

HOSTONOMICS-BANGKOK

AIRBNB LISTINGS BANGKOK

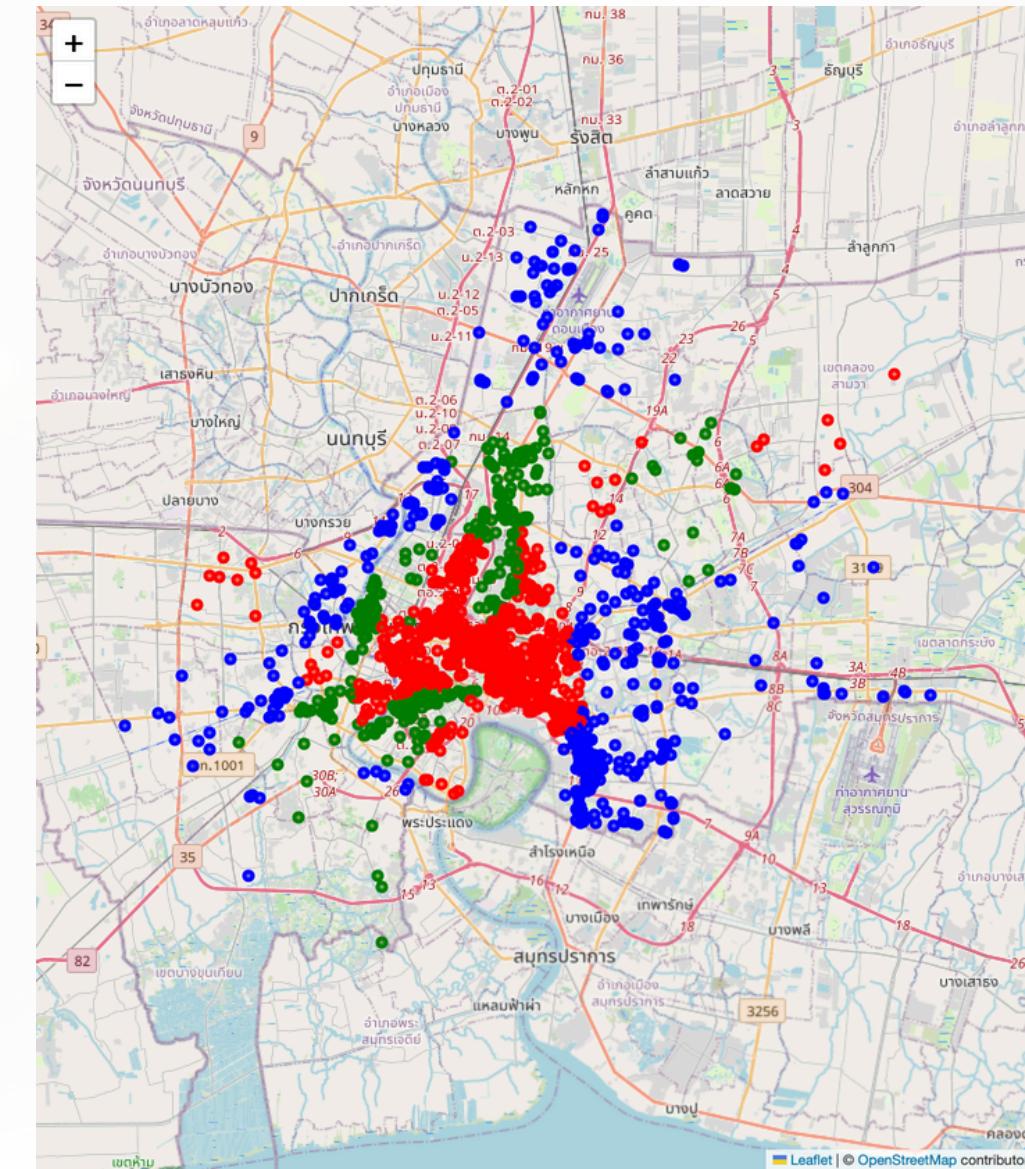
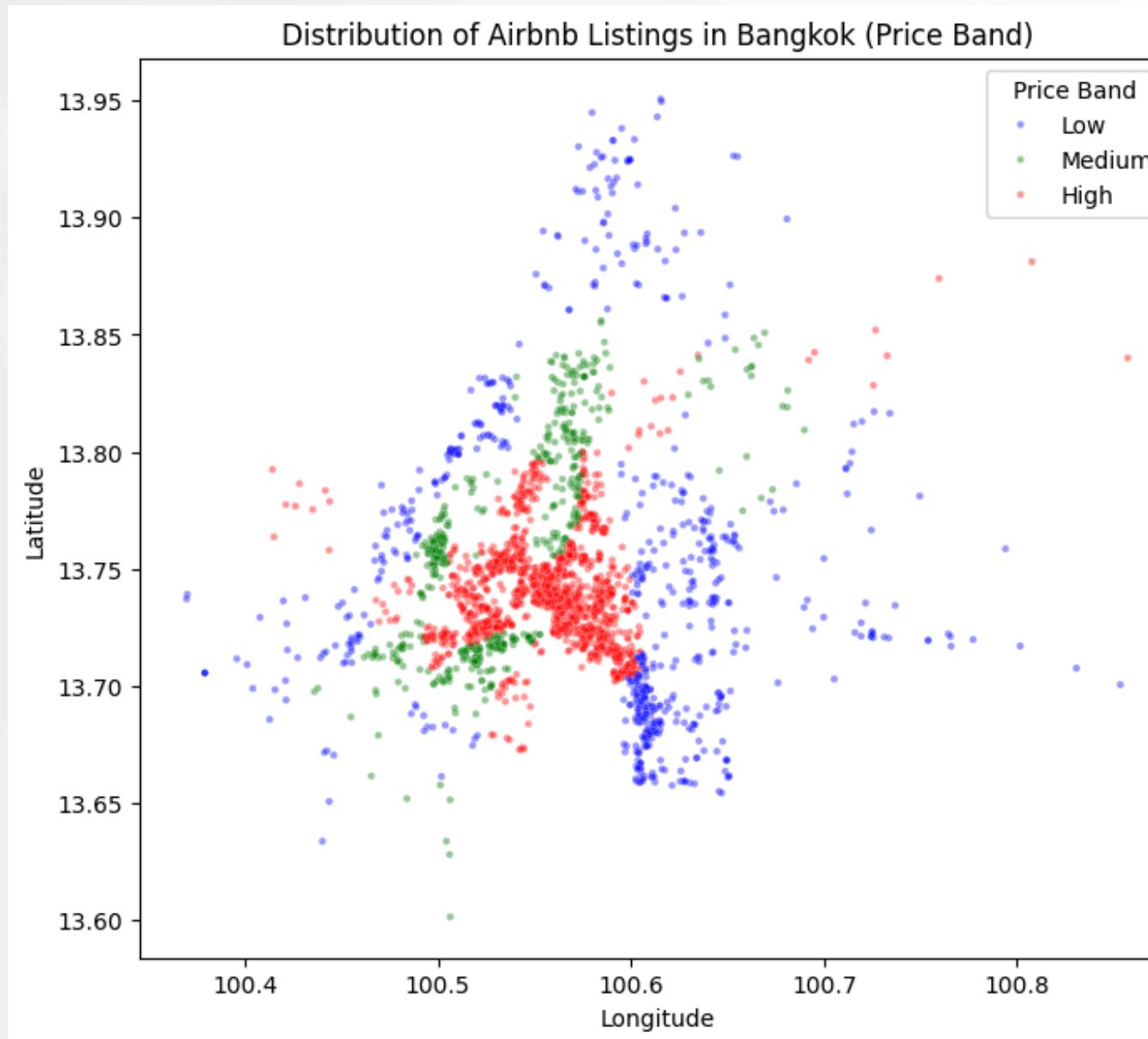
Data-driven insights on pricing, demand, and host behavior in Bangkok's Airbnb market

<https://github.com/julianafoni/Hostonomics-Bangkok>

QUESTION 1

What is the geographical distribution of listings, room types, and price levels across Bangkok's neighborhoods? Are there specific neighborhoods with a high concentration of certain room types, and how does this correlate with popularity (number of reviews) and price?

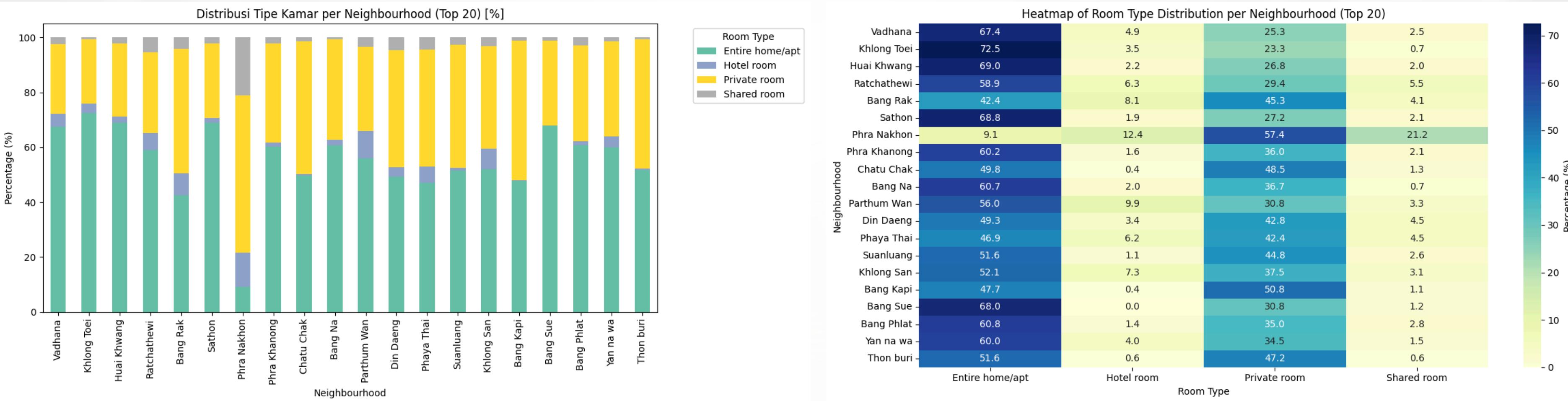
DISTRIBUTION OF AIRBNB LISTINGS IN BANGKOK



RED : HIGH
BLUE : LOW
GREEN : MEDIUM

- The densest concentration of Airbnb listings is in downtown Bangkok (tourist & business areas).
- The suburbs have fewer listings, and the majority of properties are budget/low-band types.

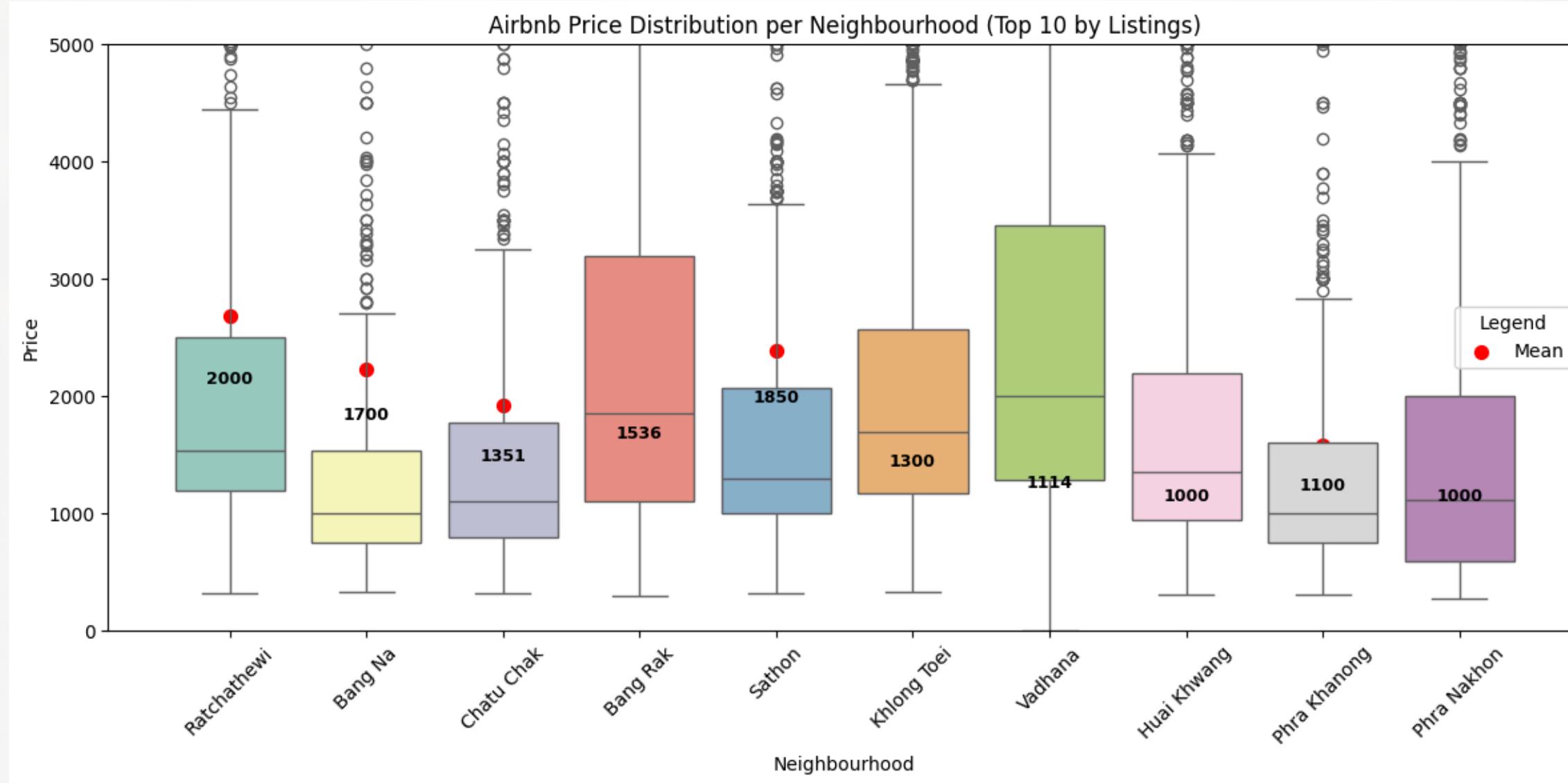
ROOM TYPE OF DISTRIBUTION PER NEIGHBOURHOOD



Room Type Distribution

- Entire homes/apartments are the dominant type in premium areas and tourist hubs.
- Private rooms are more common in suburban areas, ideal for budget travelers and long-term stays.
- Shared rooms and Hotel rooms are far less numerous and are usually concentrated in specific areas.
- Heatmaps & clustermaps reveal clustering patterns: premium neighborhoods have a room type profile that is distinctly different from that of budget neighborhoods.

AIRBNB PRICE DISTRIBUTION



Price bands:

Price bands (Low–Medium–High) are clearly divided:

High band → city center, median price > 2000

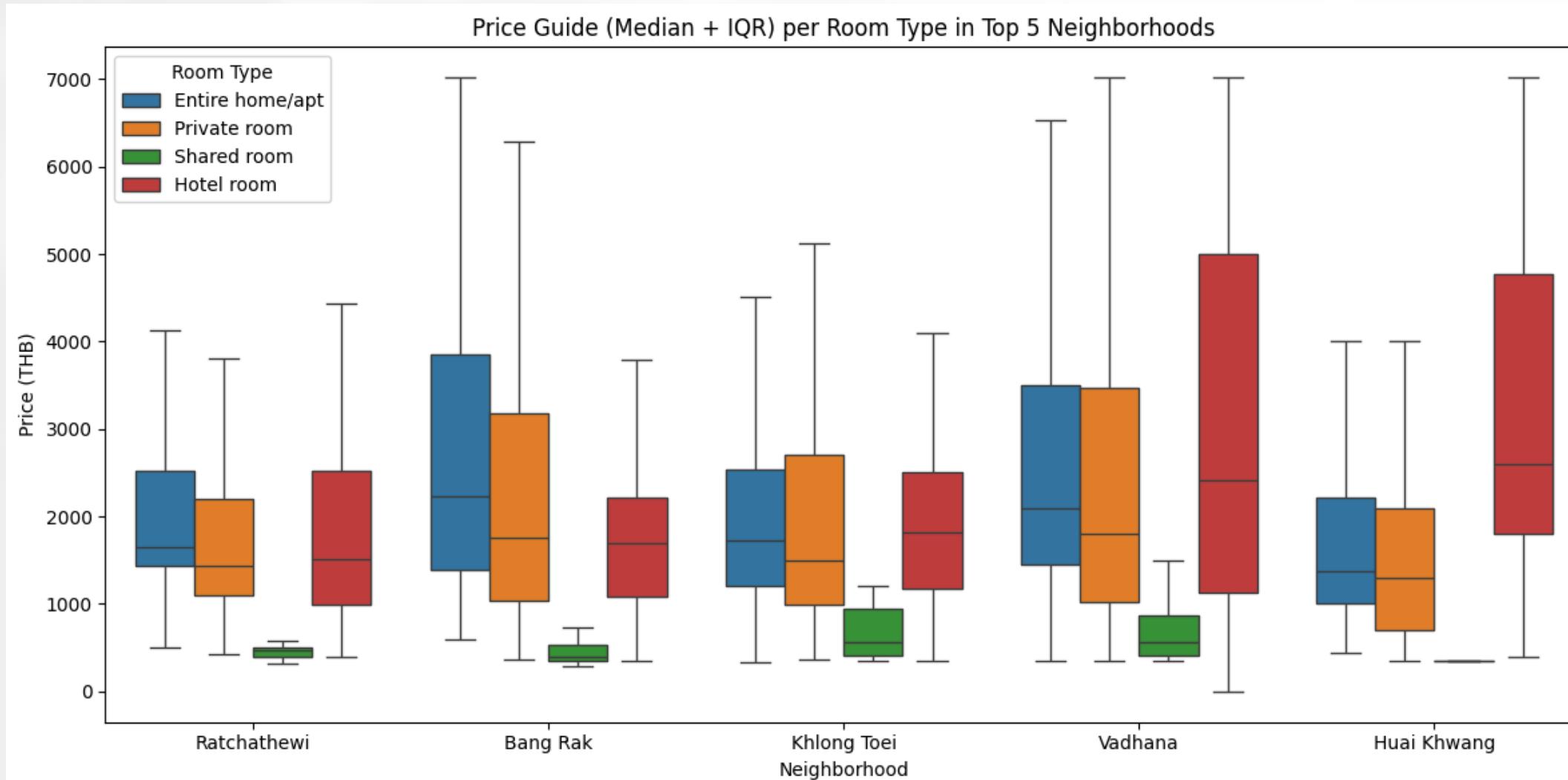
Medium band → transition zones, median price 1000–1500

Low band → outskirts, median price < 1000

QUESTION 2

What factors (such as location, room type, number of reviews, and minimum nights policy) most significantly influence the daily rental price?
How can hosts dynamically adjust their pricing based on their property's characteristics to maximize revenue?

PRICE GUIDE PER ROOM TYPE IN TOP 5 NEIGHBORHOODS



Host & Investor Insights from Price Distribution:

🎯 Budget Travelers

- choose Private / Shared Room with price Range: THB 500 – 1,000
- Locations: Ratchathewi, Bang Rak, Huai Khwang

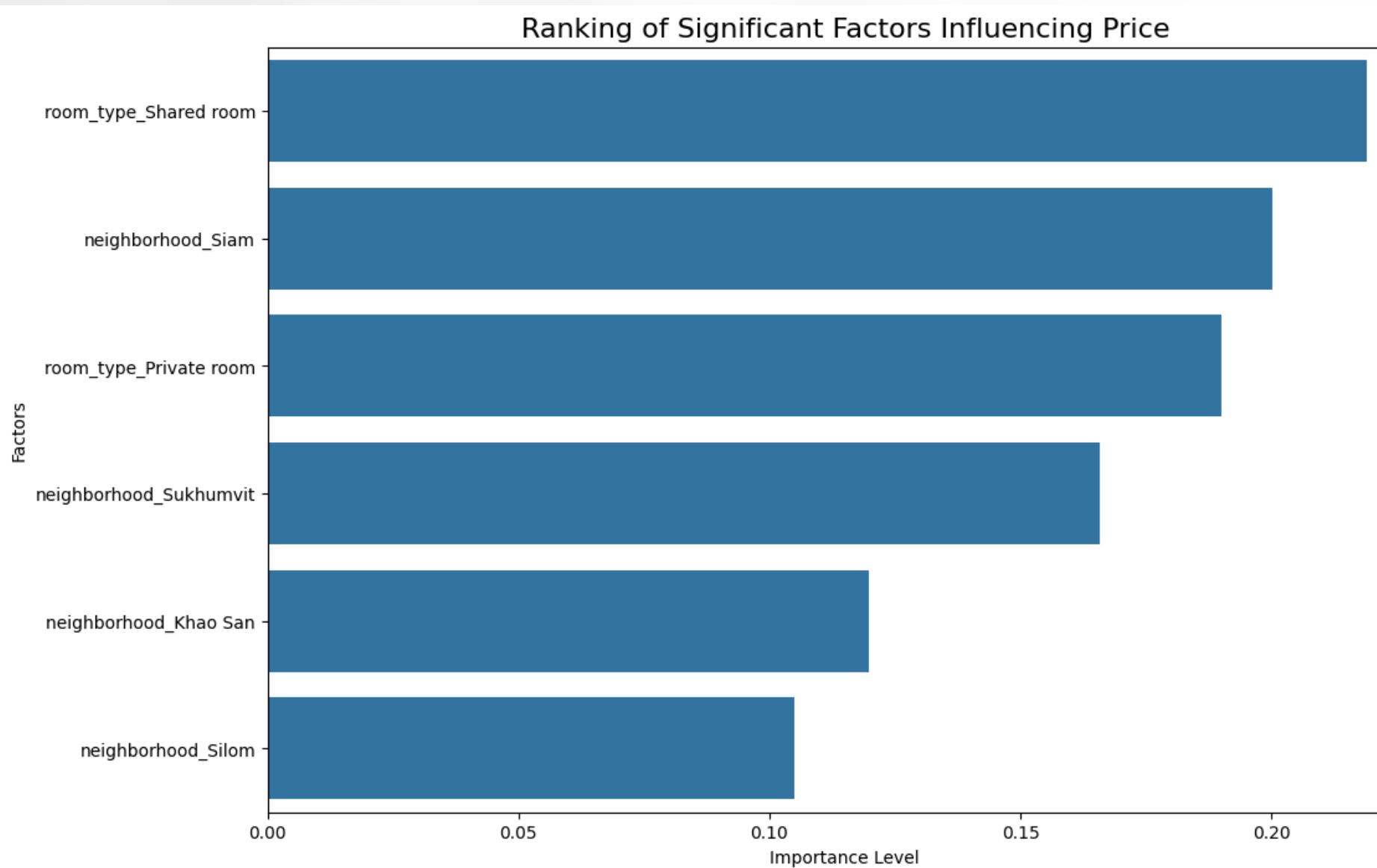
🎯 Mid-High Travelers

- choose entire Home/Apt, lower-range Hotel Room with price Range: THB 1,500 – 2,500
- Locations: Bang Rak, Khlong Toei, Huai Khwang

🎯 Premium Travelers

- choose hotel Room, High-end Entire Home/Apt with price Range: THB 3,000+ (up to 7,000)
- Locations: Vadhana, Bang Rak

MOST SIGNIFICANT FACTORS OF SET PRICING



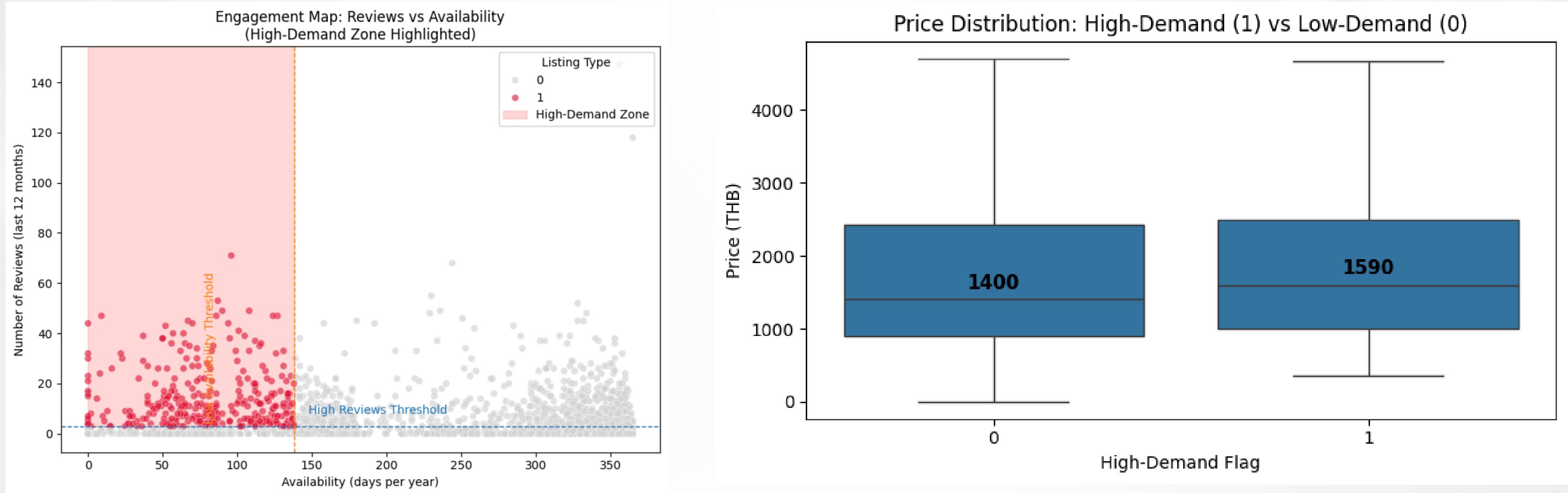
Actionable Insights:

- **Hosts** : Benchmark pricing against similar room types within the same neighborhood. E.g., a Private room in Siam can justify a premium price.
- **Investors** : Focus on high-value neighborhoods like Siam and Silom for maximum rental potential.
- **Airbnb Platform** : Pricing tools (like Smart Pricing) should heavily weight room type and location when recommending prices.

QUESTION 3

What types of properties (based on location, room type, and price) demonstrate the highest engagement, as measured by the number of reviews in the last 12 months (number_of_reviews_ltm) and low availability (availability_365)? Does the minimum nights policy impact a listing's popularity?

ENGAGEMENT MAP: REVIEW VS AVAILABILITY



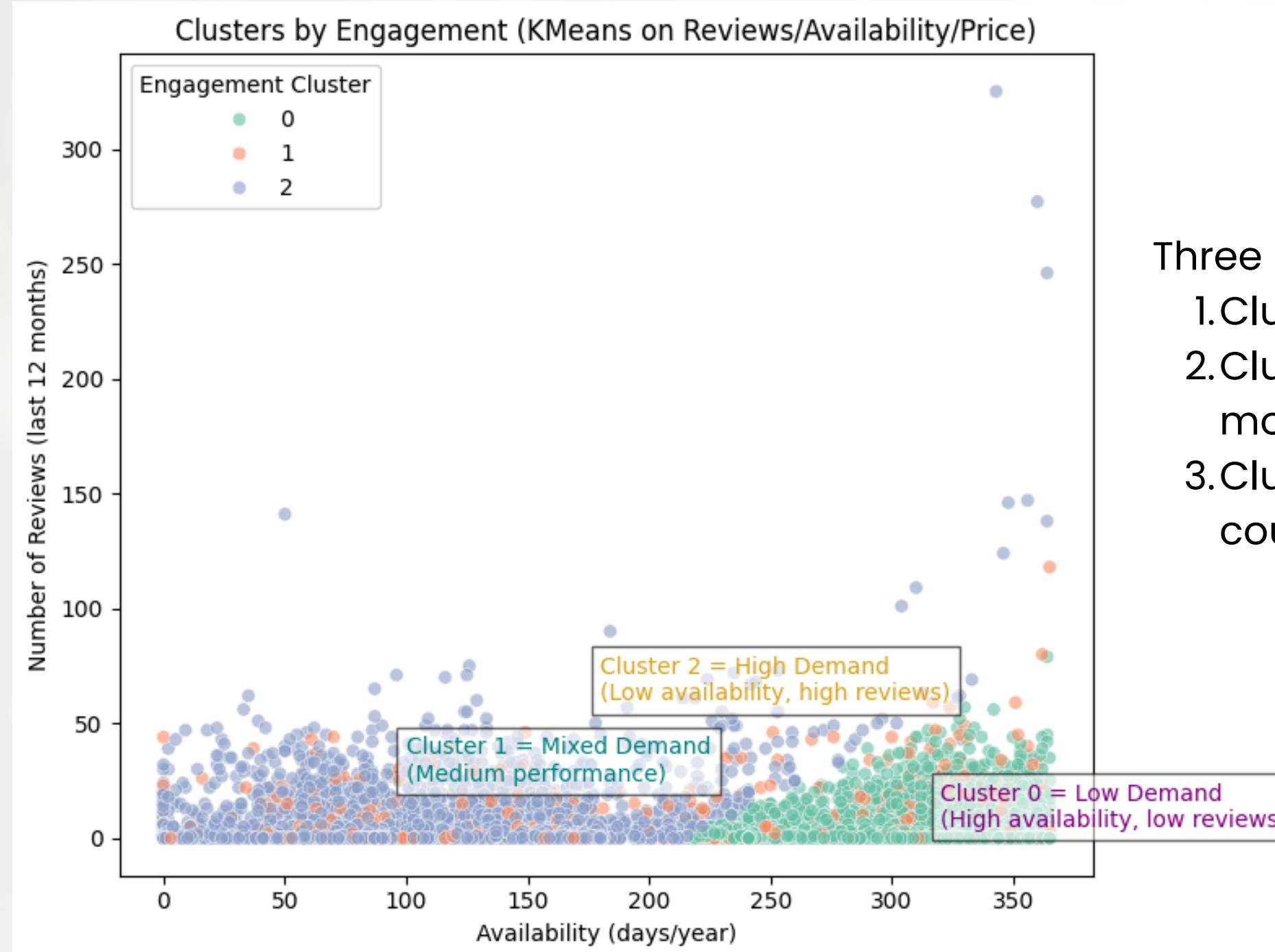
Profile of High-Demand Listings Neighborhoods: Clustered in central & tourist-heavy areas (e.g., Sukhumvit, Ratchathewi, Bang Rak).

Room Types: Dominated by Entire home/apt and Private room.

Price: Typical median price ~ 1,500–2,000 THB per night (mid-range).

Minimum Nights: Successful high-demand listings generally have shorter minimum stays (1–3 nights).

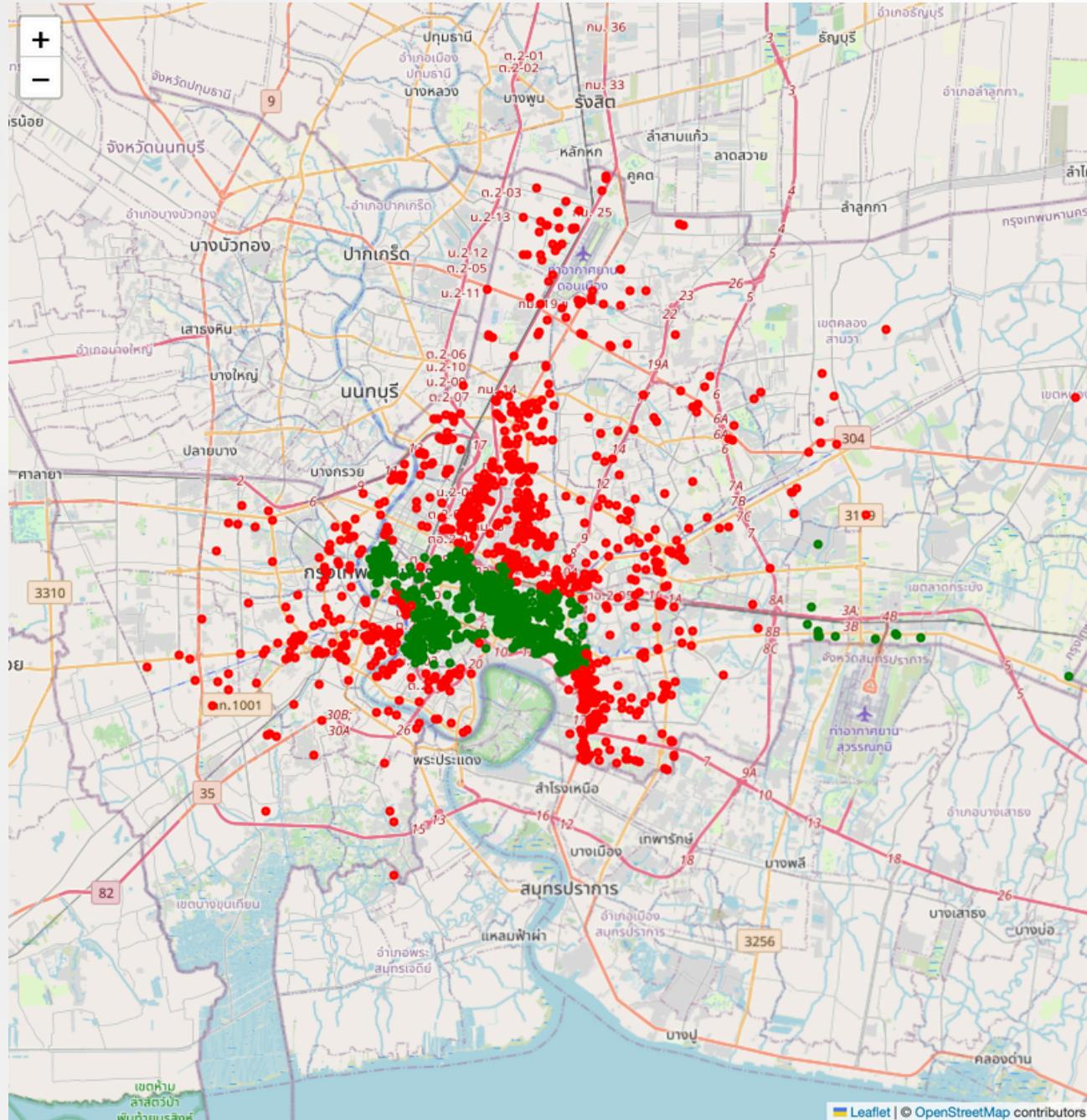
CLUSTER BY ENGAGEMENT



Three natural clusters emerge:

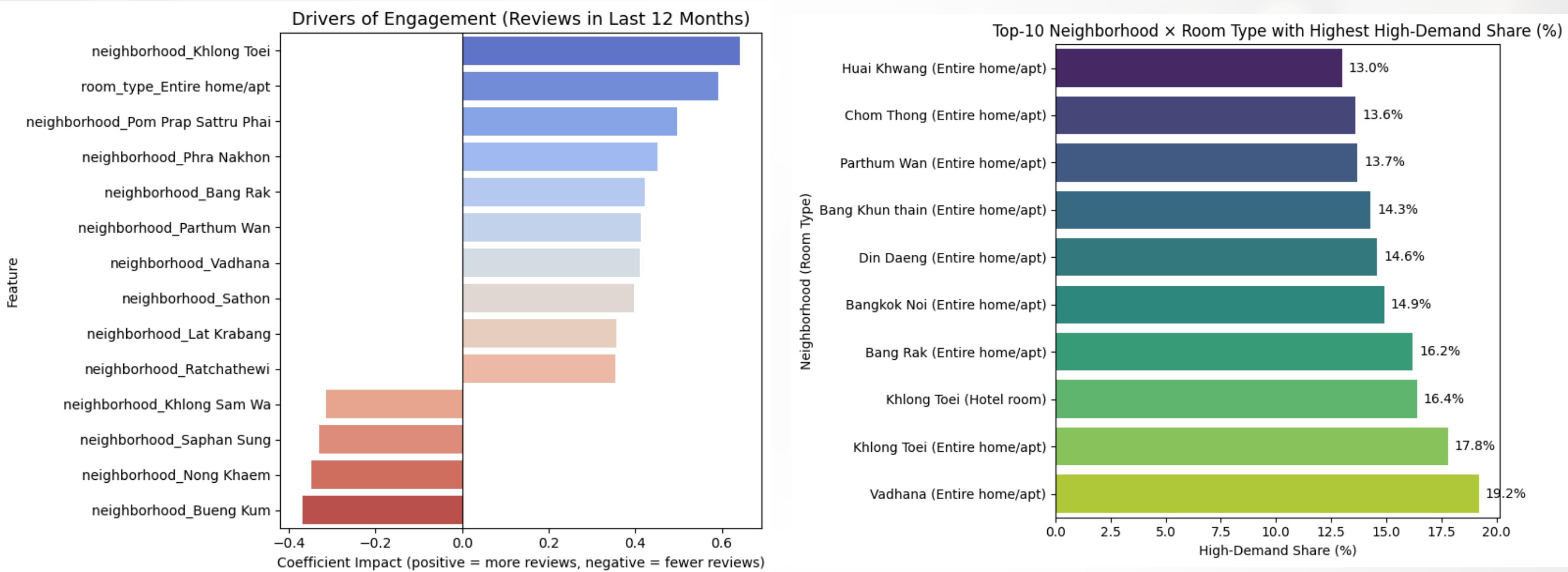
1. Cluster 0 (Low Engagement): Many listings, but few reviews.
2. Cluster 1 (Medium Engagement): Stable mix of reviews and moderate availability.
3. Cluster 2 (High Engagement): Few listings, but very high review counts and low availability → premium spots.

CLUSTER BY ENGAGEMENT



- Choropleth Map → each district is shaded red/blue based on regression coefficient.
- Scatter Map → plots each Airbnb listing on Bangkok map (red = negative driver, green = positive driver).

DRIVERS OF ENGAGEMENT

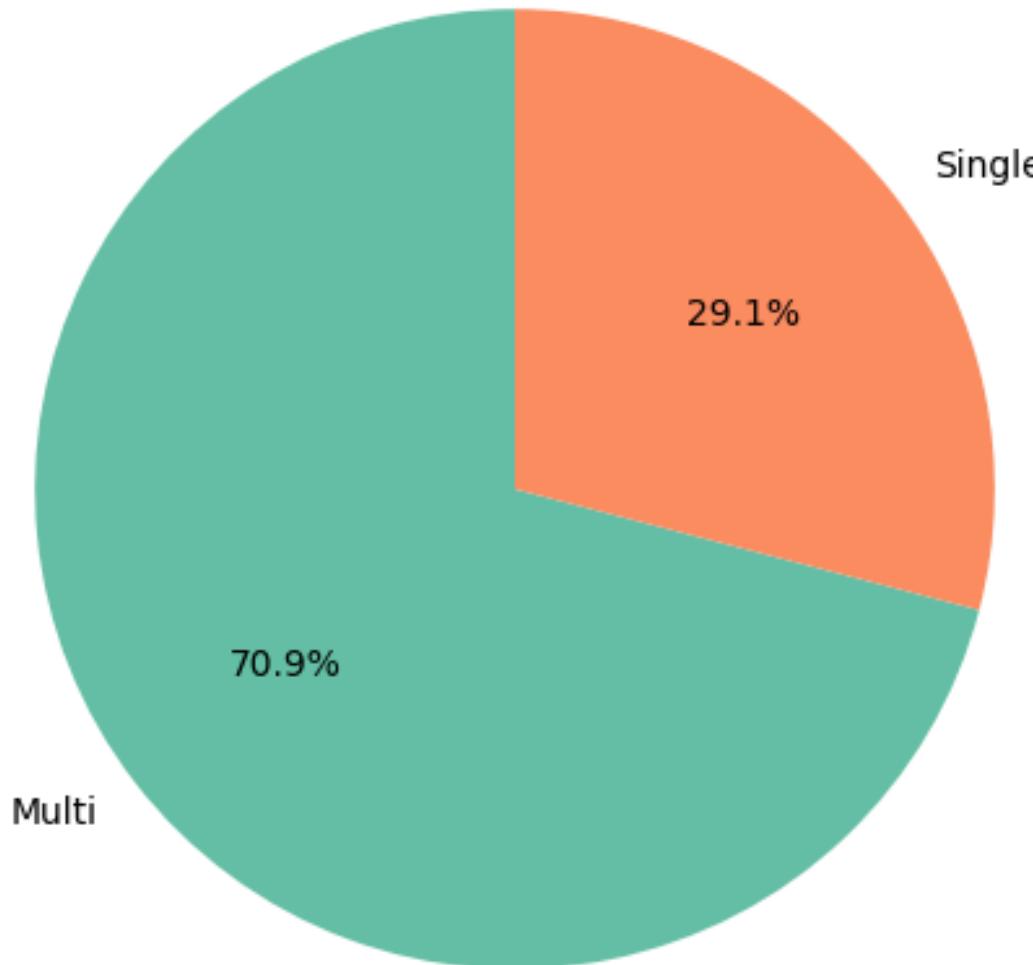


QUESTION 4

How do the profiles and performance differ between single-listing hosts and multi-listing hosts (calculated_host_listings_count)? Do professional hosts tend to dominate certain neighborhoods, set different prices, or garner more reviews compared to individual hosts?

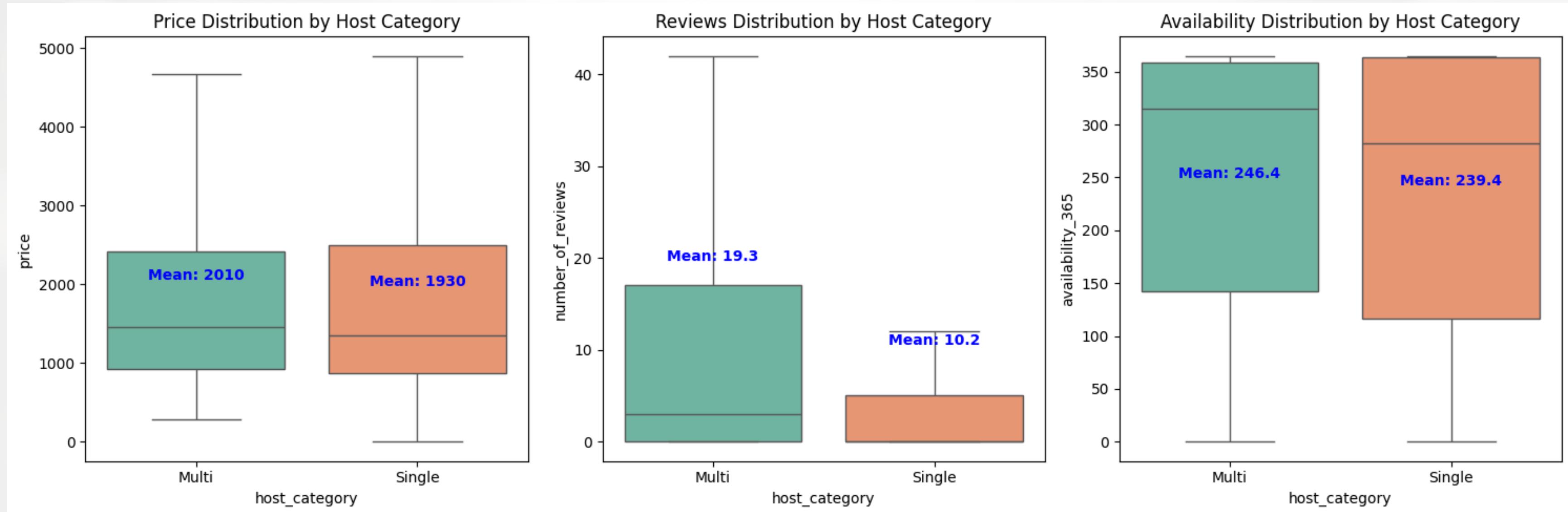
HOST CATEGORY: SINGLE VS MULTI

Host Category Distribution: Single vs Multi



The Bangkok Airbnb market is dominated by multi-property hosts (71%), while single-property hosts account for only about 29%

DISTRIBUTION OF HOST CATEGORY



Multi-property hosts dominate the Bangkok Airbnb market with higher prices, more reviews, and slightly greater availability. Single-property hosts may face challenges in competing, which has implications for fairness, competition, and regulatory policies.

THANK YOU



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