



BNB INSIGHT

What Makes a Good Airbnb?

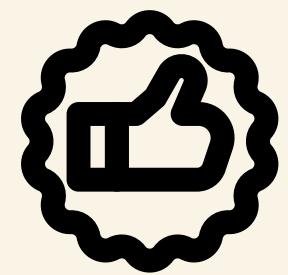
Barcelona

Arturo Fredes
David Íñiguez
Jaume Sánchez





#1



Más de 1.000 alojamientos en Barcelona

Cómo ordenamos los resultados ⓘ

Apartamento en Hospitalet de Llobregat ★ 4,6 (108)
Sunny studio
Anfitrión particular
5–10 ene
127 € 74 € noche · 369 € en total

Apartamento en El Prat de Llobregat ★ 4,38 (42)
Apartamento Barcelona el Prat
Anfitrión particular
21–26 ene
94 € 64 € noche · 316 € en total

Apartamento en Barcelona ★ 4,42 (149)
Beautiful apartment sagrada familia/parcue güell
Anfitrión particular
7–12 ene
119 € 91 € noche · 451 € en total

Apartamento en Barcelona ★ 4,6 (371)
Apartment en Gràcia

Apartamento en Barcelona ★ 4,64 (571)
Superanfitrión

Apartamento en Barcelona ★ 4,56 (142)

Mapa de la zona | **Cualquier semana** | **Añade viajeros** Mapa

Pon tu casa en Airbnb Entrar

Tu búsqueda

Habitaciones Piscinas increíbles Con vistas Viñedos A pie de playa Diseño En el campo Populares Granjas Casas históricas Barcos Para jugar Bed & breakfast Cocinas pro Nuevos Mansiones Esquí Cabañas Camping Minicasas Suri Filtros

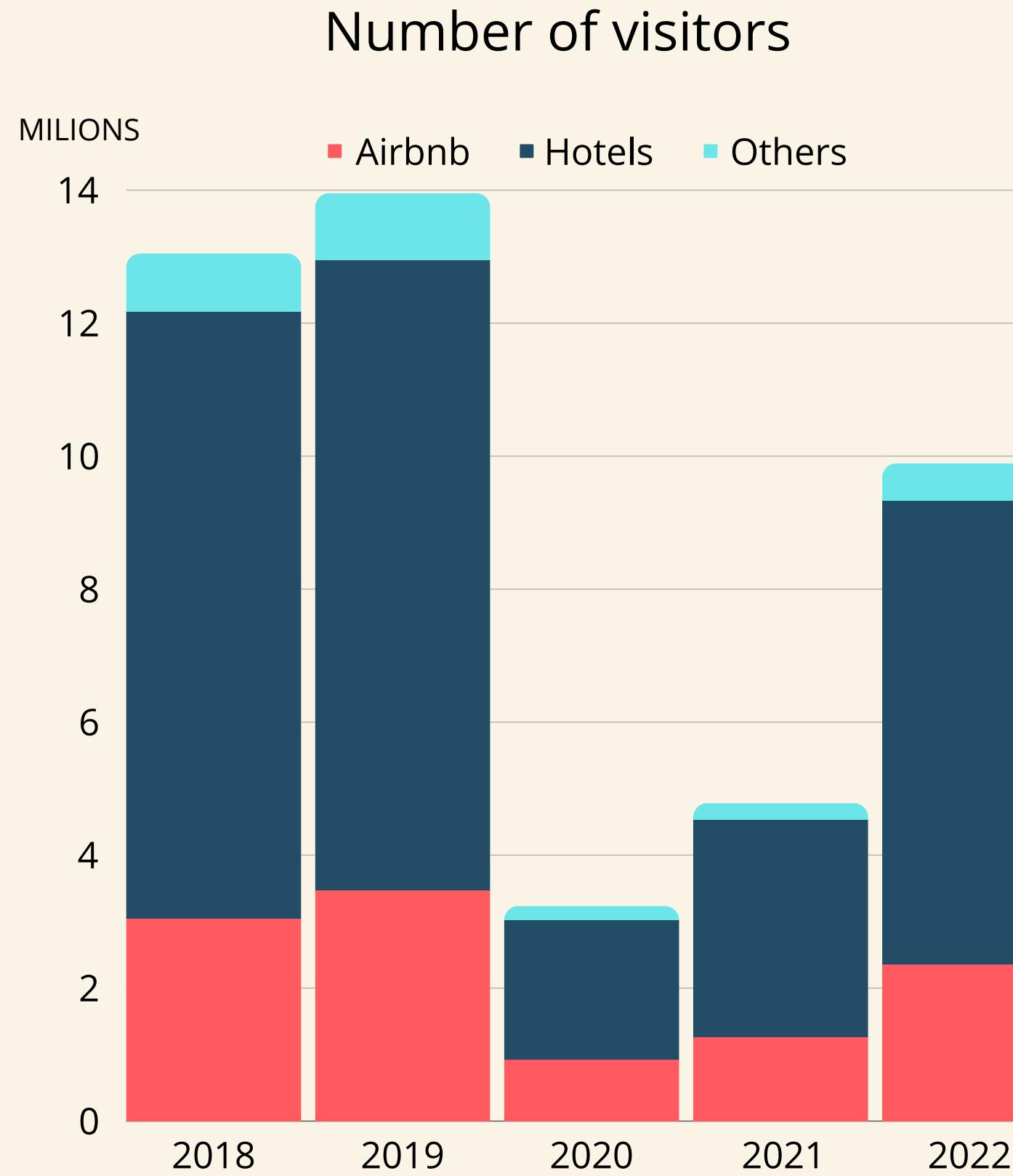
Vila de Dalt Premaia Montgat Tiana El Masnou Teià Alella Pomar de Dalt Sant Andreu de Besòs Sant Martí de Provençana Santa Coloma de Gramenet Badalona

18.000

18.000



Why Barcelona?



- Spanish city with most international tourism
- **10.000M €** in 2022
- Almost **25%** of accomodations
- Tourism is recovering
- Fast growing business



Why Barcelona?



2023

+15% tourists

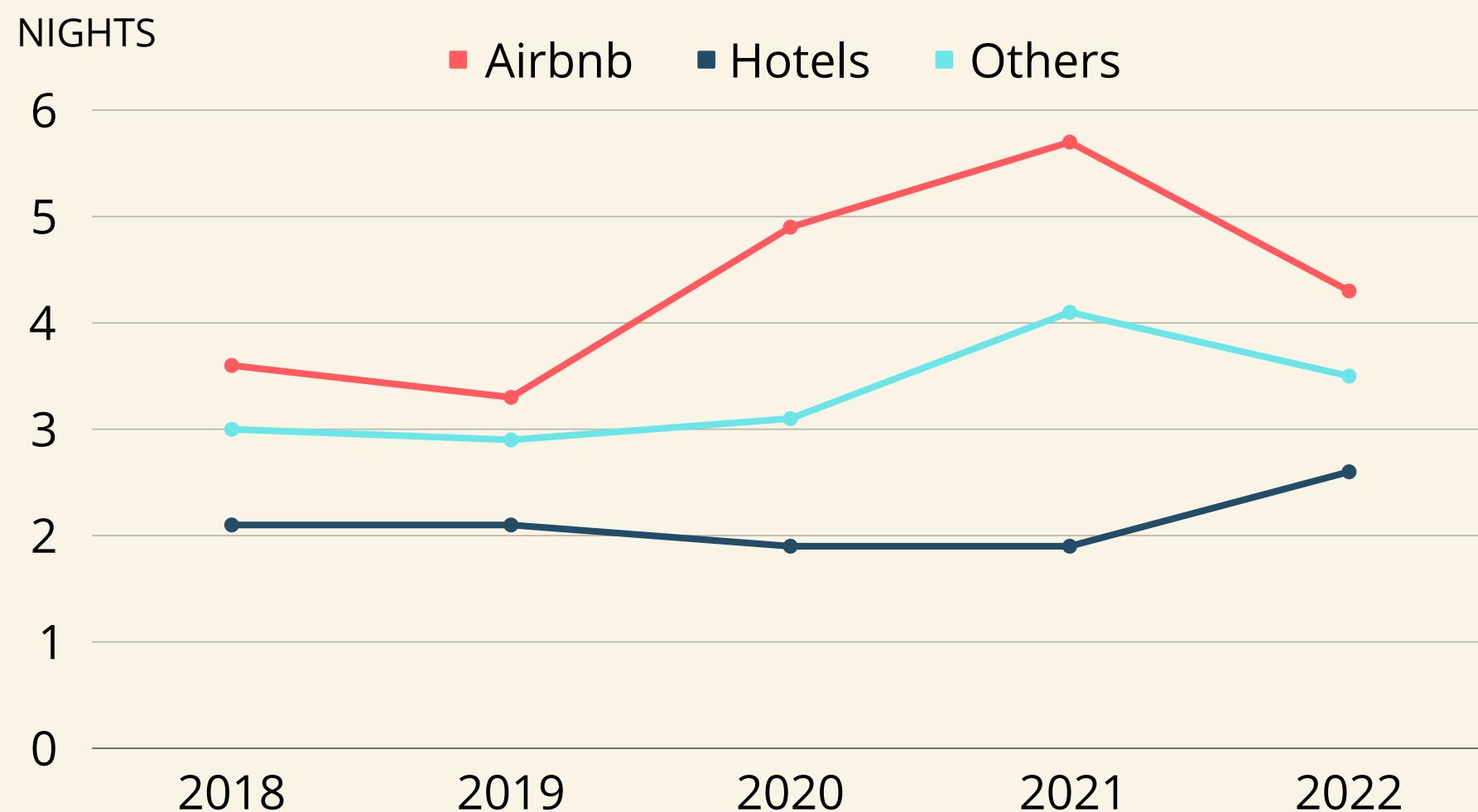
+9% hotel guests

+30% Airbnb guests



Why Barcelona?

Average length of stay

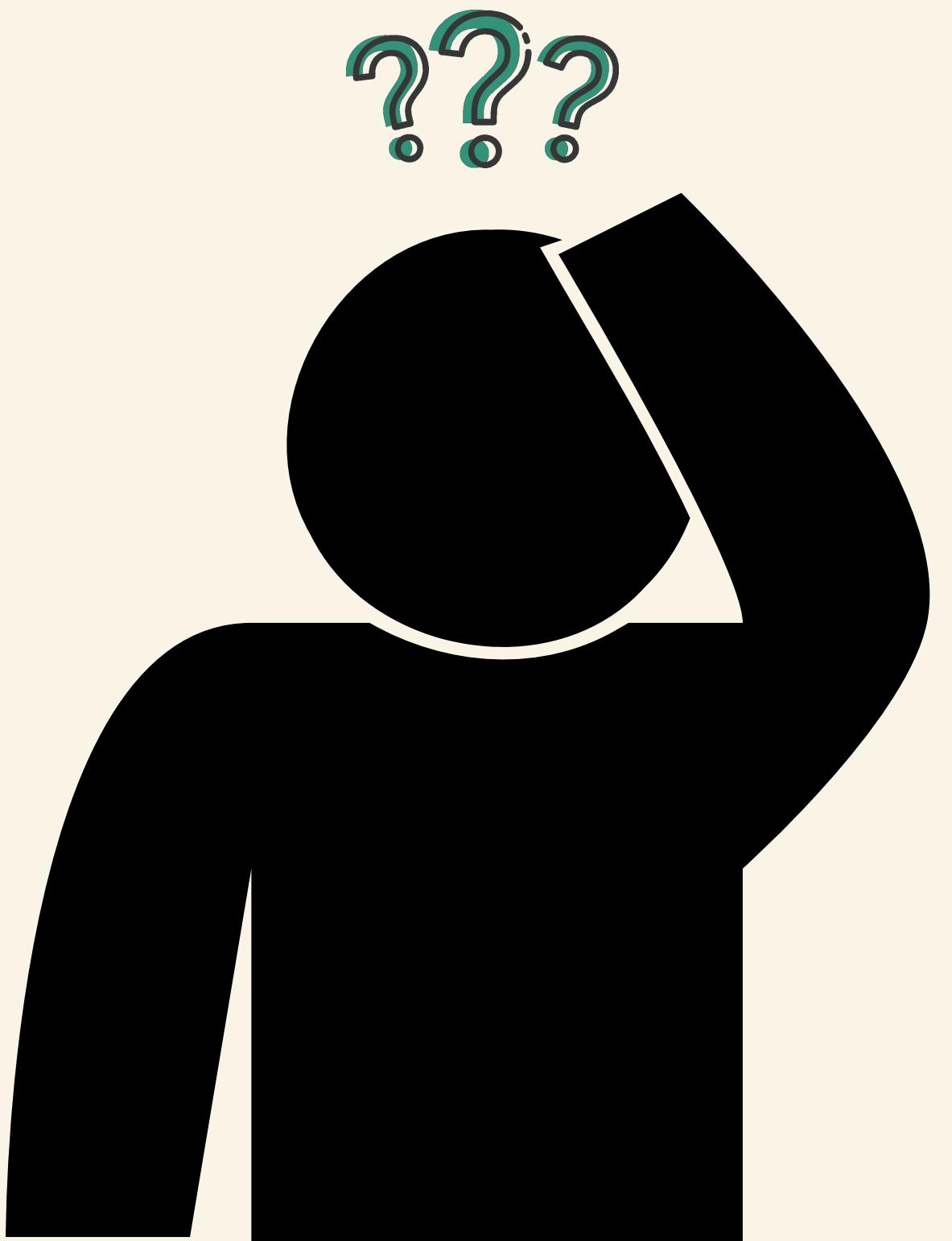


Accommodation cost per person and day



Seize the opportunity!







How is the competition?

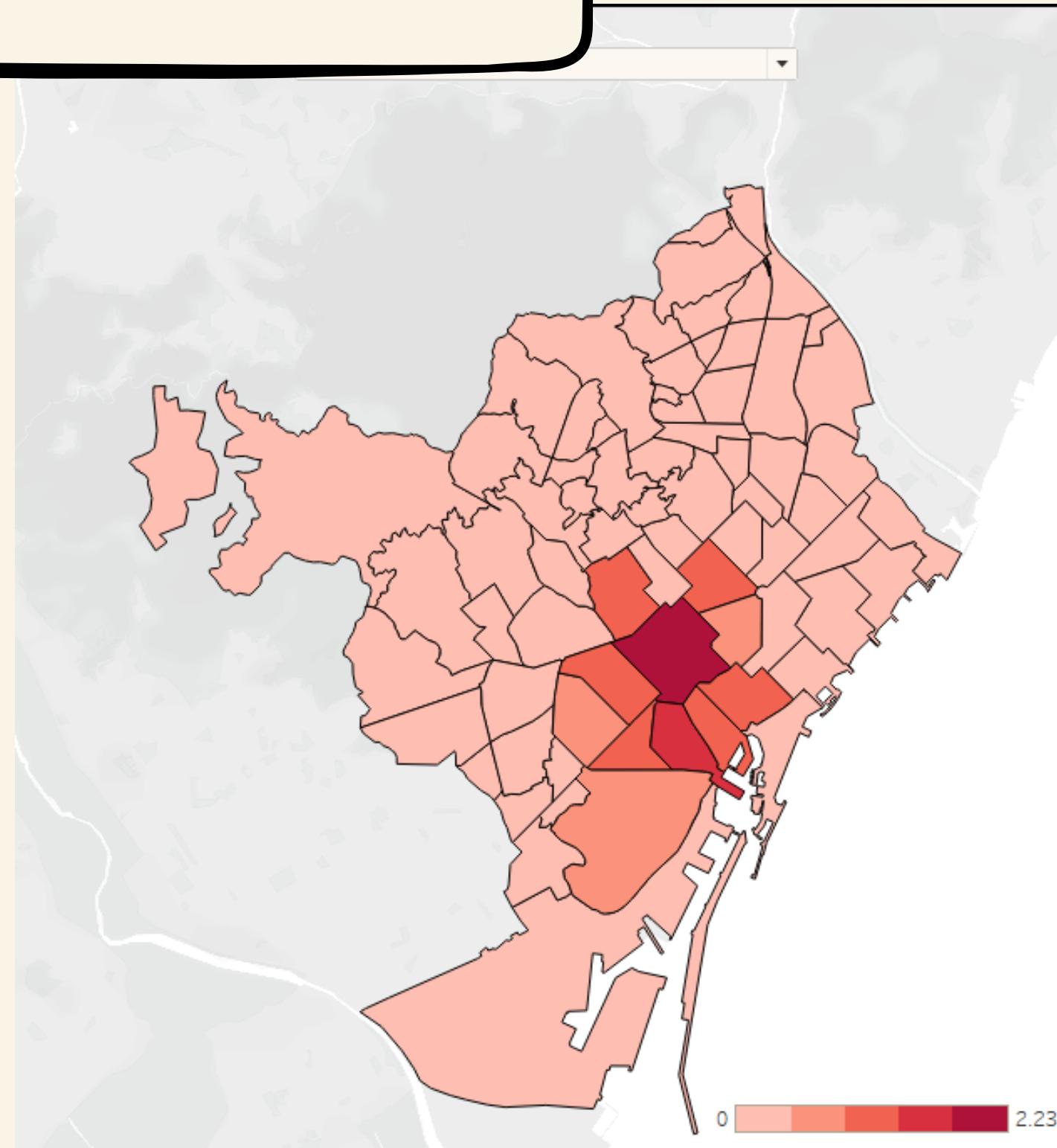
At what price?

Should I rent my apartment by rooms?

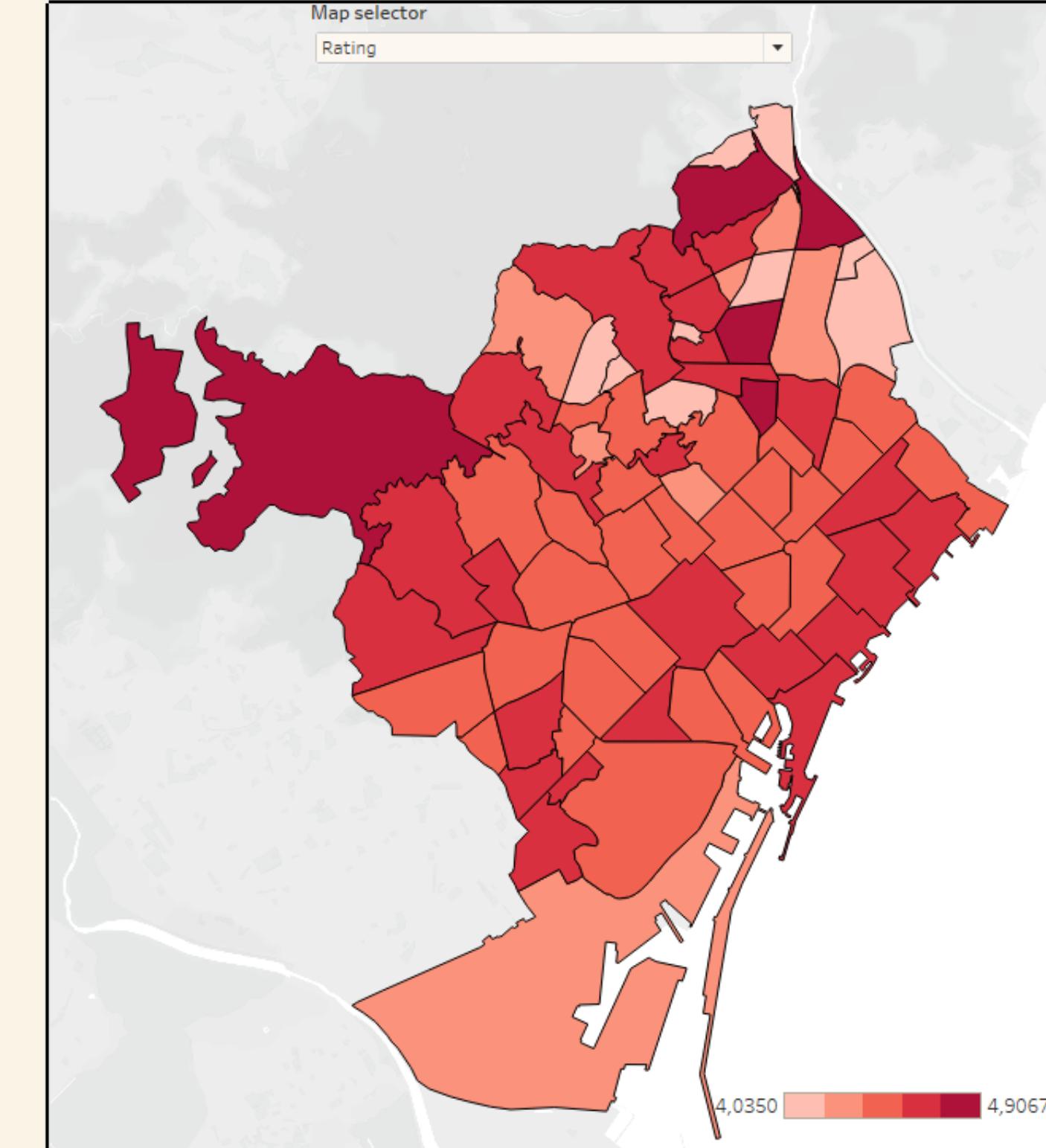
What can I change?

How do I advertise my apartment?

How is the competition?

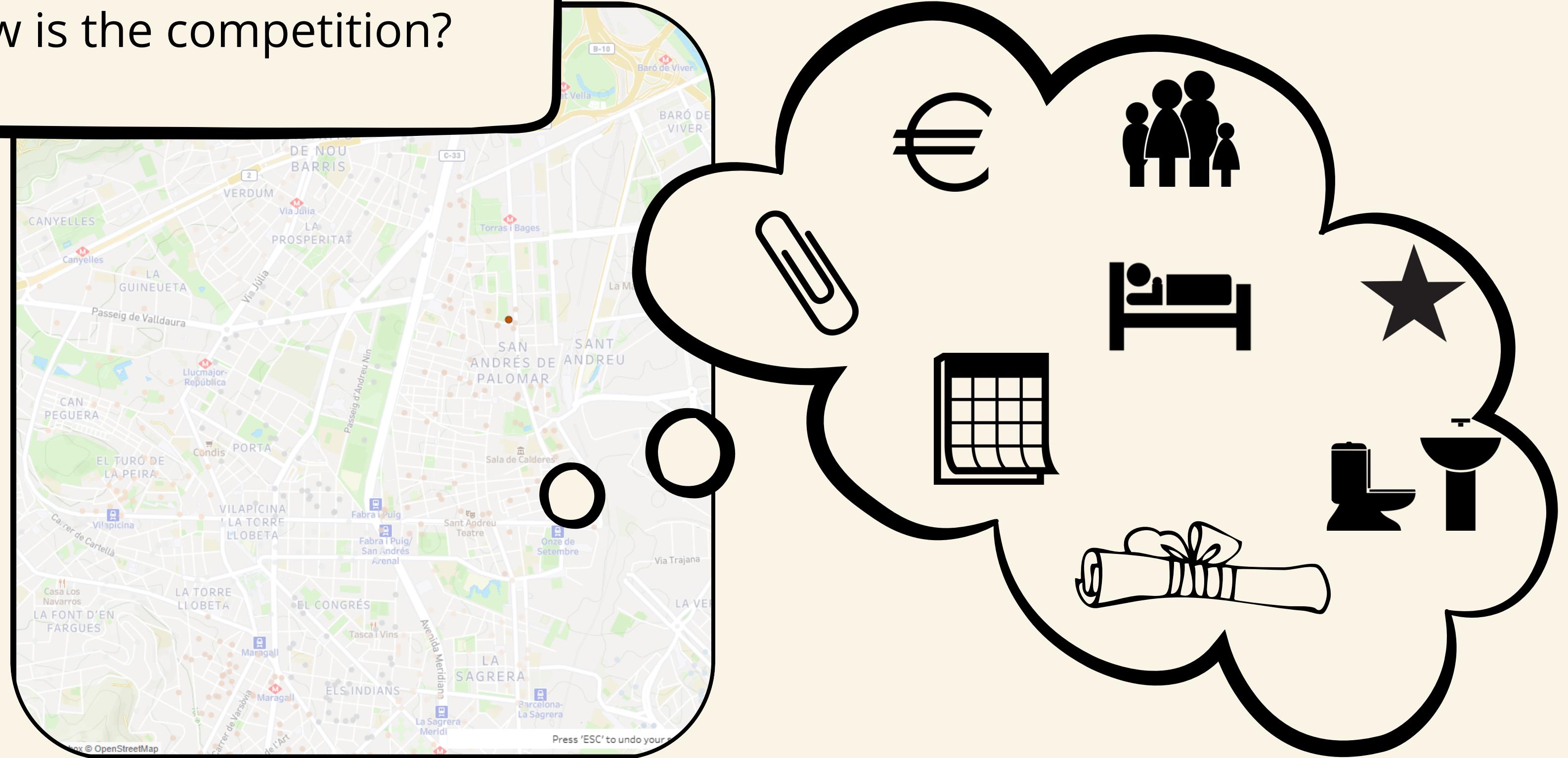


Number of Airbnbs



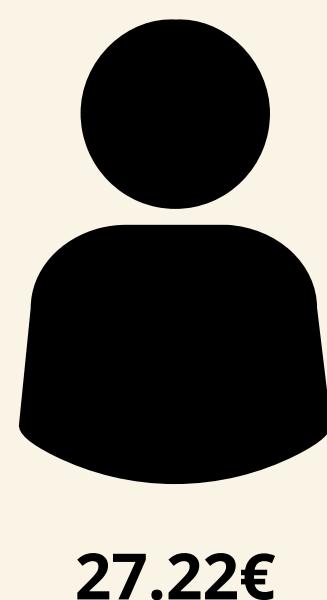
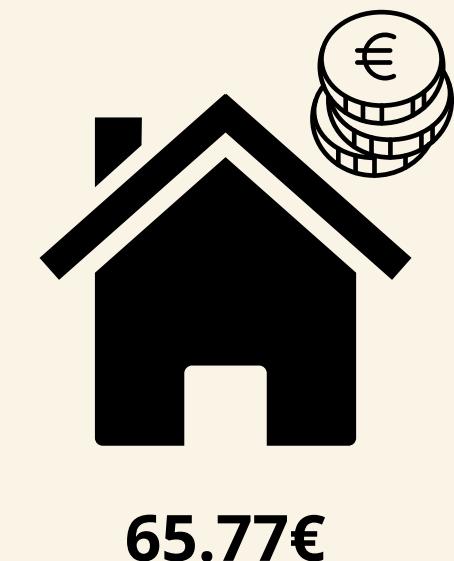
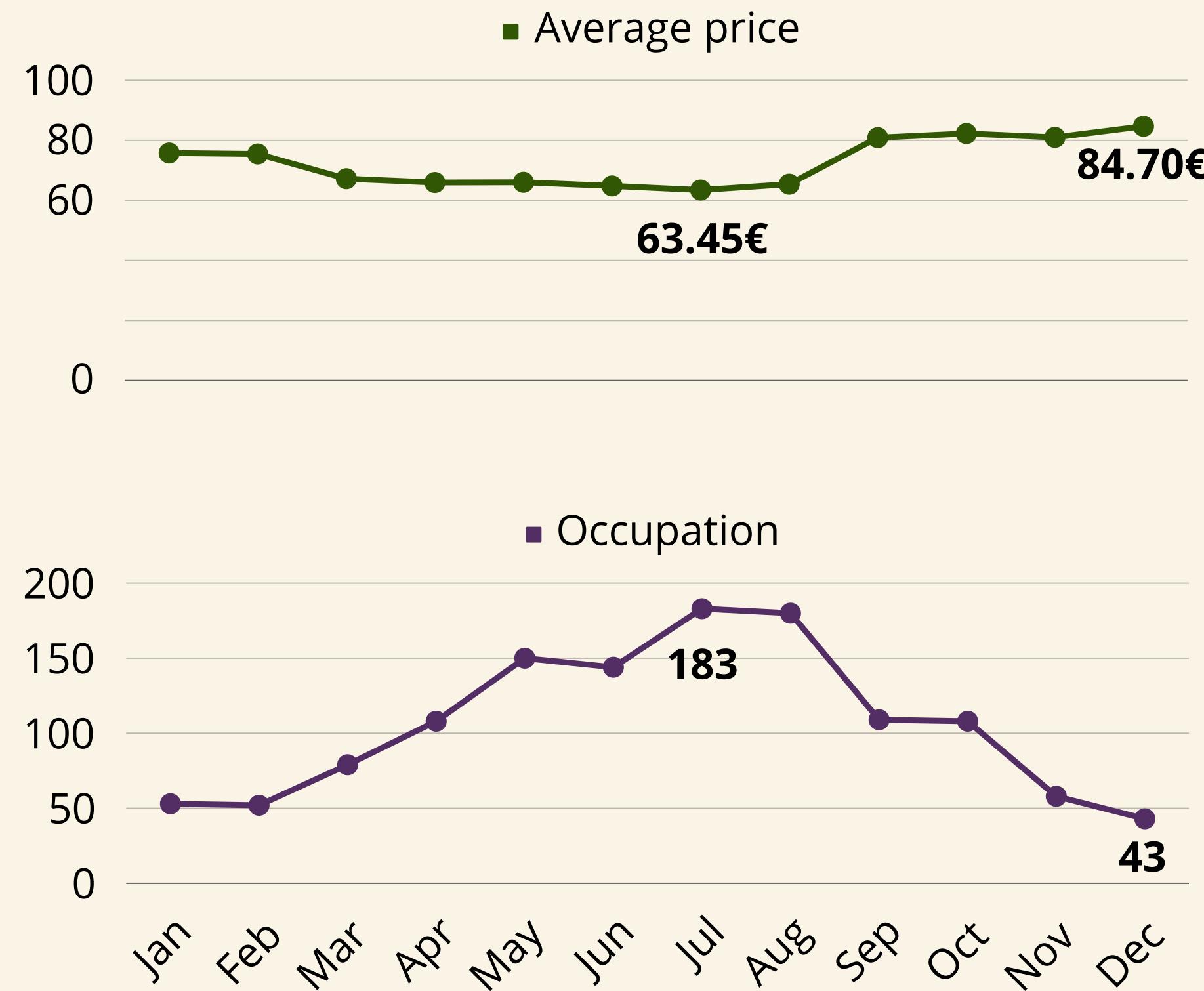
Average Rating

How is the competition?

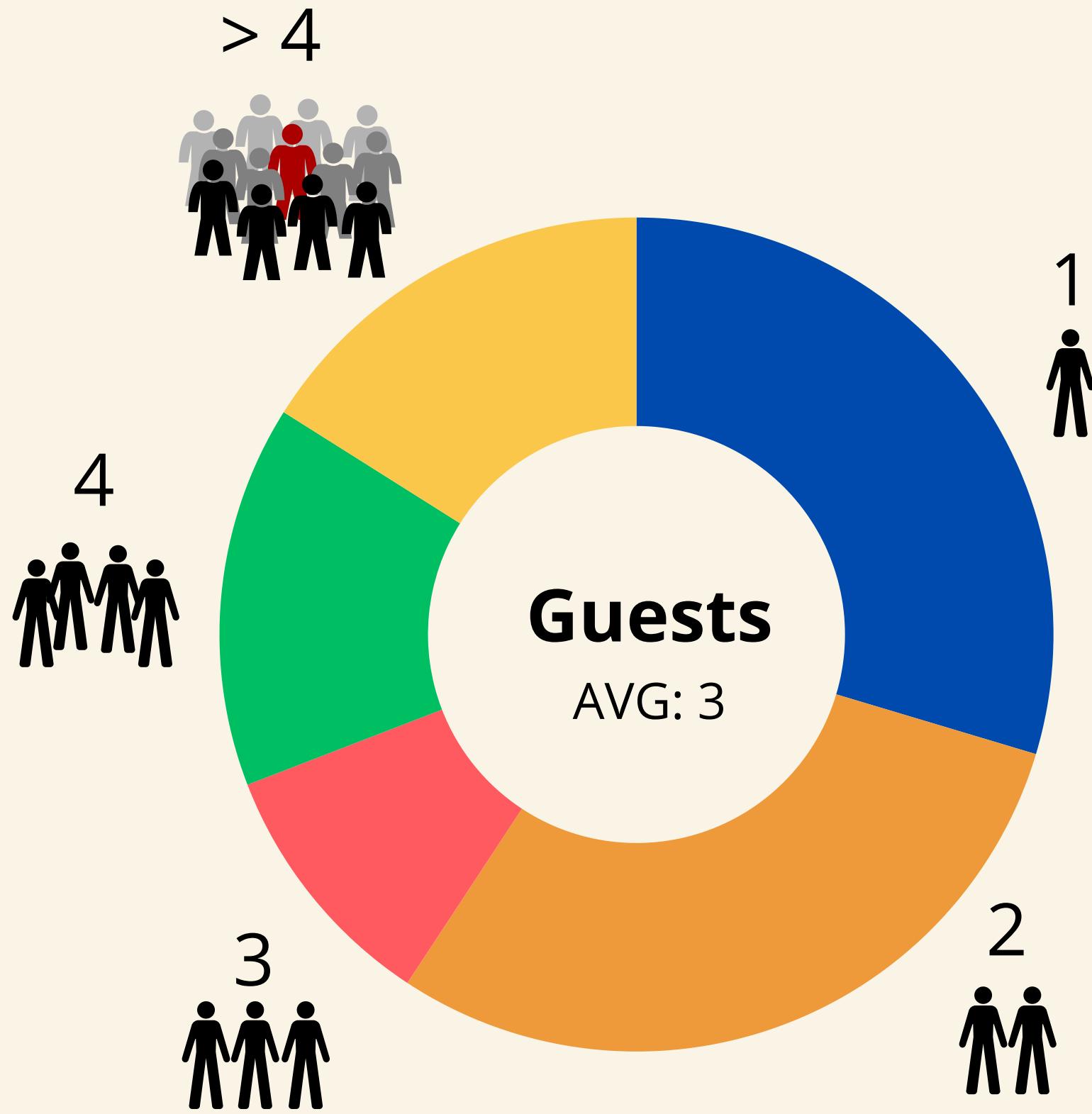
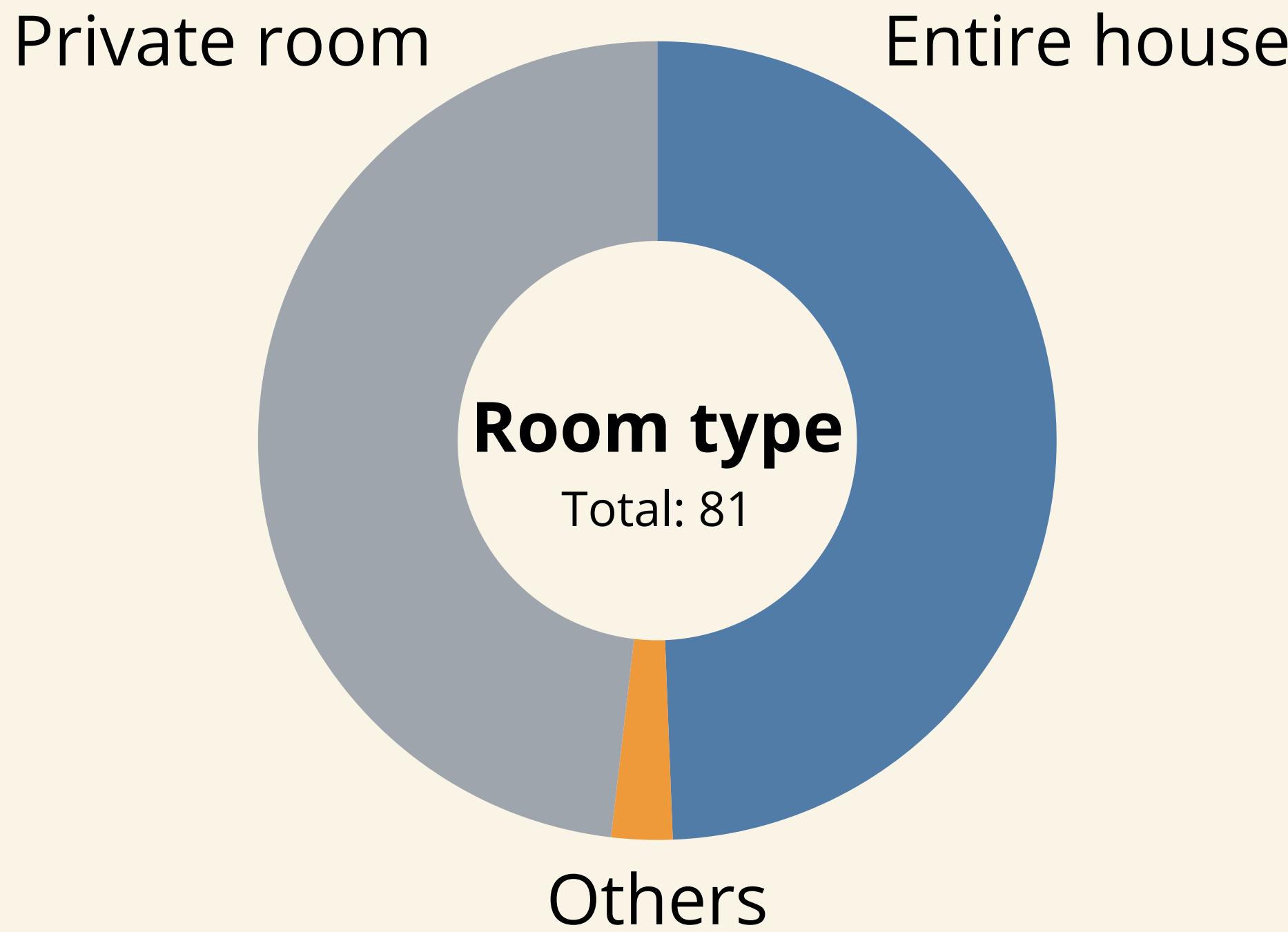




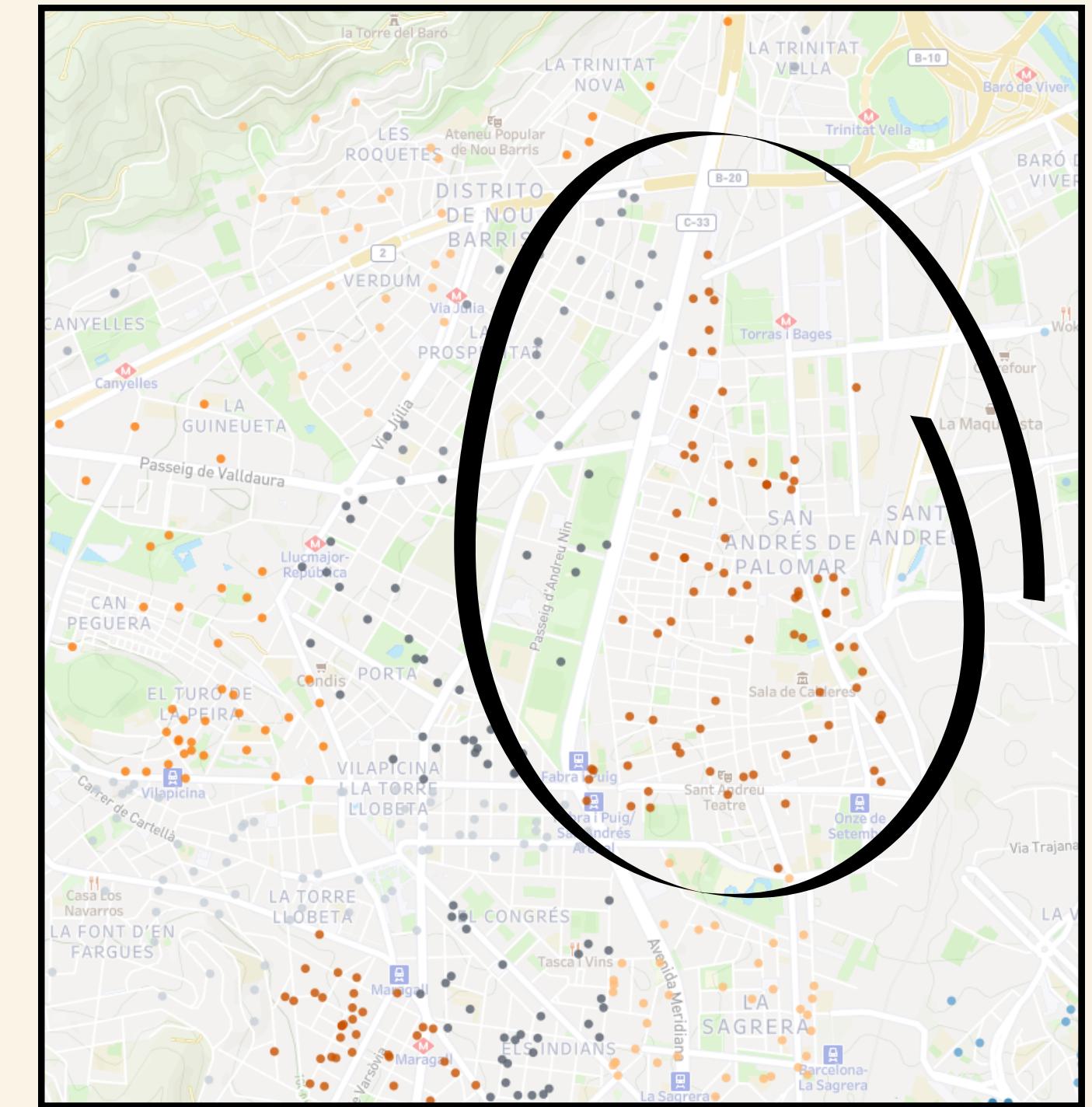
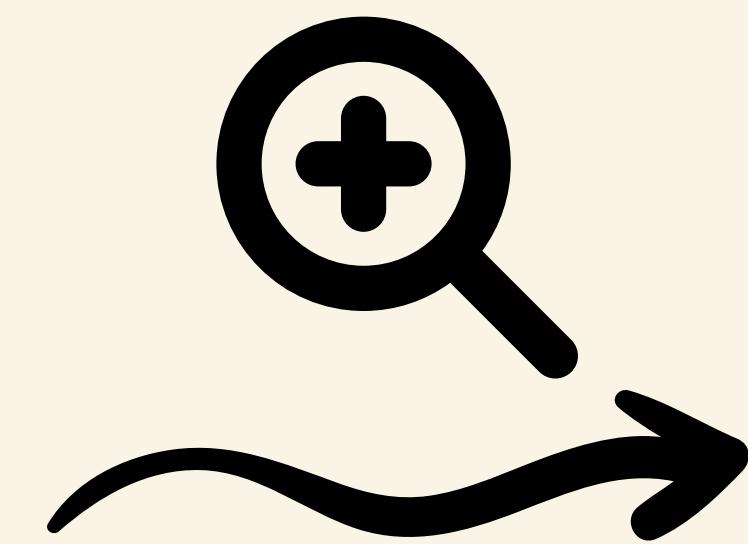
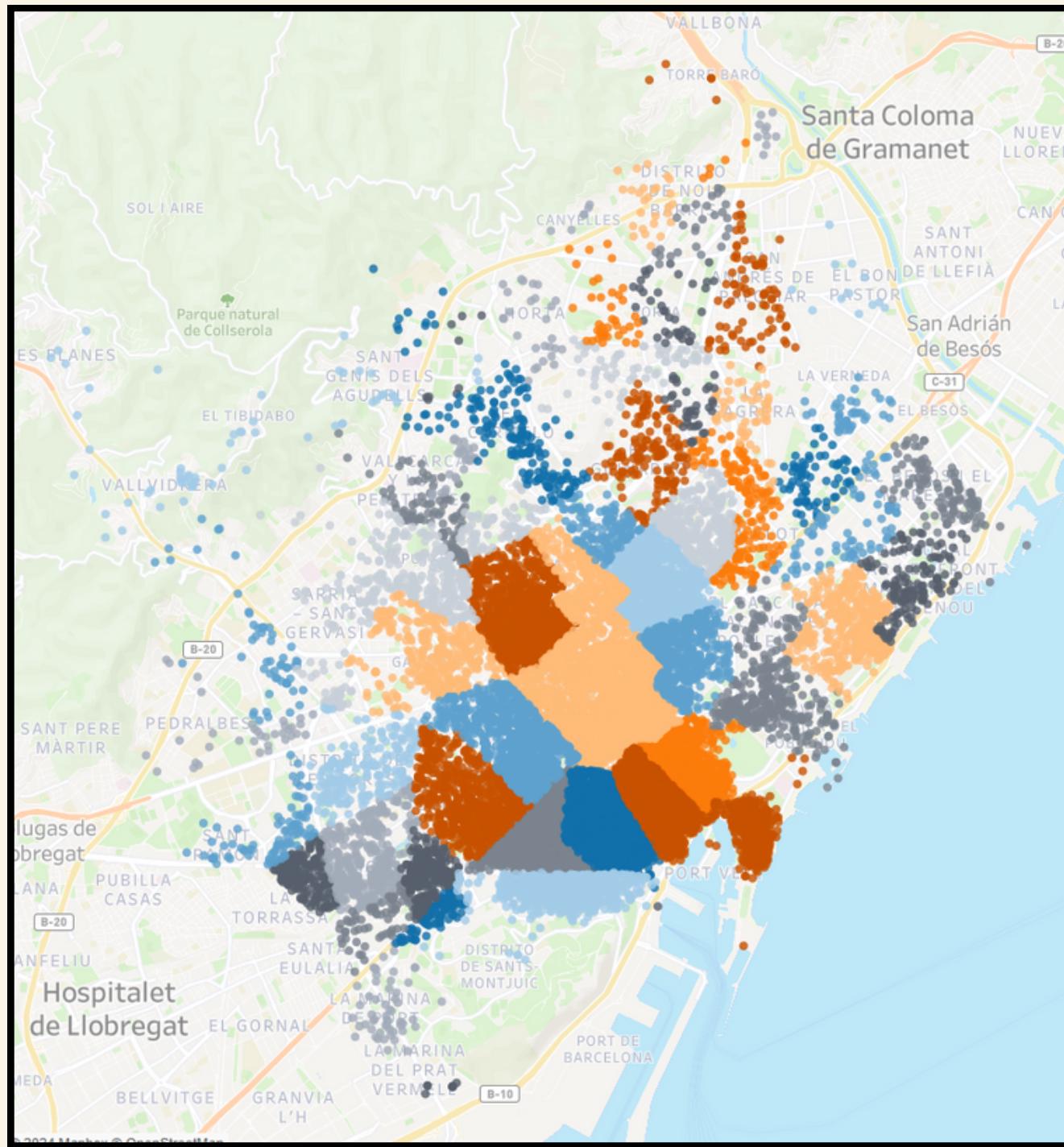
At what price?



Should I rent my apartment by rooms?



How should I advertise my apartment?



How should I advertise my apartment?



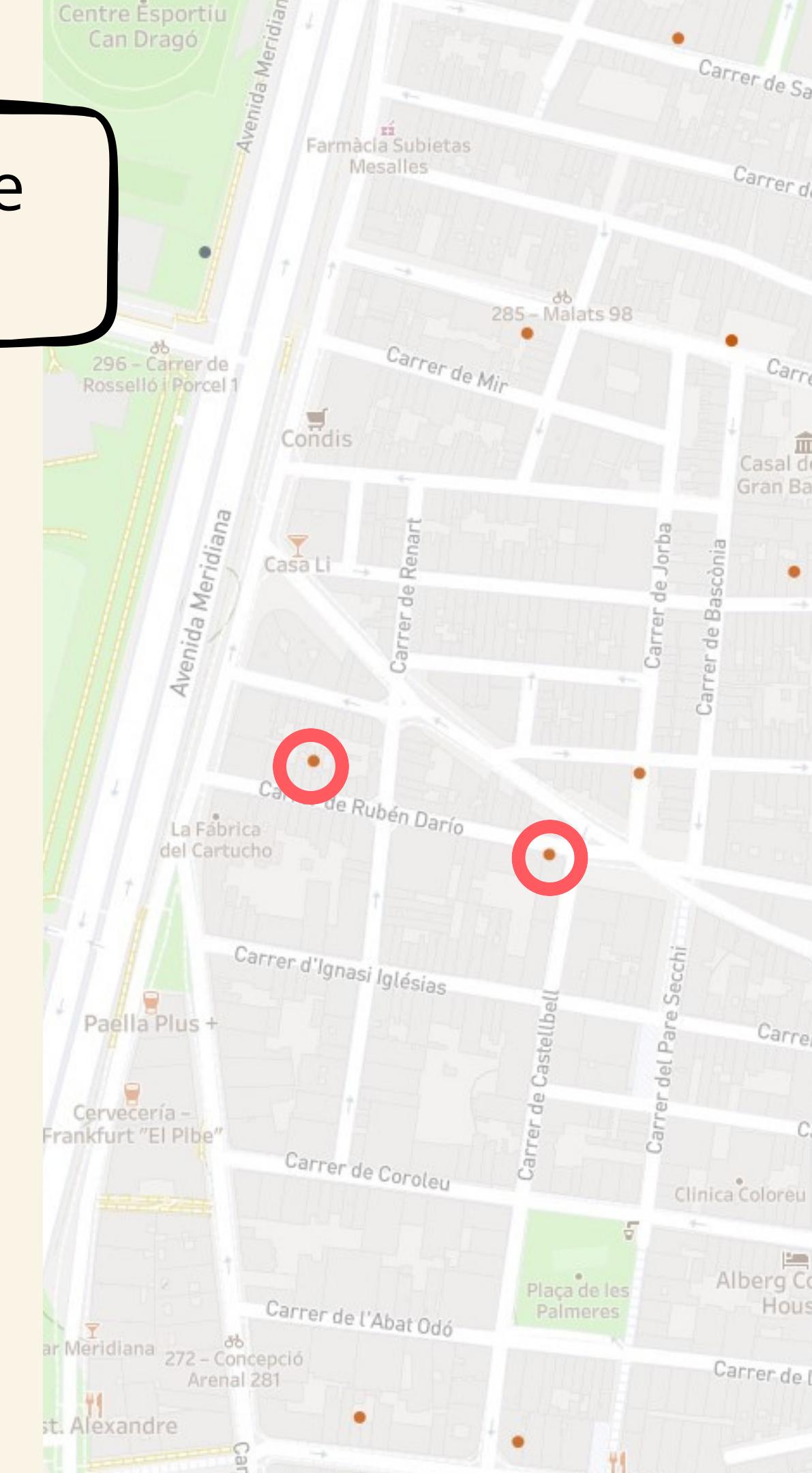
3.7



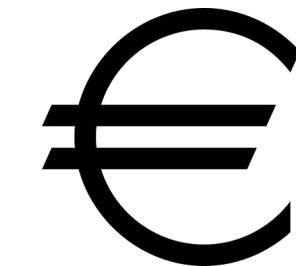
117€



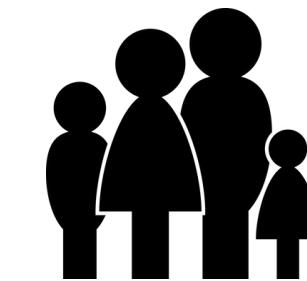
3



4.9

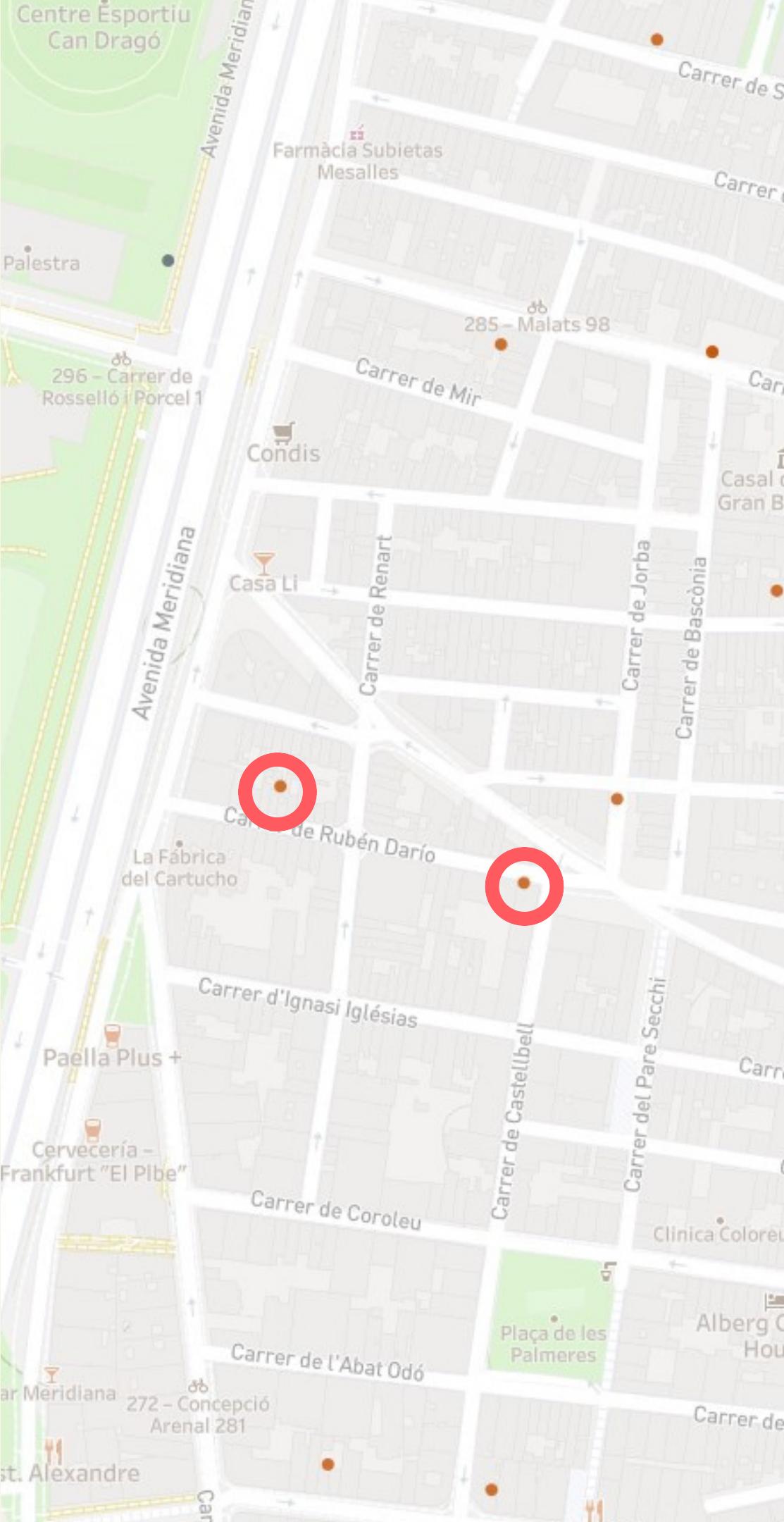


33€



1

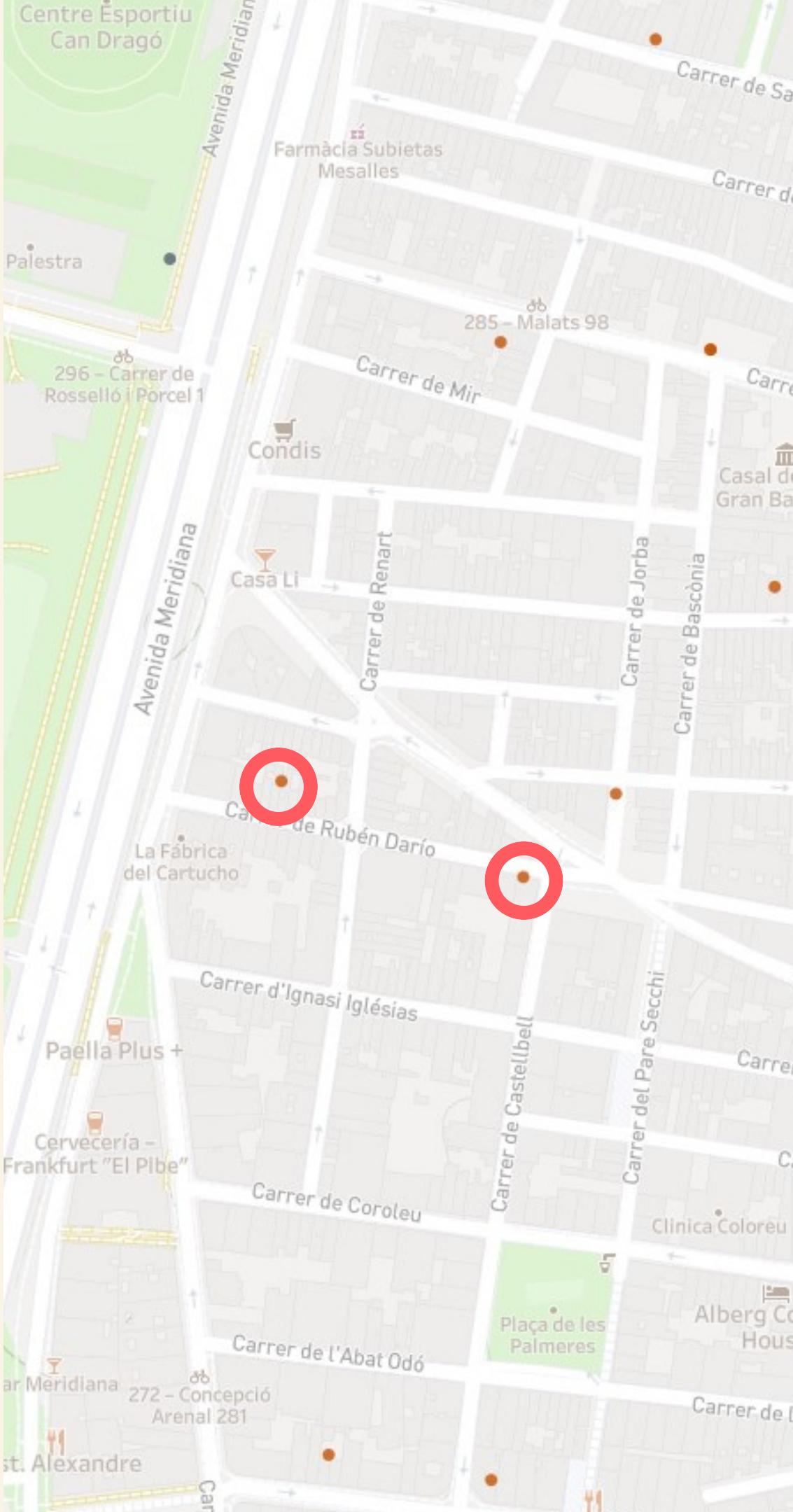
"one bedroom apartment in Barcelona Sant Andreu The space Apartment with one bedroom in Sant Andreu Barcelona, **near Fabra i Puig and Sant Andreu train station** A charming small apartment ideal for a small family or small group of friends, located in the quiet, peaceful and beautiful neighborhood of Sant Andreu. It's a small apartment but very warm to feel at home! It is located in the center of Sant Andreu one of the most charming areas in Barcelona with its small streets its market and its local style. Barcelona has a 5,504,- per person per night city tax, there is a 204,- late checkin fee for arrivals later than 21:00, there is an extra fee of 404,- for arrivals later than 00:00 Please no smoking inside! Please no noise at night, we like to respect the neighbors and be respected! Please don't lose the keys!.."



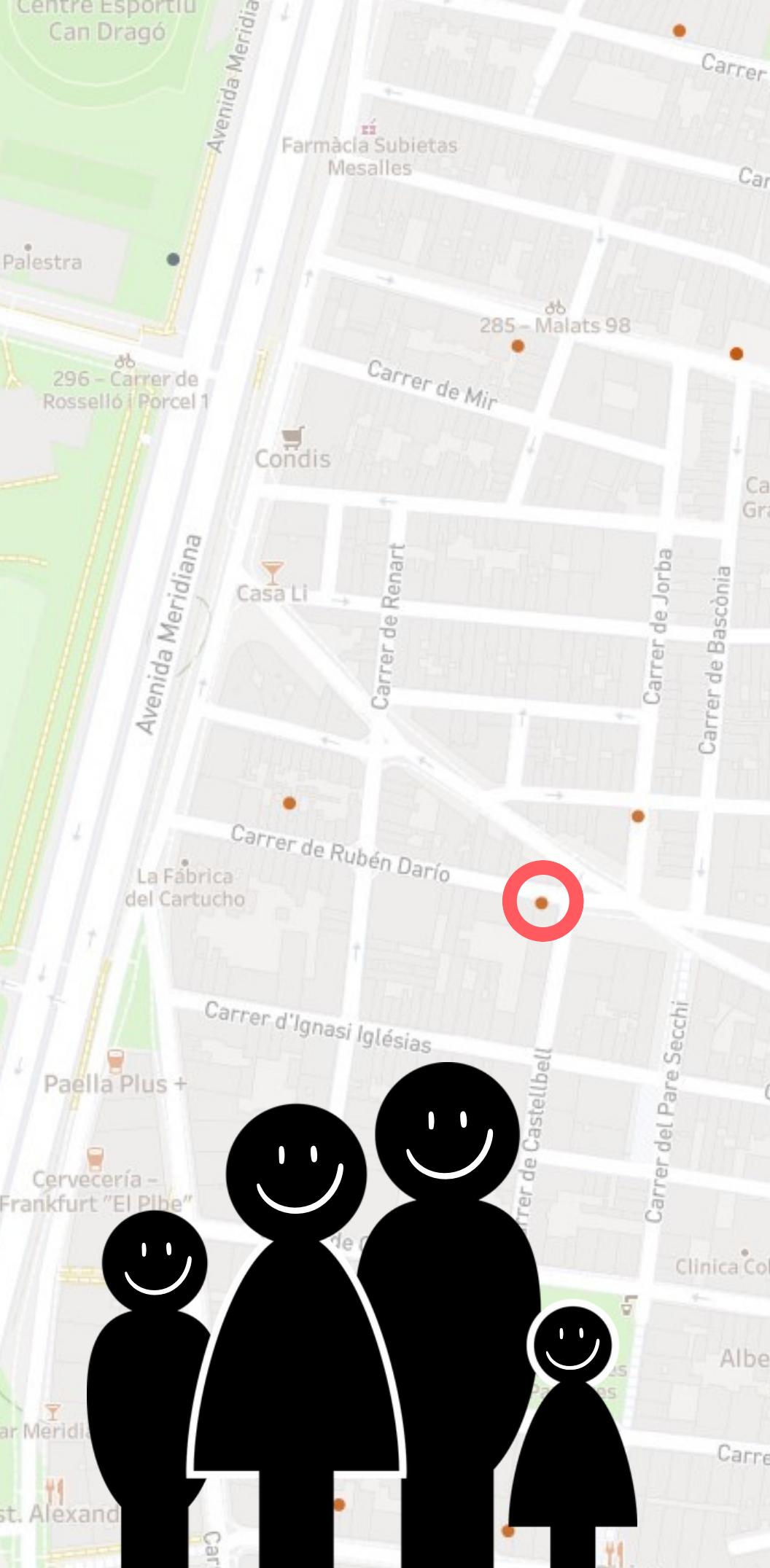
"In nearby areas you can find bars, shops, markets. **The red line (L1) is 5 minutes walking from the apartment** and it drives you all around the most iconic places from Barcelona. **Yellow line (L4) is 15 minutes walking** The space Room reservation Check in after 23:00 Extra 15€. Guest access In the nearby streets there are free parking spots During your stay Availability throughout the day. Other things to note The reservation is exclusive.."



- Too much subjective information
- Expectations too high
- Key information lost in excessively long description



- Concise
- Highlights positive aspects
- Straight to key objective information



Luis was very nice and **flexible** for **check in** and made sure my short stay was as good as possible. Room is small but **tidy and comfortable** and the flat is great. **Location** is also nice in a quiet neighborhood close to a **metro station** that will get you anywhere easily.

Well located, clean and comfortable place. Highly recommended.

Very **clean**, simple room with **comfortable**, firm bed for great value for single person. Would recommend to anyone staying only few days in Barcelona, especially if on the road during the days. The **neighborhood quiet and clean** as well. Only shower warm water needs to be fixed. Many thanks to Luis for a pleasant stay!

Luis is the best host I've had so far! He was **extremely hospitable** and took **great care of the details**. He made sure to come downstairs to receive me, and had the room **fully equipped**. I have very kindly served coffee in the morning too. It was a sweet gesture. The apartment is perfect for a short stay and **very comfortable!**

Highly recommend!

Luis's place is very close to the **metro station**. The neighborhood is **quiet and safe**, good for solo travelers.



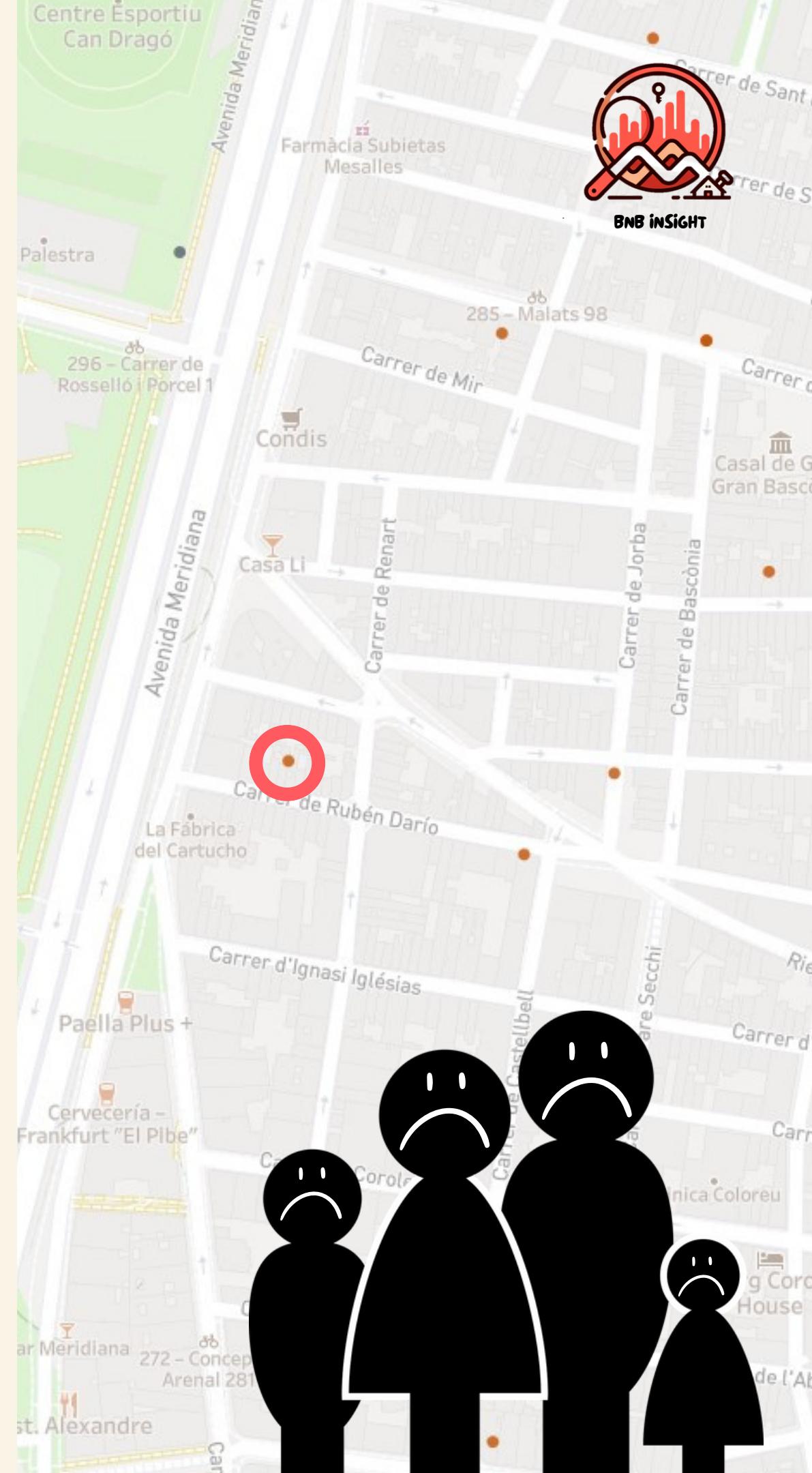
It took them **two hours to give us the keys** after we got dizzy. We were **forced to cancel reservations** and plans without being compensated. We do not recommend this host.

very **small apartment very dark**. The **air conditioners** spewed water all the time. full of ants

My stay was **not very pleasant**, they will have to do some work there...

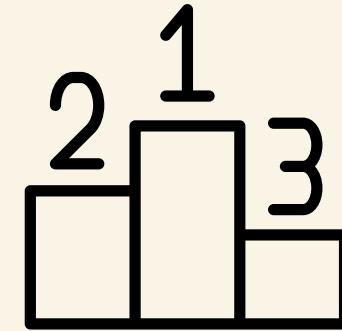
The **air conditioning** in the room did not work, the air in the living room/kitchen was constantly condensing water, we had to put a washing bucket underneath it that was filled every 4 hours otherwise it would fall to the floor, and a large number of ants came out of the **garbage**

The **bathtub is very small**, especially for people over 180 and of medium build.





Thanks to the information provided by our dashboard the owner...



Studies competition and gets
ahead of competitors



Selects best renting option
(rooms/apartments)



Sets an optimal price



Advertises apartment
effectively



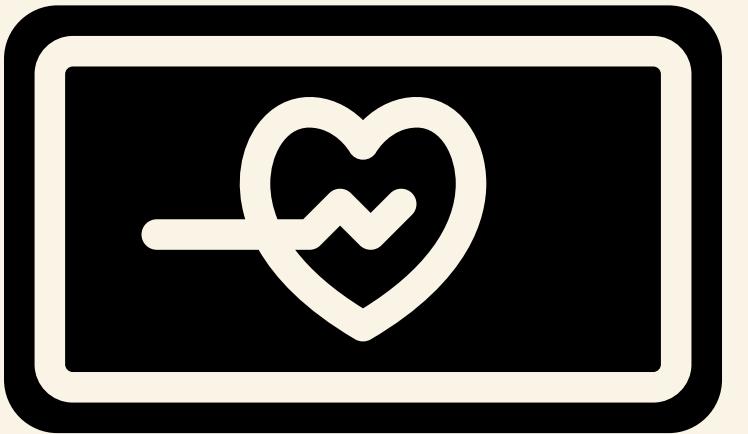
Attracts Guests



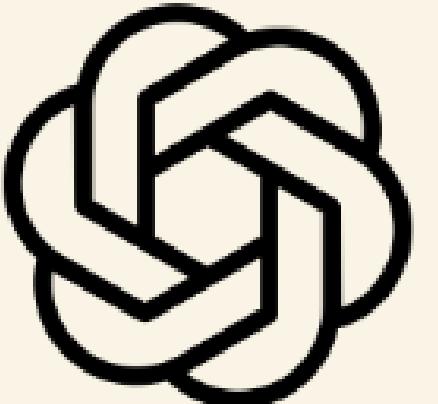
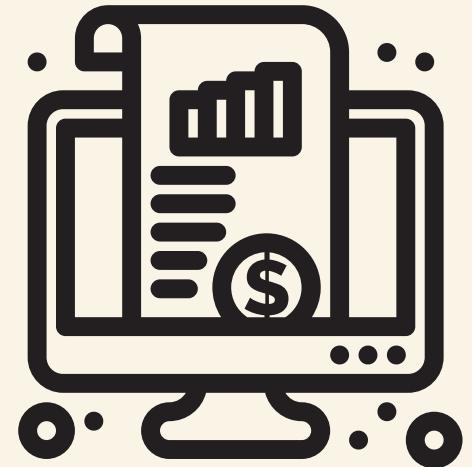
Obtains positive ratings



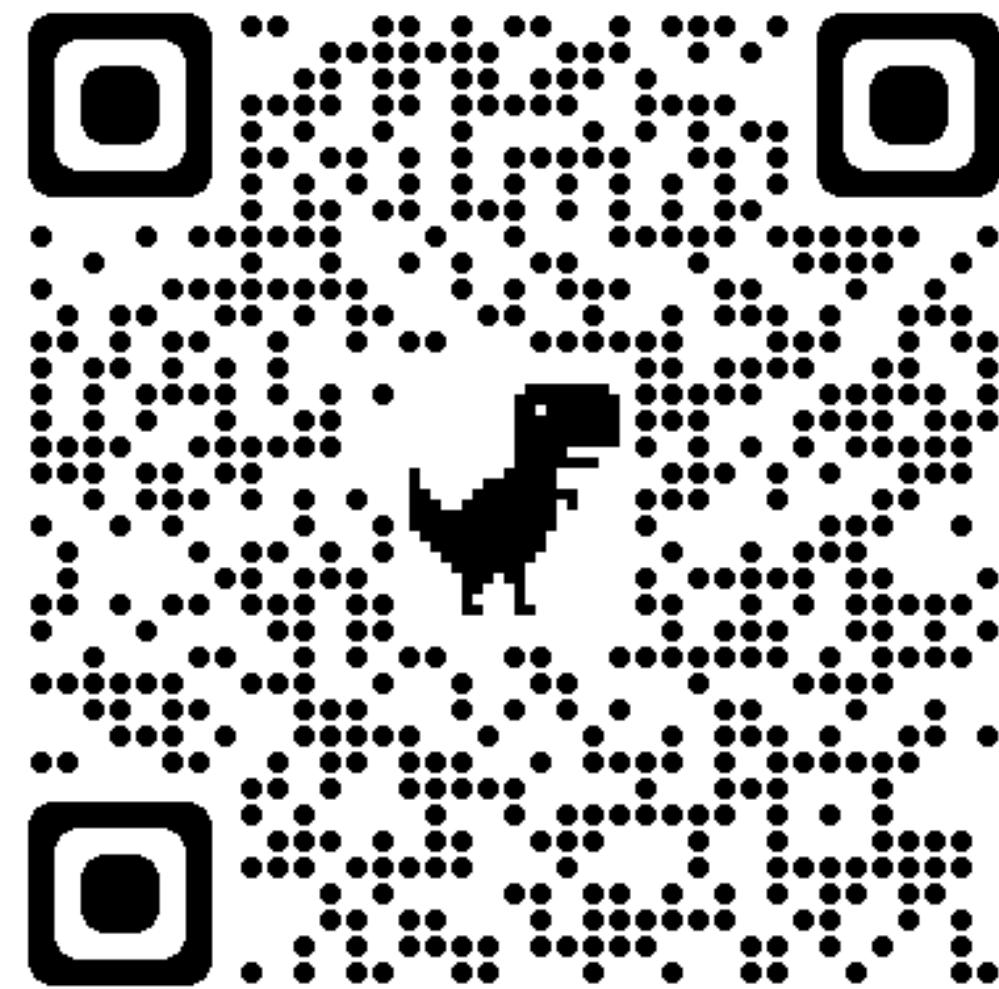
Takes **profit** from his/her
apartment



Having good
information is **vital**



Dashboard powered AI



FREE TRIAL!

**Thanks for
your attention!**

