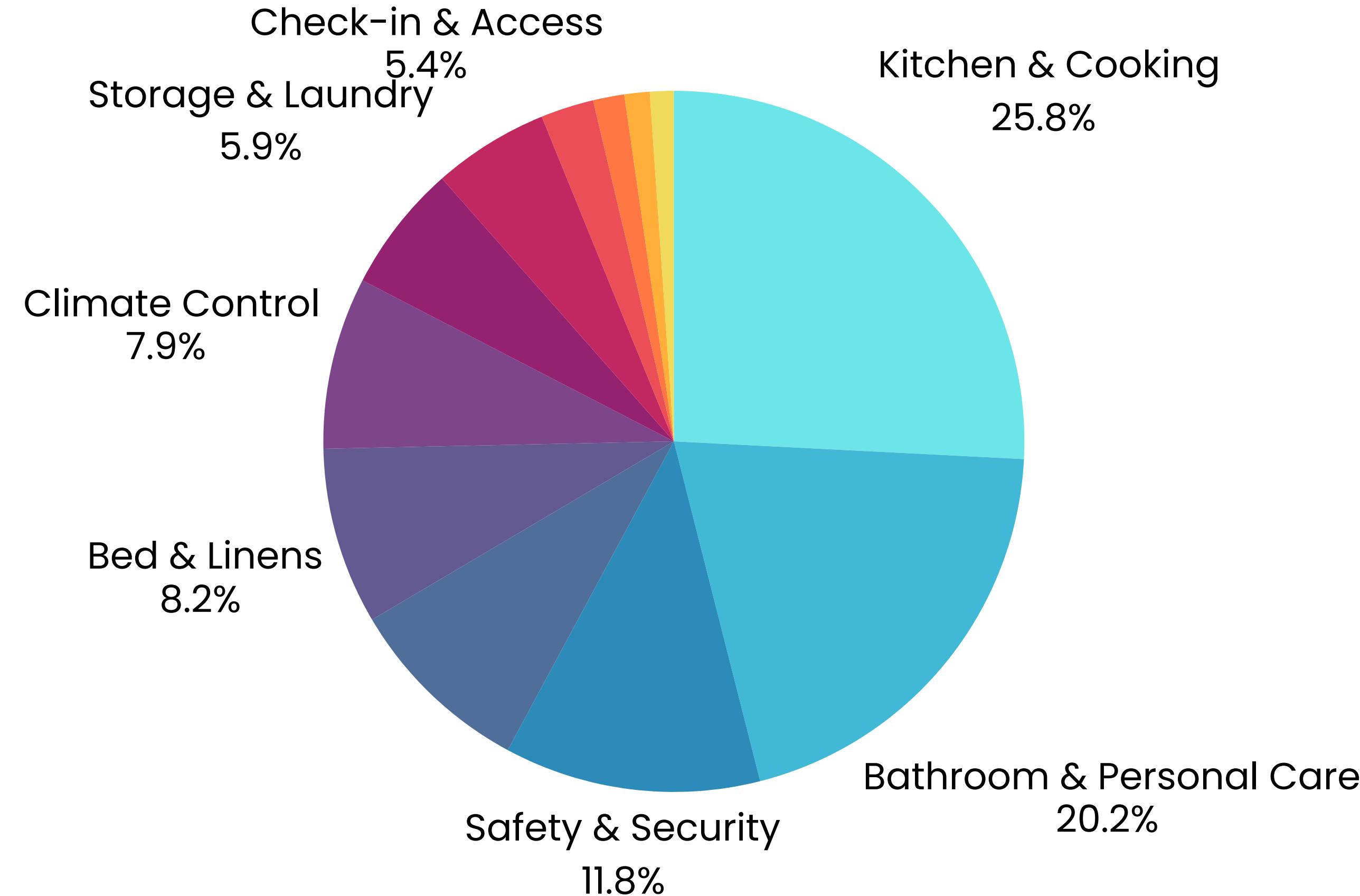


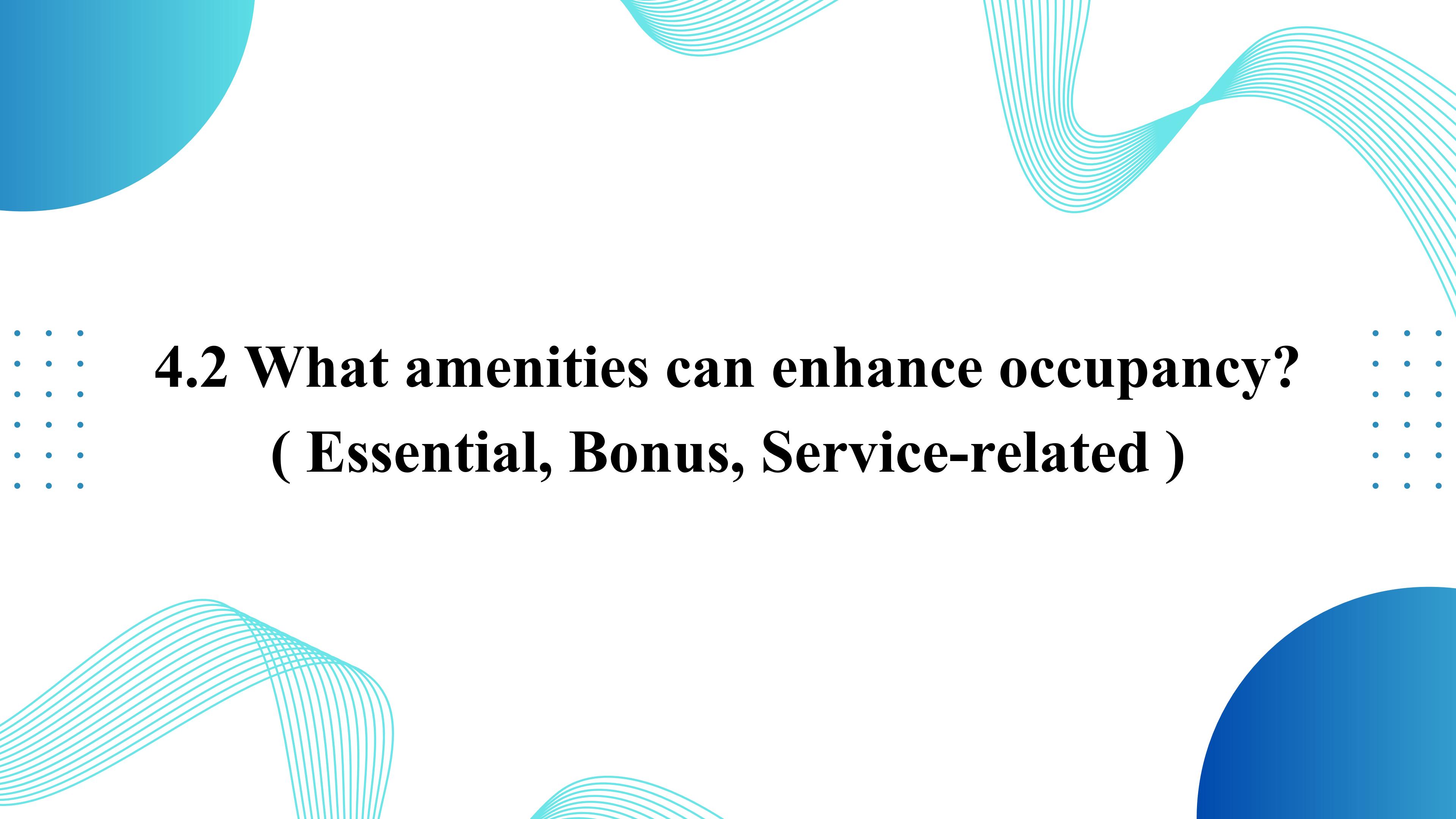
4.1 Evaluate the Impact of Amenities on Occupancy Performance

What is the status of the total number of amenities by listing, and how do they affect occupancy rates?



What category of amenities do the customers expect?





4.2 What amenities can enhance occupancy? (Essential, Bonus, Service-related)

Market Standard: Essential amenities



With Hair dryer
96%
Occupancy day
+40, +87%



With Essentials
80%
Occupancy day
+24, +37%

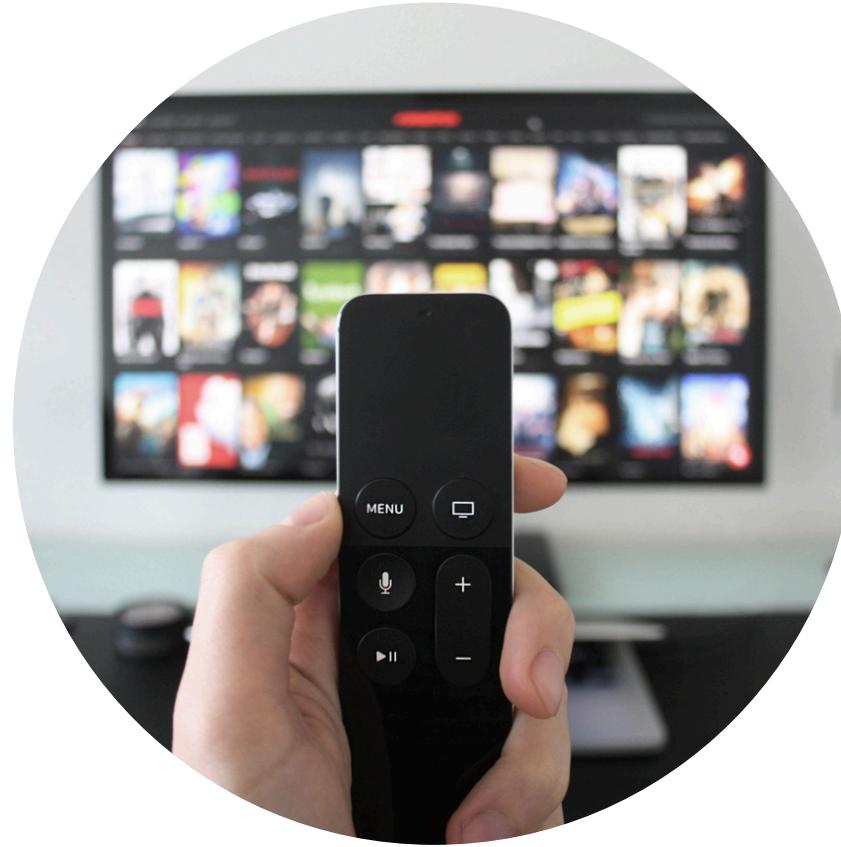


With Microwaves
86%
Occupancy day
+19, +28%



with Refrigerator
82%
Occupancy day
+11, +15%

Bonus amenities



With TV
65%
Occupancy day
+23, +33%

Mentioning TV sizes ranging
from 23 to 55 inches

Occupancy day
+43 , +47%



With Toaster
13%
Occupancy day
+33, +41%



With Coffee machines
8%
Occupancy day
+24, +29%

These amenities enhance the service

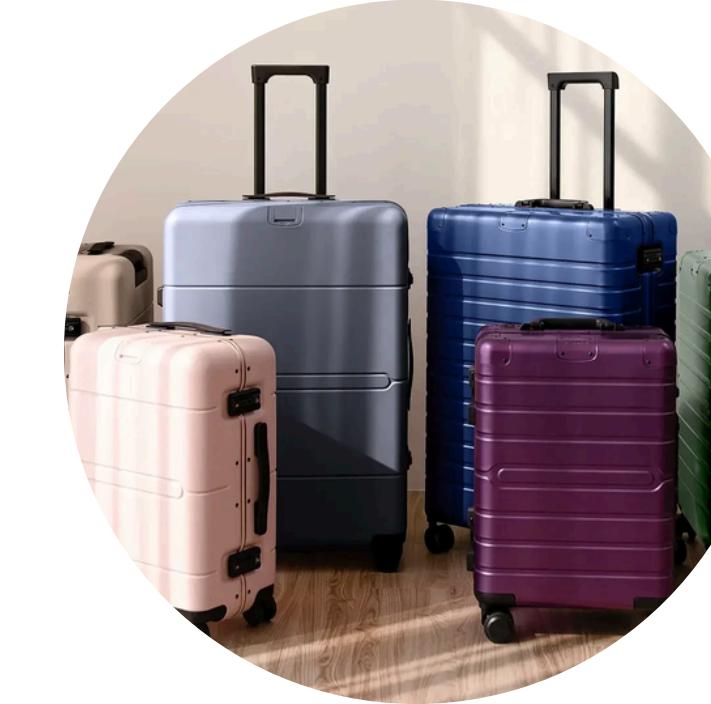


Self Check-in

67%

Occupancy day

+30, +47%



With Luggage drop off

24%

Occupancy day

+21, +27%

*Smart Lock Room Occupancy day **+6 days**



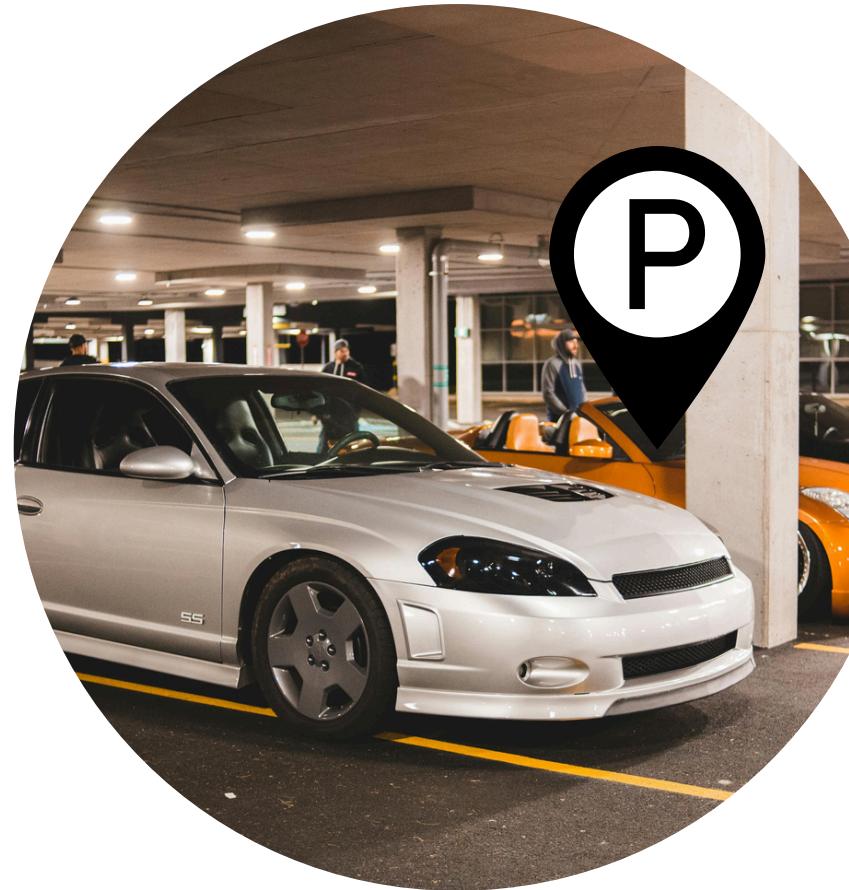
+



Luggage Storage + Self-Check-in options:

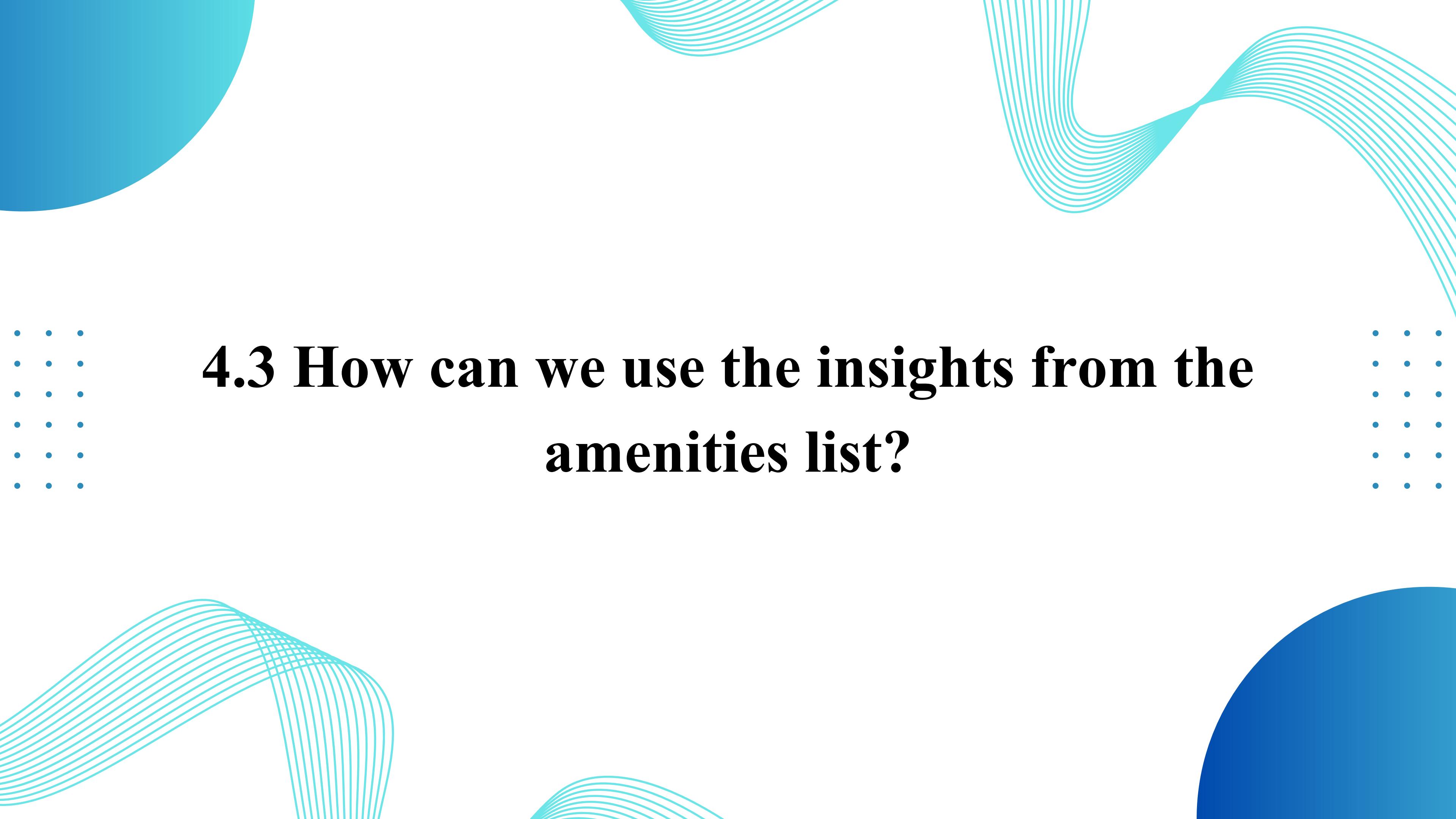
+10 to 16 Occupancy days

These amenities enhance the service



With Parking
30%
Occupancy day
+24, +31%

*Parking fees, whether free or paid,
are not the main consideration for client selection in rentals



4.3 How can we use the insights from the amenities list?

Amenities Check Lists

For Host

Assist their to purchase the
correct Amenities

For GoTrip

Notice total amenities less than 30
items cause the low occupancy



80%-100%

"Smoke alarm"

"Hair dryer"

"Washer"

"Shampoo"

"Microwave"

"Heating"

"Kitchen"

"Refrigerator"

"Fire extinguisher"

"Dishes and silverware"

"Essentials"

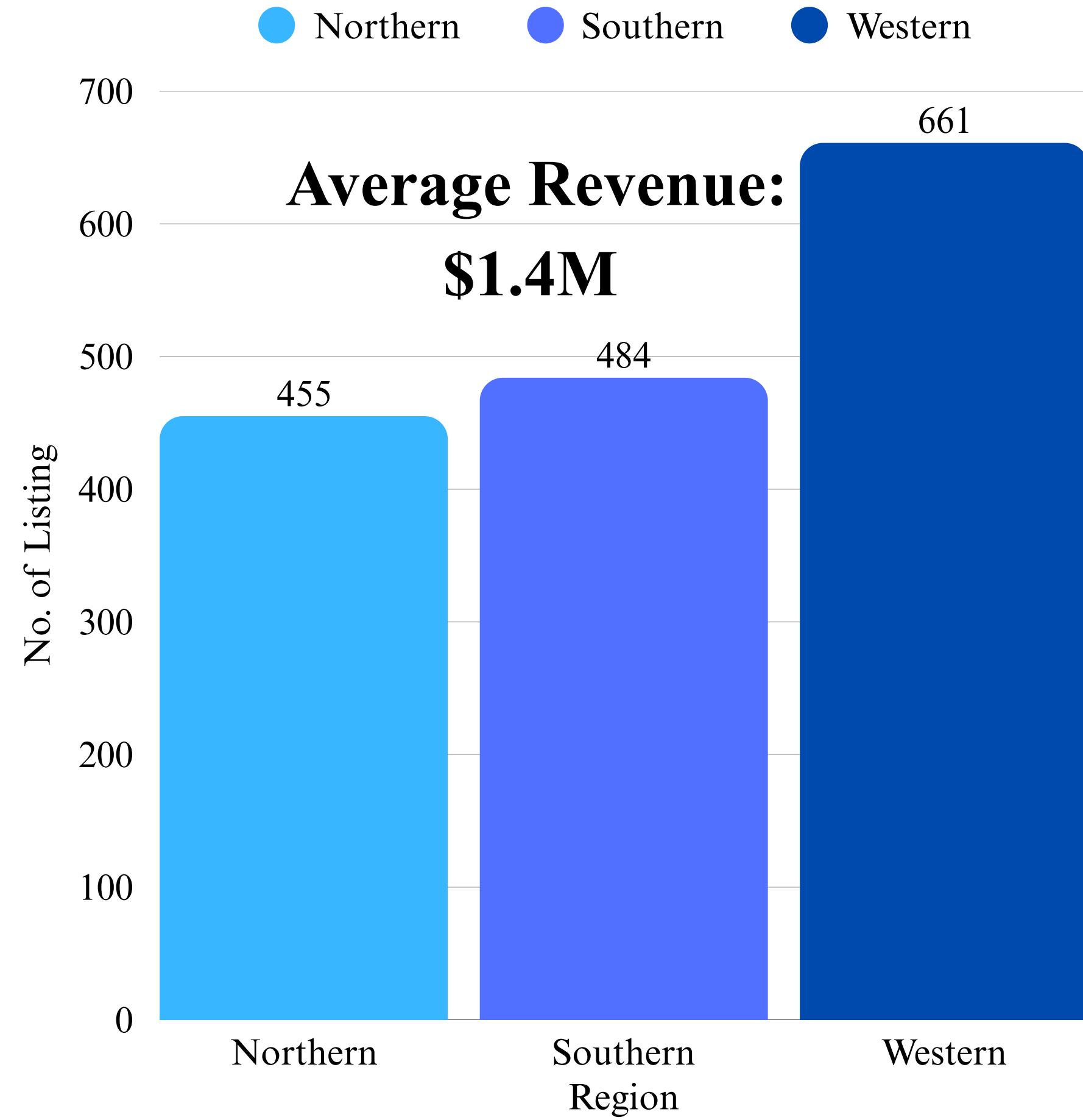
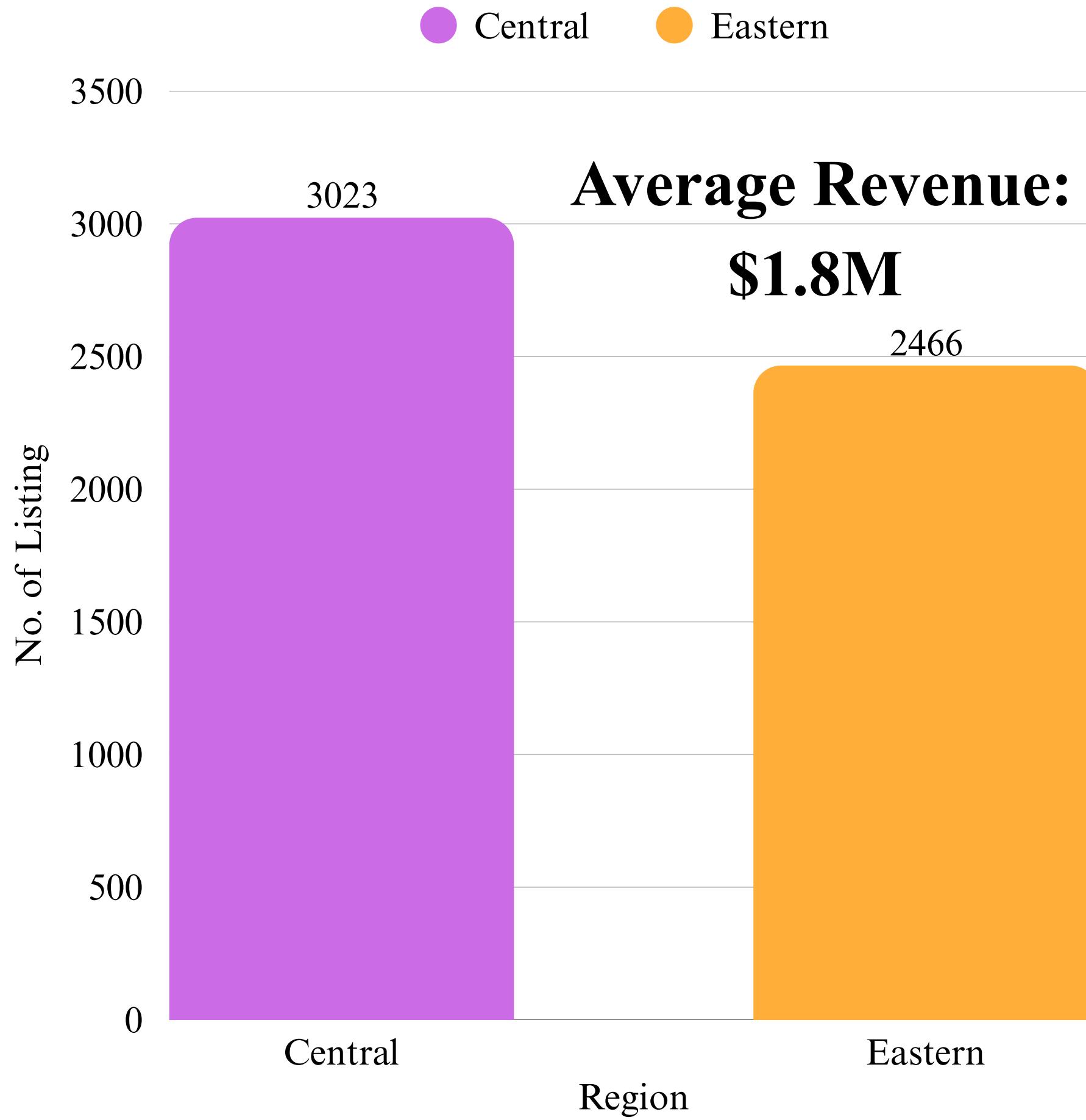
5. Strategy Suggestions

5.1 Recruit High-Quality Listing

What is Target Listing to Join Gotrip

Criteria for listing recruitment:

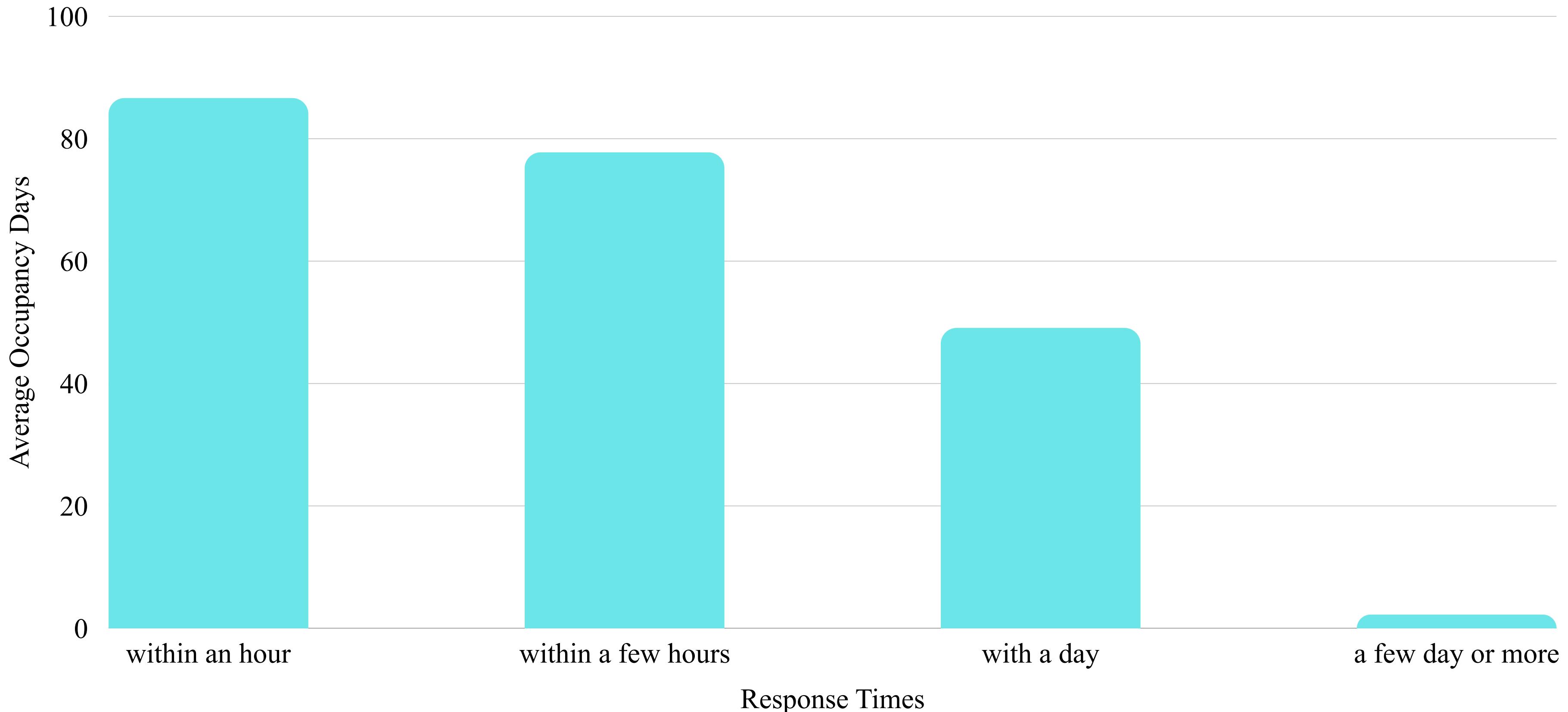
1. review score **>=4.72**
2. Achieve the **average revenue** by region (except the Tama Area)





5.2 What strategies can be implemented to enhance host and listing registration rates?

How do host response times affect average occupancy days?

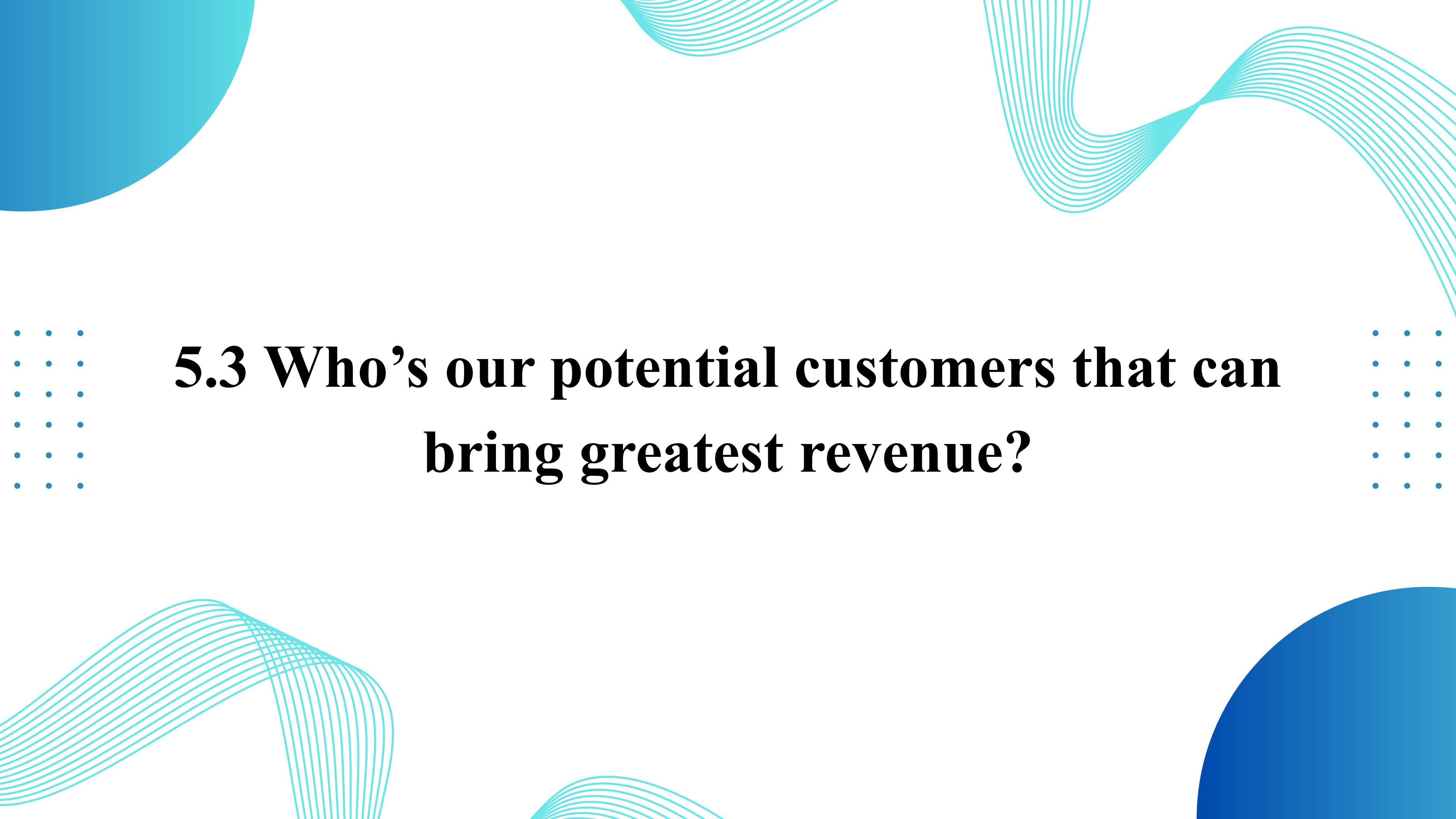


Host Rewards Program

- Good Host Response Rate
- 3 month Over Target Occupancy days

Listing No.	3 month Over Occupancy days (per listing)
1 to 10	70
10 to 30	60
31 to 60	50
61-100	40
over 101	30

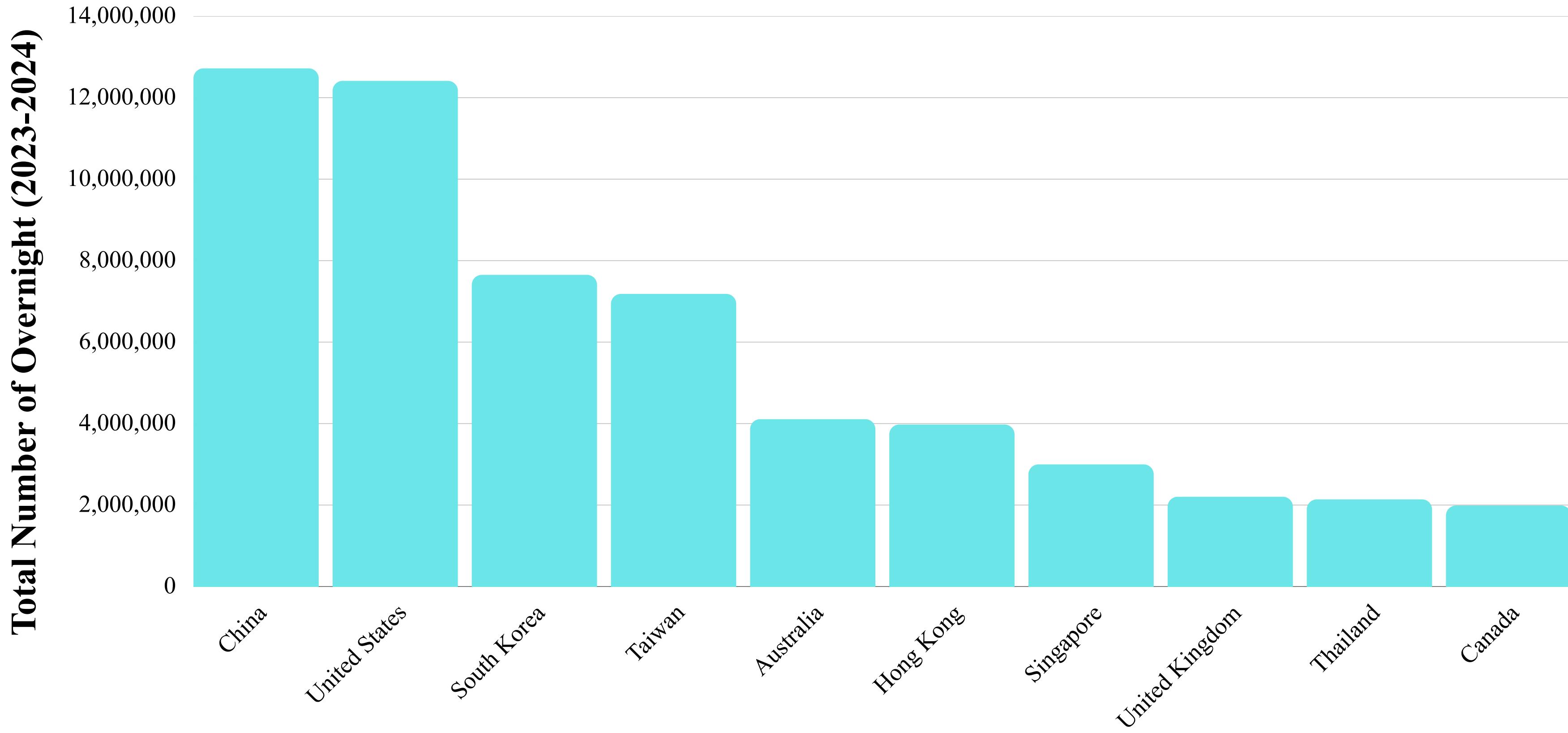




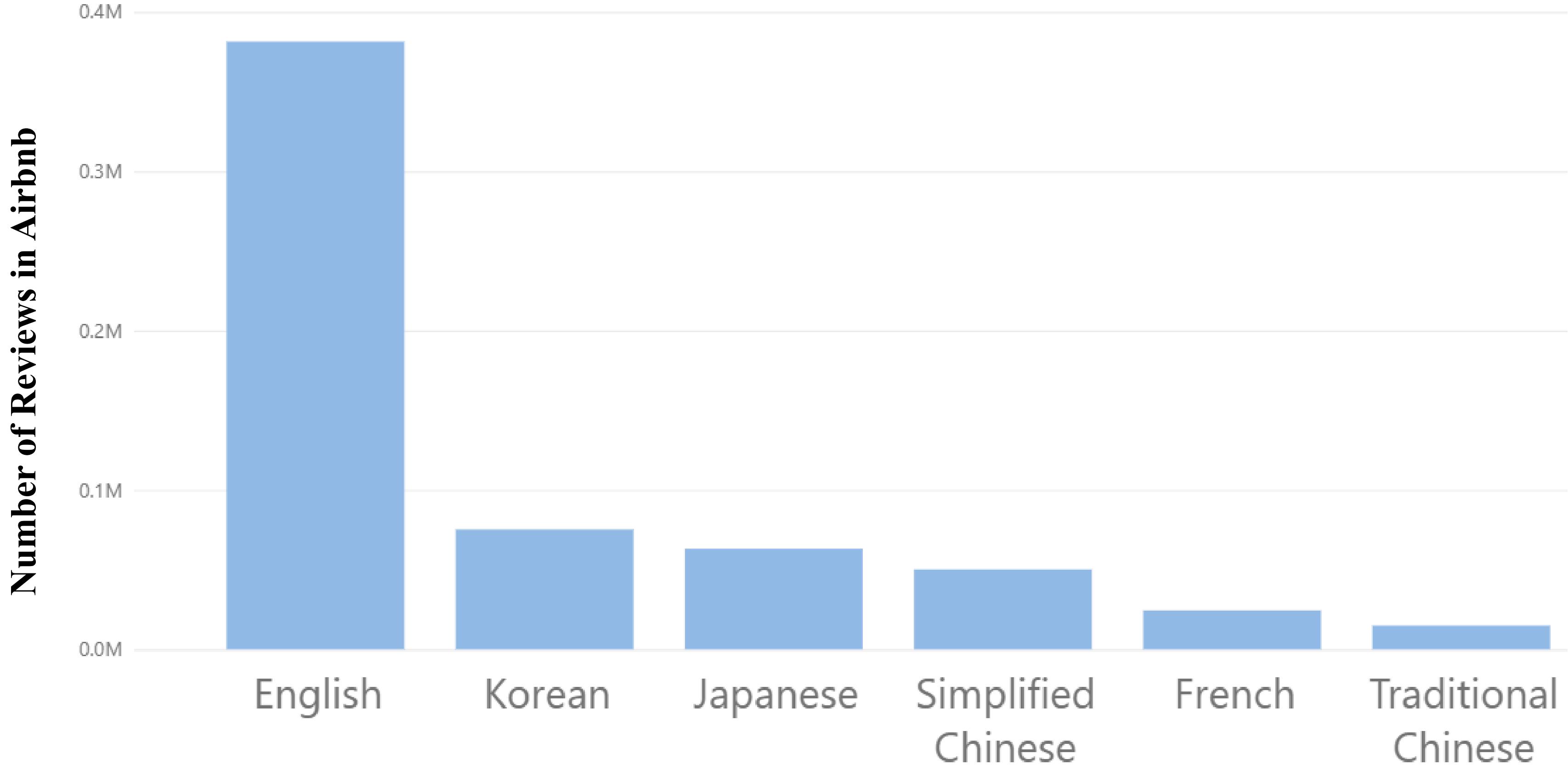
5.3 Who's our potential customers that can bring greatest revenue?

Which Country/Area visit Tokyo the most?

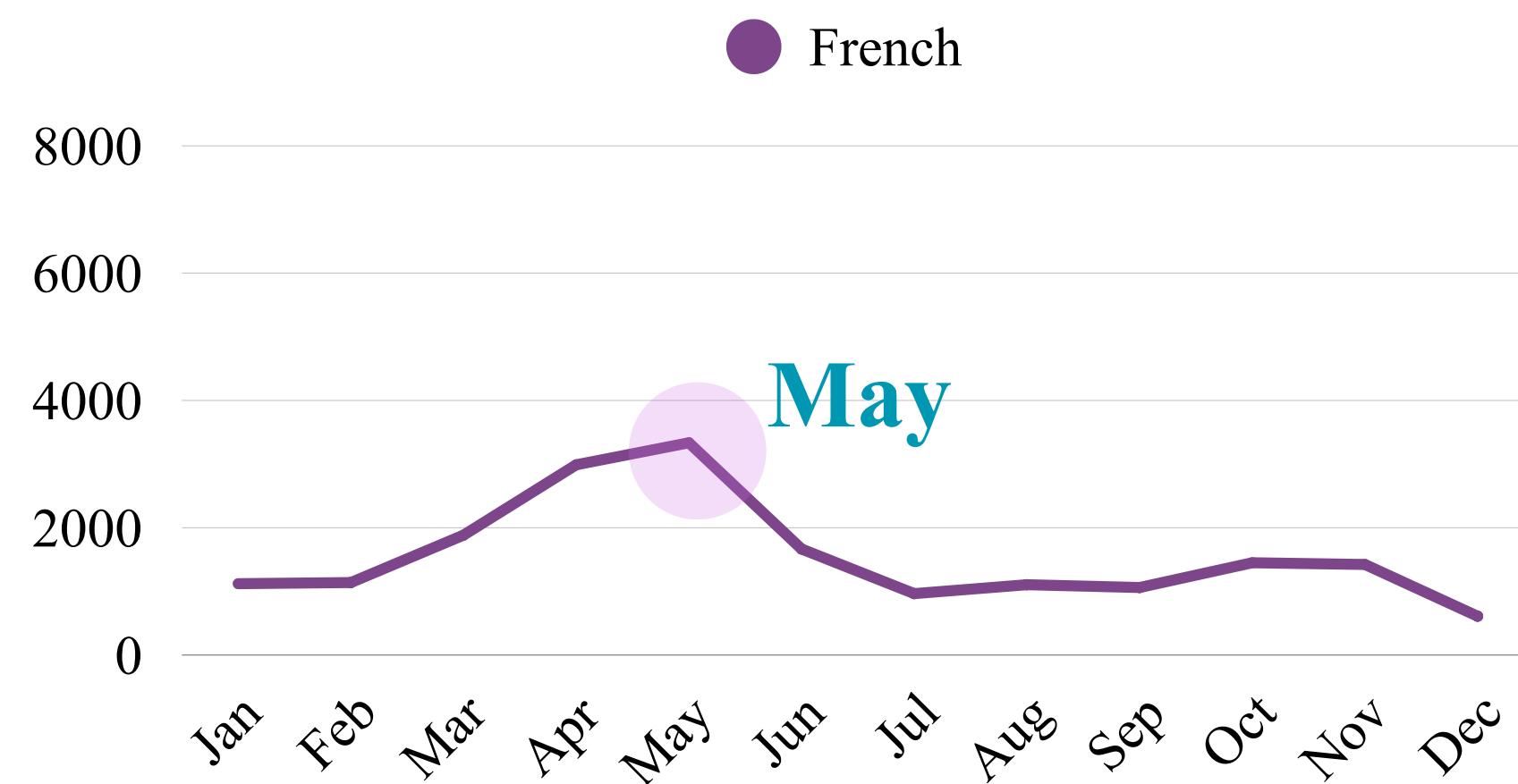
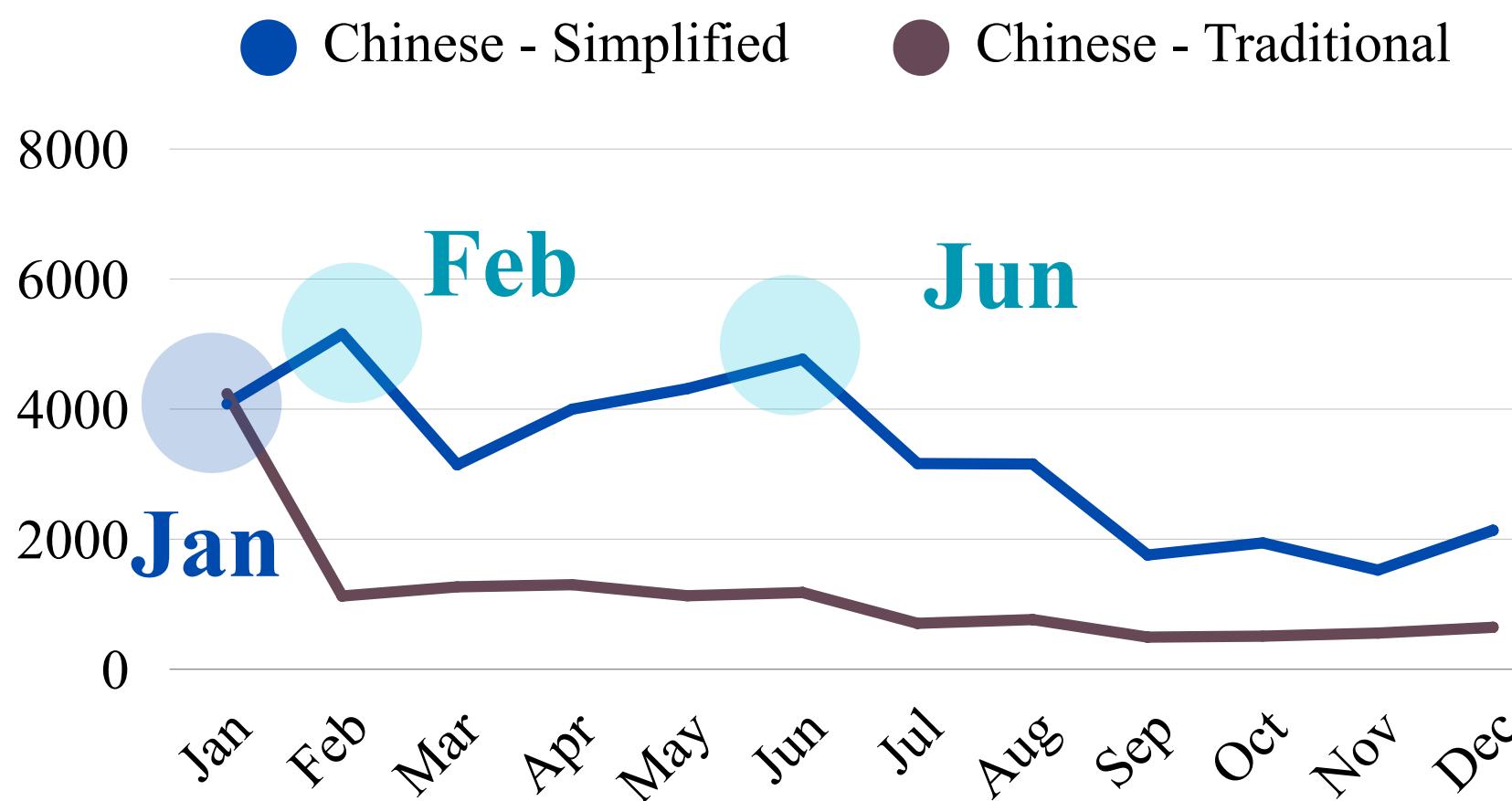
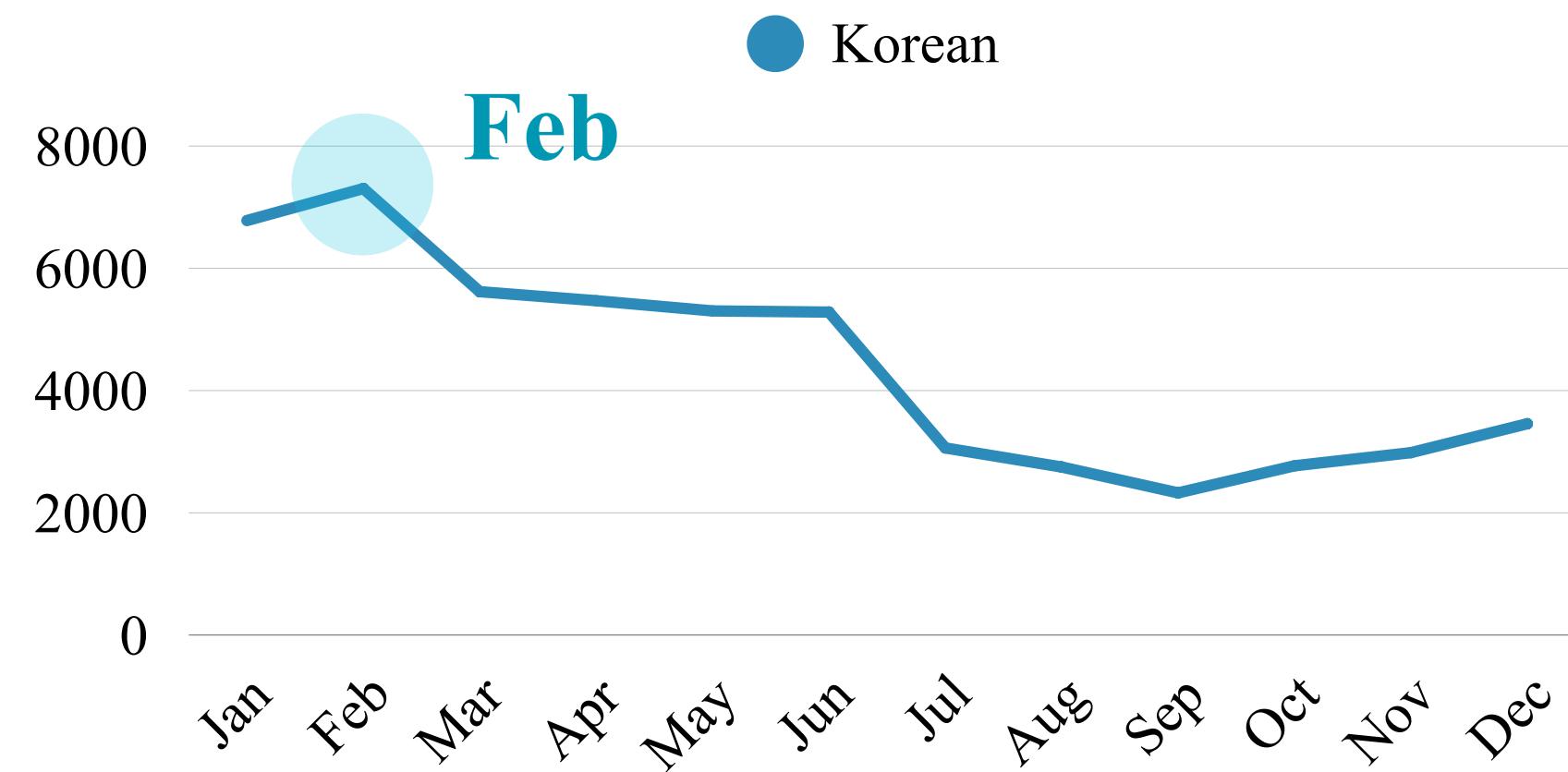
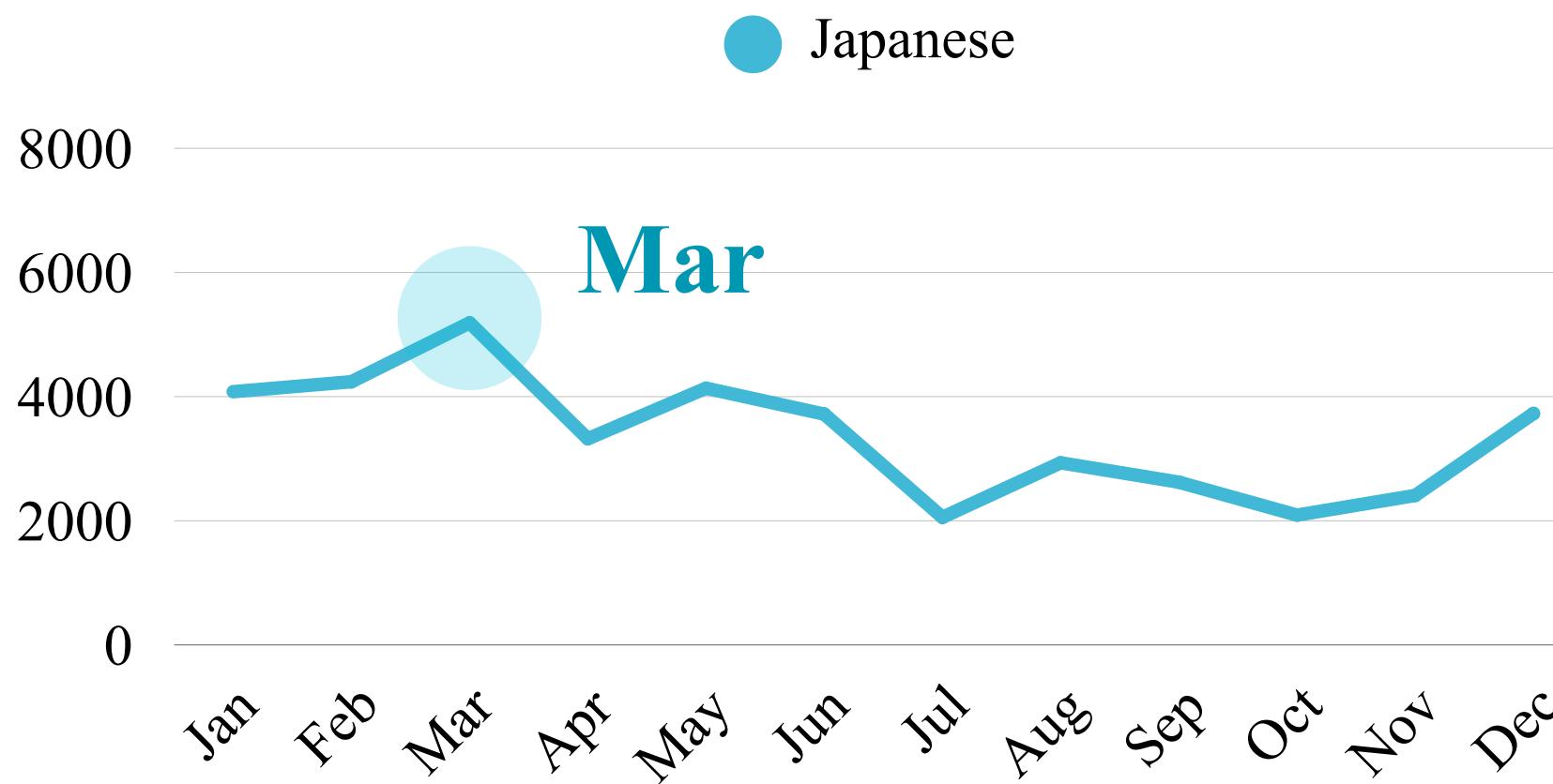
from Japan Tourism Board



Who accommodated in Airbnb the most?



Different Travelling Time Preferred by Customers



Social Media Promotion - KOL

- Invite 3 KOLs from target markets to enjoy a **free stay** experience in Gotrip Listing
- **Post on social media**
- Increase **Brand Awareness** in major markets



Cost Per KOL

Accommodation: \$ 2,000

KOL Advertising Costs: \$ 30,000

Total: \$ 32,000

Total Budget: **256K** HKD

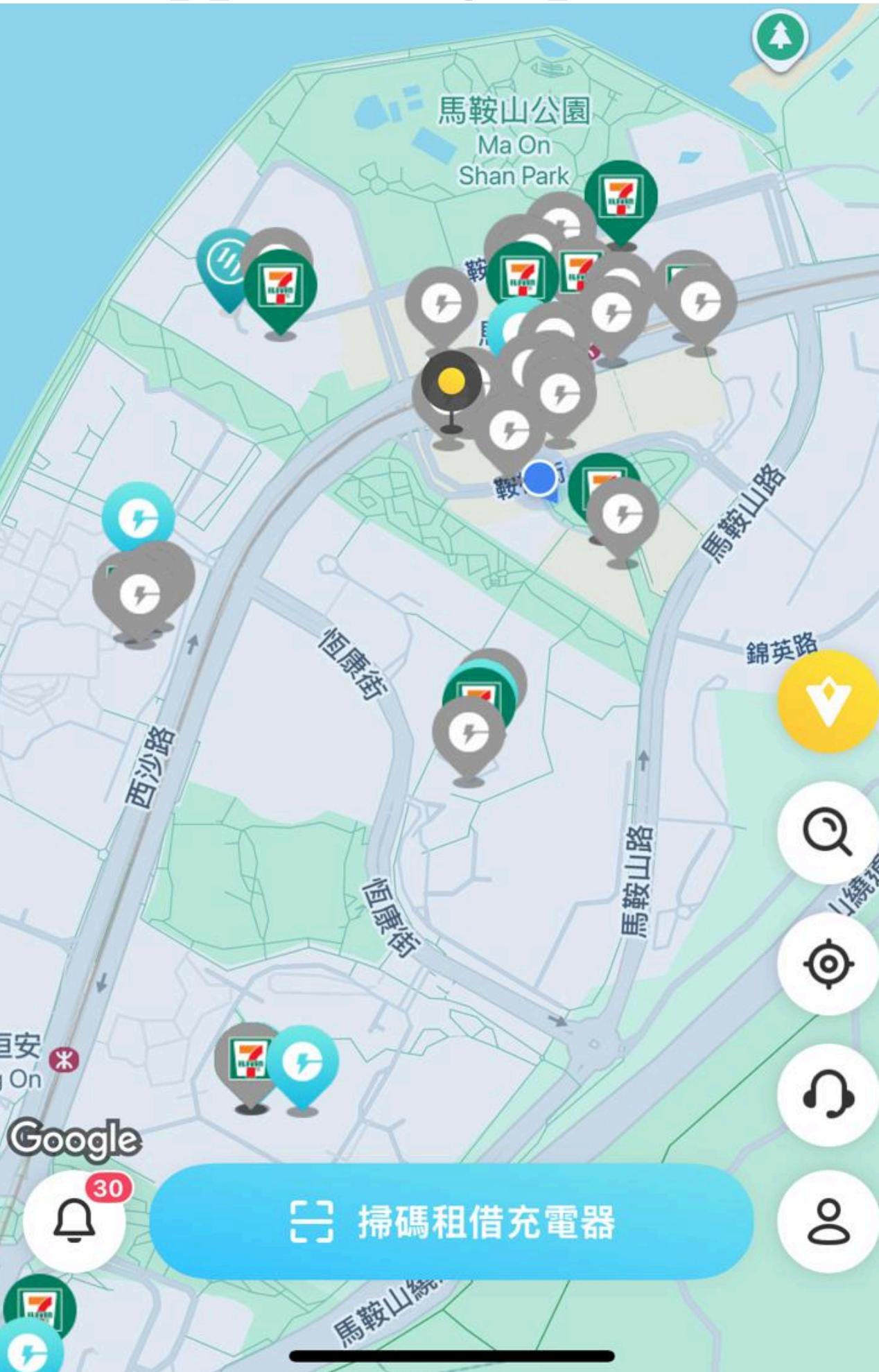


5.4 How Can We Increase the Attractiveness of Gotrip's Hosts to Potential Customers?

Facing a Travel Issue? We Have the Solution

On-site services available

- Luggage drop off
- Parking
- Charger
- Local Workshop



We understand that sometimes you want to try a product sample before you buy it.

- Hot Items sample
 - Skin Care
 - Personal Care
 - Local Specialty...
- Store Discount Coupon



THANK YOU