**Questions to include or reject**

|  |  |  |
| --- | --- | --- |
| What features contribute to a positive social media profile? | Review counts  Quality of reviews  Higher ratings /more of them |  |
| What are the features that are driving a higher price? | Number of rooms  Proximity to sites | Seems too straight forward  Too popular (KK eye-rolls)  Sets the bar extremely high for this task |
| Using price … if I had to invest, where would I get most bang for buck? | Highest AirBnB rental yield  Benchmark with published avg rental prices | Create model for rental rates |
| What are the factors that increase/decrease vacancy rates? |  | Links to rental yields |
| Is there a way to find out if hotel industry is being impacted? | Losing money but is it really AirBnb |  |
| What factors influence the economic aspect buyers and sellers of this service? | Pricing  Vacancy rates | The concept needs to be around how the properties are marketed in the renting/type holiday area.  As opposed to prices |
| Unusual weather events driving occupancy? | Impact on reviews |  |
| What factors might block AirBnB based on legislative changes? | Law suits  (googles air bn'b 'news) | Extremely interesting  Too broad data and investigation |
| Does local crime rates affect the occupancy/price by postcode? |  |  |

Kirsty rolled her eyes at property prices so what about ….

* Occupancy
* Ratings

* Factors driving AirBnB for business travel (as identified by "is\_business\_travel\_ready")
  + Cancellation policy
  + Room type
  + Bed type
  + Noise level (reviews, summary, features)
  + Proximity to business centres, conference centres
  + Proximity to airport (benchmark against nat/int'l visitors travelling for business)
  + Transport to business centres
  + Seasonal … silly season, EOFY, off-sites season

Seasonal influences

Winter/summer

Is there a correlation b/w vacancy rates and tourist seasons?

-> create a model short term rental (as opposed to o/night stays) during tourist low season

-> threshold for opening up these kind of rentals

"Fortune 500 companies are on board with Airbnb travel and this is a very encouraging sign for Airbnb." From <<https://www.forbes.com/sites/johnnyjet/2017/08/22/are-business-travelers-using-airbnb/#2077250a4ddf>>

Policy Angles:

Q: What policy formulation is in place now?

Q: What are their arguments behind policy?

Incentivise rental of own property to address

* Uptake of business AirBnB
* Vacancy rates in areas of hardship
* Areas with high investment density and under occupied properties

Business AirBnB:

* By identifying the blockers for attainment of business ready badge -> more listings, assists business and property owners
* Reported impact on hotel industry? -> reduced occupancy, loss of income,
* Identify what hotel industry could do to 'claw back' -> identifying suceeses in airBnb … are there lessons that can be applied to hotels
* (being close to the beach … can't move the building but sentiment re deco …. Eg: vibe and QT .. Interesting model … taken on run down properties and vamped them up.
* districts where AirBnB should not be in place (protect hoteliers? No. competition is good … advocate for consumers. Gvt interest is in revenue, ignor their desire to support hoteliers/kickbacks BB!! … policy around rules/penalties)
* noise levels, commuunity disruption (Byron Bay destroying our community, obikes)
* Extend the model to "govt ready badge" … be able to charge more? Keep that quiet

Mortgage stress -> ombudsman remediation around re-payment plans

Q: can we make a statement around using AirBnB?

-> Instruct to rent out and track income … goal of returning a proportion of loan equivalent (say) 3% loan requires repayment of $1200/mth

-> what is average revenue?

->Can we link to areas of financial hardship … would people stay in Mt Druitt?

-> Ethical dilema forcing people to share their personal space to pay their bills? Castle is your home

-> File this one under "has merit for future research project"

Lack of affordable housing -> investors buying up properties in desirable areas

-> fill empty rooms in our homes rather than buy up homes for investment