

BUSINESS INSIGHTS:

- 1) Manhattan and Brooklyn dominate the AirBnB market in terms of the number of beds available.
- 2) Guests are heavily concentrated in Manhattan and Brooklyn, both in quantity and engagement (reviews).
- 3) Manhattan dominates both in bed availability and customer ratings. Brooklyn is a strong secondary market.
- 4) There was a general price fall after 2011, possibly due to increased competition, regulations, or market saturation. Post-2011, the average price has been decreasing.
- 5) Southern Manhattan is likely the most expensive area to stay, while peripheral areas offer cheaper alternatives. Southern Manhattan has the highest localized prices.
- 6) Bronx and Staten Island have low market activity compared to other boroughs.