

# Airbnb Price Fluctuation

## Major Events and Holidays in San Francisco

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# Introduction

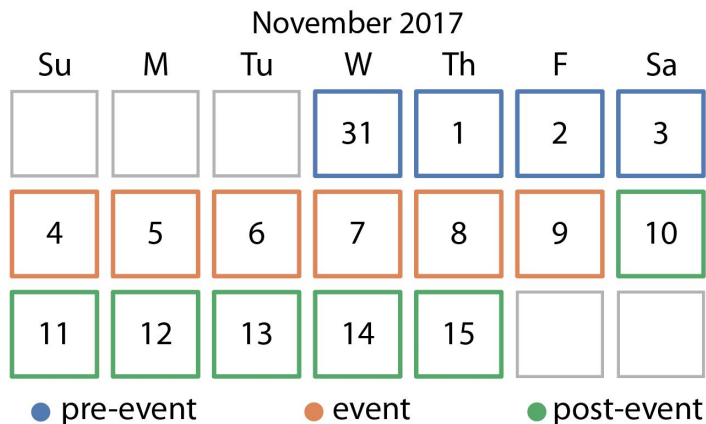
- Goal
  - Find trends in Airbnb pricing in the 12 months leading up to major events or holidays
  - E.g. Fluctuation in Christmas listing prices between Jan and Dec 2017
- Data source: [insideairbnb.com](https://insideairbnb.com)
  - 'Listing': listing location and information
  - 'Calendar': next 12 months of listing prices from scrape date
- Major Events/Holidays
  - Attendees travel to attend or celebrate an event
  - Attendees capture a variety of populations

# Events (2017)

Public Holidays	Special Interest
Fourth of July Christmas New Year	Pride Parade Outside Lands Dreamforce

# Dreamforce: Salesforce Conference

- Event Period: November 6 - 9
- Observed Dates: October 31 - November 15
- 171,000+ registered attendees from 91 countries
- Attendees: either better-off or sponsored by companies to attend

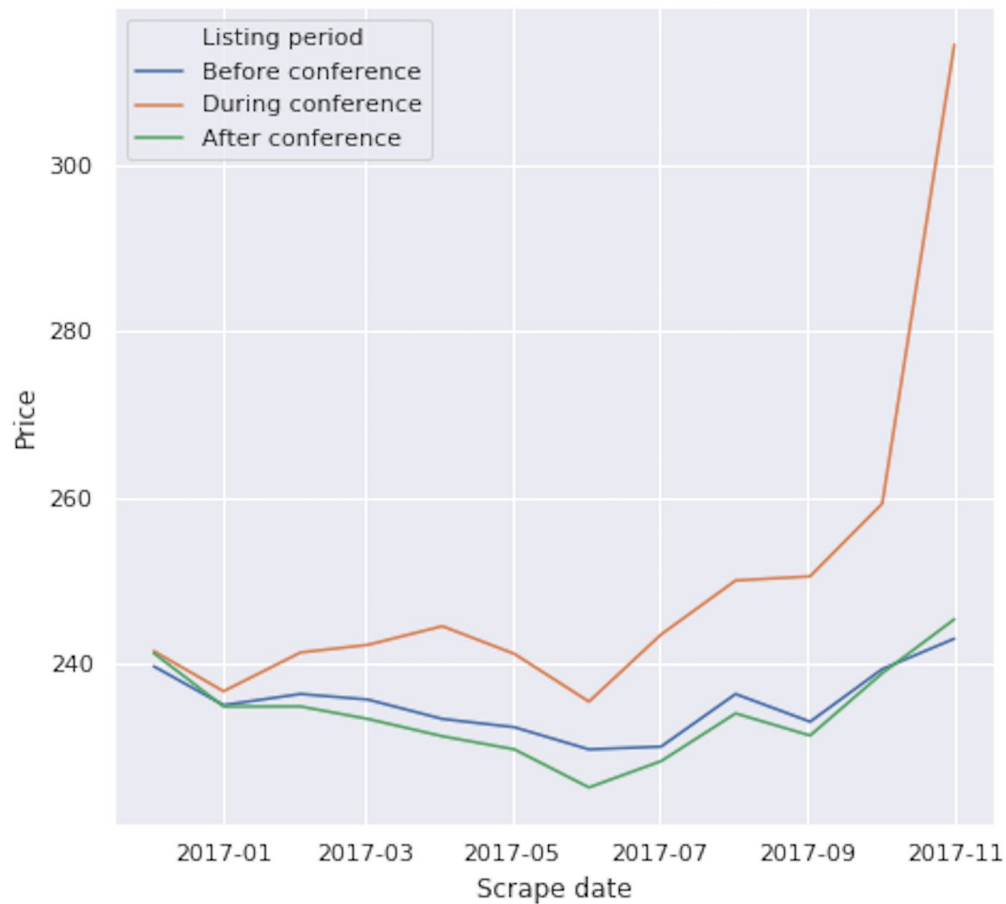


**Pre-event:** October 31 - November 3

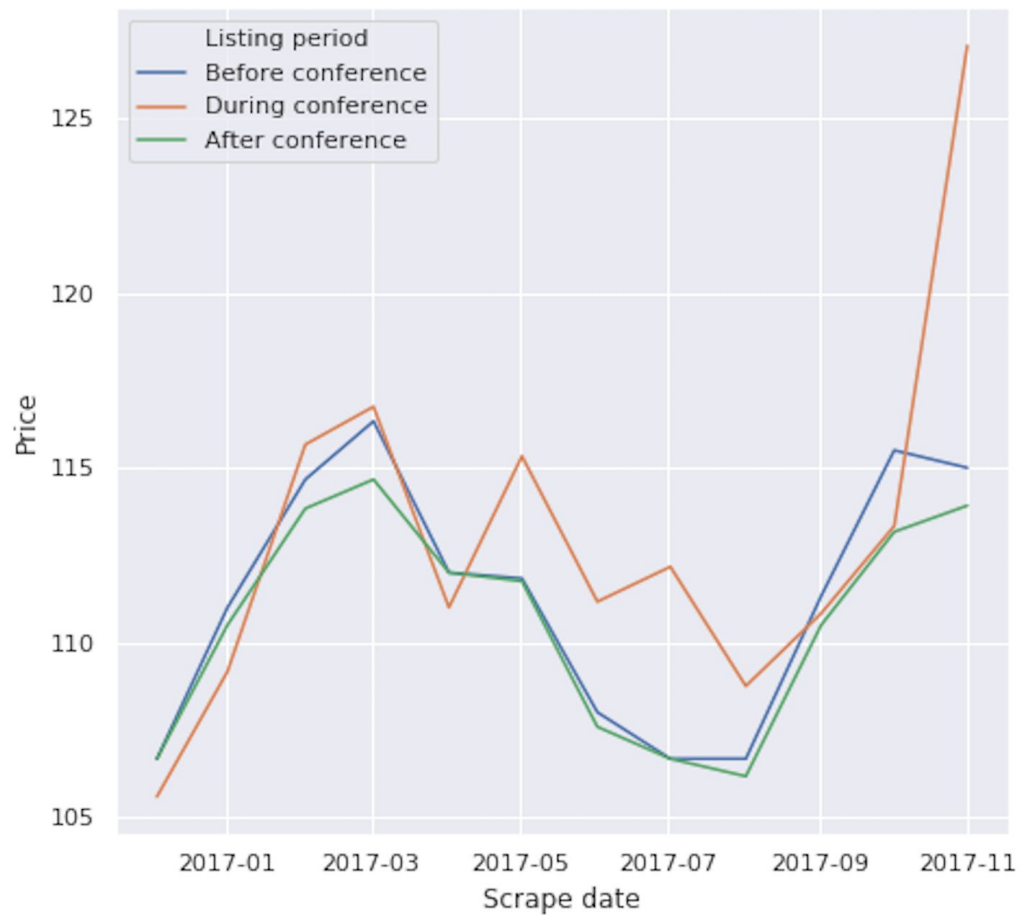
**Event:** November 4 - 9

**Post-event:** November 10 - 15

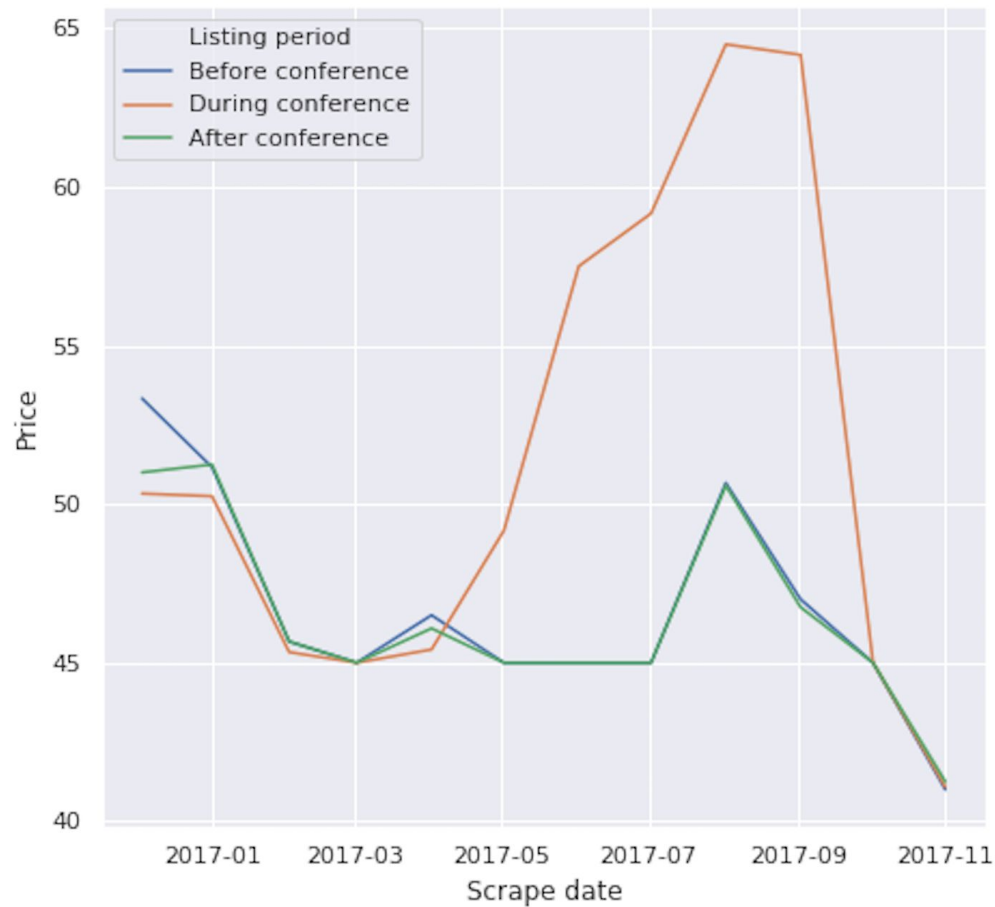
# Entire Home/Apartments



# Private Rooms



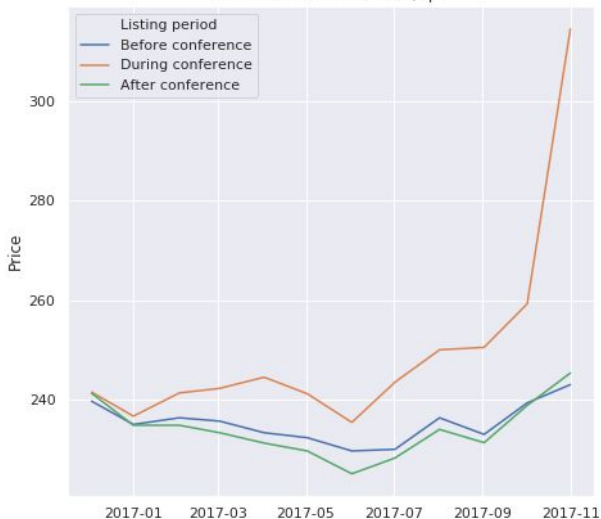
# Shared Rooms



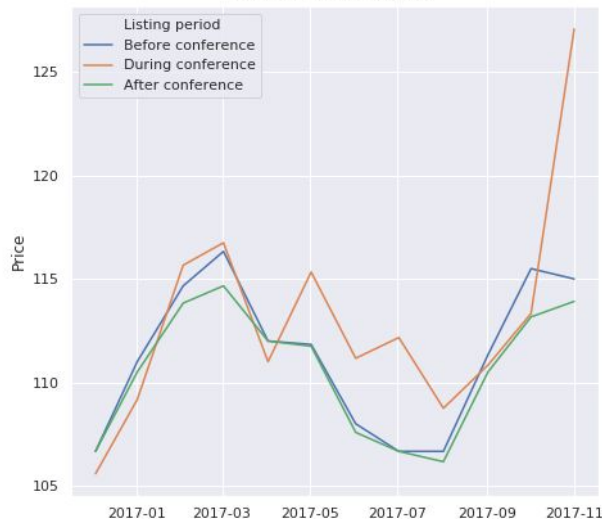
# Conclusion

- Entire homes/apartments and private rooms:
  - Airbnb price is correlated to proximity to large events (e.g. Dreamforce)
- Shared rooms:
  - Price trend is inverted, as prices spike early and fall closer to the event

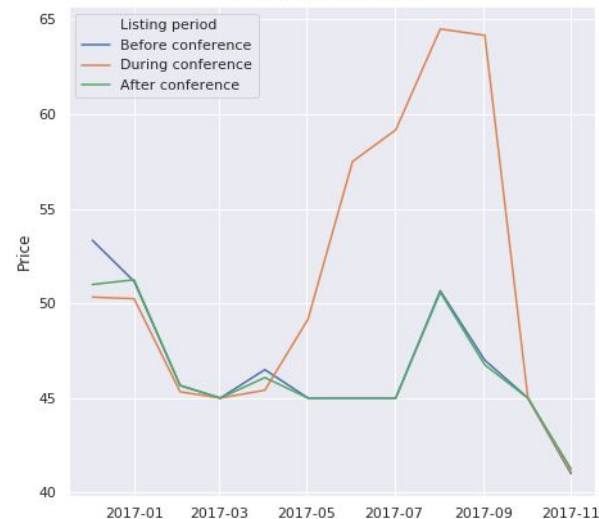
Dreamforce, Entire home/apt



Dreamforce, Private room



Dreamforce, Shared room





# Next steps

- Analysis across different events
  - Pride Parade, July 4th, Outside Lands, Christmas/New Years
- Price differences across neighborhoods
  - Are some neighborhoods more “desirable” than others?
- Do prices follow an annual trend independent of events?