





MARKET DYNAMICS

ANALYSIS OF HOME RENTAL

airbnb in BANGKOK

OBJECTIVE

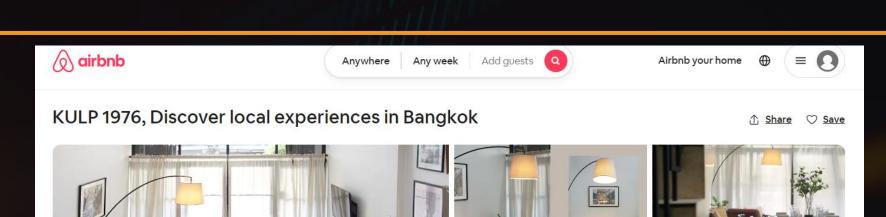
To provide an overview of the market dynamic to SUPPORT HOST'S decision making





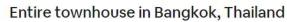
airbnb











6 guests · 3 bedrooms · 4 beds · 3 baths



One of the most loved homes on Airbnb, according to guests

4.98

124 Reviews #4,377 night

CHECK-IN CHECKOUT 5/23/2024 5/28/2024

GUESTS 1 guest



SOURCE of INFORMATION



SCOPE of DATA



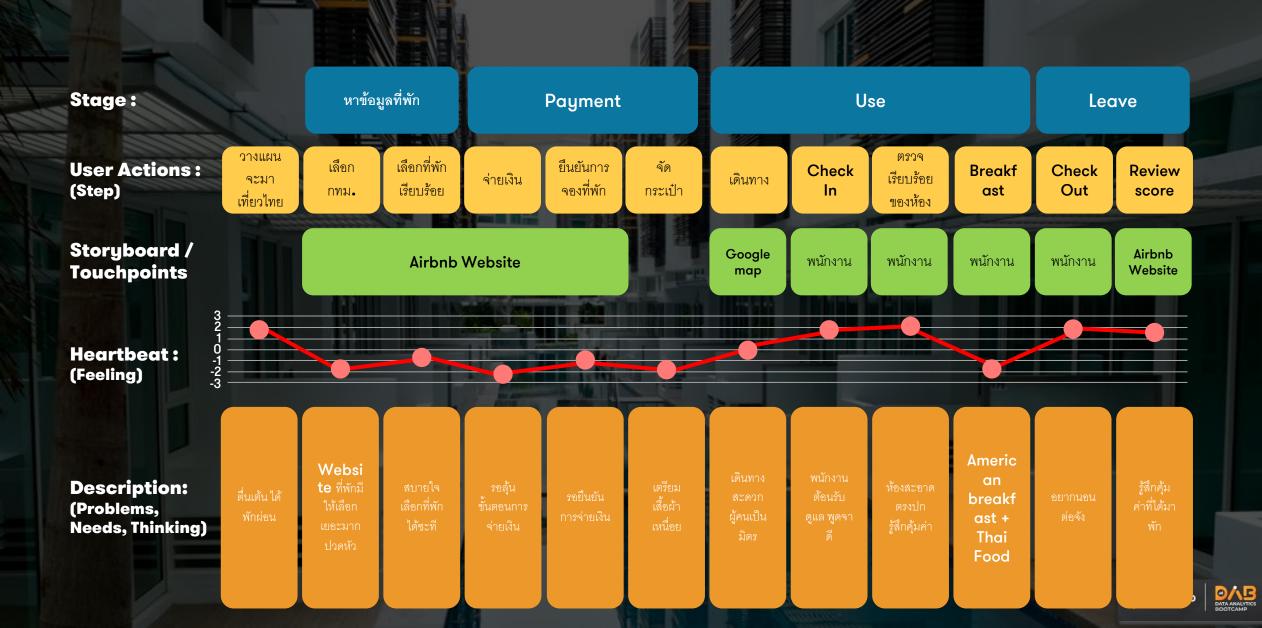
1,420 listing Airbnb rentals in Bangkok

Airbnb rental **HOMES** in Bangkok





CUSTOMER JOURNEY





ROOM TYPE DEFINITION



Private rooms are great when you prefer a little privacy, yet still value a local connection.

You'll have your own private bedroom for sleeping but will share some spaces with others.

PRIVATE ROOM



SHARED ROOM

Shared rooms are for when you don't mind sharing a space with others. You'll be sleeping in a space that is shared with others and share the entire space with other people.

ENTIRE PLACE

An entire place, <u>you'll have the</u> whole space to <u>yourself</u>. This usually includes a bedroom, a bathroom, a kitchen, and a separate, dedicated entrance.





ROOM SIZE DEFINITION



A double room is intended to accommodate <u>two people</u>. It typically includes a larger bed and may have additional space and amenities suitable for two occupants.

DOUBLE ROOM



A single room is designed to accommodate only <u>one</u> <u>person</u> and usually includes a single bed or twin bed, along with basic amenities and a private or shared bathroom.



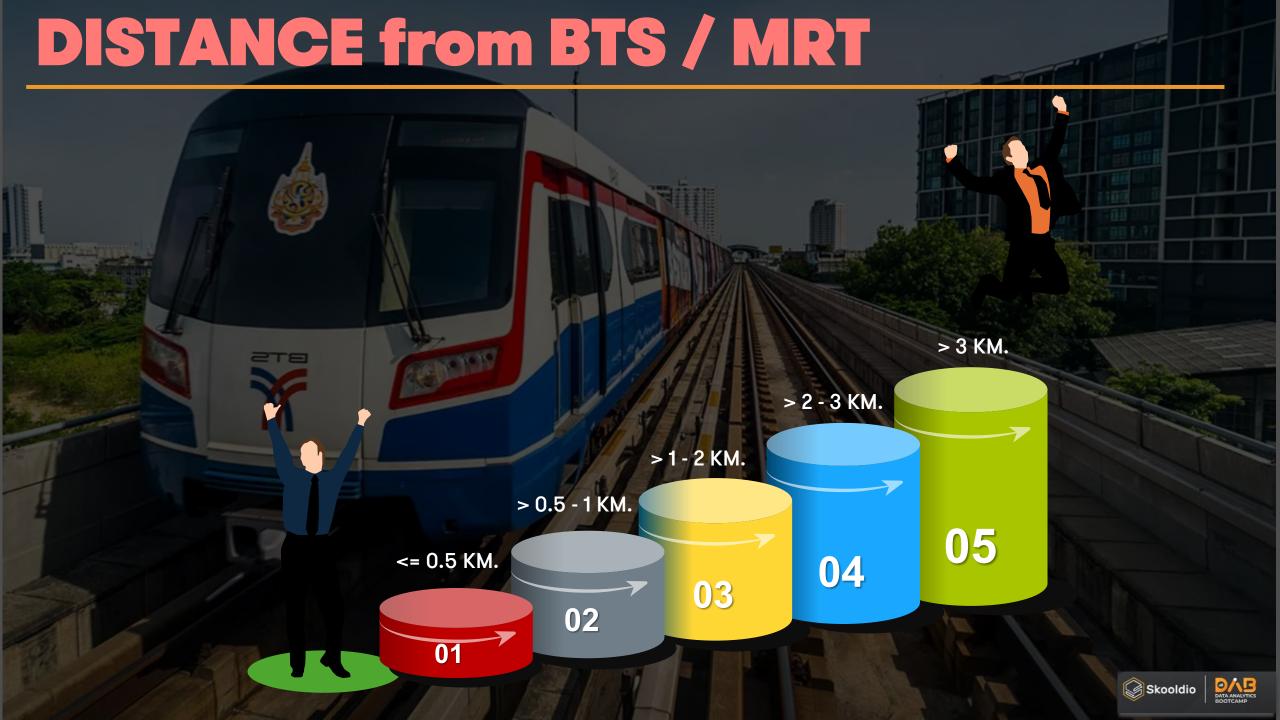


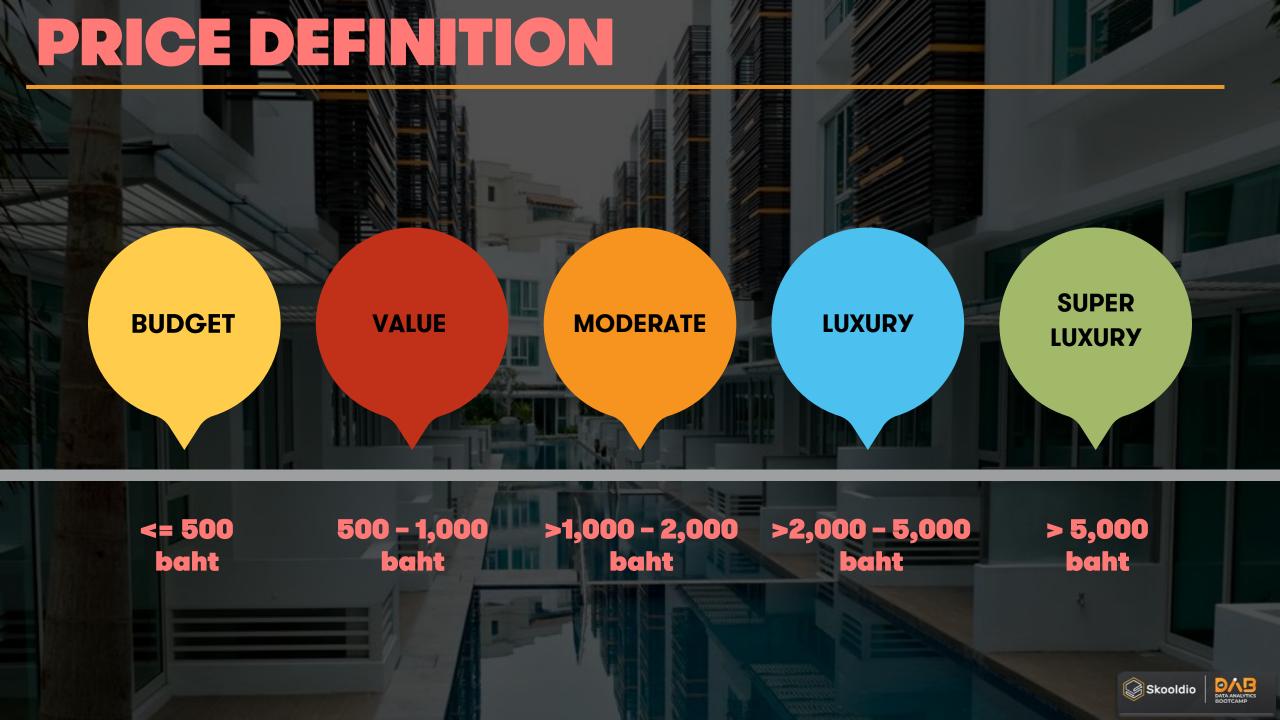
FAMILY ROOM

A family room is designed to accommodate <u>families or groups of travelers</u>. It is larger than standard rooms and provides additional sleeping arrangements with extra amenities for multiple individuals.

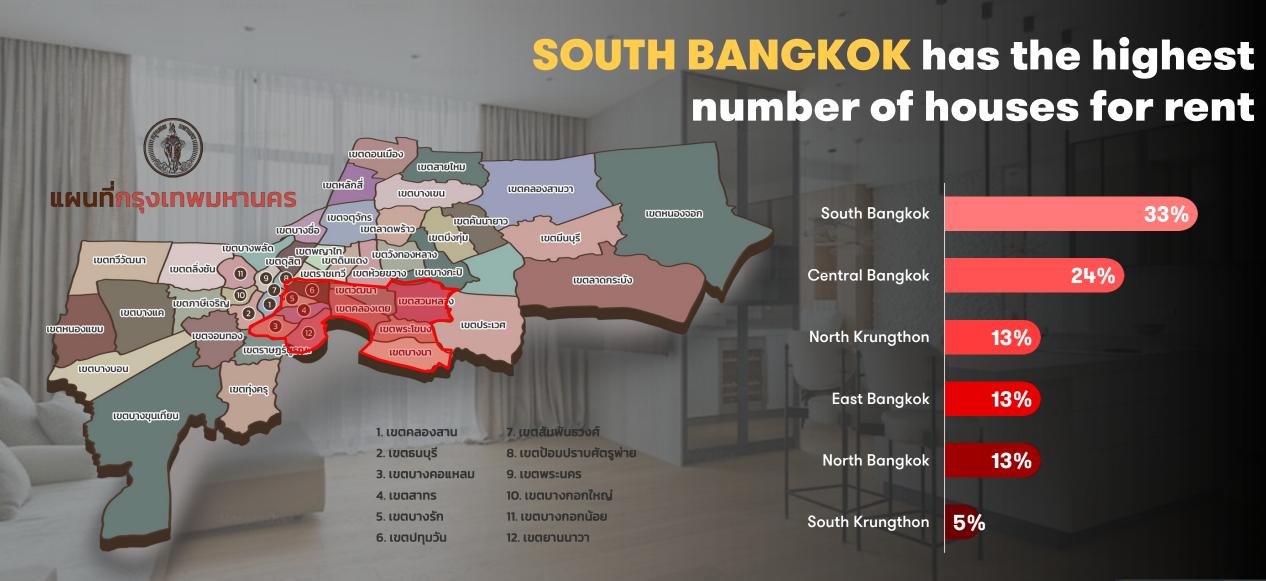






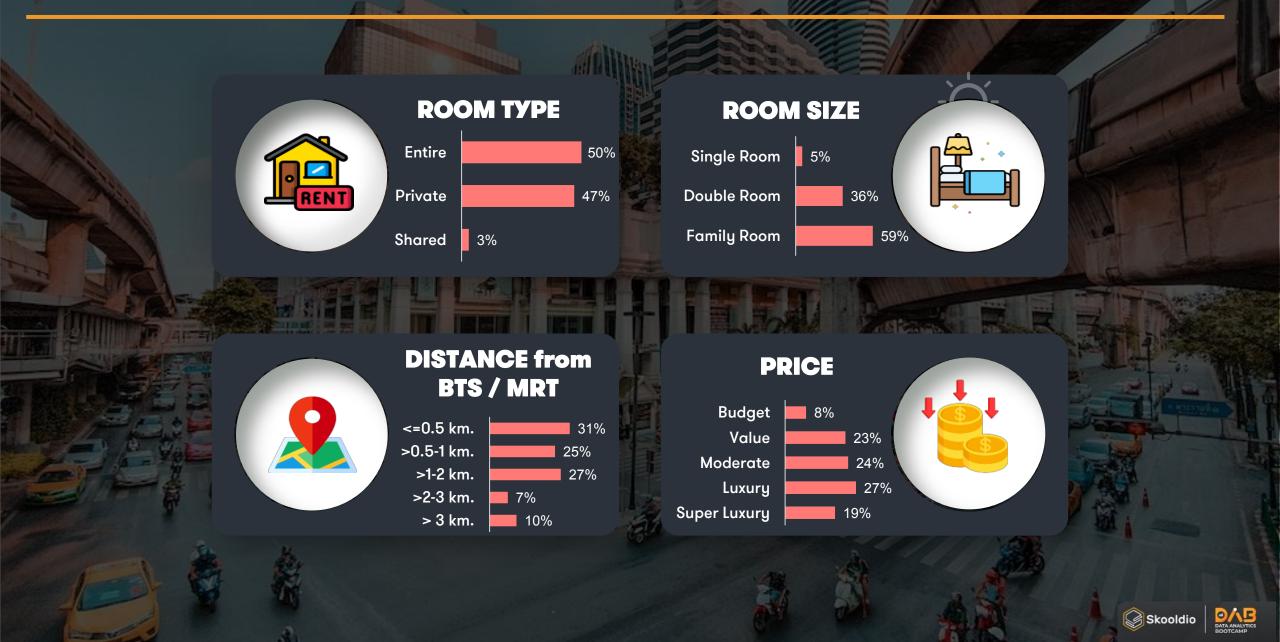


HOUSE RENTALS IN BANGKOK





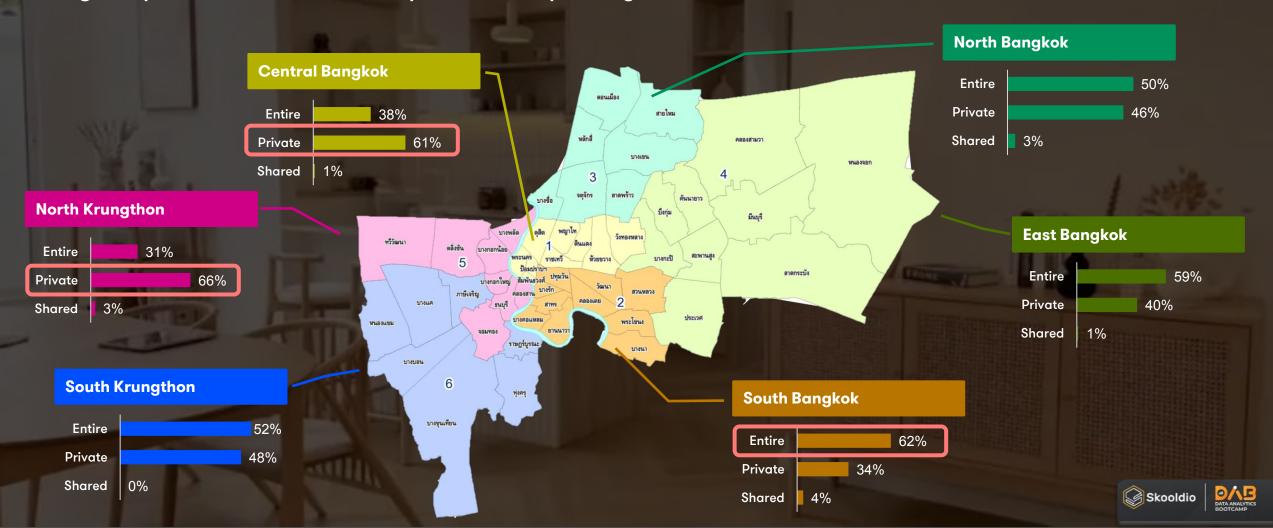
FACTOR AFFECTING HOUSE RENTALS



FACTOR AFFECTING HOUSE RENTALS **ROOM TYPE Entire** 50% **ROOM SIZE** 47% **Private** Shared 3% **DISTANCE** from **PRICE** BTS / MRT Skooldio DATA ANATOS

ROOM TYPE by AREA

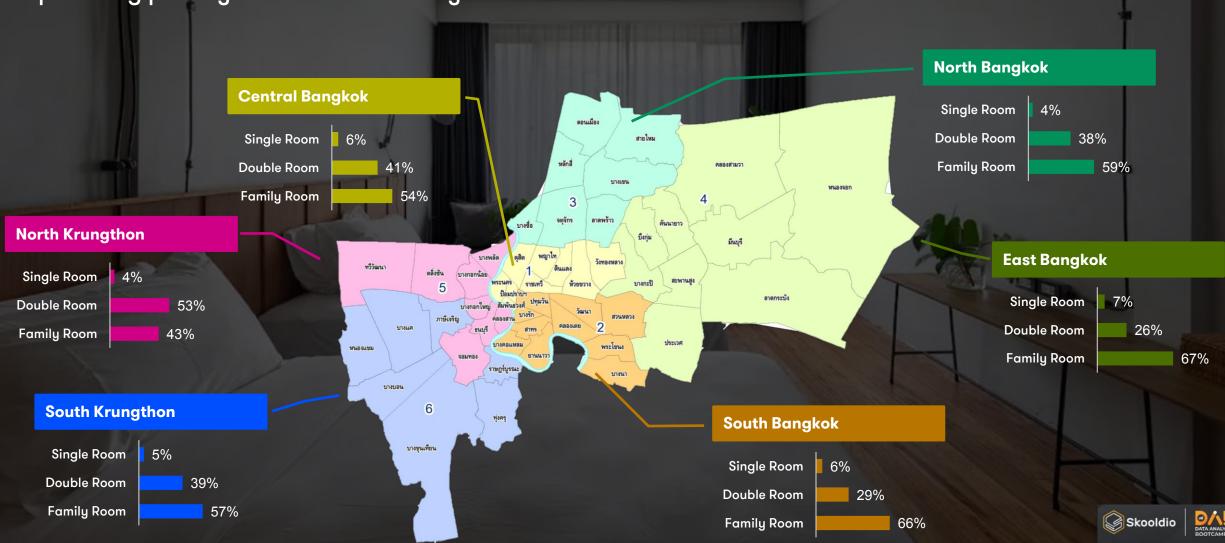
The host offers the highest number of entire rentals, especially in the southern part of Bangkok, particularly in the districts of Wattana and Khlong Toei. Meanwhile, in the Central BKK and North Krungthon parts of Bangkok, private rentals are most prevalent, especially in the Phra Nakhon district.



FACTOR AFFECTING HOUSE RENTALS **ROOM SIZE** Single Room **ROOM TYPE Double Room** 36% **Family Room** 59% **DISTANCE** from **PRICE** BTS / MRT Skooldio DATA ANALYTICS

ROOM SIZE by AREA

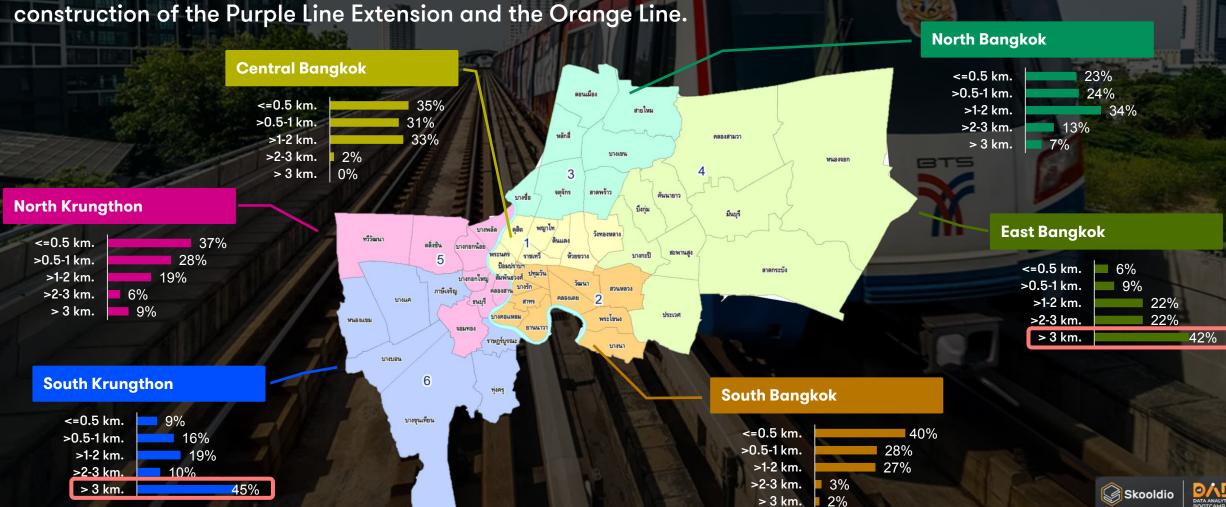
The majority of rented houses cater to family or group rentals. They boast spacious living areas, providing privacy and value for money.



FACTOR AFFECTING HOUSE RENTALS **ROOM TYPE ROOM SIZE DISTANCE from** BTS / MRT <=0.5 km.31% **PRICE** >0.5-1 km. 25% >1-2 km. 27% >2-3 km. 7% > 3 km. 10% Skooldio DATA ANATOS

LOCATION by AREA

Most rental houses in Bangkok are located within 1 km. proximity to the BTS Skytrain, ensuring convenient transportation. However, exceptions include the eastern part of Bangkok and the southern part of Thonburi, where properties are typically situated more than 3 km. away from the nearest station. This is due to ongoing

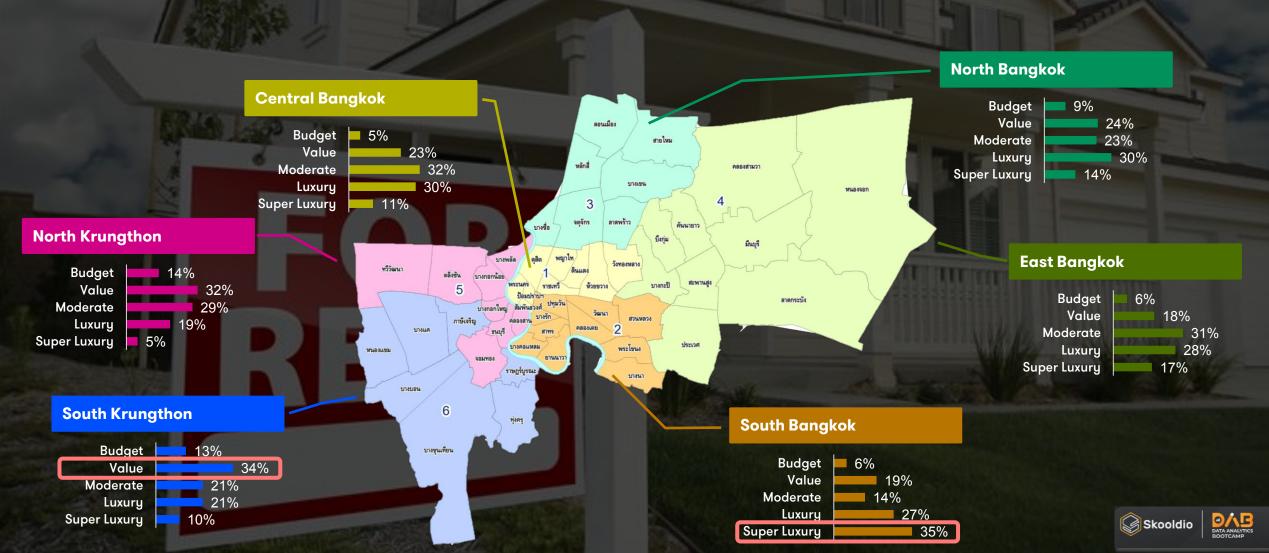


> 3 km.

FACTOR AFFECTING HOUSE RENTALS **ROOM SIZE ROOM TYPE PRICE Budget** 8% **DISTANCE** from Value 23% BTS / MRT Moderate 24% Luxury 27% Super Luxury 19% Skooldio DATA ANATOS

PRICE by AREA

From previous factors, rental prices for houses in Bangkok vary widely, with cheaper options available in the South Krungthon area and more expensive properties located in the South Bangkok city center.



SUMMARY TABLE

The Majority Data

Central Bangkok

South Bangkok

North Bangkok

East Bangkok

North Krungthon

South Krungthon

ROOM TYPE

Private

Entire

Entire

Entire

Private

Entire

ROOM SIZE

Family Room

Family Room

Family Room

Family Room

Double Room

Family Room

DISTANCE from BTS / MRT

<= 0.5 km.

<= 0.5 km.

> 1-2 km.

> 3 km.

<= 0.5 km.

> 3 km.

PRICE

Moderate

Super Luxury

Luxury

Moderate

Value

Value





DASHBOARD

INSIGHTS FOR LANDLORDS

BANGKOK

2,046 Baht Avg. Price

53% Entire Room

61% Family Room

200MTYPE ROOMSILE

ASHROAR From BIS

KRUNGTHON

1,200 Baht Avg. Price

61% Private Room

49% Double Room





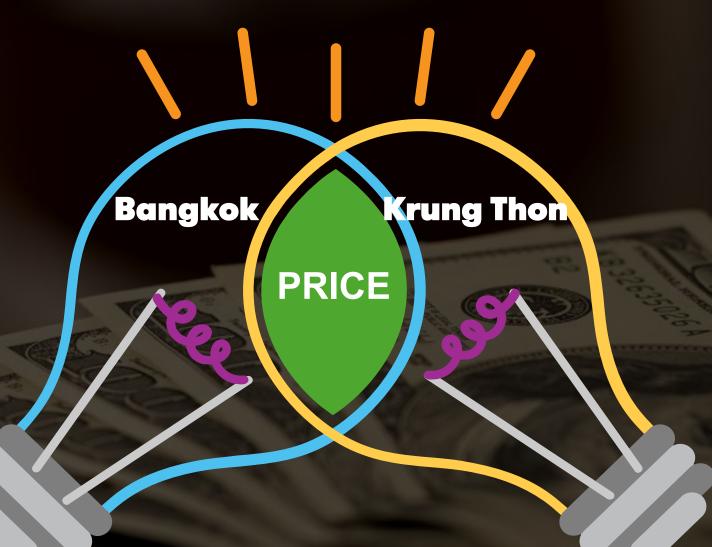
PRICING

HIGH

VADHANA
KHLONG TOEI
SATHON

LOW

CHATU CHAK
PRA WET
PHRA NAKHON



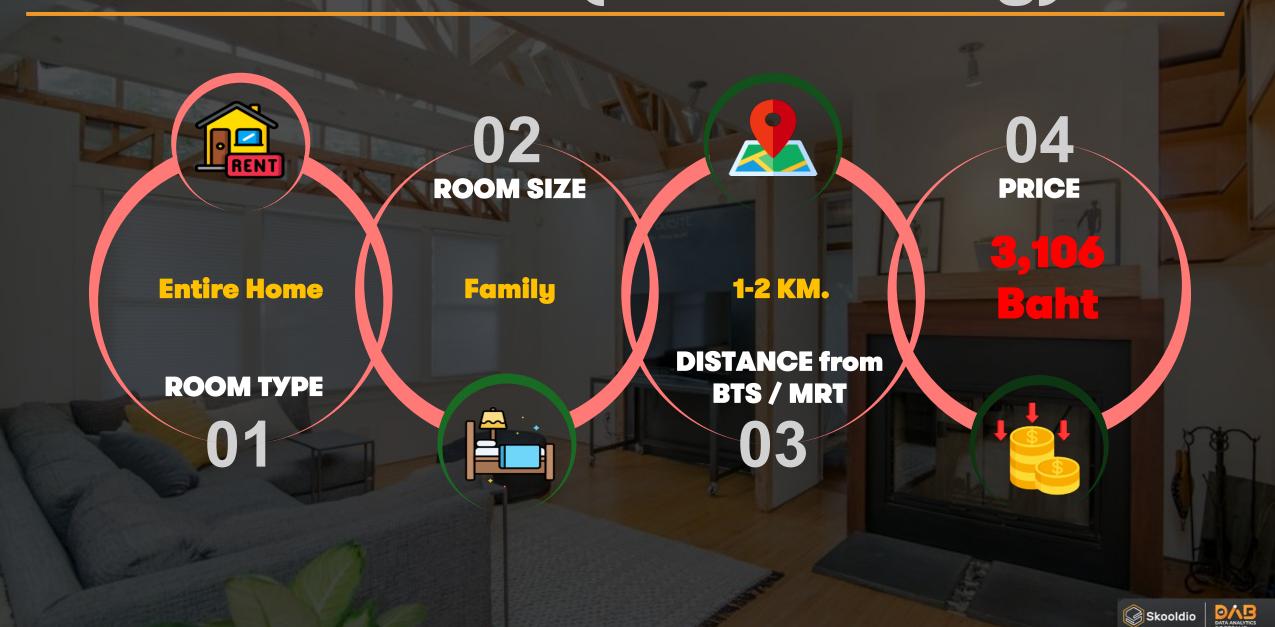
HIGH

CHOM THONG
TALING CHAN
BANG KHUN THAIN

LOY

BANGKOK NOI BANG PHAT KLONG SAN

KEY TAKE AWAY (Huai Khwang)



KEY TAKE AWAY (Bang Na)



DASHBOARD

