



The Evolution of Home Sharing in Los Angeles

Post-COVID Market Analysis (2022-2023)

Justin Belford, Amritha Elangovan, Shreya Jena and Kriti Samnotra



Has LA's Home-Sharing Market Recovered?

Our Central Questions

1. What will be the future of home sharing in Los Angeles?
2. What drives successful listings in today's market?

Our Mission

Provide data-driven insights into the post-COVID home sharing economy, examining how the market has transformed and what trends will shape its future.

Our Dataset

172,000+ Listings

Comprehensive coverage
of the Greater Los
Angeles area

12-Month Period

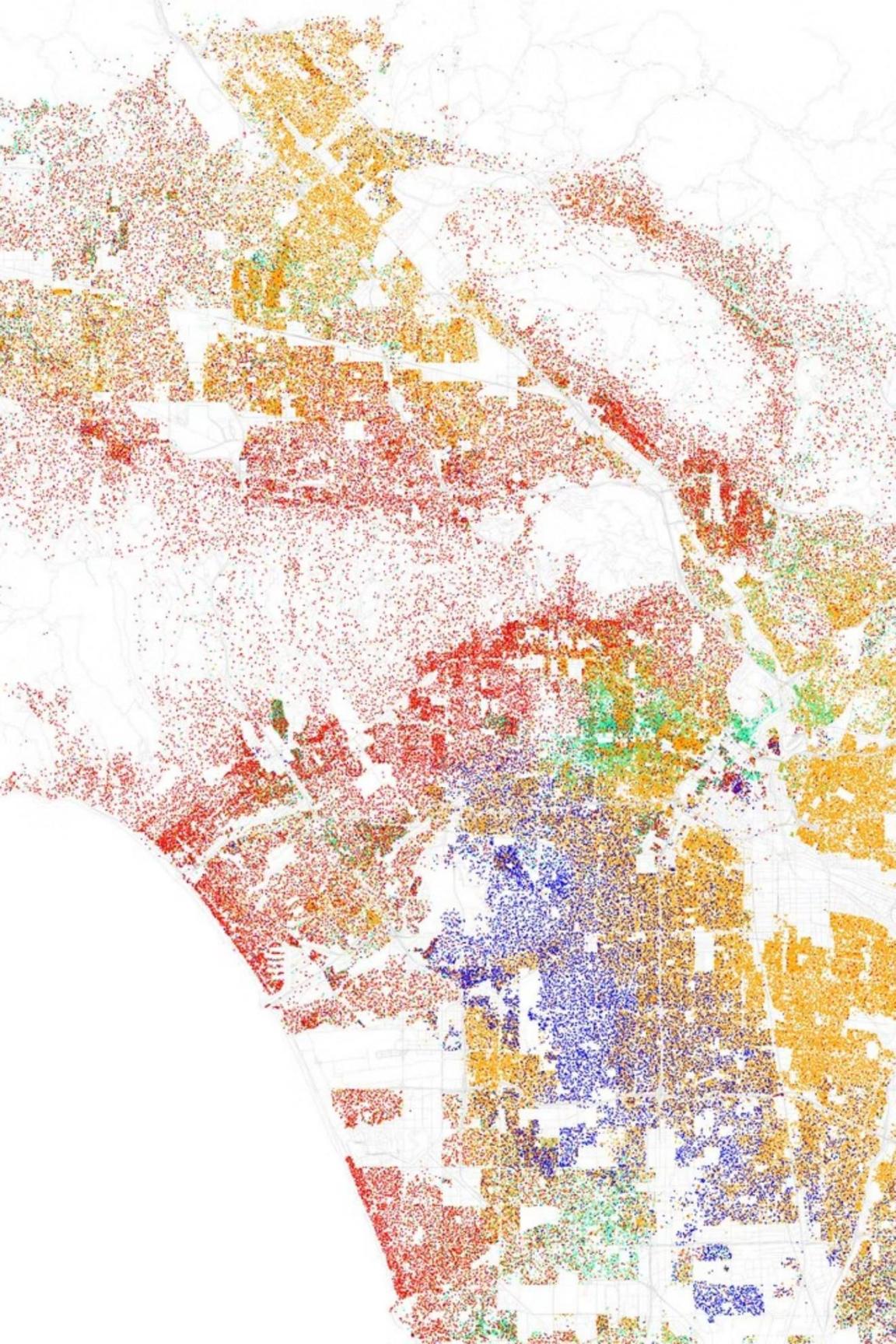
October 2022 -
September 2023

Primary Data Sources

Listings
Pricing
Integrated behavioral data

Key Metrics

Pricing Trends
Guest Capacity
Amenity Offerings
Review Patterns
Host Characteristics



Our Analysis Approach

Quarterly Snapshot Analysis

Examined four time periods to track shifts in pricing, listing mix, capacity, and availability.

Segmentation of Listings

Compared performance across price tiers, host types (Superhost, multi-listing hosts), property sizes, and key neighborhoods.

Behavioral Indicators

Used review volume, review sentiment keywords, and host response rate as proxies for guest demand and service quality.

Structured Evaluation

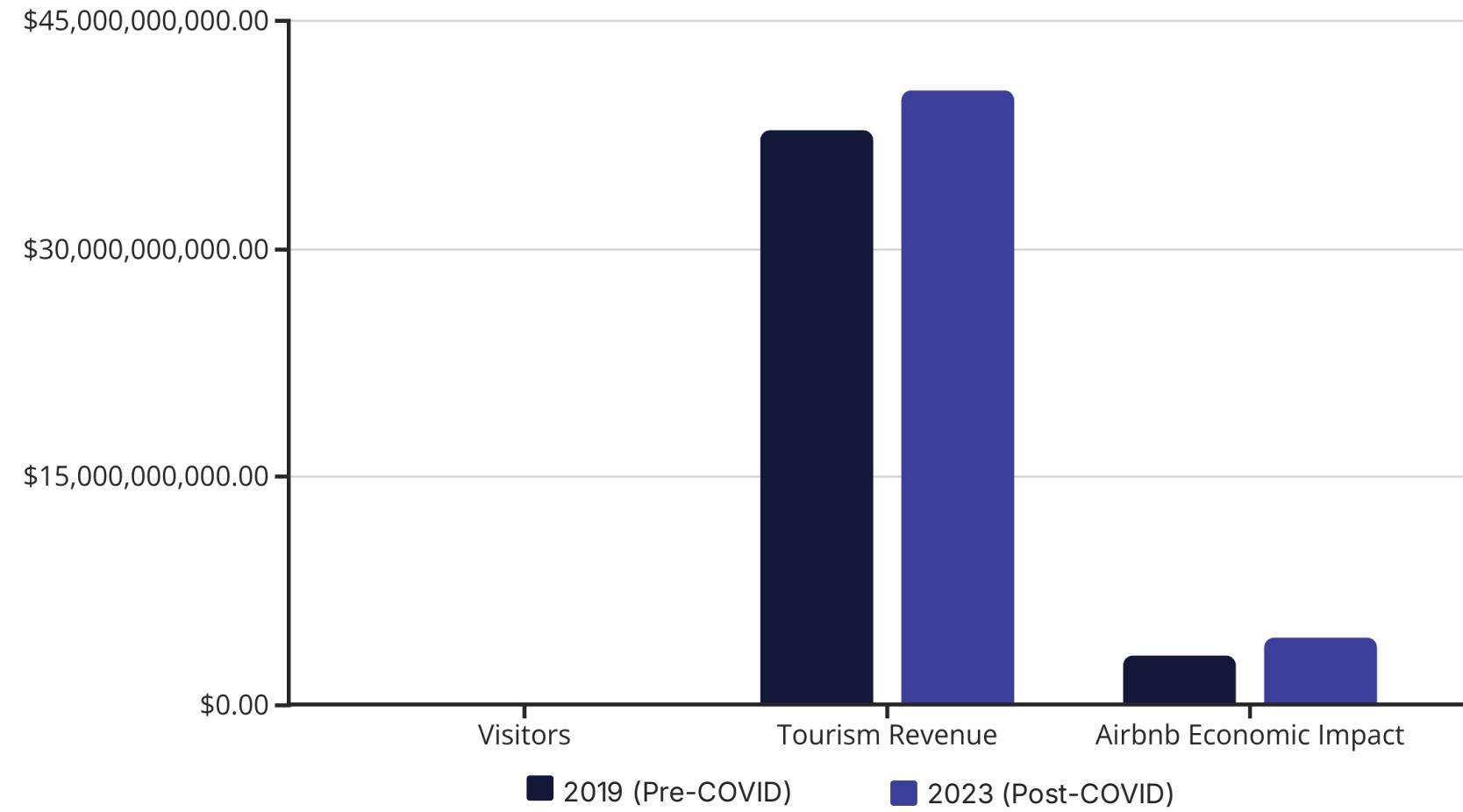
Applied a consistent framework to understand overall market trends (Part A) and drivers of listing success (Part B).

Key Findings

**Los Angeles has
surpassed pre-COVID
demand levels.**

**The market now operates
as a professionalized
hospitality ecosystem.**

Post-Covid Boom: Demand Exceeds 2019



49.1M

Visitors in 2023

Matching pre-pandemic 2019 levels

\$40.4B

Tourism Revenue

6.9% above 2019 baseline

3.3M

Airbnb Guest Arrivals

Significant platform growth

\$4.4B

Local Economic Activity

Direct Airbnb contribution

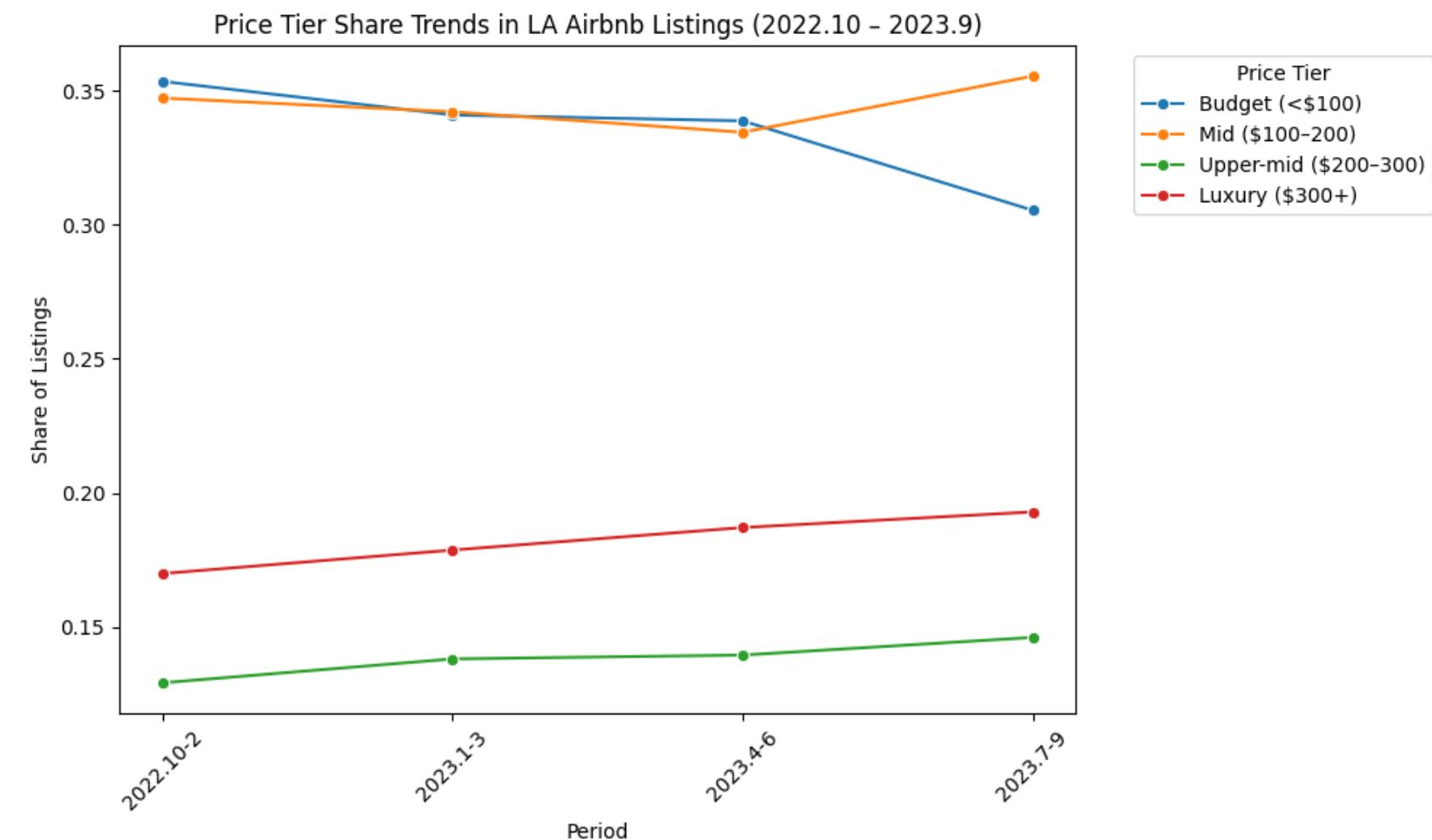
Price Tier Trends

Overall Price Movement

- Median nightly price increased from \$138-\$150 across 4 quarterly periods

Tier Level Shifts

- Budget listings declined:** 35.4% → 30.6%
- Premium tiers expanded:** Upper-mid + luxury grew from 29.9% → 33.9%, indicating movement toward higher-priced, amenity-rich homes.

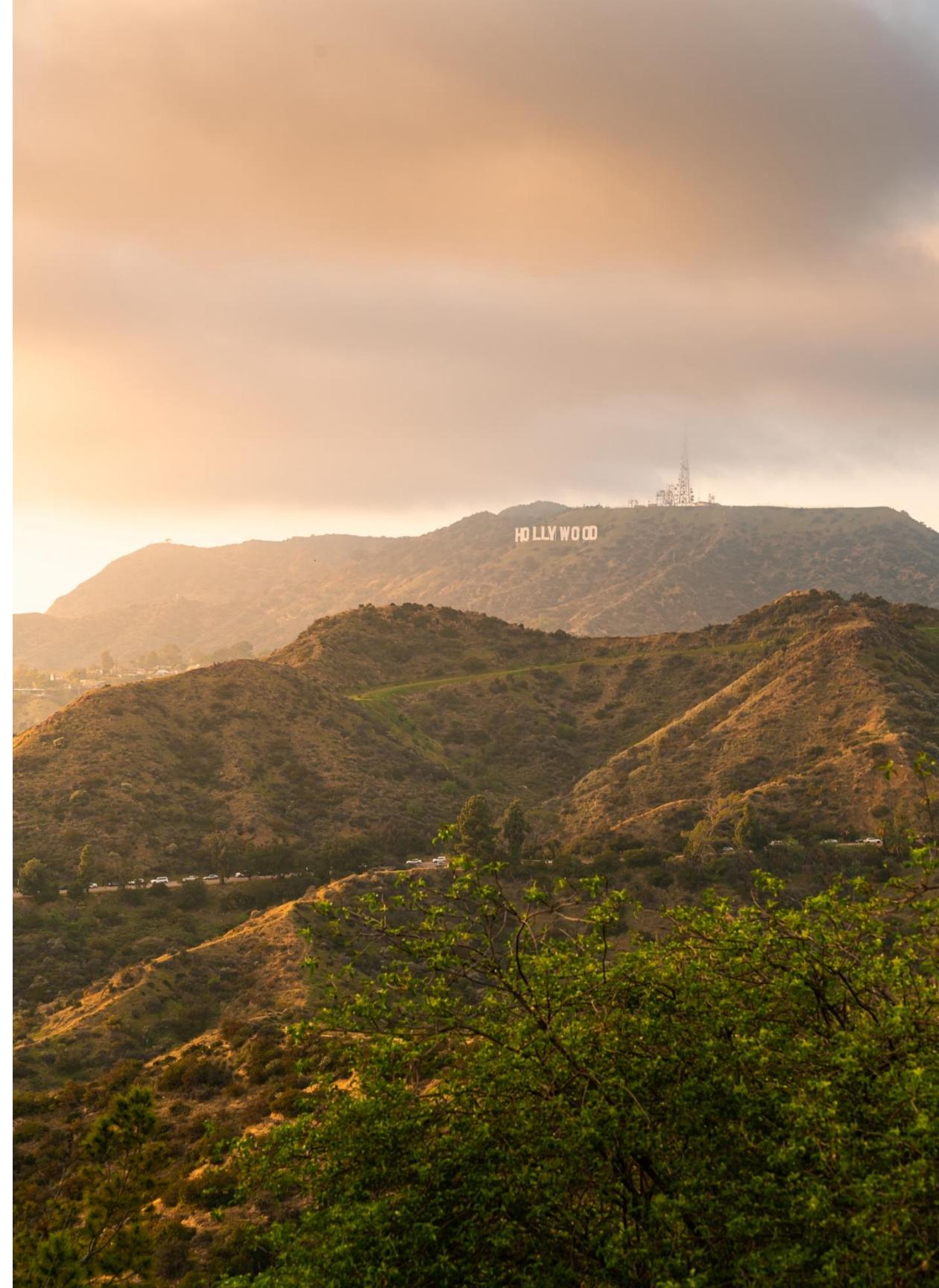


Key Insight: LA's Airbnb supply is shifting **upward** in price, becoming **more premium** and **less budget-friendly** as demand strengthens.

Market Consolidation: Rise of Professional Operators

- Professional hosts (5+ listings) grew from 36.6% to 38.4% of total market
- Operators with 20-100 properties expanded from 8% to 11%
- Multi-listing hosts earn 27.8% more revenue per available night

Key insight: "Responsiveness" has become the fastest-rising review keyword, reflecting customer expectations for professional standards.



Capacity Expansion: Shift to Family-Sized Homes With More Amenities and Privacy

2022 Average

1.78 bedrooms per listing

4.01 guest capacity

2023 Average

2.06 bedrooms per listing

4.75 guest capacity

+16%

Bedroom Growth

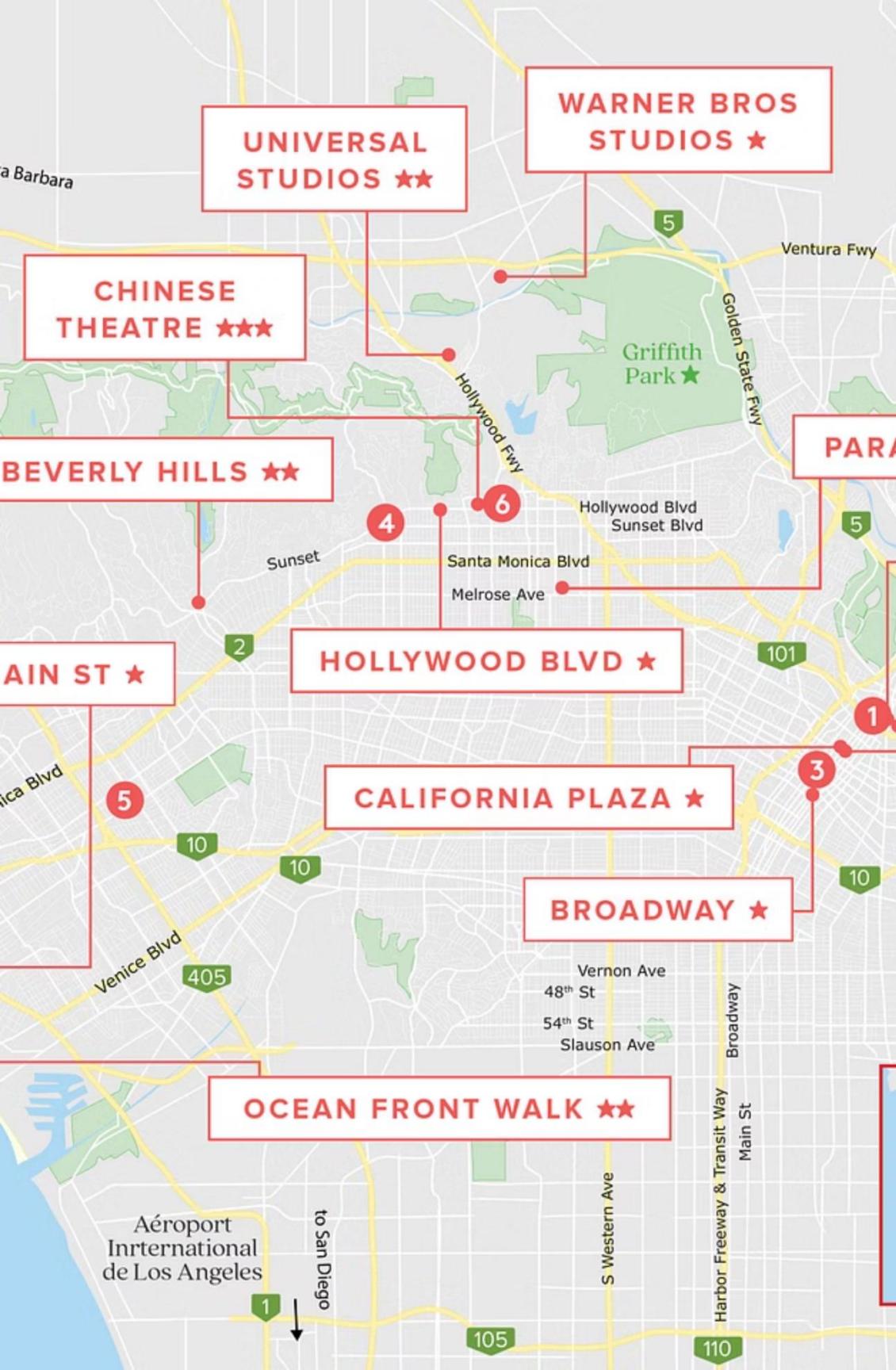
Moving away from studios

+18%

Capacity Increase

Accommodating larger groups

Key insight: Listings that provide autonomy, private entrances, full kitchens, and isolated spaces, generate stronger satisfaction and more repeatable success.



Tourist Hotspot Dominance

Hollywood

1,767 listings | 173.9 avg days available

High demand entertainment district with rapid turnover

Long Beach

1,721 listings | 192.5 avg days available

Coastal destination with steady year-round bookings

Venice

1,647 listings | 185.7 avg days available

Iconic beach community with strong tourist appeal

Beverly Hills

1,494 listings | 255.2 avg days available

Premium luxury segment with longer availability windows

What drives Successful Listings in Today's Market?

We used a clear, data-driven definition combining Demand and Satisfaction

- **High Demand:** Listings receiving more than 1 review per month are a practical indicator for steady bookings
- **High Satisfaction:** Listings with a rating of 95 or higher, indicating consistently positive guest performances.



Evidence-Based Drivers of Listing Success?

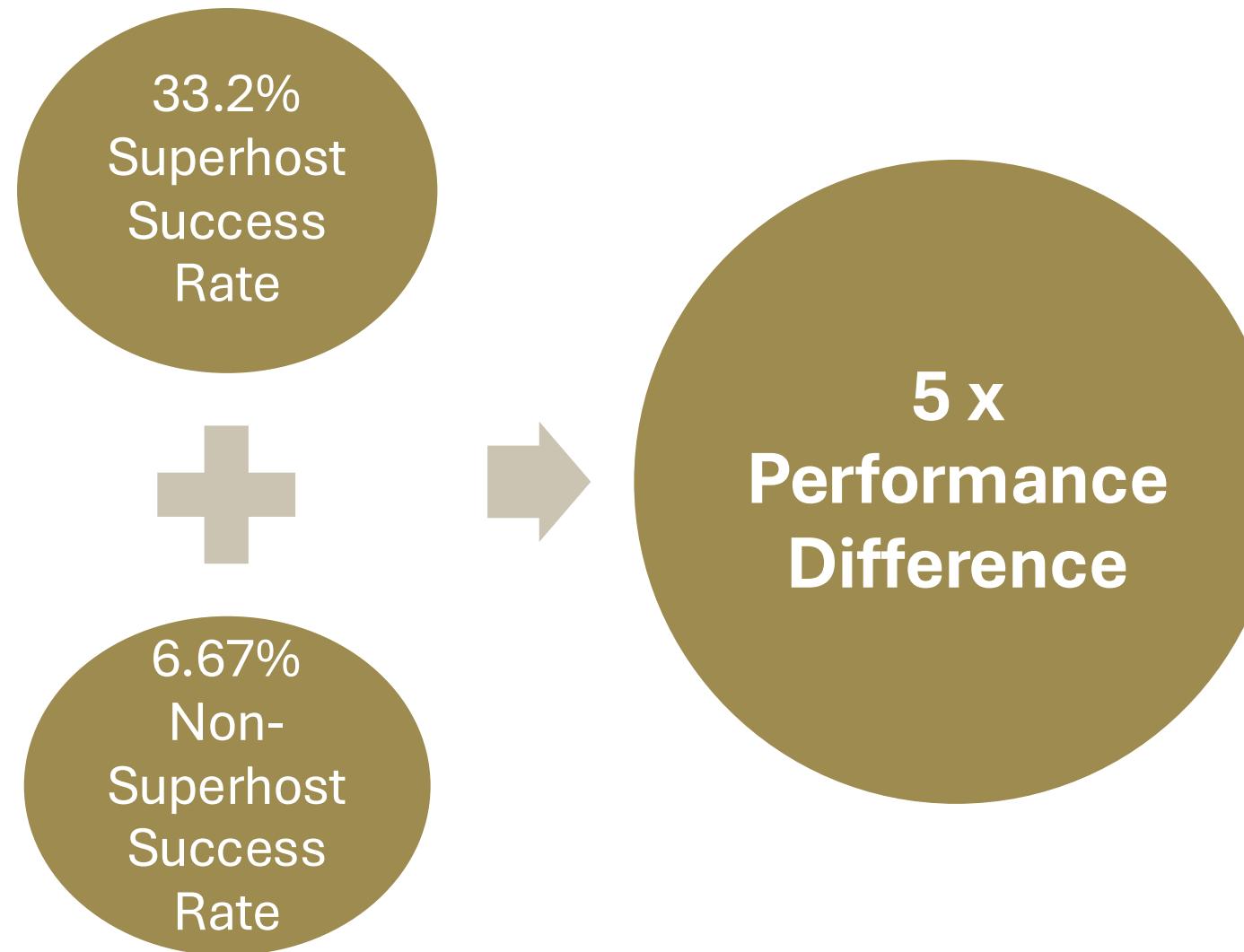
Operational Excellence Is the Most Important Success Driver

Cleanliness Standards Are Higher Than Before

Privacy and Self-Sufficiency Drive High Satisfaction

Competing on Price Alone Is No Longer Effective

Operational Excellence & Host Status is the Most Important Success Driver



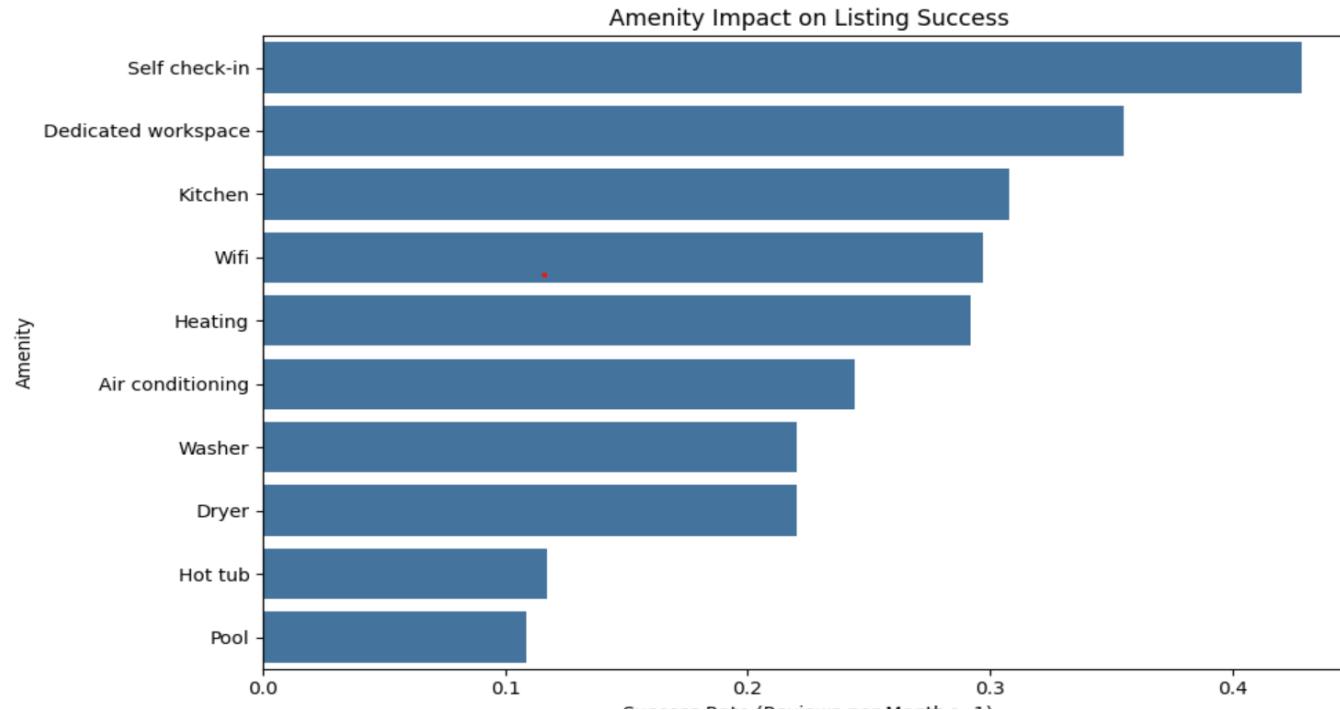
Responsiveness: Fastest rising review keyword post-COVID, reflecting immediate communication expectations. Listings with **90–100%** response rates have ~3× higher success than those < 80%.

Elevated Standards: "Spotless" replacing "clean" in reviews. Guests now expect "clean" in reviews. Guests now expect **exceptional**

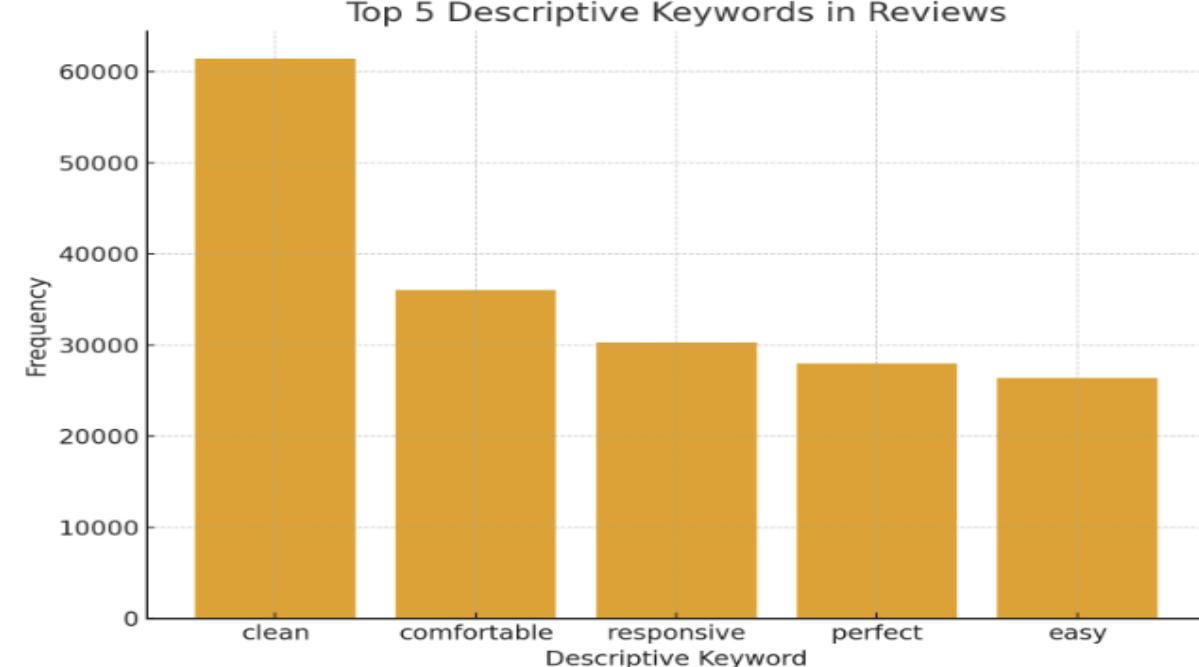
Professional Operations: Hotel-grade service delivery with consistent, reliable experiences

Amenity-Rich High Service Listings Win

Service and Comprehensive features drive success: full kitchens, air conditioning, dedicated workspace, parking, and washer/dryer access. Higher amenity counts correlate directly with higher success rates, as guests prioritize convenience and comfort.



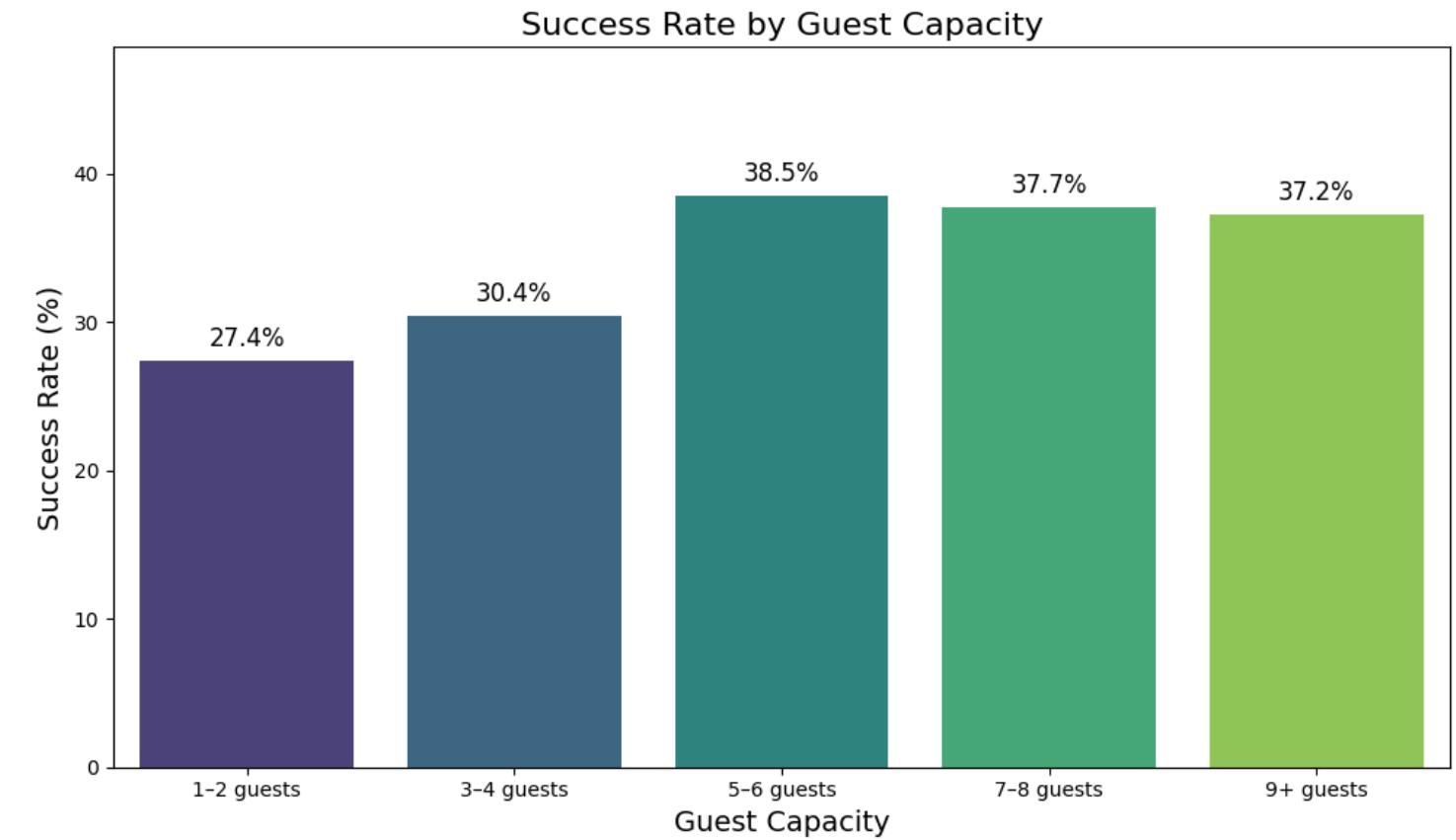
Both hotels and home-shares developed enhanced cleaning protocols, developed enhanced cleaning protocols, confirming the priority placed on cleanliness, comfort, and responsiveness to individual listing concerns



Optimal Capacity is 5-6 Guests

5-6 capacity band consistently outperforms both smaller units (too limited for groups) and very large units (fewer total trips, higher vacancy).

- **1–2 guest units show the lowest success rates**
- **Success peaks for 5–6 guest listings**, the strongest-performing segment
- **7–8+ guest homes also perform well**, but book less frequently due to fewer large-group trips



Listings that serve families and small groups, with multiple bedrooms and private common areas, best match LA's dominant post-COVID travel patterns.

Conclusion

LA's home-sharing market has evolved into a competitive, professionalized hospitality ecosystem where success requires hotel-grade standards, operational excellence, and investment in privacy and quality.



APPENDIX

Data Overview & Success Definition

Fields Used from Dataset

- Price, Bedrooms, Accommodates, Amenities
- Location
- Host Listing Count (Host name, Host ID)
- Host Status (Superhost vs Non-Superhost)
- Number of Reviews and Overall Rating Averages
- Review Text Comments (common keyword extraction)

How We Defined a “Successful Listing”

To capture both *demand, quality, and operational excellence*, success was defined as:

- **> 1 review per month** (high booking frequency)
- **Rating ≥ 95** (high guest satisfaction)
- **90–100% response rate** ($3\times$ higher bookings than those $< 80\%$)

This threshold identifies listings that achieve *repeatable, consistent* success over time.

Reason for This Definition

- Bookings measure **actual demand**, not just availability
- Ratings capture **guest-perceived experience**
- Shows **hotel-grade service** consistent with reliable experiences
- Combined metric avoids false positives (e.g., cheap listings with poor reviews)