Airbnb Listings & Reviews Analysis

Airbnb published data from 2008 to 2021 depicting over 250K listings that include information about hosts, prices, locations, and room types, as well as over 5 million historical reviews of homestays in 10 major cities. This dashboard focus on analyzing the Airbnb business performance, customer satisfaction, and host growth.

Select Year:

| Select all | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |

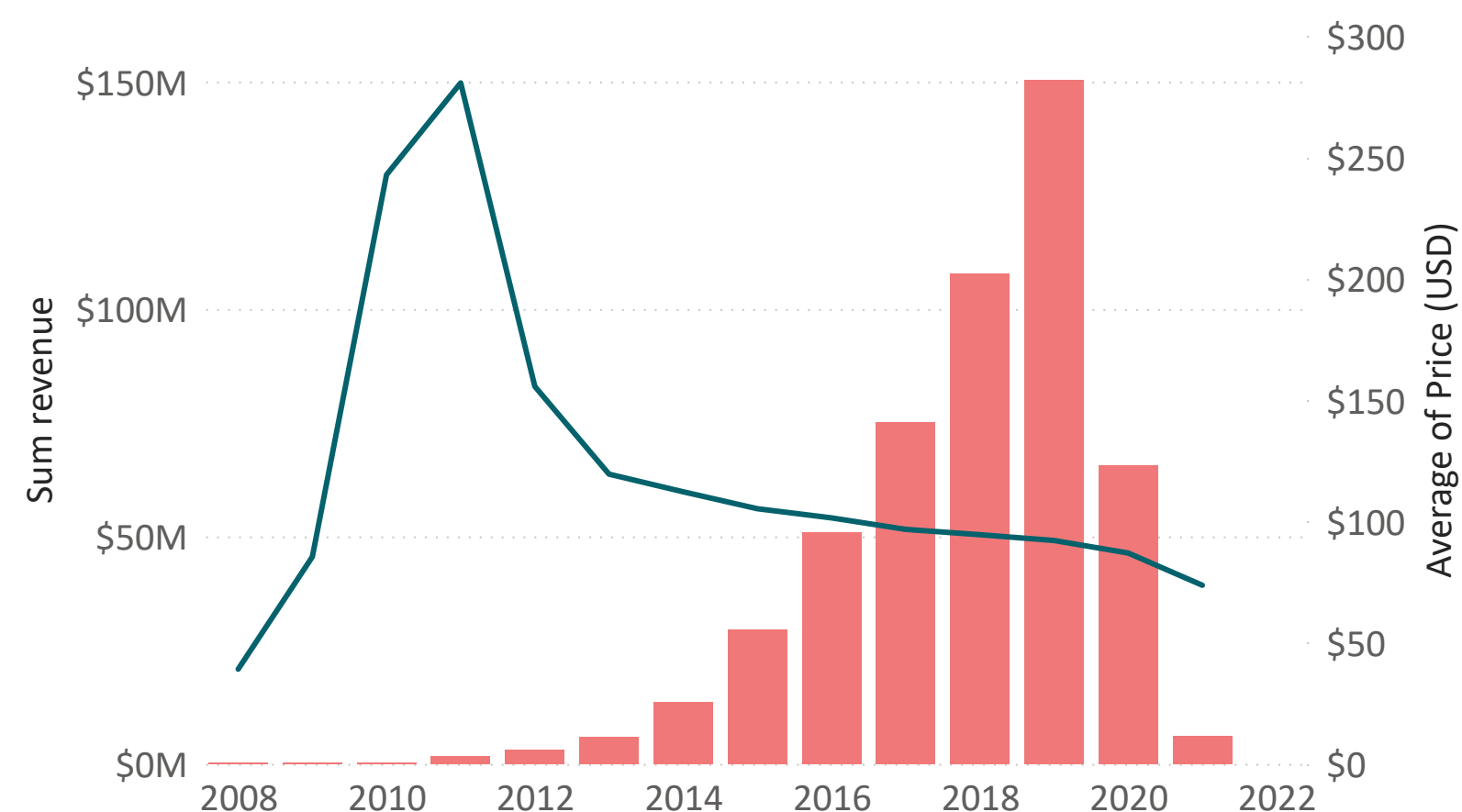| $510M	4.45M	5.37M	93.41	279.55K
Sum of revenues	# of Visitors	# of Reviews	Median Price (USD)	# of Listings

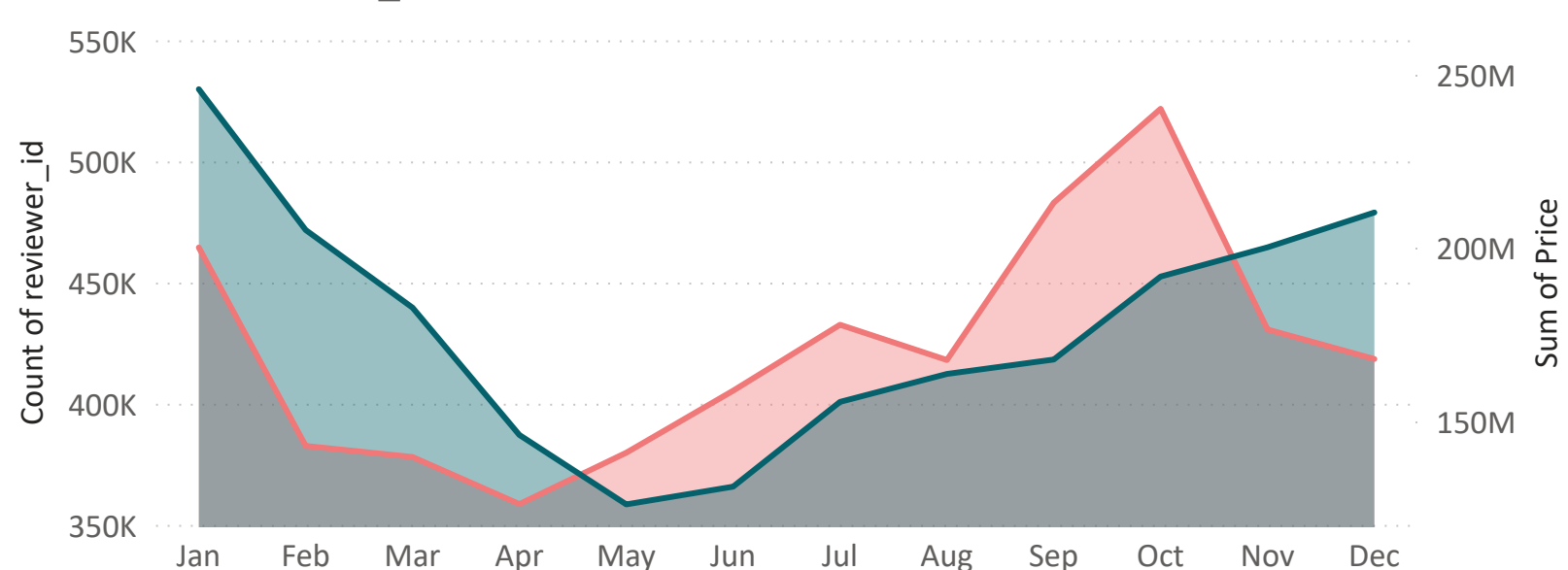## Business Performance

Revenue & Room Price

- Sum of revenues
- Average of Price (USD)

Airbnb experienced **strong revenue growth from 2013 to 2016**, from $6M to $150M. Revenue decreased to $65M in 2020 due to COVID19.
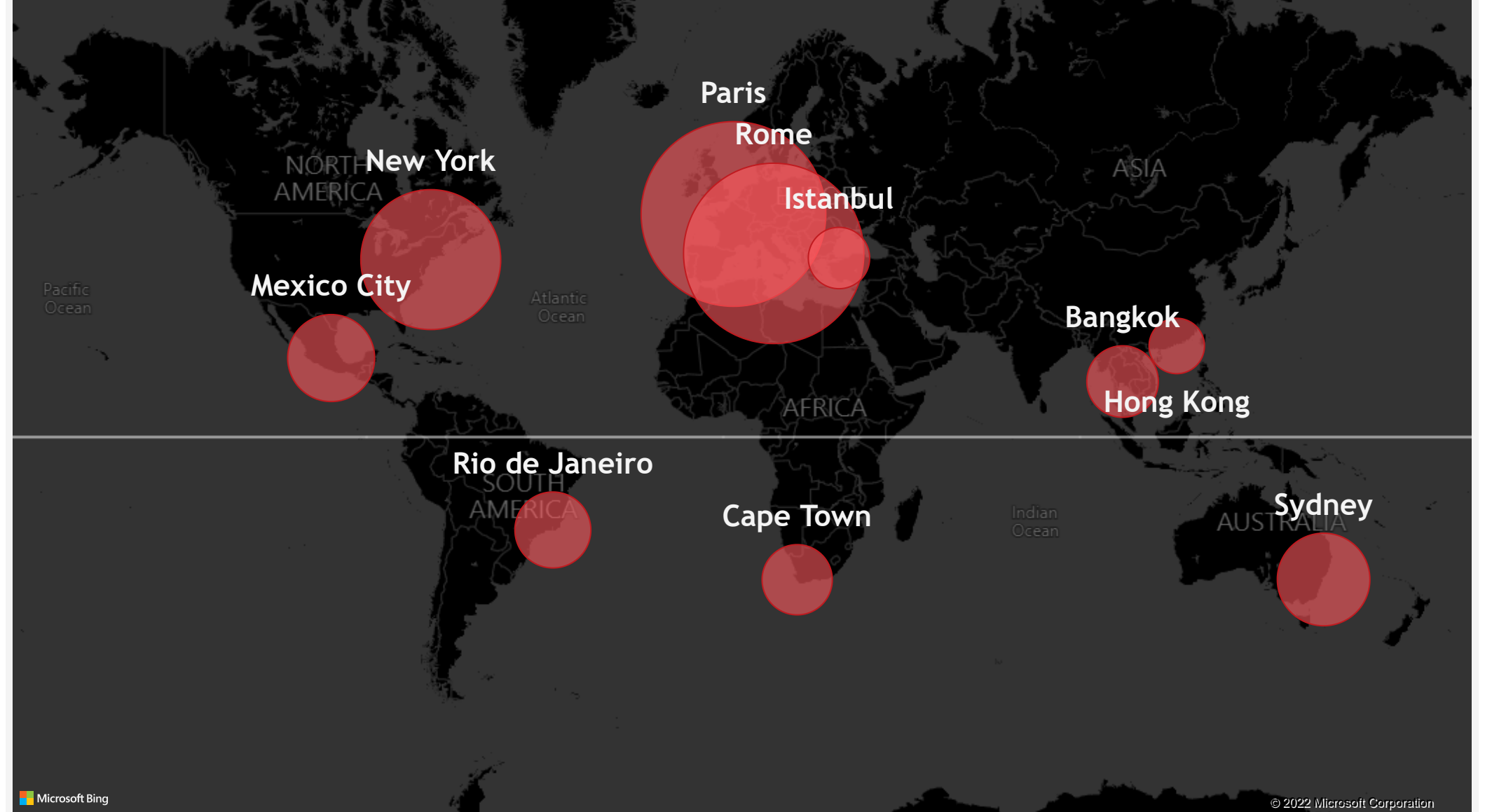
Monthly Trends

- Count of reviewer_id
- Sum of Price

High demand for travel drives up prices in October before the year-end rush in December and January. Prices and demand drop dramatically in April-May, during most school terms.
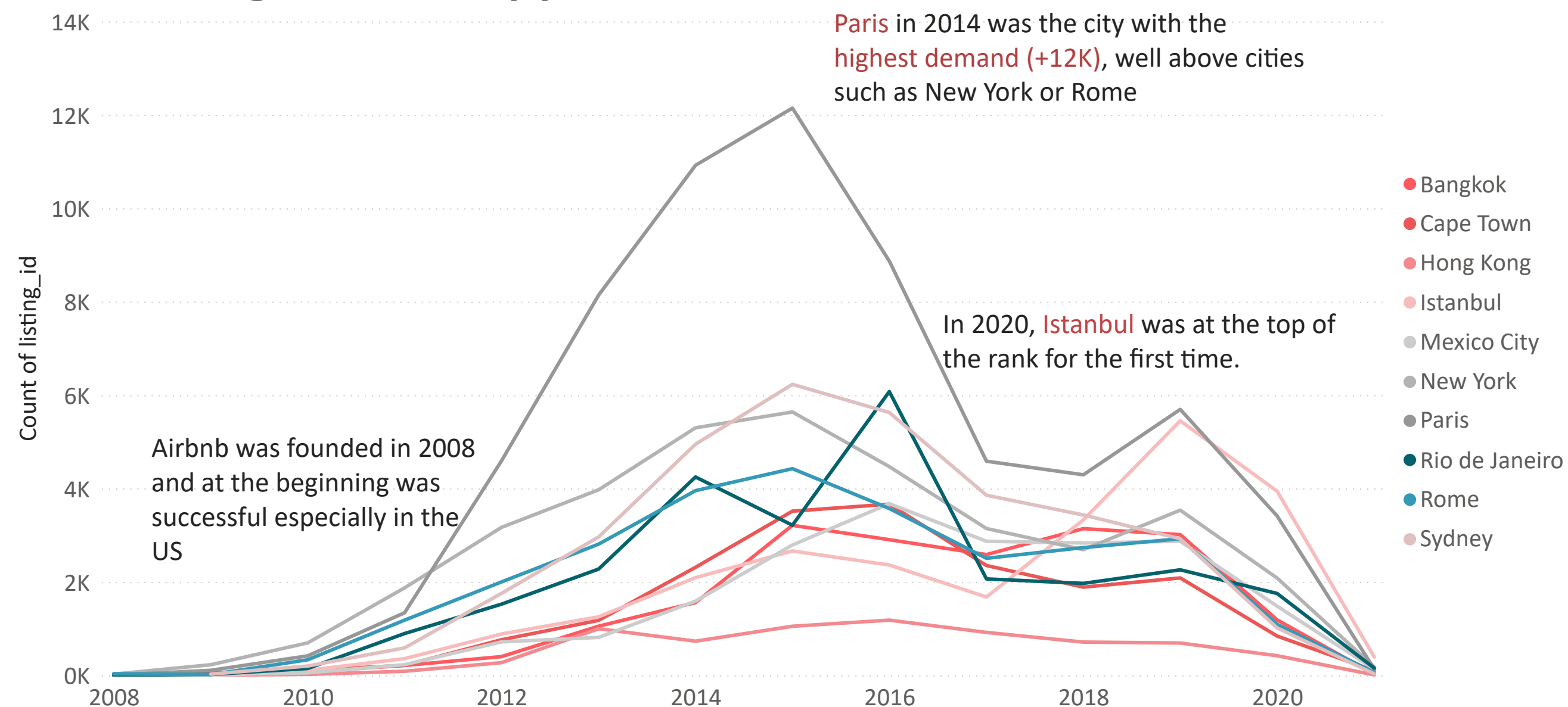
Top 10 Most Popular Travel Destinations in the World

Microsoft Bing — © 2022 Microsoft Corporation

| City	Revenues	Visitors	Listings	Score ▼	Avg of Room Price
Mexico City	$22,646,069	356771	11520	94.84	$47
Rio de Janeiro	$23,177,498	275211	17304	94.57	$72
Cape Town	$27,347,609	233060	11109	94.41	$90
New York	$103,537,503	747262	26749	93.77	$122
Rome	$95,496,321	1045233	14582	93.52	$86
Sydney	$67,326,027	398039	24949	93.23	$140
Paris	$138,895,309	1077579	51923	93.06	$115
Bangkok	$15,557,693	242618	8326	93.00	$55
Istanbul	$4,874,622	167655	13555	91.07	$25
Hong Kong	$11,281,184	123688	2046	89.70	$84
Total	**$510,139,835**	**4447062**	**181901**	**93.41**	**$95**

Mexico City is one the most loved cities by Airbnb users and has more than 11,520 listings and generate $22M revenues.

No of Listings increased by year

Paris in 2014 was the city with the **highest demand (+12K)**, well above cities such as New York or Rome

In 2020, **Istanbul** was at the top of the rank for the first time.

Airbnb was founded in 2008 and at the beginning was successful especially in the US

Legend:
- Bangkok
- Cape Town
- Hong Kong
- Istanbul
- Mexico City
- New York
- Paris
- Rio de Janeiro
- Rome
- Sydney

Increase in no of listings in Airbnb is seen with peak in 2015. Significant drop in listings post year 2019. Paris contributes to highest no. of listings.

Daily Visitors

Quarter:
- Qtr 1
- Qtr 2
- Qtr 3
- Qtr 4
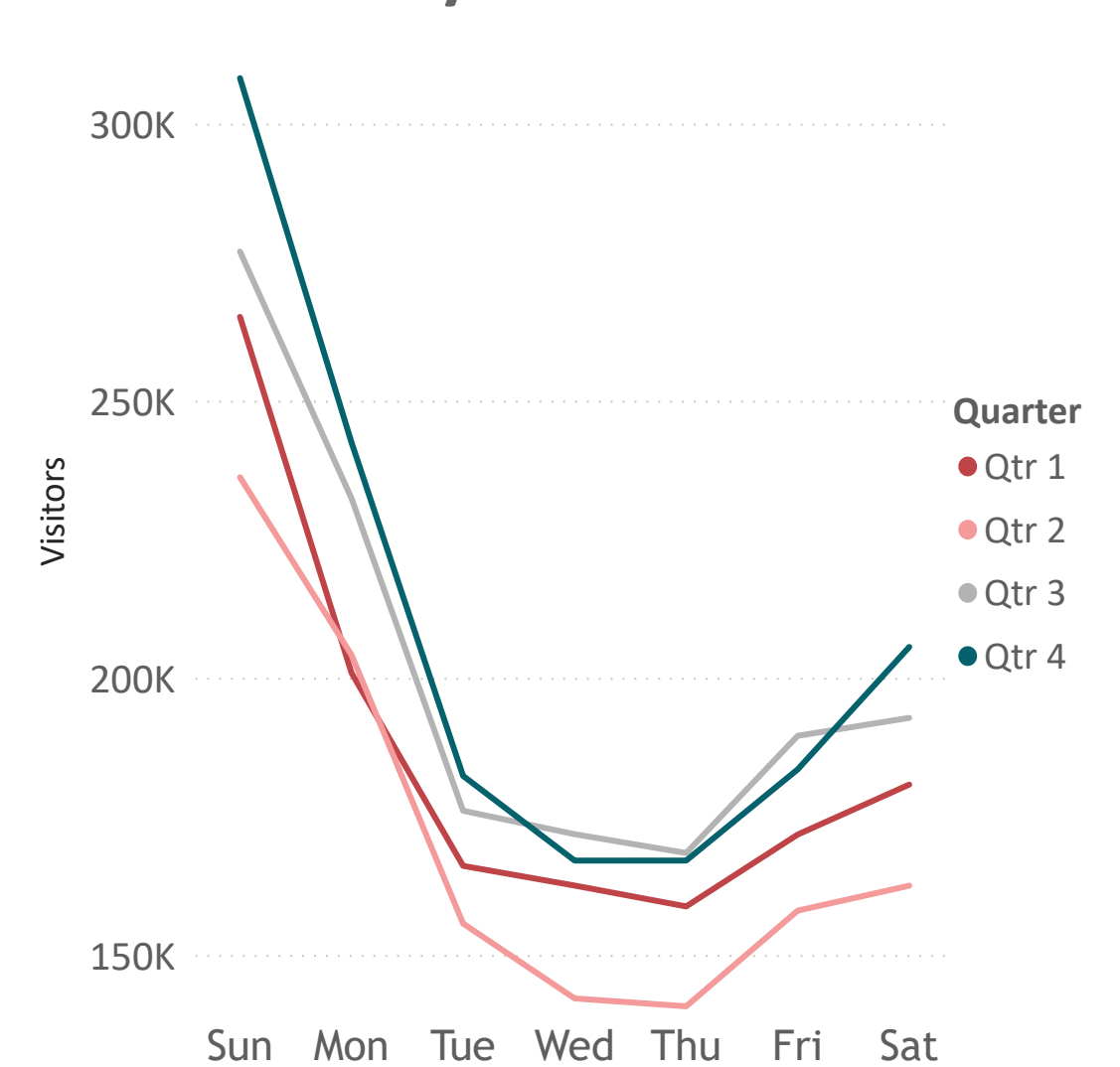
Sunday brings an exponential increase in visitors, giving off the feeling of a relaxing weekend. Visitation levels are lower between Apr-Jun in Q2.

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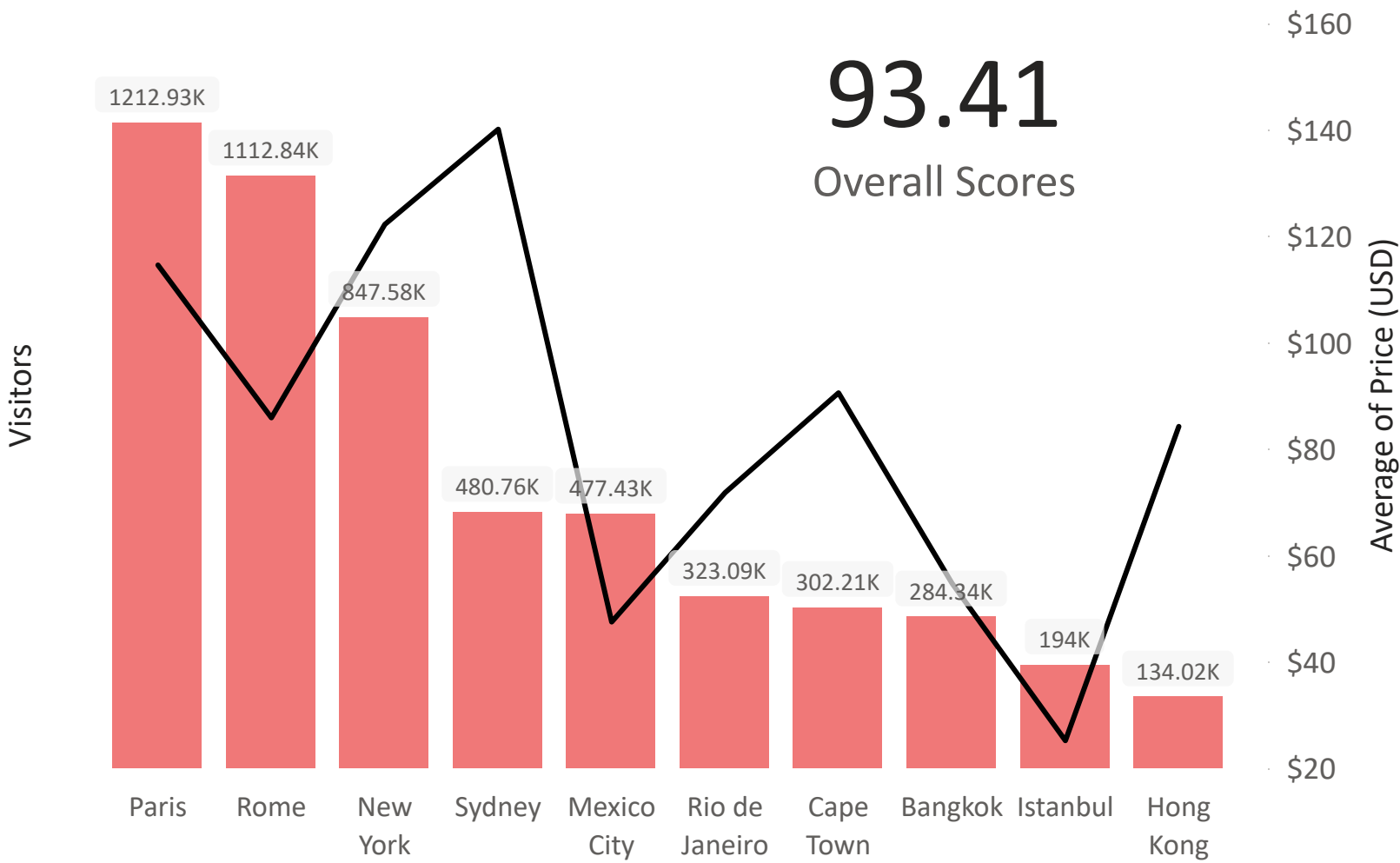
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Customer Satisfaction

Visitors & Avg of Price

- Visitors
- ● Average of Price (USD)

93.41 Overall Scores

Guest Ratings by City

City	Overall Scores	Accuracy	Checkin	Cleanliness	Communication	Location	Value
Mexico City	94.84	9.70	9.80	9.56	9.76	9.80	9.55
Rio de Janeiro	94.57	9.64	9.80	9.39	9.76	9.76	9.30
Cape Town	94.41	9.61	9.73	9.53	9.73	9.72	9.48
New York	93.77	9.59	9.72	9.27	9.71	9.60	9.37
Rome	93.52	9.60	9.75	9.50	9.73	9.56	9.38
Sydney	93.23	9.53	9.71	9.21	9.70	9.69	9.32
Paris	93.06	9.60	9.69	9.21	9.71	9.69	9.28
Bangkok	93.00	9.49	9.58	9.41	9.60	9.24	9.34
Istanbul	91.07	9.26	9.52	9.05	9.53	9.43	9.17
Hong Kong	89.70	9.21	9.43	8.99	9.42	9.56	8.99
Total	**93.41**	**9.57**	**9.70**	**9.31**	**9.70**	**9.63**	**9.34**

Mexico City has the highest average review score with 94.84 compared to the lowest score from Hong Kong with 89.7. Paris is the most visited city with highest listing but lower scores in cleanliness and value.
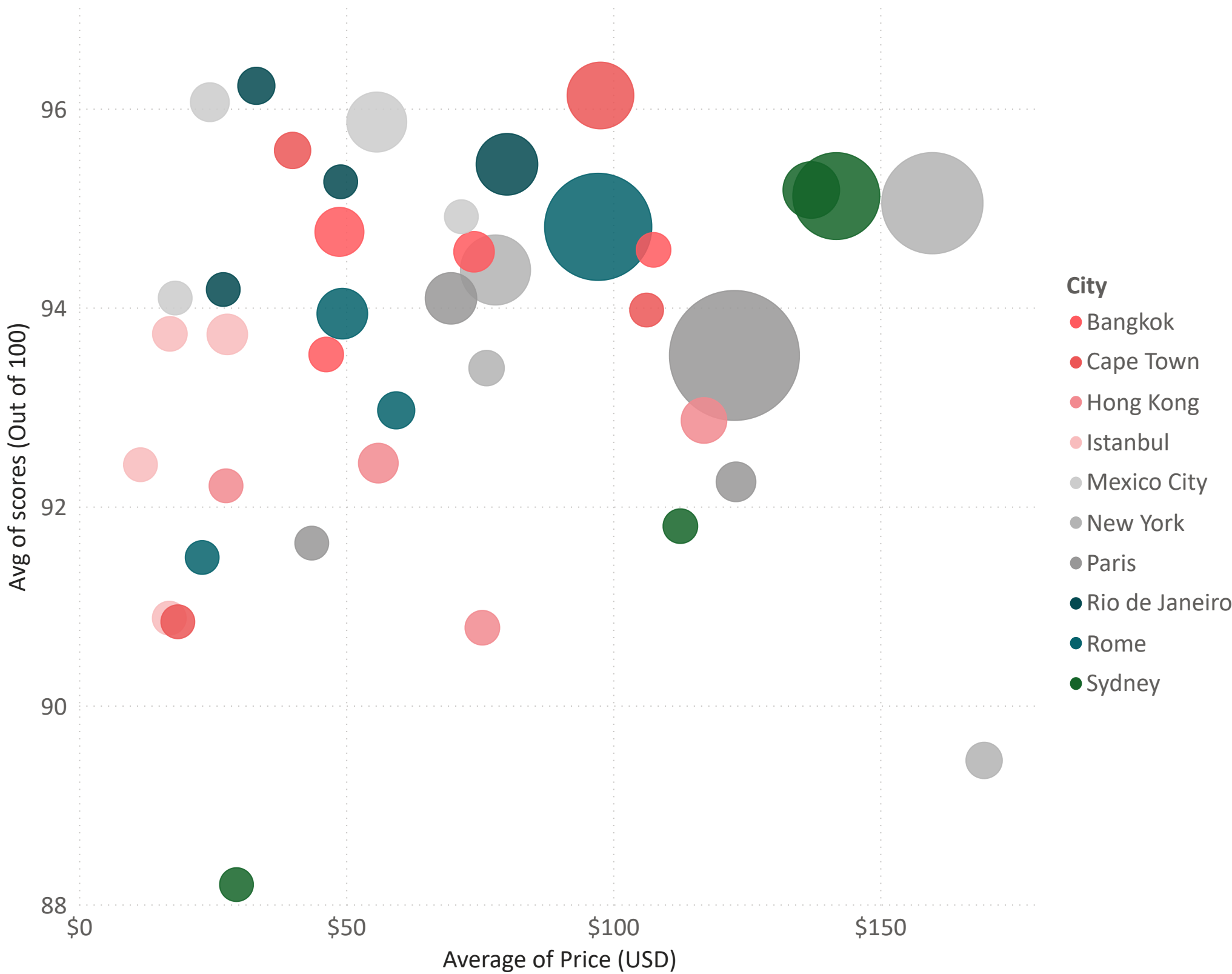
Value For Money

Click on the city below to view the scores by room type
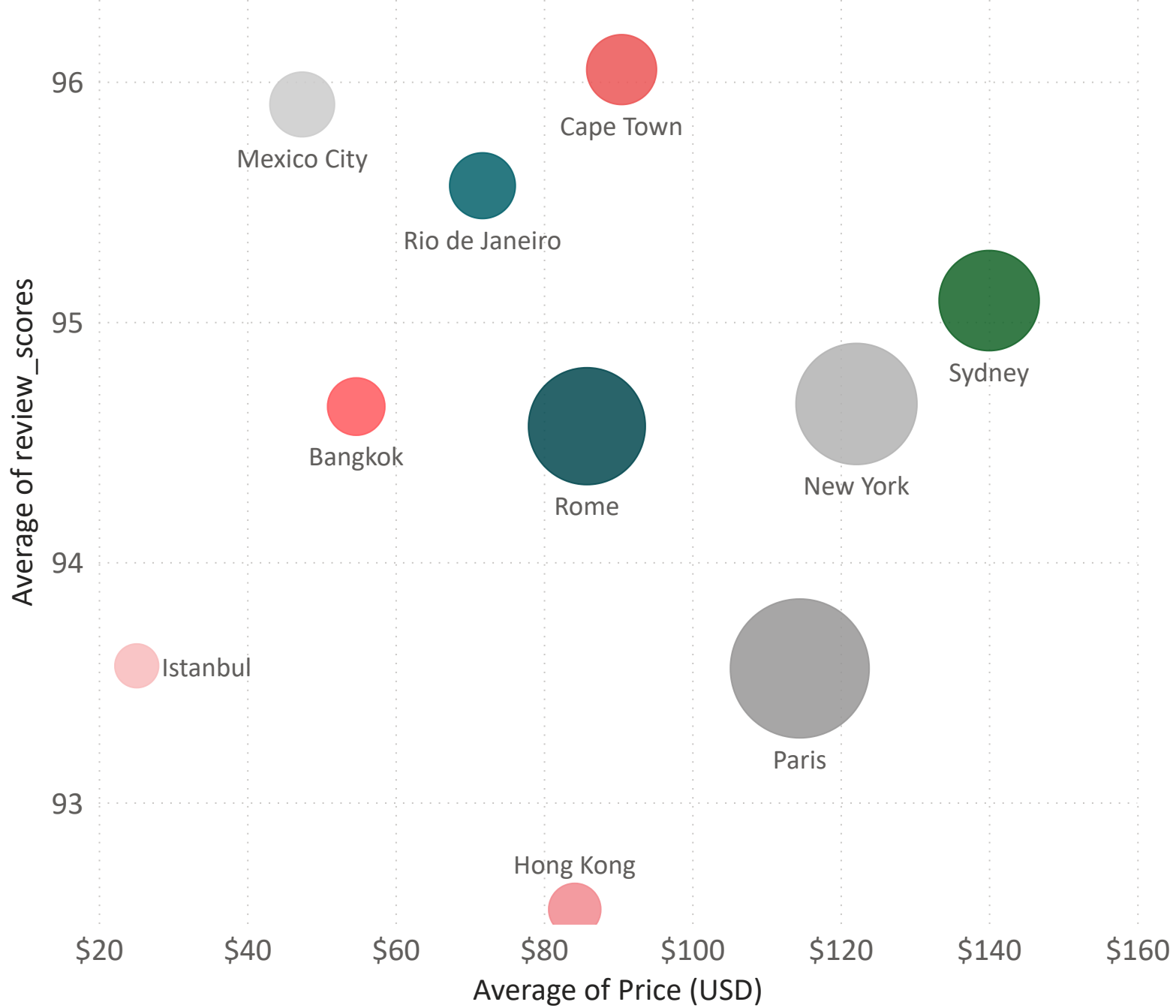
Mexico City provides the best value for money at 9.7/10 value ratings and 95% overall ratings that are lower Room Price.

Value For Money by Room Type

Overall Scores by Amenities

City	Avg Overall scores	Wifi	Essential	Long term stays allowed	Kitchen	Hangers	TV	Dedicated workspace	Iron	Shampoo	Washer	Hair dryer	First aid kit	Elevator	Lock on bedroom door	Heating	Break fast	Air conditioning
Mexico City	94.84	90.77	86.89	81.37	79.86	74.44	65.43	64.64	63.66	60.42	49.07	46.69	37.60	24.00	22.43	12.59	4.45	3.73
Rio de Janeiro	94.57	80.23	74.09	74.51	80.77	57.07	76.38	44.55	53.11	18.16	47.96	31.65	9.99	48.44	9.32	4.01	2.60	67.20
Cape Town	94.41	84.47	84.38	76.92	76.47	76.25	75.81	61.31	70.19	42.45	57.28	62.13	23.21	13.42	9.27	44.45	4.45	21.85
New York	93.77	90.24	82.72	86.19	82.42	65.79	60.37	54.80	53.18	54.49	31.74	55.25	27.24	17.00	17.89	86.33	5.05	76.24
Rome	93.52	86.91	84.16	79.40	66.68	73.48	78.13	60.29	61.38	62.98	48.22	80.27	44.72	38.98	14.43	87.49	13.87	67.72
Sydney	93.23	82.75	82.01	65.96	83.51	66.23	72.24	49.82	61.15	53.36	79.06	53.72	22.70	17.01	7.21	48.24	8.31	34.90
Paris	93.06	85.49	84.44	69.06	84.13	59.90	55.56	50.82	58.30	51.95	65.75	59.52	11.13	29.09	2.31	86.29	9.35	6.18
Bangkok	93.00	75.33	77.29	84.31	51.34	65.47	72.24	54.39	30.36	66.01	55.16	58.33	19.03	41.59	12.40	7.77	7.22	87.02
Istanbul	91.07	80.50	76.17	72.11	63.36	54.91	60.20	50.31	55.19	55.37	49.73	62.99	19.07	13.07	9.81	76.91	6.26	37.66
Hong Kong	89.70	82.08	58.22	81.79	36.44	50.07	51.27	34.74	31.40	52.32	31.92	51.17	14.60	43.13	17.76	14.42	1.64	84.54
Total	93.41	84.78	81.47	75.39	75.87	64.52	65.69	53.14	56.03	51.04	54.18	56.52	21.68	26.73	10.31	54.06	7.14	38.24

The most important features affecting the overall score are Wi-fi, the Essentials, long-term stays allowed and kitchen. Depending on the country, Airbnb users expect heating and air conditioning.

△ **Airbnb** Listings & Reviews Analysis

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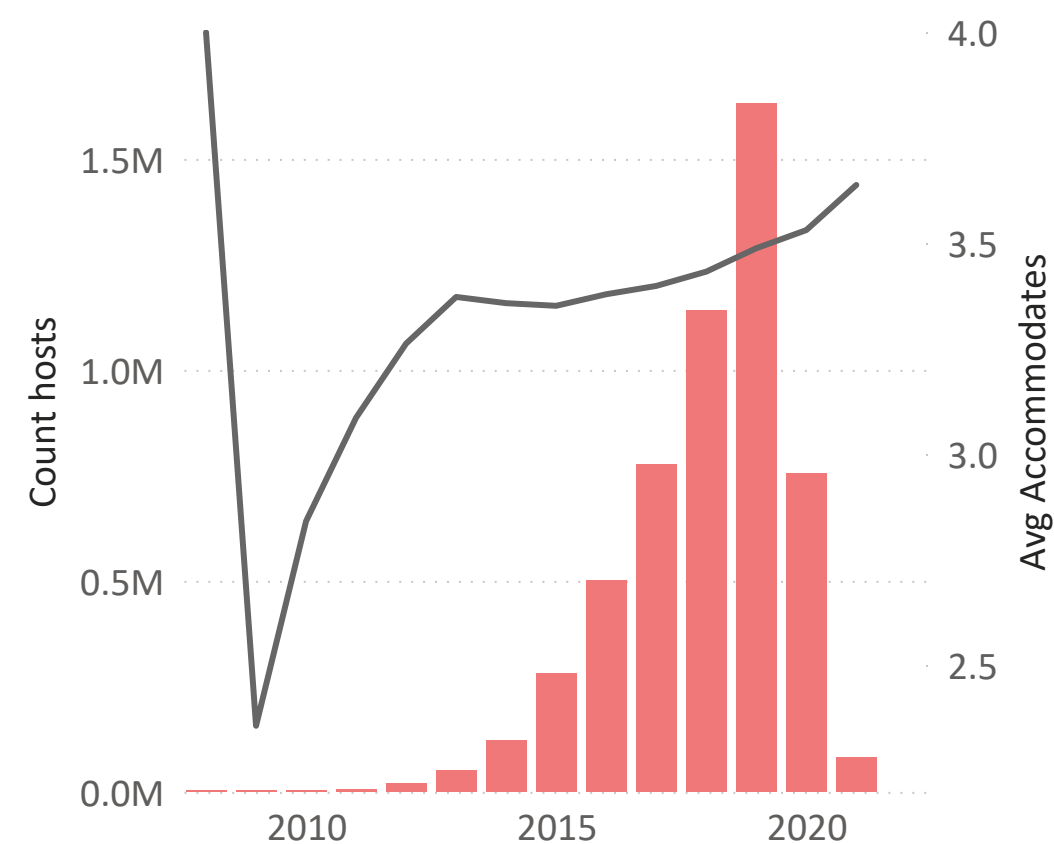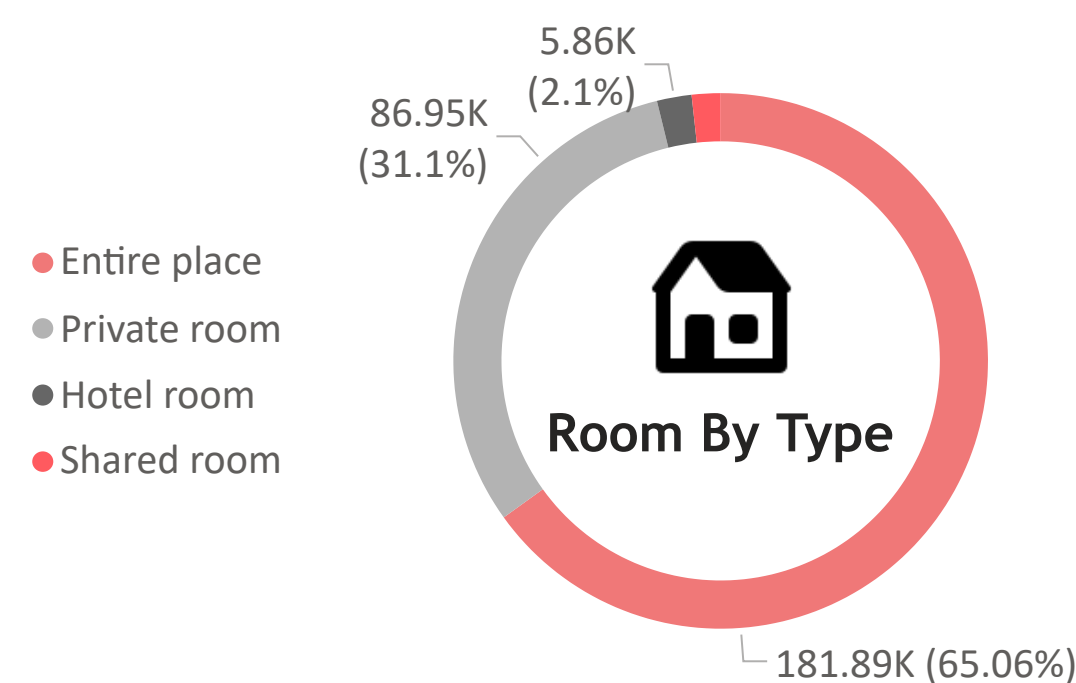| **279.55K**	**181.90K**	**27.28K**
# of Listings	# of Hosts	# of superhost

Hosting Growth

Host growth & Accommodates
● Count hosts ● Average of accommodates

Huge amount of host joining Airbnb from 2013 to 2019, from 0.2M per year to 1.6M per year. The growth of Host decline since 2020 due to COVID19.

Room Type

● Entire place
● Private room
● Hotel room
● Shared room

Room By Type

5.86K (2.1%)
86.95K (31.1%)
181.89K (65.06%)

65% of listings are for Room Type Entire place (whole place to themselves including private entrance and no shared spaces). Entire Place is most popular among the Airbnb guests followed by Private room.

SUPERHOST
Superhosts are experienced hosts who provide a shining example for other hosts, and extraordinary experiences for their guests. Around 18% of total host are Superhost

18% Superhost%

INSTANT BOOKABLE
Instant Book listings allow you to book immediately without needing to send a reservation request to a host for approval. 41% of listings are instant bookable.

41% instantBookable%

IDENTITY VERIFIED
Airbnb users can earn a "Verified ID" badge on their profile by providing their online identity (via existing Airbnb reviews, LinkedIn, or Facebook) and matching it to offline ID documentation, such as confirming personal information or scanning a photo ID. 72% of total host has their identity verified.

72% indentityVerified%

Listings by City

City	Listings per host	Listings
Paris	1.25	64657
New York	1.38	36994
Sydney	1.35	33596
Rome	1.90	27636
Rio de Janeiro	1.54	26591
Istanbul	1.81	24505
Mexico City	1.74	20055
Bangkok	2.33	19360
Cape Town	1.72	19070
Hong Kong	3.46	7083
Total	**1.54**	**279547**

% Room Type
● Entire place ● Hotel room ● Private room ● Shared room

City	Entire place	Hotel room	Private room	Shared room
Paris	86%		12%	
New York	52%		45%	
Sydney	61%		37%	
Rome	62%	5%	32%	
Rio de Janeiro	72%		25%	
Istanbul	51%		43%	
Mexico City	53%		44%	
Bangkok	55%	5%	36%	
Cape Town	74%		24%	
Hong Kong	37%		55%	6%

On average, one host has 1.54 listings. Notably, the average listings per host in Hong Kong and Bangkok are significantly higher with 3.46 and 2.33 respectively.

Paris and New York have significantly more listings than the other cities

The majority of the listings are listed as Entire Place and Private Room. In New York, Istanbul and Mexico City, vacations in Entire Place and work travels in Private Room are equal in availability and importance. Private Rooms are more common among Hong Kong's limited accommodations.

Host Response Time

City	Few hours	Multiple days	Same day	Within an hour
Bangkok	18.85%	12.06%	15.59%	53.50%
Cape Town	22.84%	6.43%	17.95%	52.79%
Hong Kong	19.87%	16.57%	17.89%	45.67%
Istanbul	15.37%	12.80%	13.51%	58.32%
Mexico City	19.10%	7.82%	13.96%	59.13%
New York	21.44%	7.74%	18.26%	52.55%
Paris	20.42%	10.36%	21.10%	48.13%
Rio de Janeiro	25.16%	11.41%	18.28%	45.14%
Rome	20.72%	8.94%	18.28%	52.06%
Sydney	19.10%	8.87%	17.23%	54.79%

% Superhost
● No ● Yes

City	No	Yes
Bangkok	71%	29%
Cape Town	69%	31%
Hong Kong	83%	17%
Istanbul	76%	24%
Mexico City	60%	40%
New York	76%	24%
Paris	85%	15%
Rio de Janeiro	76%	24%
Rome	69%	31%
Sydney	84%	16%

Mexico City offers the quickest Host Response Time. High customer engagement, trust, and satisfaction contributes to better value for travels. A notable 40% majority of Super Hosts are here!

Instant Bookings

● No ● Yes
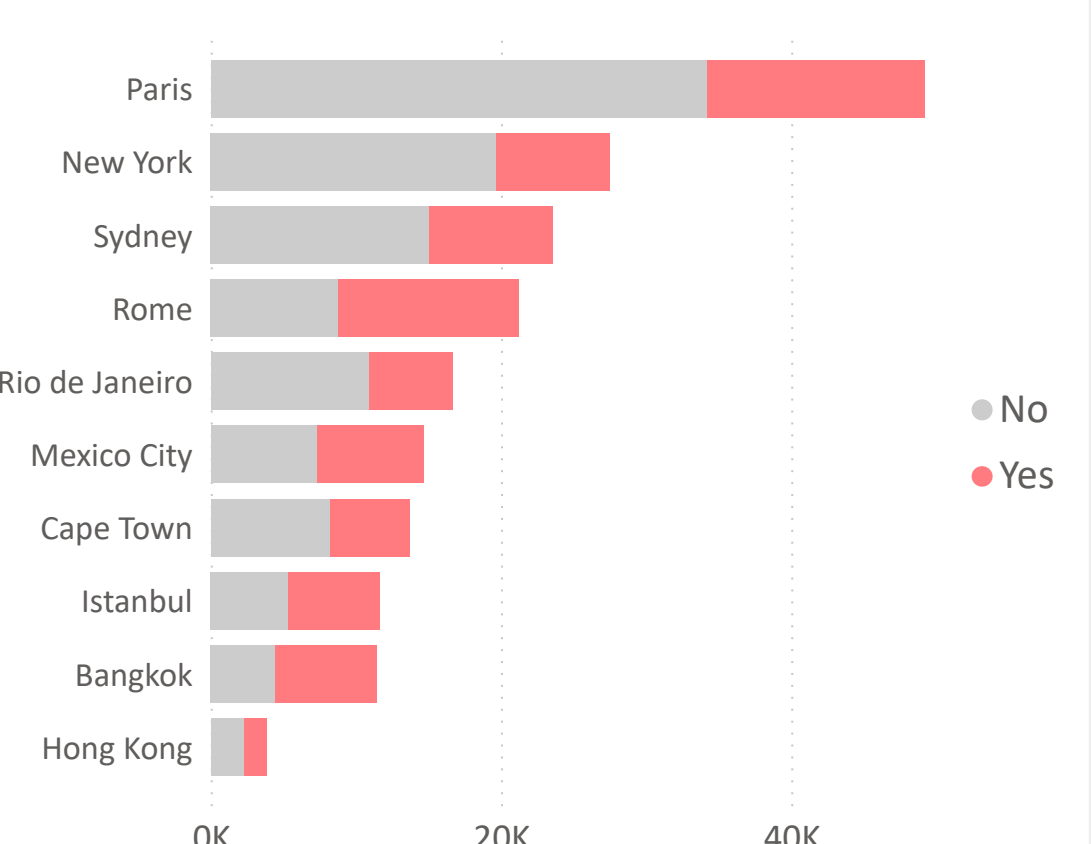
A majority of listings in Bangkok (61%) can be instantly booked. This is not the case for the bustling New York (28%) and Hong Kong (40%).