

Airbnbs in **STOCKHOLM** SWEDEN

For lower-middle-class solo travelers, which is the best location in Stockholm, Sweden to stay?

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Agenda

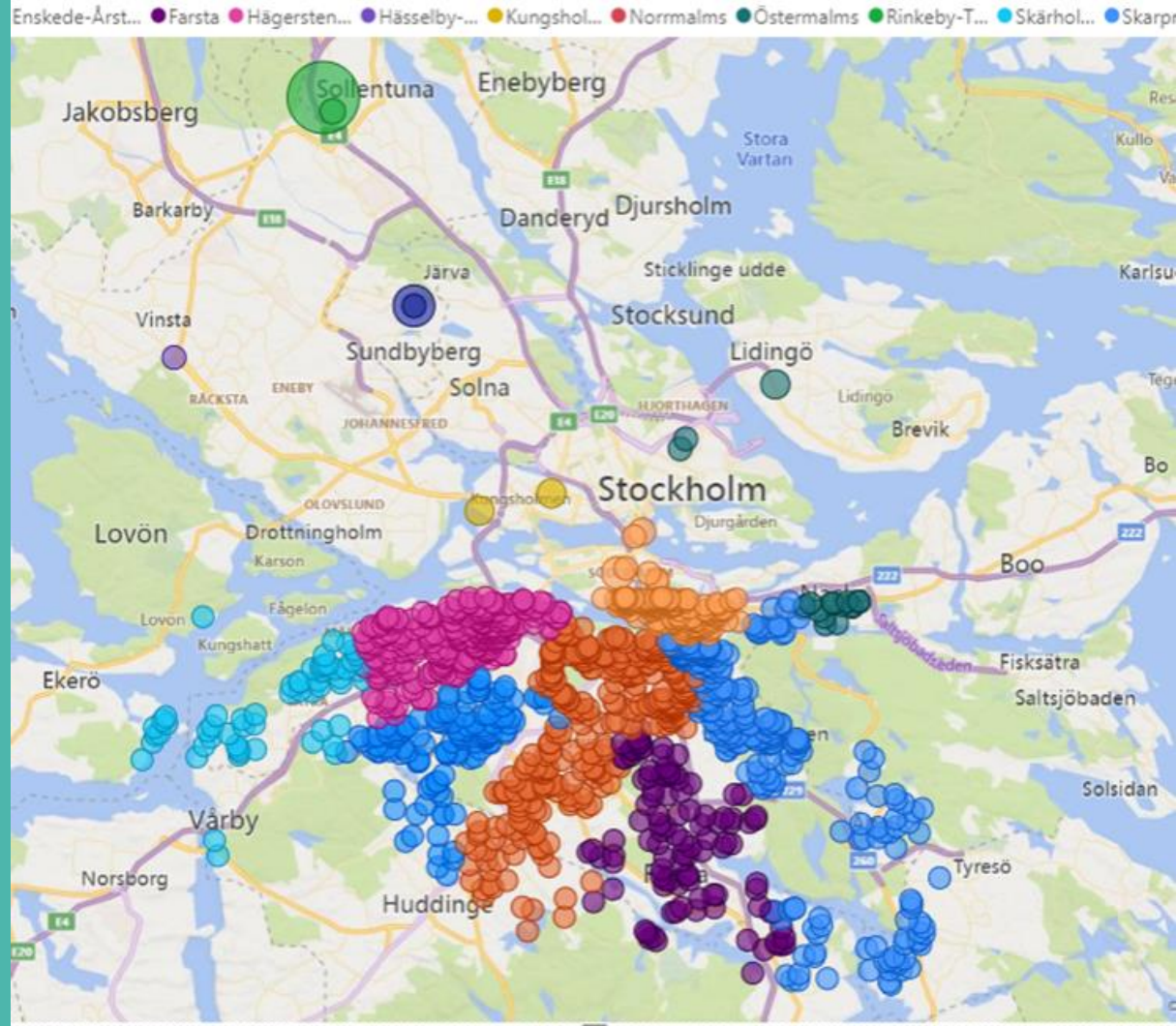
1. Introduction
2. Exploratory Data Analysis
3. Recommendations



1. Introduction

Air BnB market trends in Sweden

- 2022 has been the year that the tourism and travel industries rebound
- Most businesses are back to normal → more people taking business-related trips → the Airbnb business will see increased bookings and better returns
- According to Air BnB: **Sweden's** progressive values made it an attractive partner



1. Introduction

- **Focus groups:**
 - **Lower middle-class solo tourists** looking for an **affordable stay** for their holiday in Stockholm

Research questions...

1. Location:

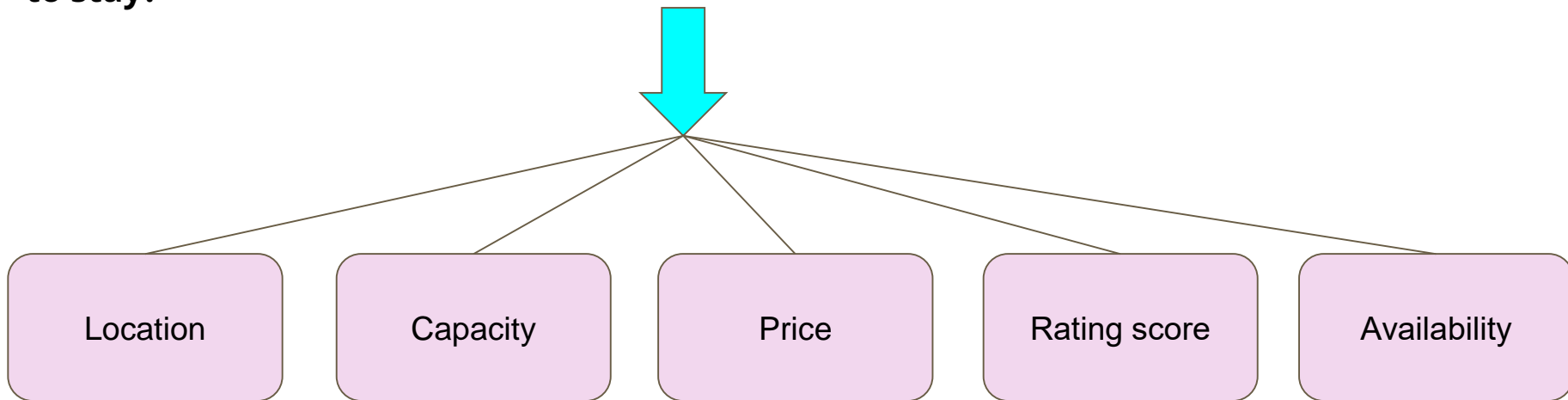
- a. Which neighborhood has the cheapest accommodates?

2. Room type:

- a. Which room type has the cheapest accommodates?

2. Exploratory Data Analysis

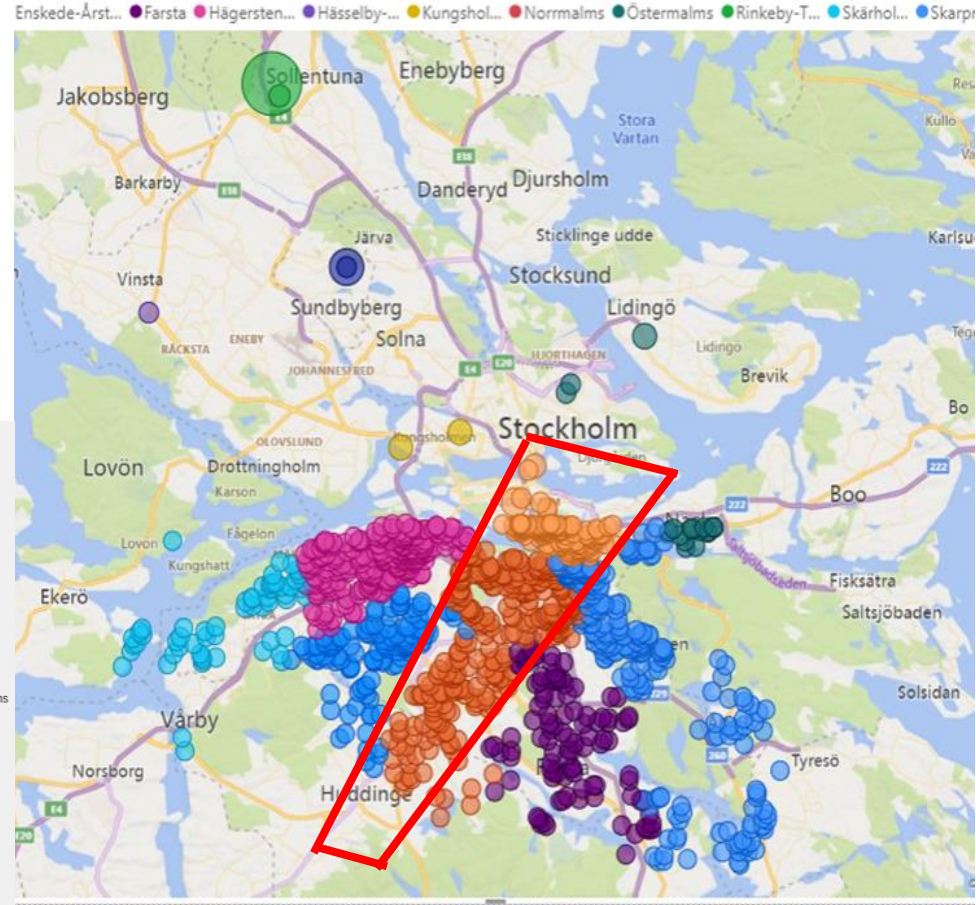
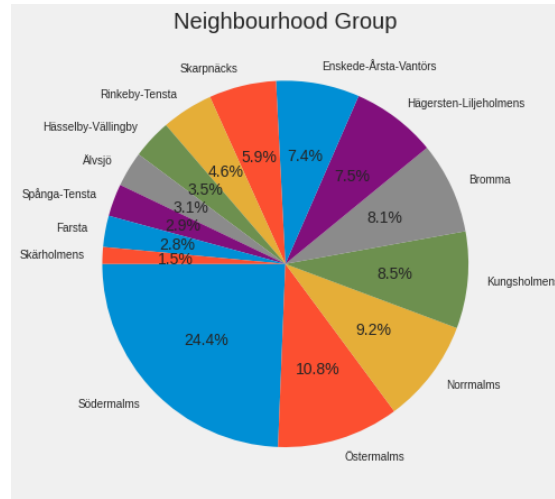
For lower-middle-class solo travelers, which is the best location in Stockholm, Sweden to stay?



2. Exploratory Data Analysis

a) Location

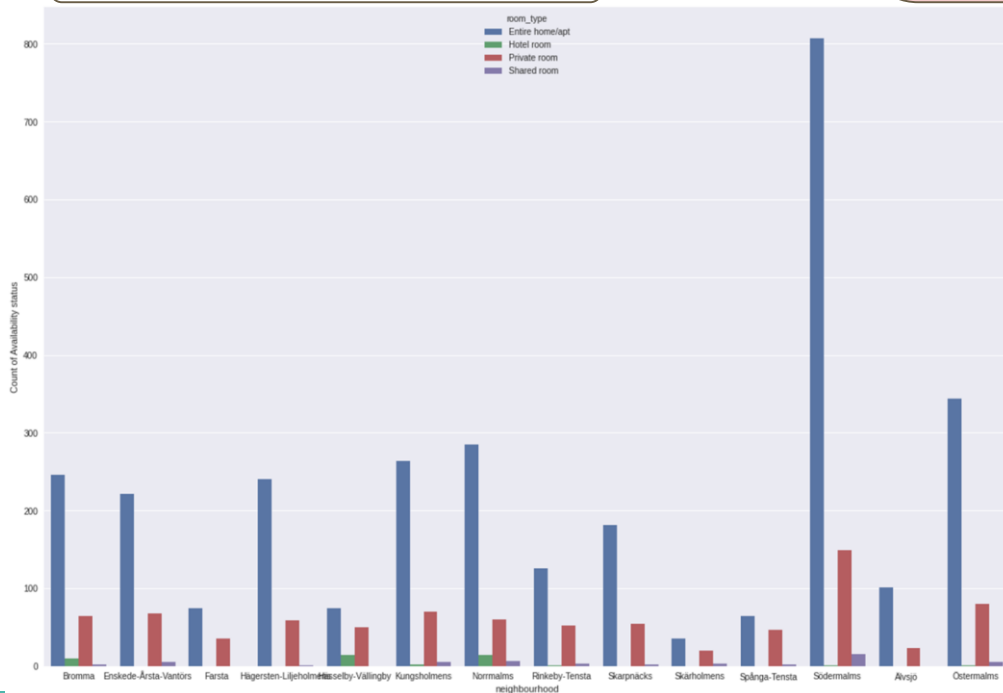
- Airbnb Listings in Stockholm near **Södermalms, Östermalms, Norrmalms, Kungsholmens** have the highest share of accommodates.
- **Södemaalms** has the most accommodates nearest to Stockholm city center
- One host has the most listings in **Sollentuna**, but is the farrest to the center
- **Rinkeby-Tensta** has the least number of listings



2. Exploratory Data Analysis

b) Capacity

Total listings by Location & Room type

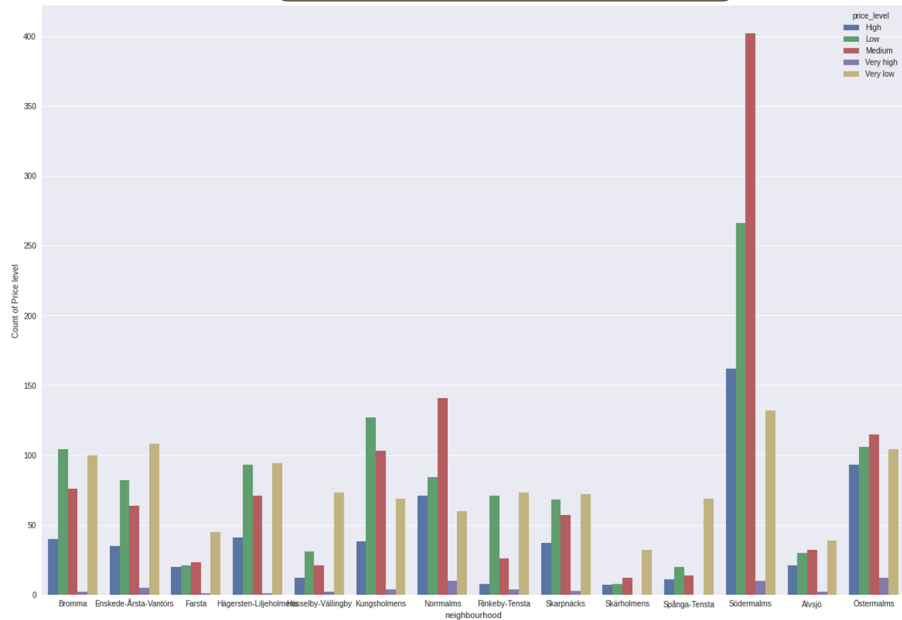


- **Södermalms, Östermalms** have the most air bnbs listings
- **Entire home** is listed most near **Södermalms**, while **Entire home** and **Private room** near **Hasselby-Vällingby** and **Spånga-Tensta** are nearly equal
- **Södermalms, Östermalms, Bromma, Normalms** could be more suitable for solo or couple travelers
- **Houses in Södermalms** are suitable for small-sized families as this location has the highest number of entire homes
- **Hasselby-Vällingby** is an appropriate option for those seeking hotel rooms

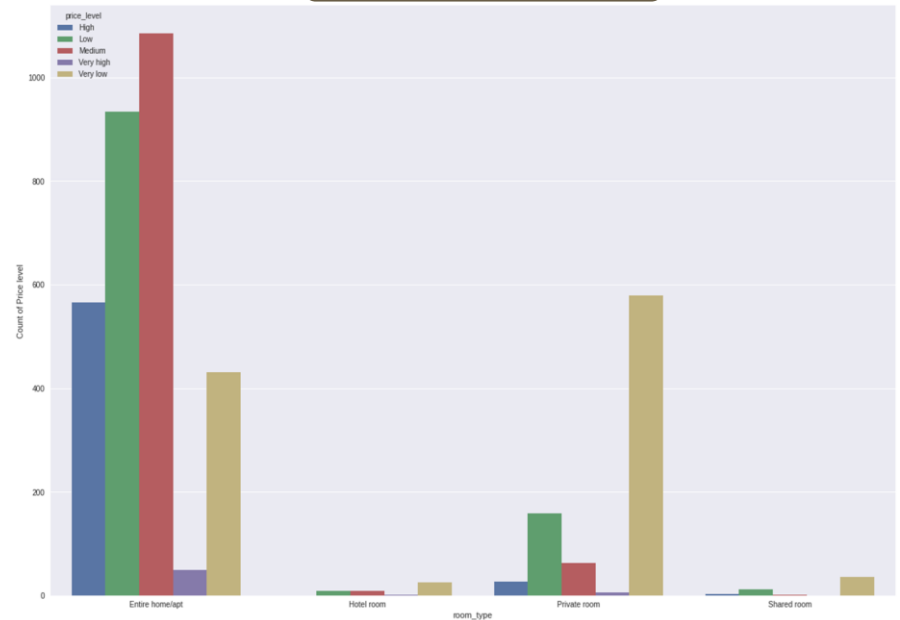
2. Exploratory Data Analysis

c) Price

Price by neighborhood



Price by room_type



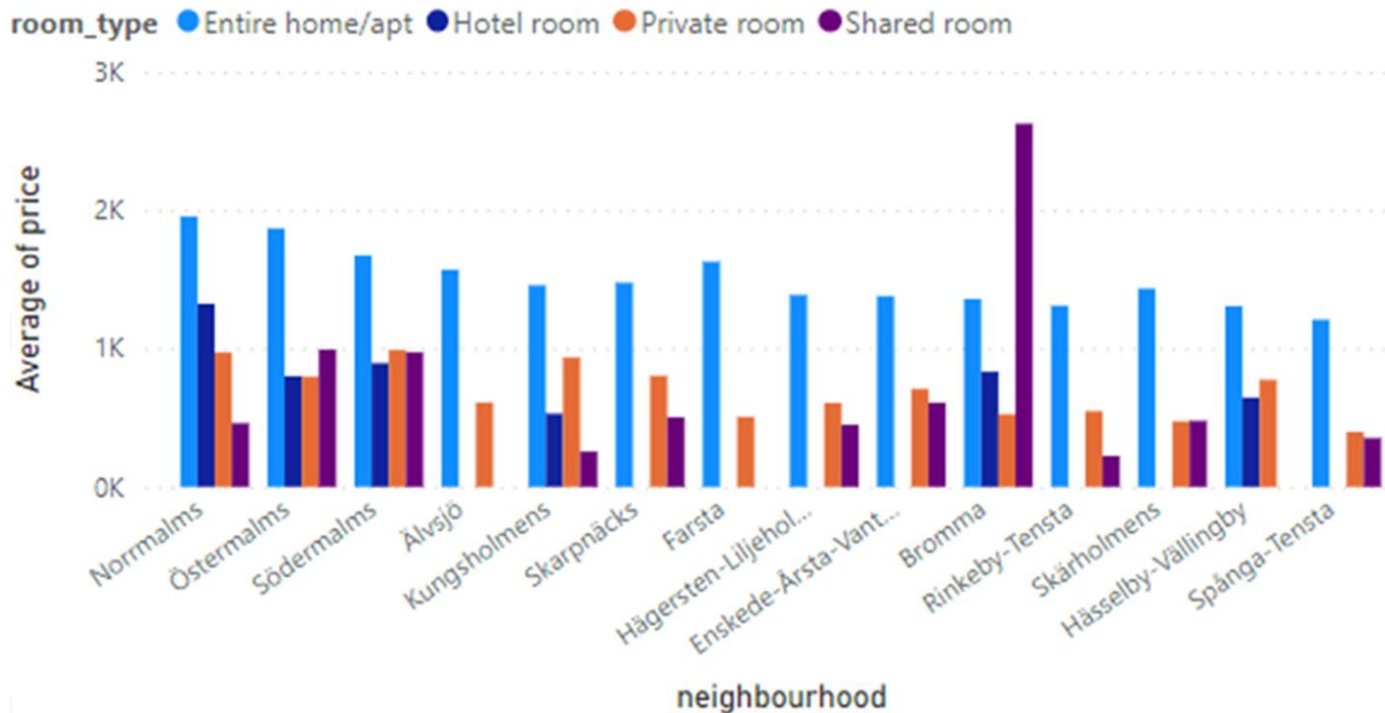
- **By neighbourhood:**
 - **Södermalms, Östermalms, Kungsholmens, Hägersten-Liljeholmens** have the highest number of inexpensive accommodates
 - On average, **Normalms** accommodates have the highest price, at 1700 SEK
- **By room type:**
 - Private room & share room offer the lowest price, at 750 SEK
 - Entire home & private room have the highest number of cheap accomodates

3. Key insights

c) Price

- **Södermalms** hosts offer the lowest price for tourists, followed by **Östermalms**, **Brömma**, **Enskede-Arsta-Vantor**
- **Low-budget solos** are recommended to choose shared rooms/ private rooms in **Rinkeby-Tensta** or **Kungsholmen**

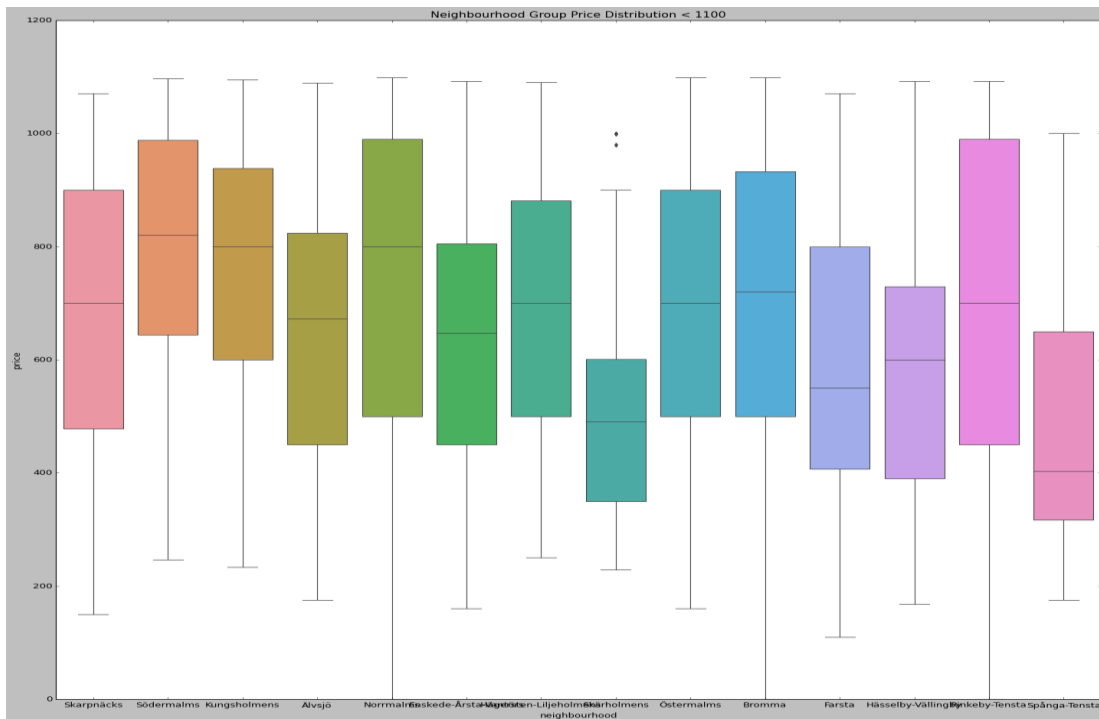
Average of price by neighbourhood and room_type



2. Exploratory Data Analysis

c) Price - Price distribution of cheap listings

- These areas seem to have similar distribution
- **Spanga-Tensta** is the cheapest
- Average price of Södermalms' listings is among the lowest, at 700 SEK



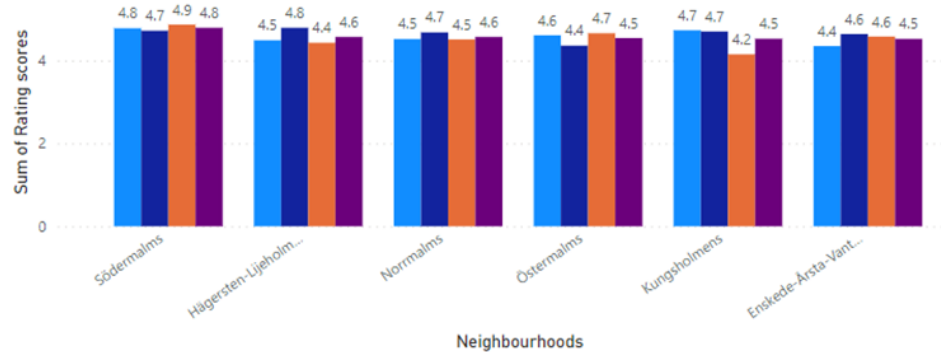
2. Exploratory Data Analysis

d) Rating score of top 6 cheapest areas

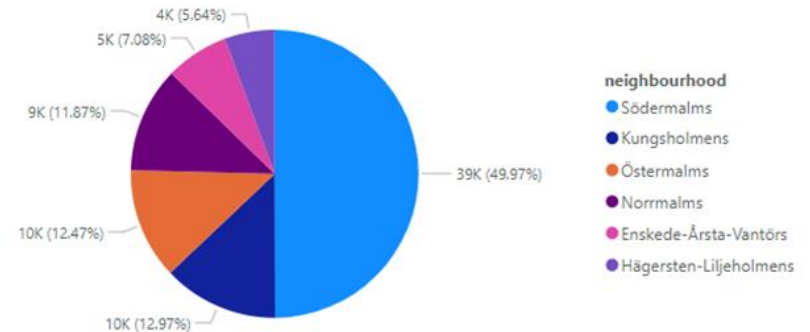
- **Checkin:** Södermalms > Kungsholmens > Östermalms > Norrmalms & Hägersten-Lijeholmens > Enskede-Årsta-Vantörs
- **Cleanliness:** Hägersten-Lijeholmens > Södermalms, Norrmalms, Kungsholmens > Enskede-Årsta-Vantörs > Östermalms
- **Location:** Södermalms > Östermalms > Enskede-Årsta-Vantörs > Norrmalms > Hägersten-Lijeholmens > Kungsholmens
- **Overall score:** Södermalms > Hägersten-Lijeholmens & Norrmalms > Östermalms, Kungsholmens, Enskede-Årsta-Vantörs
→ **Södermalms & Hägersten-Lijeholmens** are ideal locations

Rating scores

Criteria ● Checkin ● Cleanliness ● Location ● Overall rating



Number of reviews

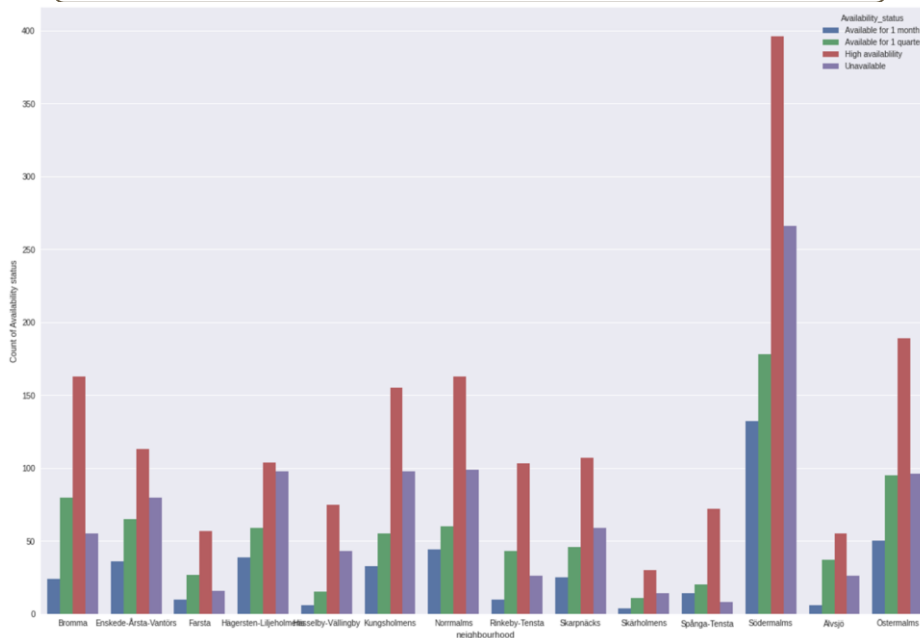


2. Exploratory Data Analysis

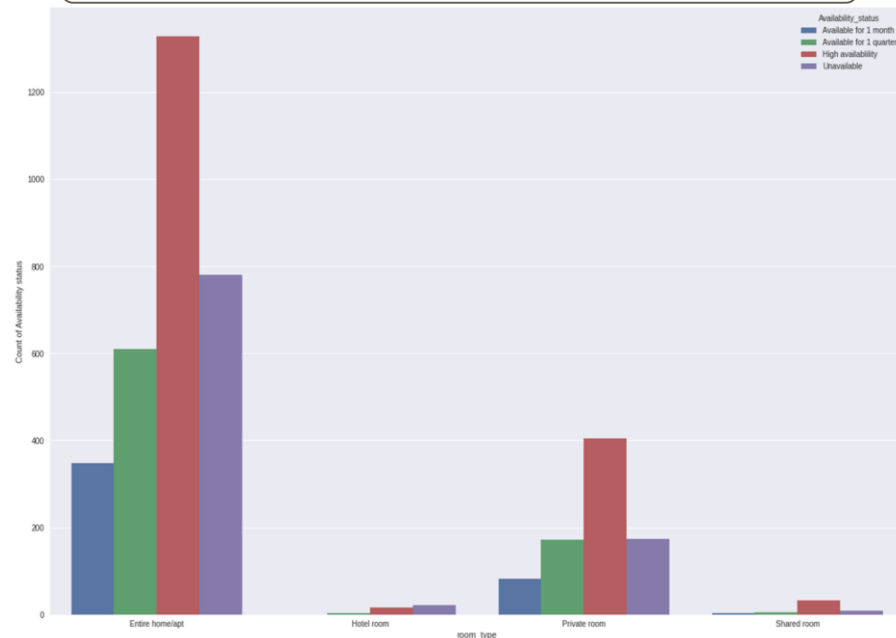
e) Availability

- Many air bnbs in **Södermalms** are available
- Unavailable accomodates/ Total listings ratio:
 - **Hagersten-Liljeholm**: unavailable accomodates are $\frac{1}{4}$ of total listings
 - **Rinkeby-Tensta**: has the lowest ratio
- Room type: **Entire home** has the most available air bnbs, whereas **shared room** has the least

Number of Air BnBs based on availability status by Neighbourhood



Number of Air BnBs based on availability status by Room type



3. Recommendations

Private room in Södermalms would be the best option for low-and-medium-income tourists due to:

- Location - closest to Stockholm center
- Affordable price
- High capacity
- High availability
- High rating score
- Higher privacy compared to Shared Room
- Entertainment:
 - Several parks and breathtaking panoramic views of Stockholm: Fjällgatan and Monteliusvägen
 - A myriad of vintage stores, eclectic shops, Swedish fashion, galleries and design stores