Airbnb Business In Washington D.C
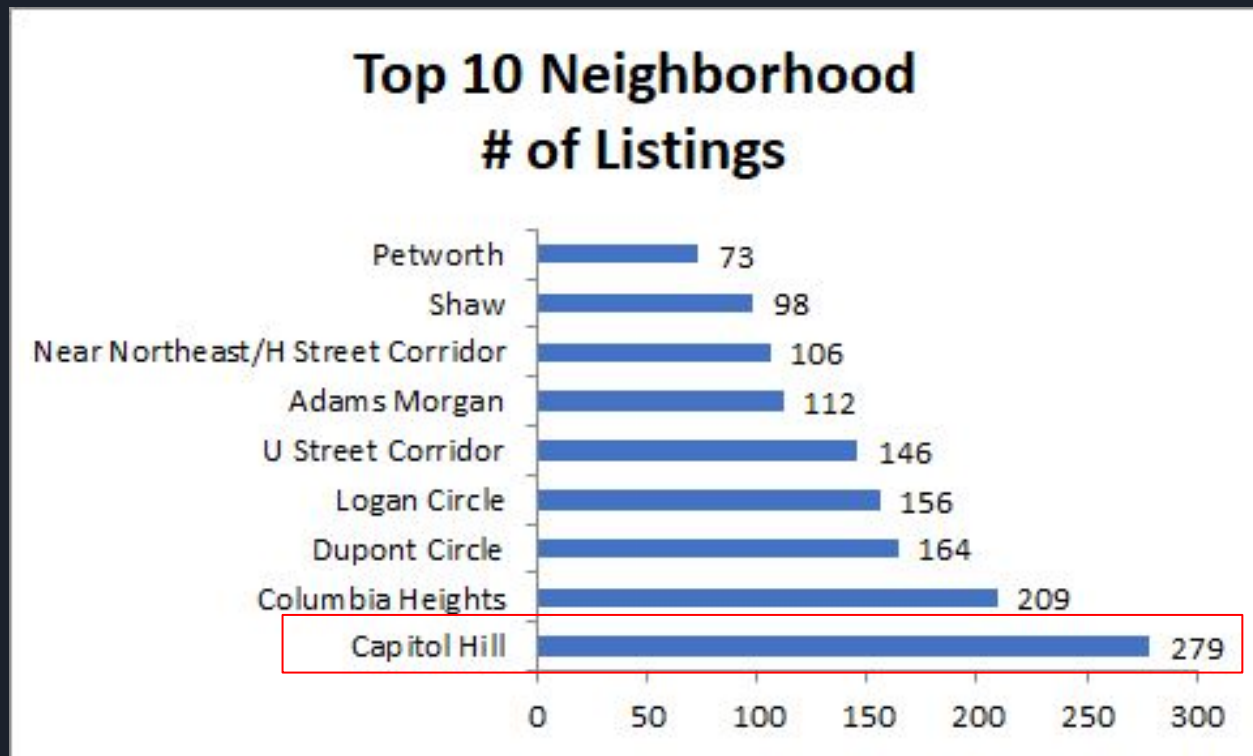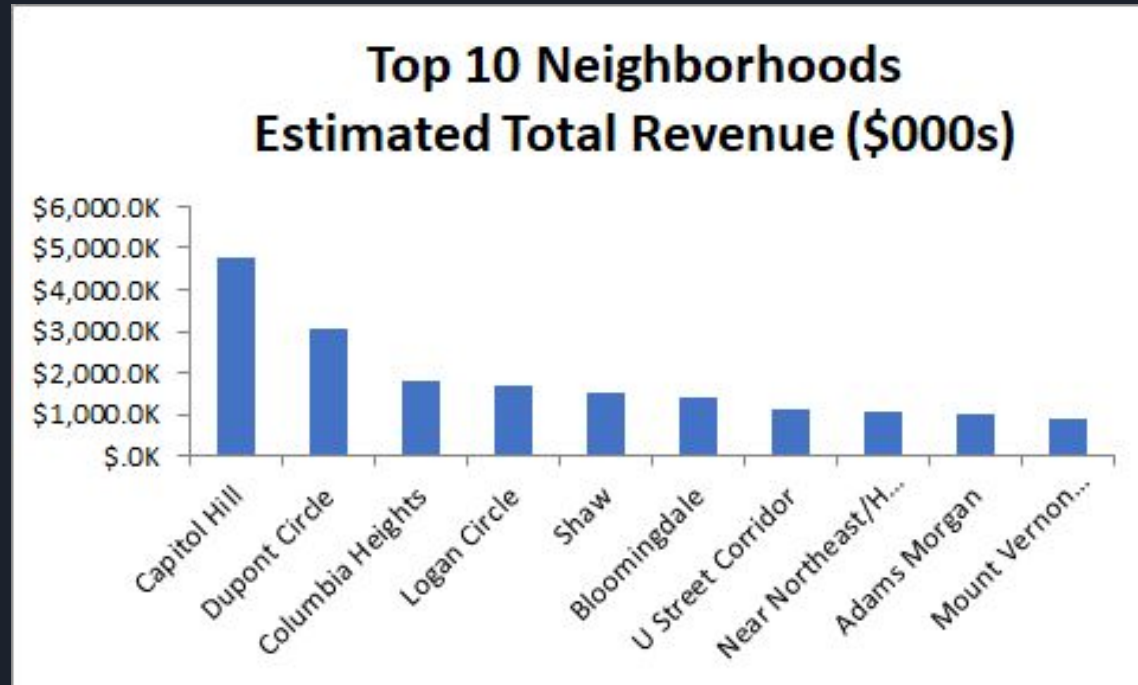
Rosalina Felipe

Airbnb Profile in Washington D.C

- There are 2,893 hosts that have at least 1 booking

- 64% of hosts rent out their entire home/apartment, 32% rent out a private room & 2% rent out a shared room

- The median revenue per listing is $4.8K

- 10% of all listings are in Capitol Hill neighborhood with 16% of total revenue

Neighborhoods - Most # of Listings

Top 10 Neighborhood # of Listings

Neighborhood	# of Listings
Petworth	73
Shaw	98
Near Northeast/H Street Corridor	106
Adams Morgan	112
U Street Corridor	146
Logan Circle	156
Dupont Circle	164
Columbia Heights	209
Capitol Hill	279

Top 10 Neighborhoods - Estimated Total Revenue

Top 10 Neighborhoods - Revenue Per Listing

Top 10 Neighborhoods
Revenue Per Listing ($000s)
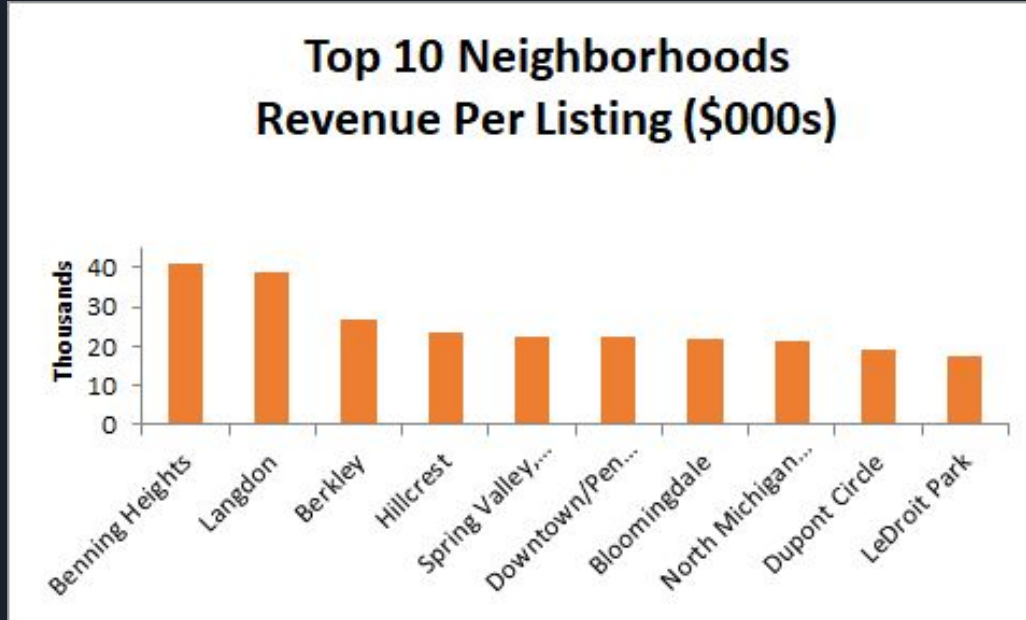
Neighborhood	# of Hosts
Benning Heights	1
Langdon	5
Berkeley	3
Hillcrest	1
Spring Valley	2
Downtown	40
Bloomingdale	65
North Michigan	4
Dupont Circle	164
LeDroit Park	27

Total % for Each Rating
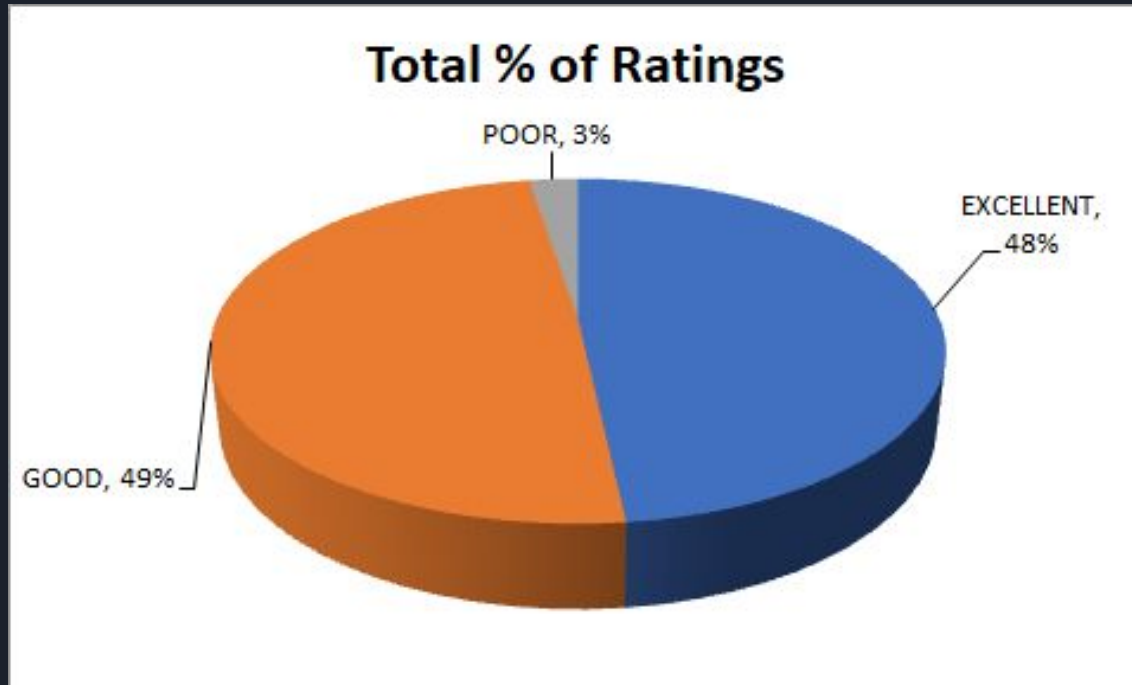
# Top 10 Neighborhoods - % of Rating Mix w/ Highest Volume

% of Quality Mix Ratings
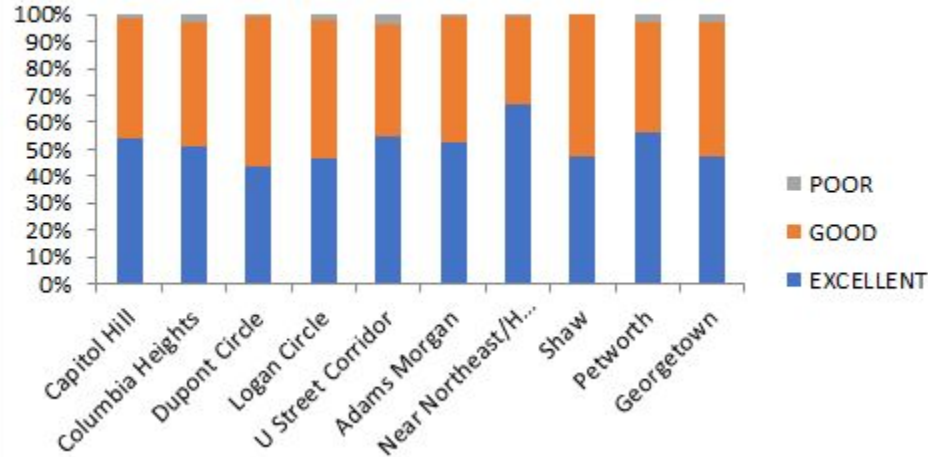
Neighborhoods	EXCELLENT	GOOD	POOR
Capitol Hill	53.05%	44.09%	1.43%
Columbia Heights	50.24%	45.93%	2.87%
Dupont Circle	42.68%	54.88%	0.61%
Logan Circle	45.51%	50.64%	1.92%
U Street Corridor	54.11%	41.78%	3.42%
Adams Morgan	51.79%	45.54%	0.89%
Near Northeast/H Street Corridor	66.04%	32.08%	0.94%
Shaw	46.94%	53.06%	0.00%
Petworth	56.16%	41.10%	2.74%
Georgetown	47.14%	50.00%	2.86%

Recommendations

Top 5 Neighborhoods
Low Barrier to Entry v. High Barrier to Entry
Revenue Per Listing ($000)

Low Barrier to Entry: $40.8K, $38.7K, $26.9K, $23.6K, $22.5K
High Barrier to Entry: $17.1K, $18.8K, $8.5K, $10.9K, $15.4K
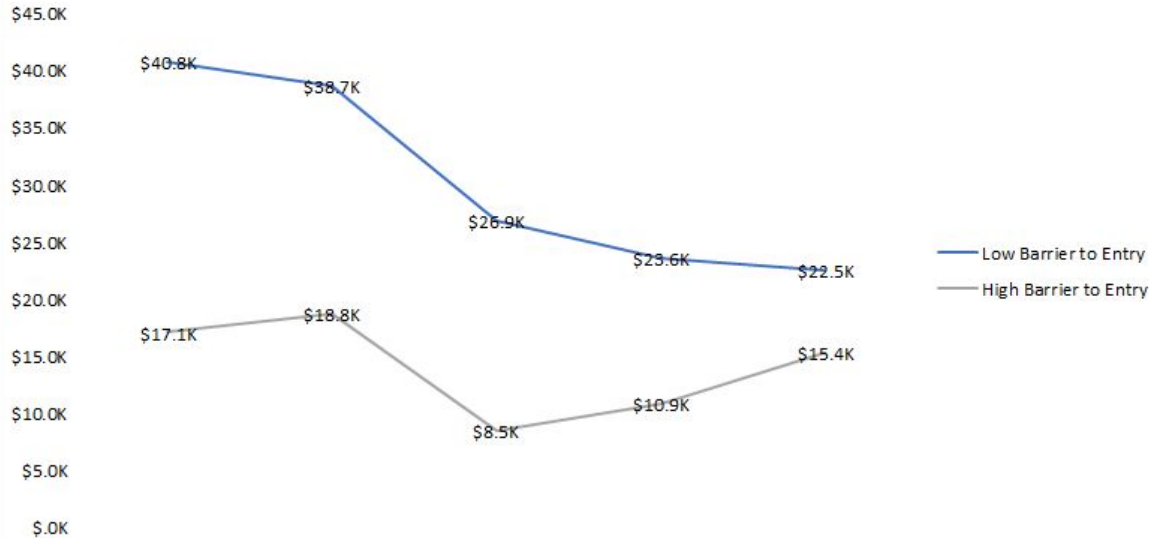
Neighborhoods - Low Barrier to Entry

Benning Heights

Langdon

Berkley

Hillcrest

Spring Valley, Palisades, Wesley Heights, Foxhall Crescent, Foxhall Village, Georgetown Reservoir

Neighborhoods - High Barrier to Entry

Capitol Hill

Dupont Circle

Columbia Heights

Logan Circle

Shaw

Appendix

% of Rating Mix

Neighborhoods	EXCELLENT	GOOD	POOR	Total Ratings per month
Capitol Hill	53.05%	44.09%	1.43%	279
Columbia Heights	50.24%	45.93%	2.87%	209
Dupont Circle	42.68%	54.88%	0.61%	164
Logan Circle	45.51%	50.64%	1.92%	156
U Street Corridor	54.11%	41.78%	3.42%	146
Adams Morgan	51.79%	45.54%	0.89%	112
Near Northeast/H Street Corridor	66.04%	32.08%	0.94%	106
Shaw	46.94%	53.06%	0.00%	98
Petworth	56.16%	41.10%	2.74%	73
Georgetown	47.14%	50.00%	2.86%	70

Appendix - Calculating Estimated Total Revenue & Revenue Per Listing

A_Number_Of_Stays	A_Estimated_Daily_Reven	A_Estimated_Rev_Per_Bookings	A_Estimated_Total_Rev
=[@[number_of_reviews]]*2	=IF([@[guests_included]]>1,BF2,I	=[@[A_Estimated_Daily_Revenue]]*[@[minimum_nights]]	=[@[A_Estimated_Rev_Per_Bookings]]*[@[A_Number_Of_Stays

To calculate Revenue per Listing - Estimated Total Revenue/# of hosts