



# **The Evolution of Home Sharing in Los Angeles**

**Post-COVID Market Analysis (2022-2023)**

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# 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

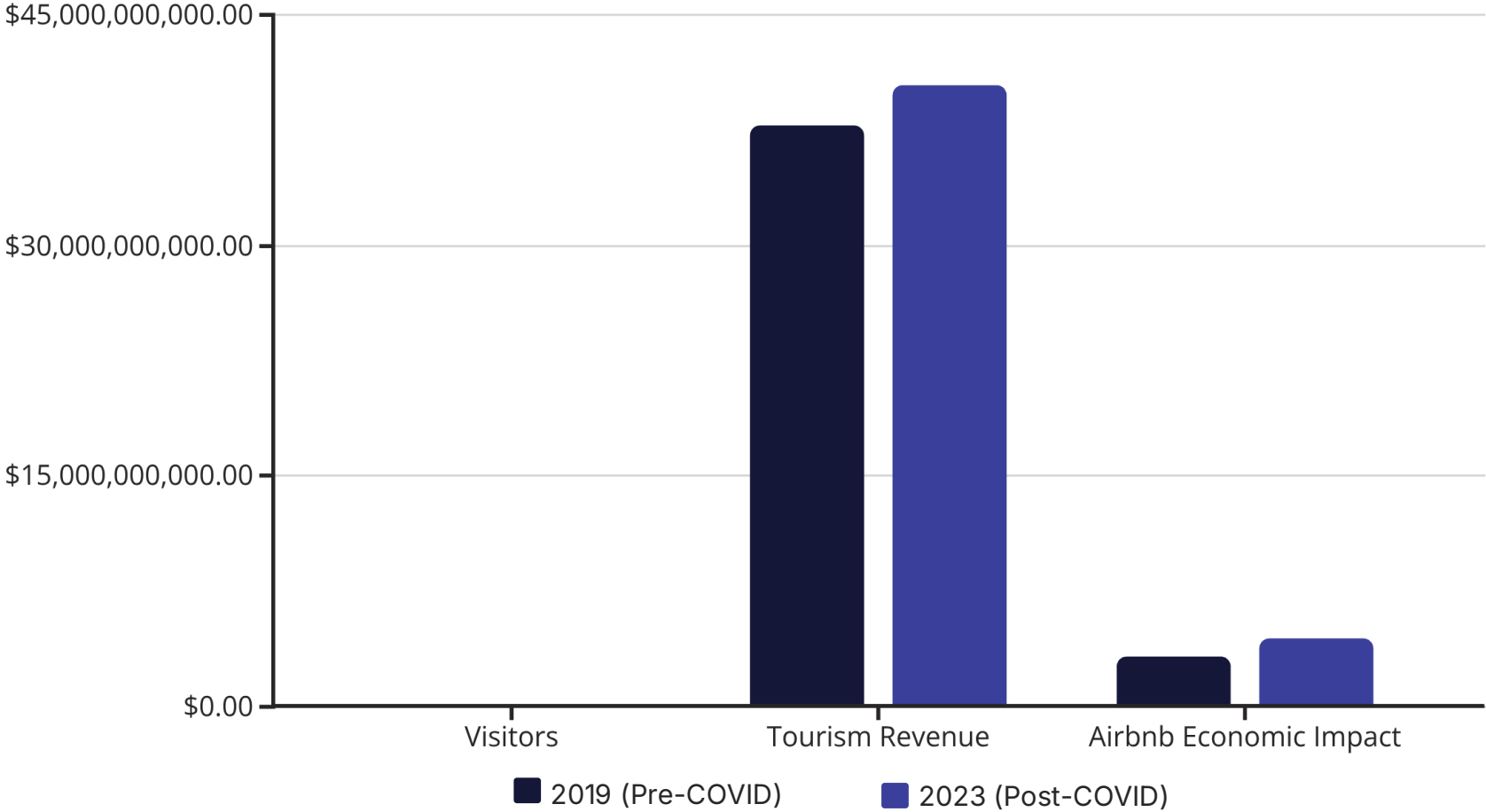
Applied a consistent framework to understand overall market trends (Part A) and drivers of listing success (Part B).

# **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



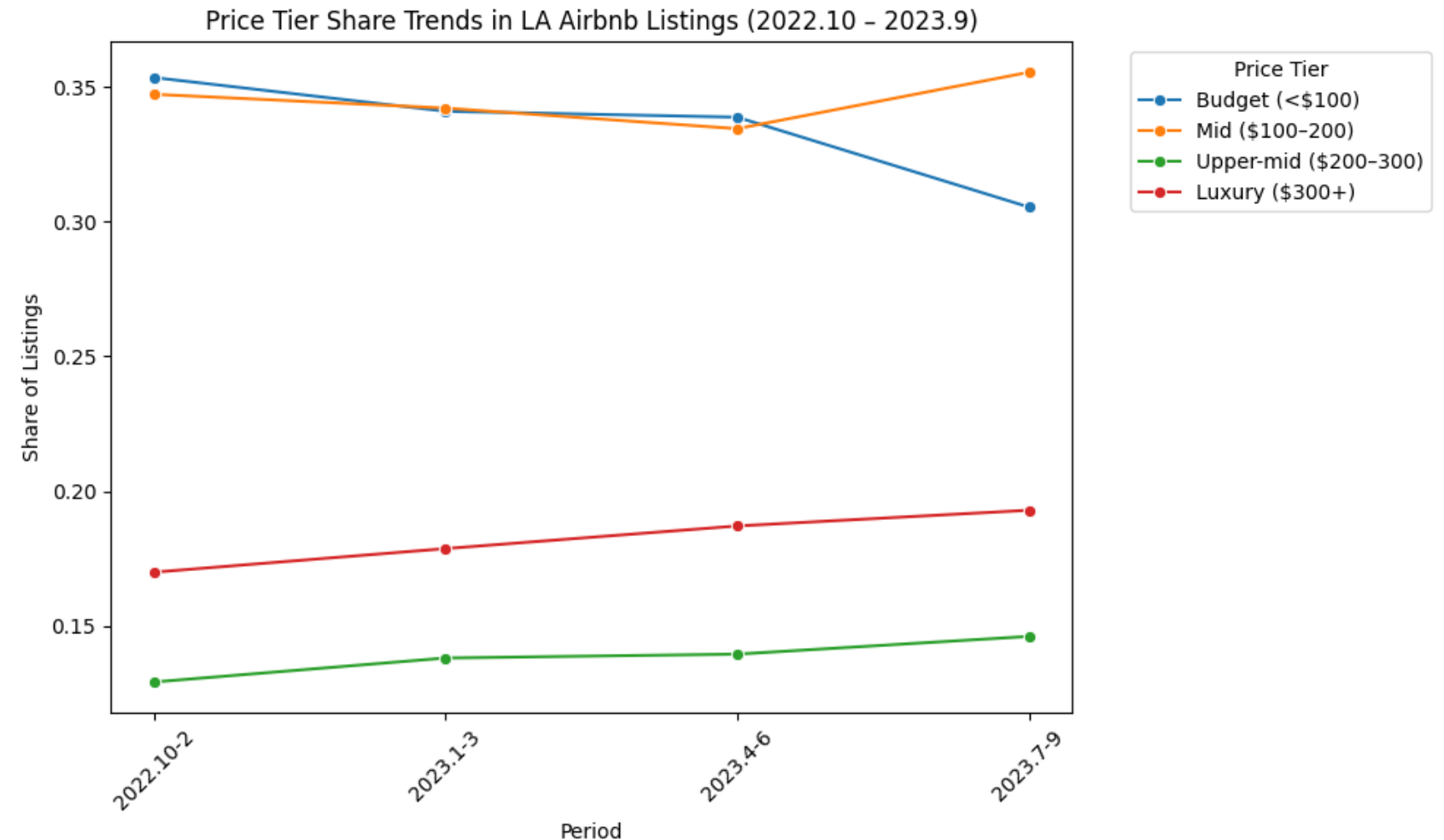
# Price Tier Trends

## 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.

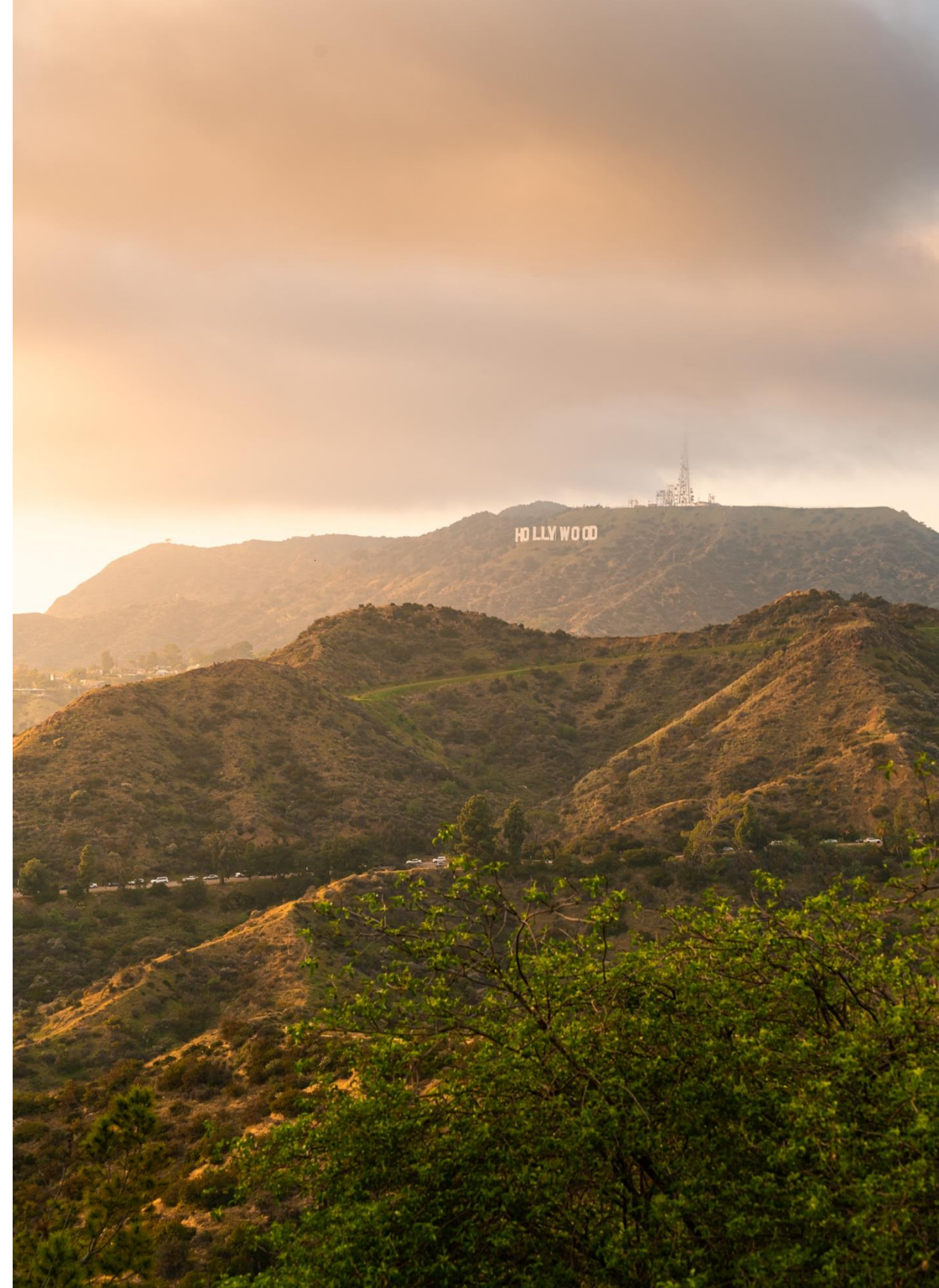


**Key Insight:** LA's Airbnb supply is shifting **upward** in price, becoming **more premium** and **less budget-friendly** as demand strengthens.

# Market Consolidation: Rise of Professional Operators

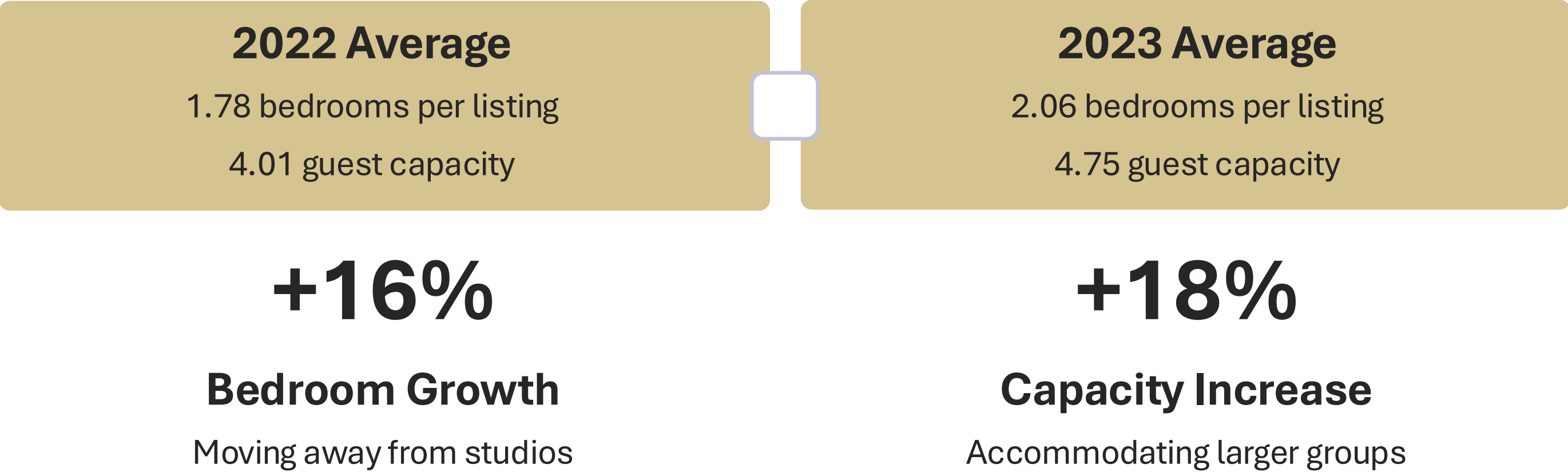
- Professional hosts (5+ listings) grew from 36.6% to 38.4% of total market
- Operators with 20-100 properties expanded from 8% to 11%
- Multi-listing hosts earn 27.8% more revenue per available night

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

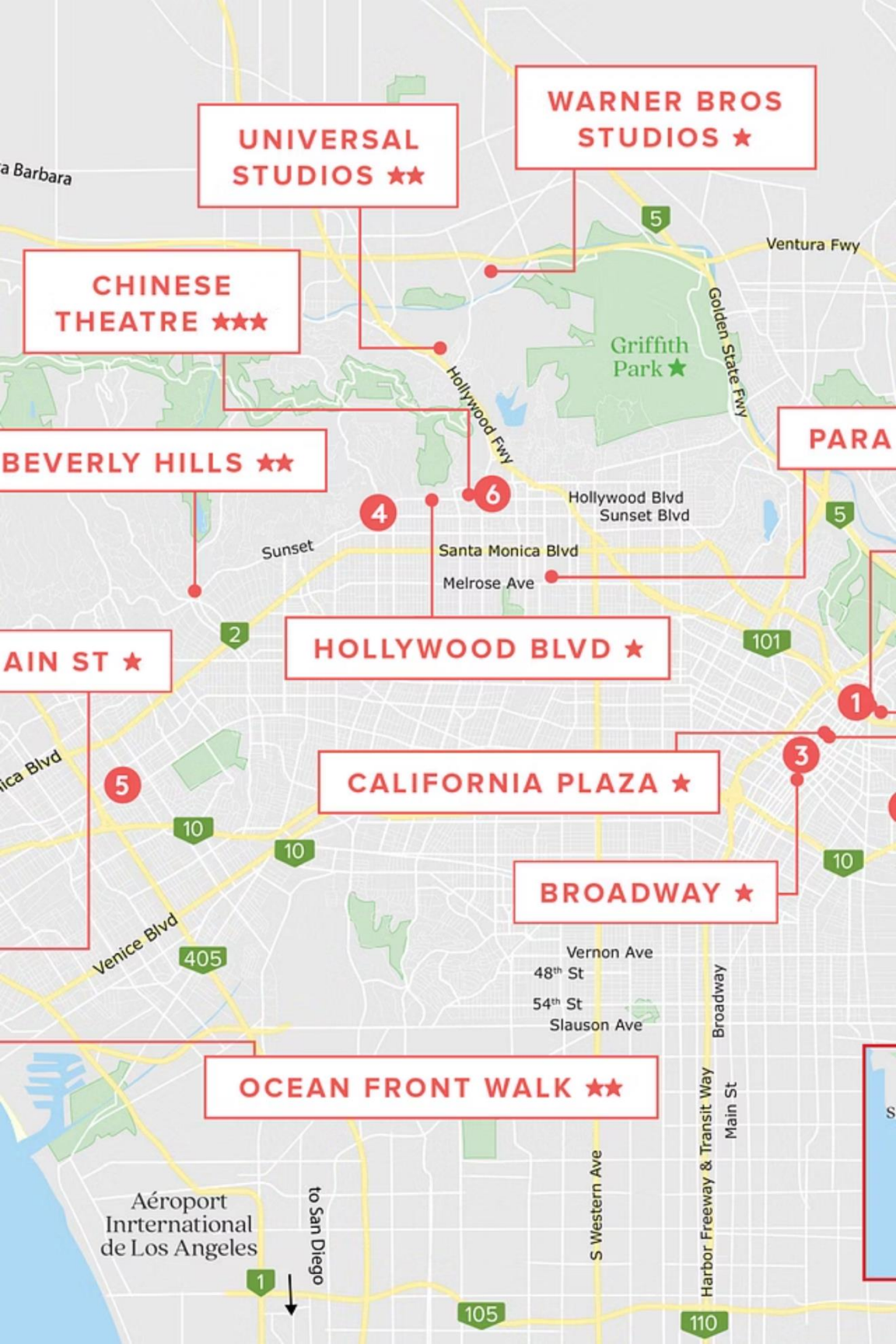




# Capacity Expansion: Shift to Family-Sized Homes With More Amenities and Privacy



**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



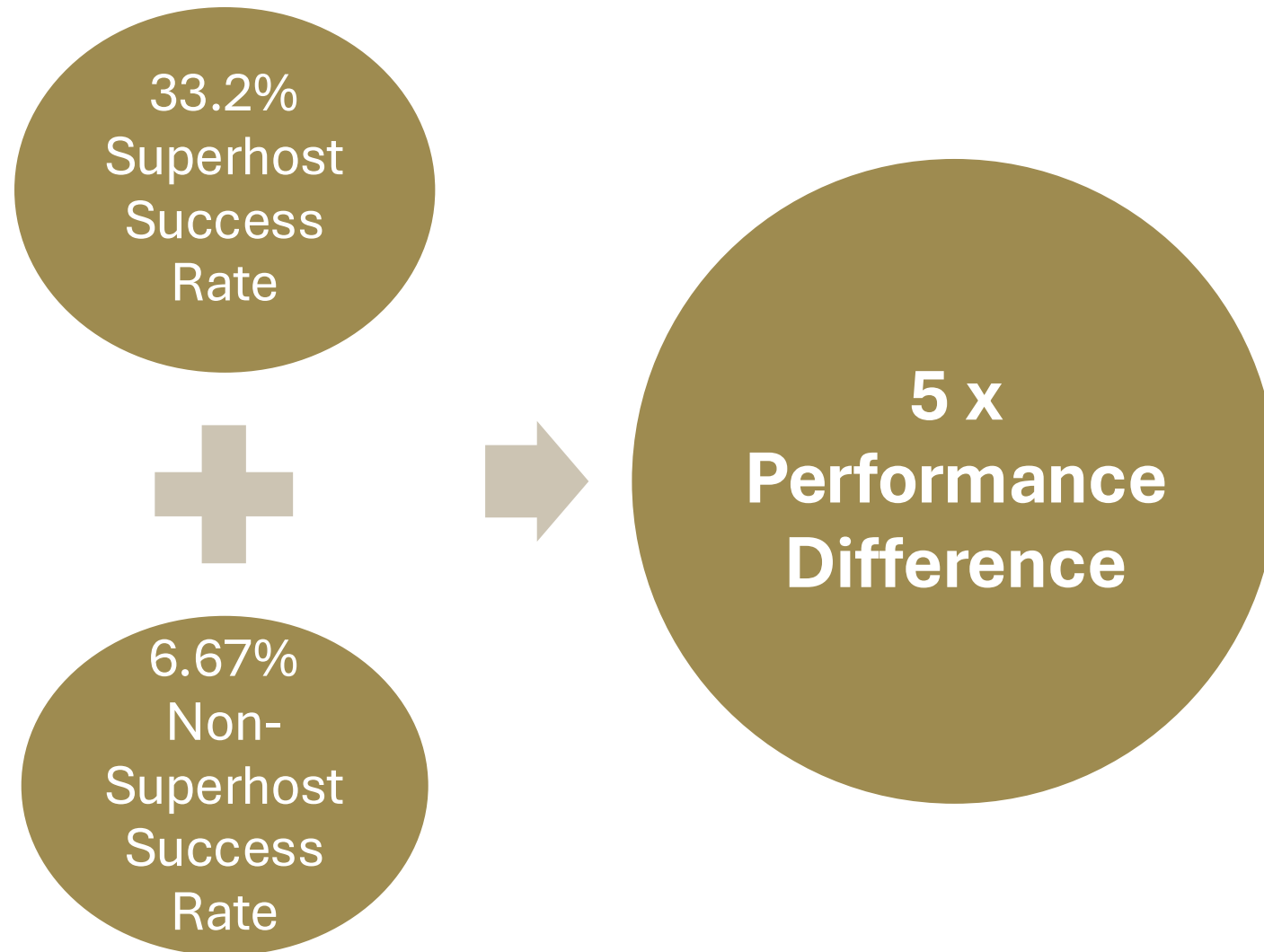
Privacy and Self-Sufficiency Drive High Satisfaction



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%.

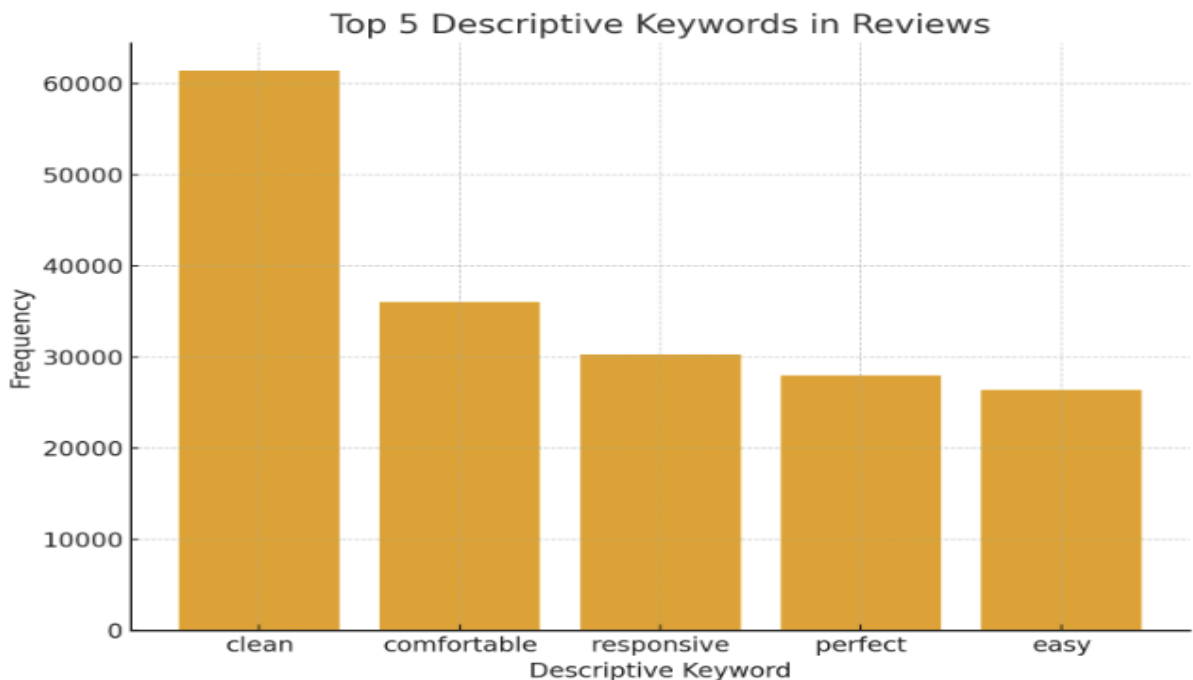
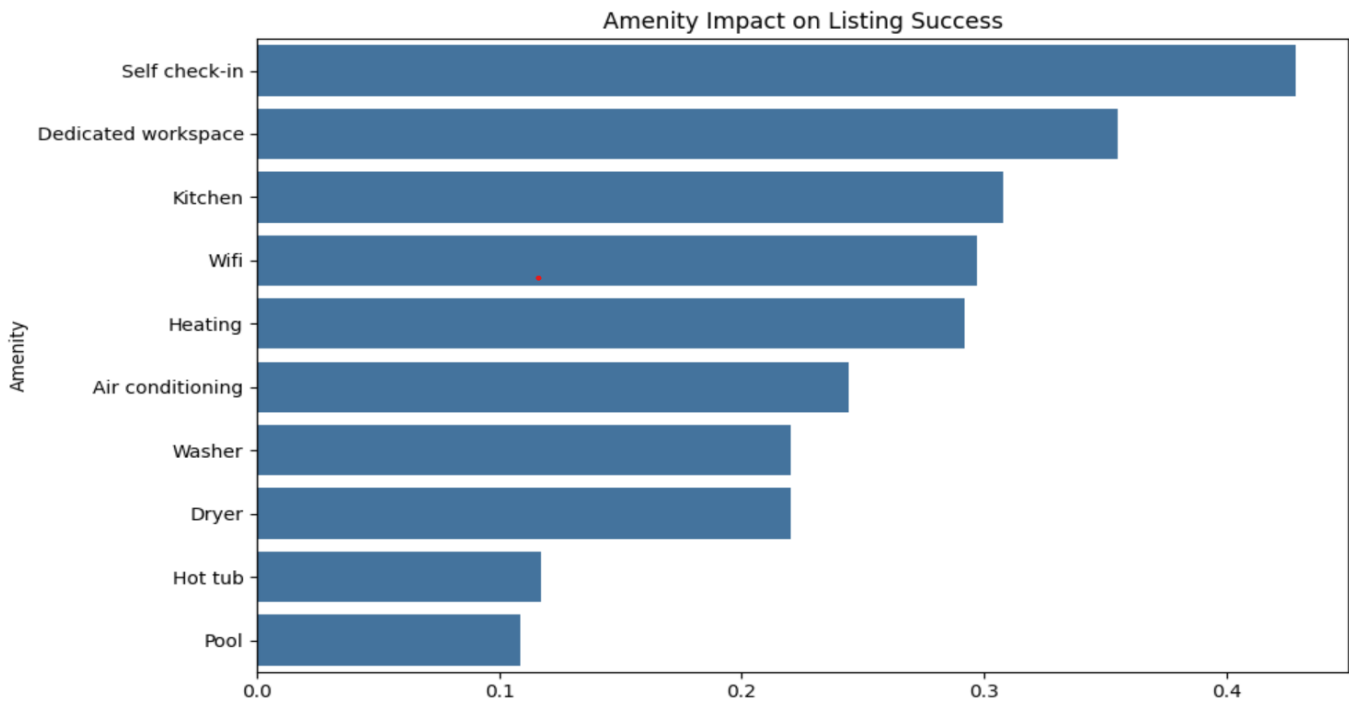
**Elevated Standards:** "Spotless" replacing "clean" in reviews. Guests now expect "clean" in reviews. Guests now expect **exceptional**

**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

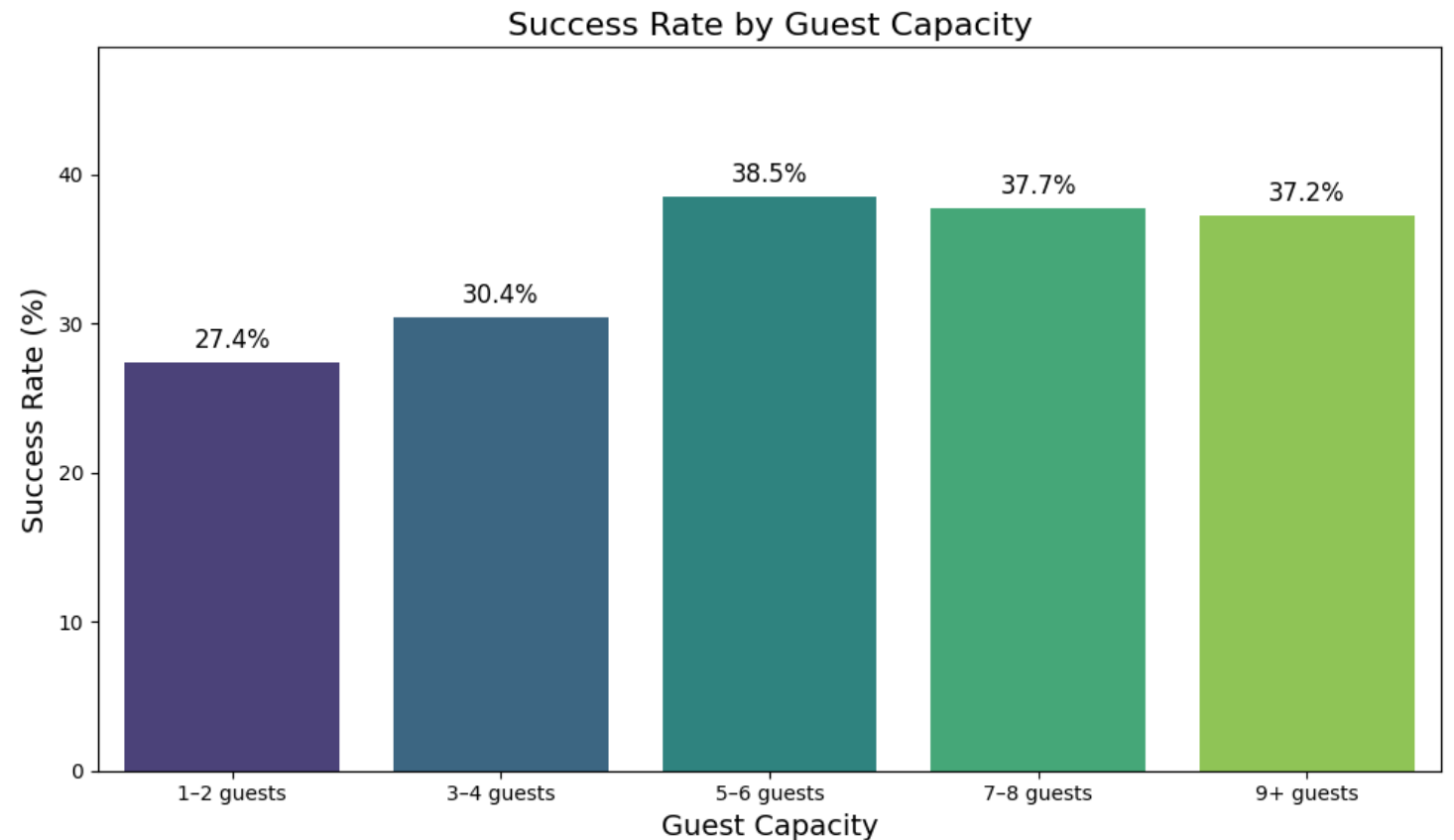




# Optimal Capacity is 5-6 Guests

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  $\geq$  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)