

ANALYSIS OF THE  
AIRBNB MARKET

**IT'S *FREE* REAL  
ESTATE DOWN**



**IN TORONTO!**



Husain



Maryam



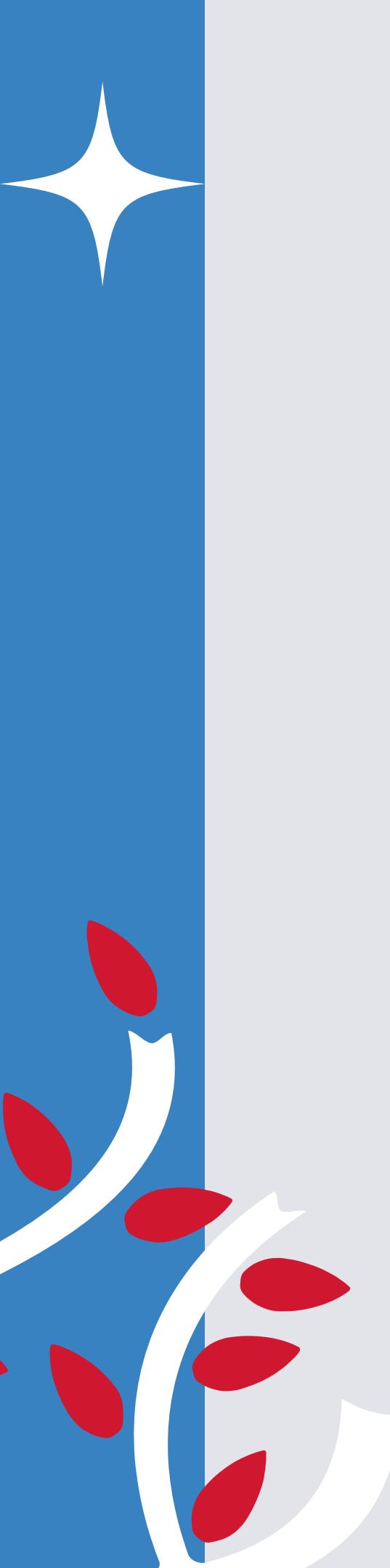
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# AGENDA

1. Introduction
2. Data summary
3. Analysis
4. Recommendations
5. Limitation

# INTRODUCTION

- Is the Airbnb Toronto market worth investing into?
- Which neighborhoods should the client target?
- Which property types would work best for the client's investment strategy?



# DATA SUMMARY

# TORONTO AIRBNB MARKET DATA OVERVIEW FOR 2024



230K

Total Listing

\$155

Average Price  
per Night



\$135K

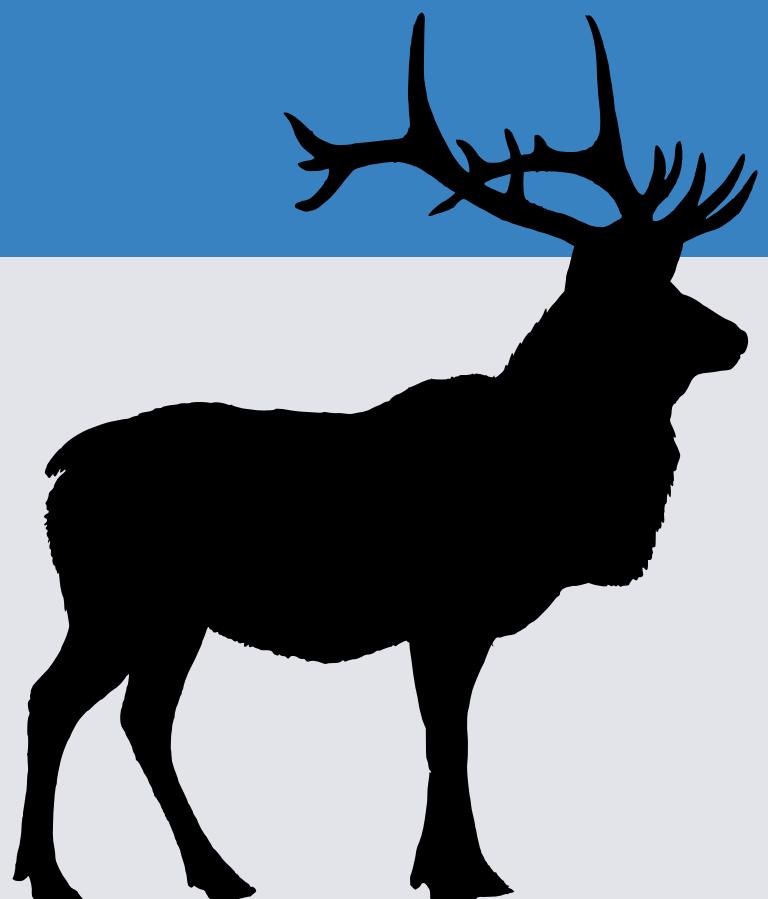
Average Annual  
Revenue

4.79

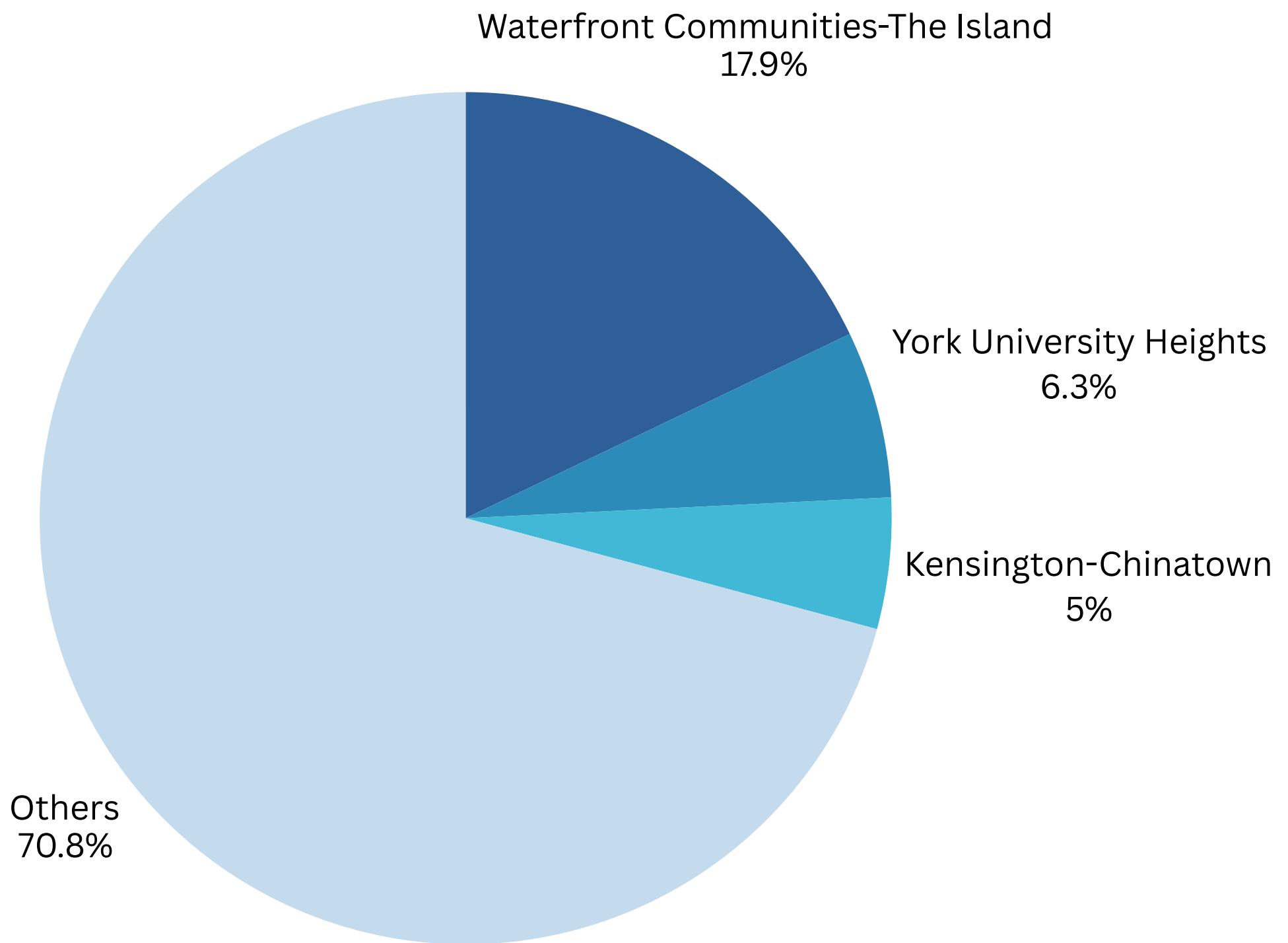
Average Review



# DATA ANALYSIS



# TOP 5 POPULAR NEIGHBORHOODS

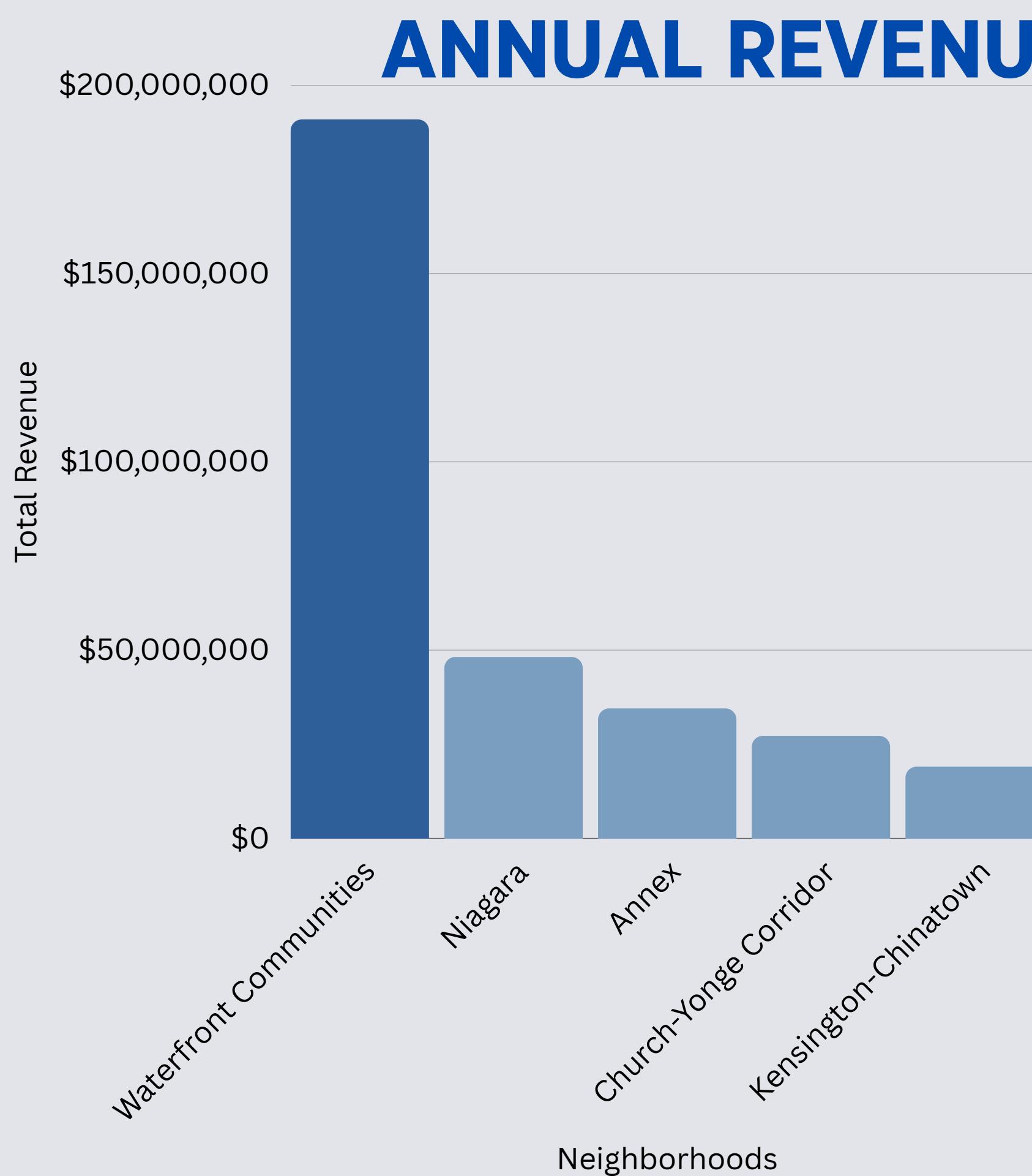


The Waterfront Communities neighborhood is leading in popularity based on the number of listings.

18% of the total number of hosts

58% is the average occupancy in a year

# ANNUAL REVENUE OF NEIGHBORHOODS



The Waterfront Communities are still leading in revenue with:

**Total Annual Revenue**

**\$190 M**

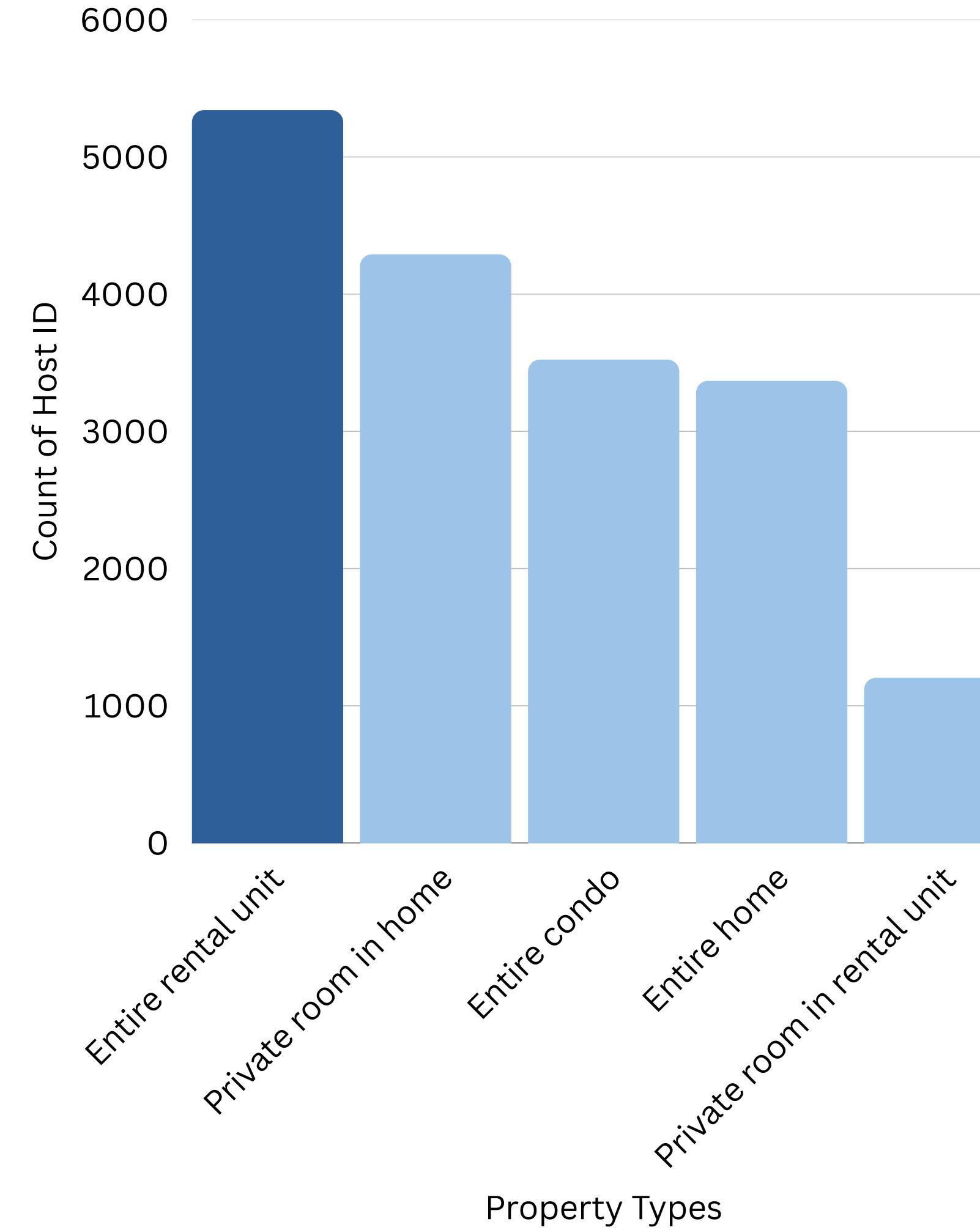
**Average Annual Revenue**

**\$48K**

**Price per Night**

**\$216.82**

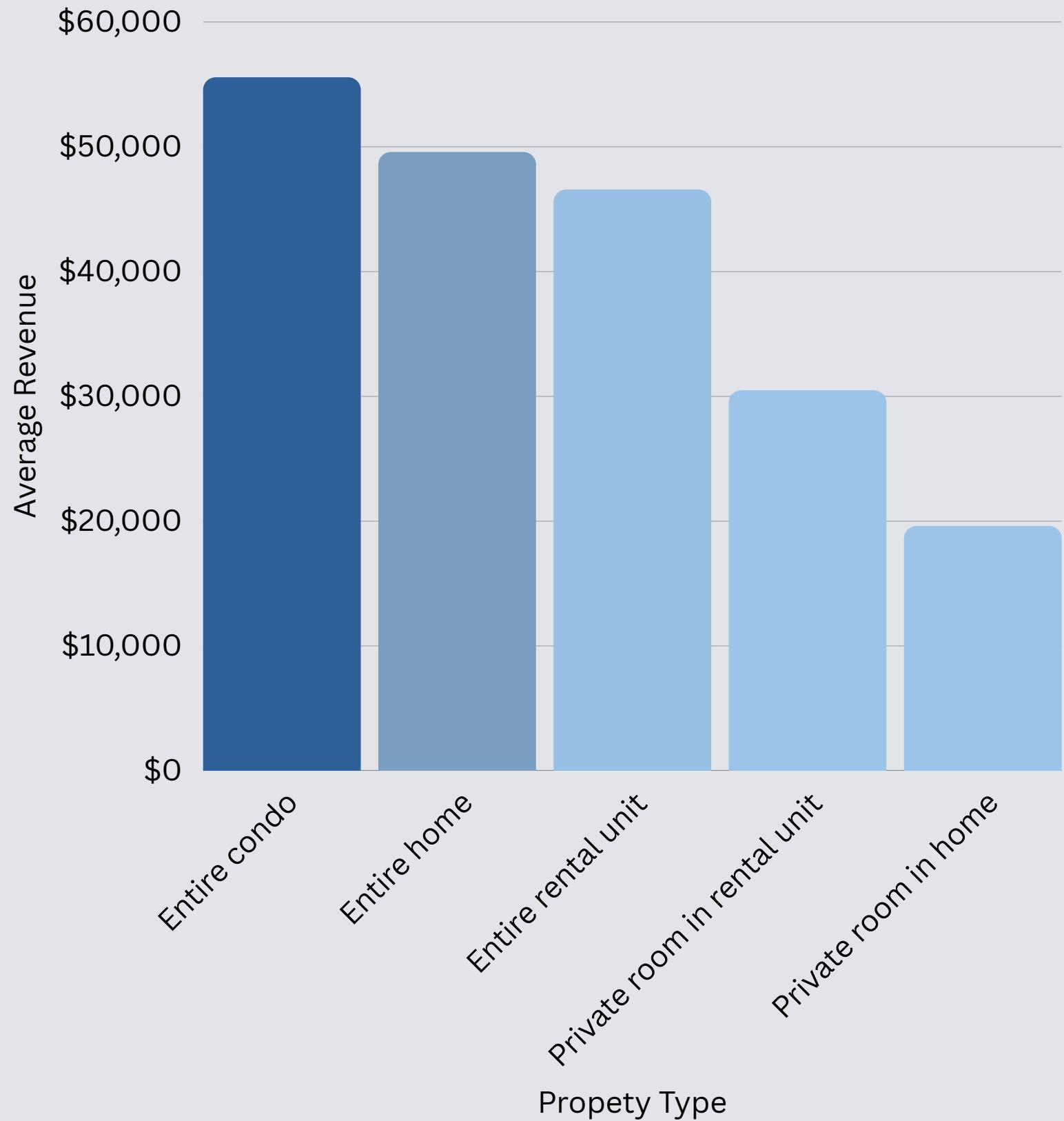
# THE POPULARITY OF PROPERTY TYPES



# PROPERTY TYPE METRICS

Property Types	Average Review Score Rating	Average of Price
Entire home	4.81	\$194.46
Entire condo	4.80	\$215.97
Entire rental unit	4.79	\$242.91
Private room in home	4.75	\$90.00
Private room in rental unit	4.73	\$106.72

# ANNUAL REVENUE OF PROPERTY TYPES



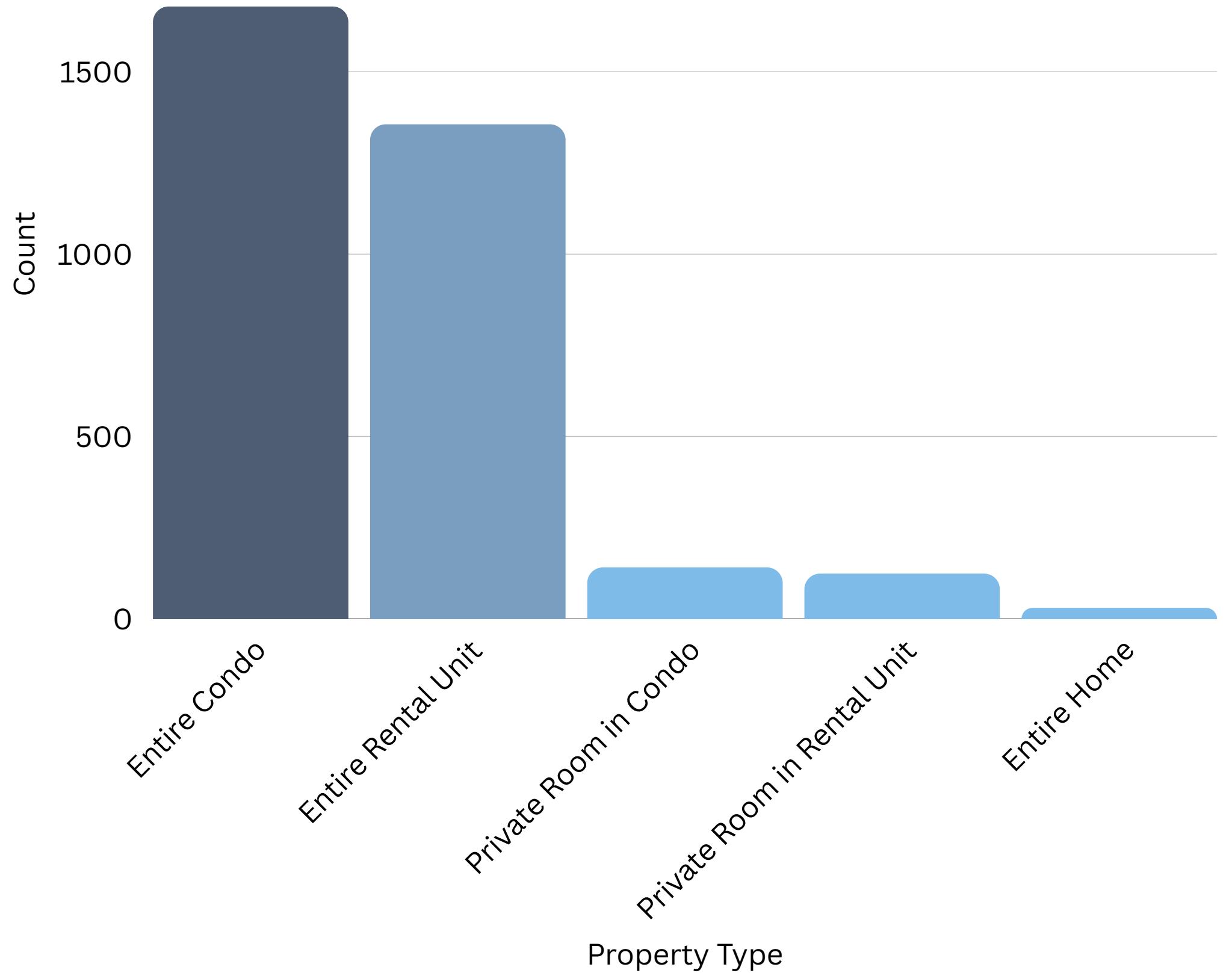
The Entire Condo is leading in revenue with:

**Total Annual Revenue**  
\$233M

**Average Annual Revenue**  
\$55K

**Average Price per Night**  
\$216

# PROPERTY TYPES OF THE WATERFRONT NEIGHBORHOOD



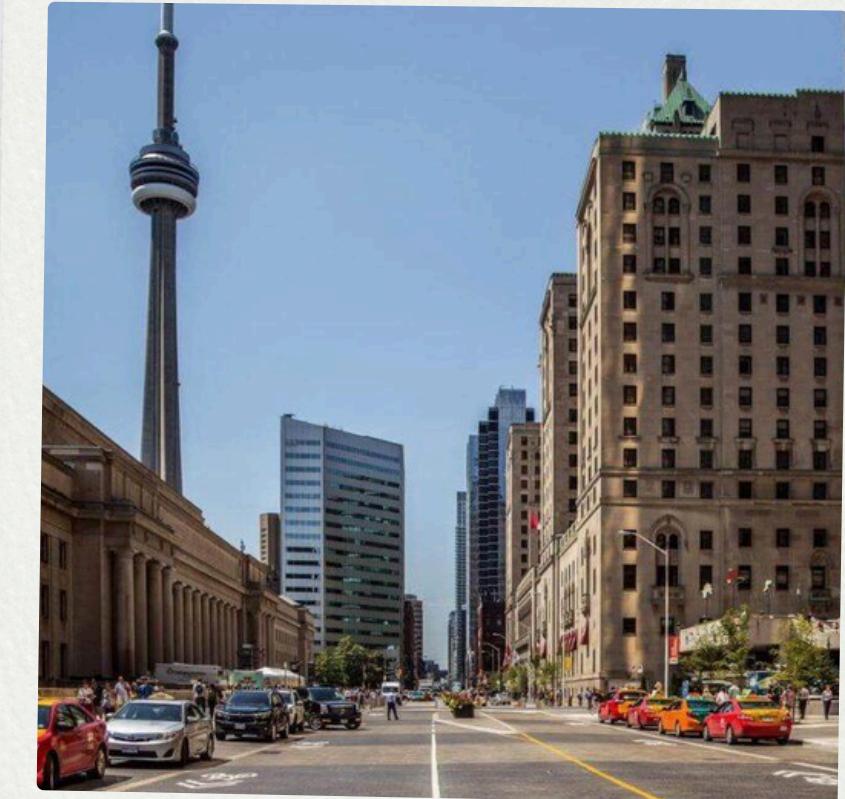
# RECOMMENDATIONS

## 1) The Waterfront Communities – The Island

23% of the Total Annual Revenue of Neighborhoods

Estimated Return of Revenue: up to 141K

Recommended Price Range: up to \$458

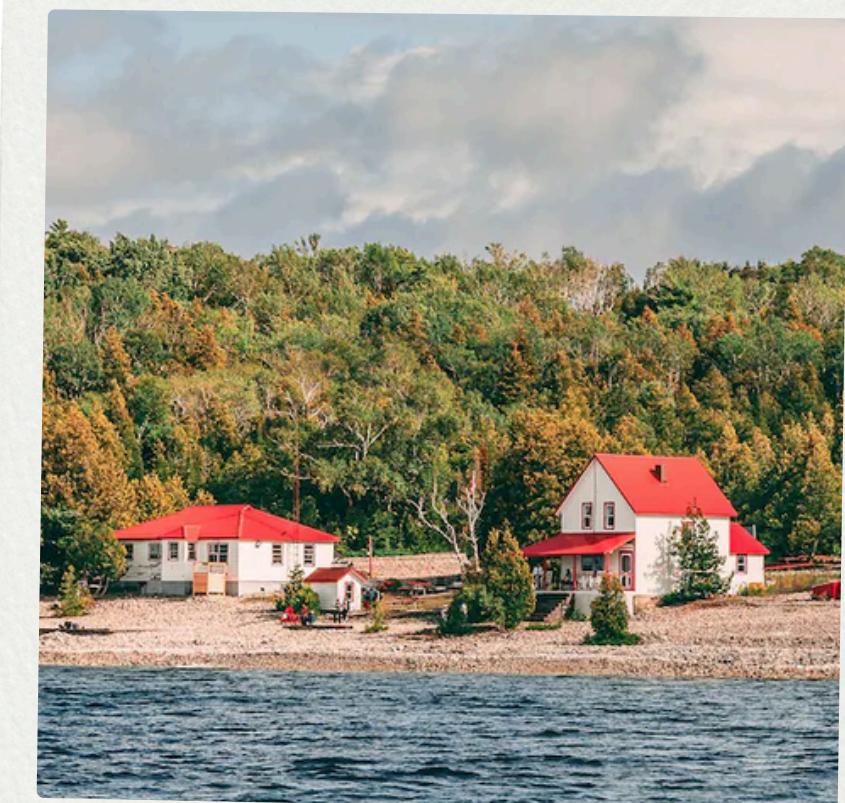


## 2) Entire Condo Unit

32% of the Total Annual Revenue of Property Types

Estimated Return of Revenue: up to 129K

Recommended Price Range: up to \$448



# LIMITATIONS

- 1) Data Ambiguity (e.g. Listings vs. Total Listings Count)
- 2) Lack of a proper Time Scale
- 3) Heavy Fluctuations in the Data, or a lack thereof  
(e.g. Review Score Ratings, Count of Property Types, etc.)
- 4) Data Scarcity (e.g. more features, records, etc.)





**ANY  
QUESTIONS ?!**

**YOU**

**THANK**