

# Analyzing Trend of Listing in Bangkok Between 2015–2022

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# Background

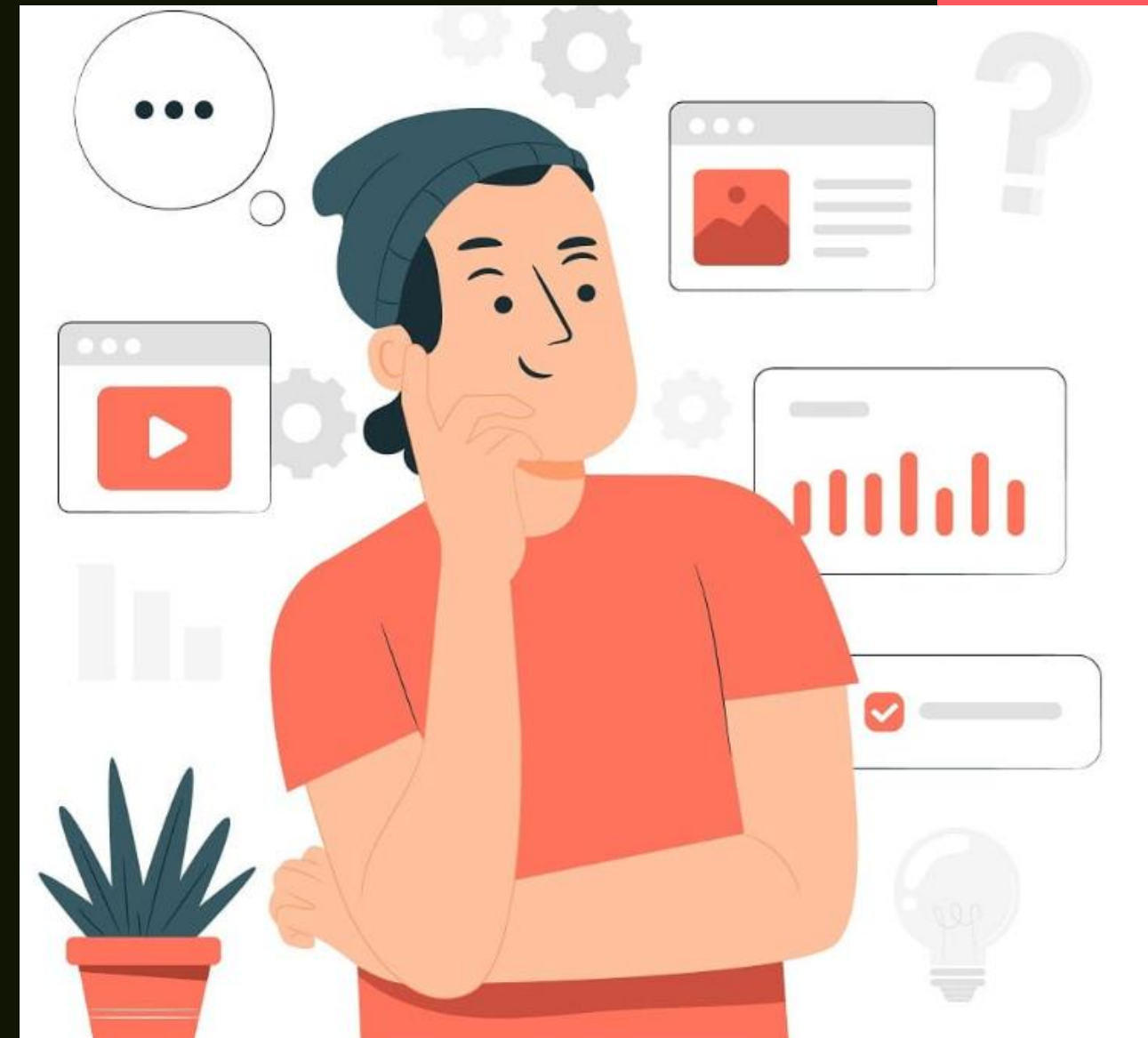
Bangkok has become one of Southeast Asia's most visited cities, attracting millions of tourists annually.

The rapid growth of short-term rental platforms like Airbnb has significantly influenced the city's hospitality landscape.

As tourism flourishes, understanding patterns in Airbnb usage is crucial for hosts, investors, policymakers, and platform managers to ensure sustainable and profitable participation.

# Problem Statement

Despite the platform's popularity, there is a lack of structured insight into how Airbnb listings in Bangkok perform across neighborhoods, price ranges, room types, and host behaviors. Without this understanding, stakeholders may struggle with inefficient pricing strategies, overlooked district opportunities, and poorly optimized guest experiences.





# Key Objective

- Distribution of listings and reviews across neighborhoods.
- Price range preferences of guests.
- Temporal patterns in reviews (seasonality and COVID-19 impact).
- Popularity of different room types.
- Identification of top-performing hosts based on listing volume.





# Data Preparation

## Data Collection

- Airbnb listing data was obtained from:  
<https://www.kaggle.com/datasets/minemartin/bangkok-airbnb-listings/data>
- Bangkok district boundaries were sourced from:  
<https://www.kaggle.com/datasets/soeltanpasja/bangkok-districts>

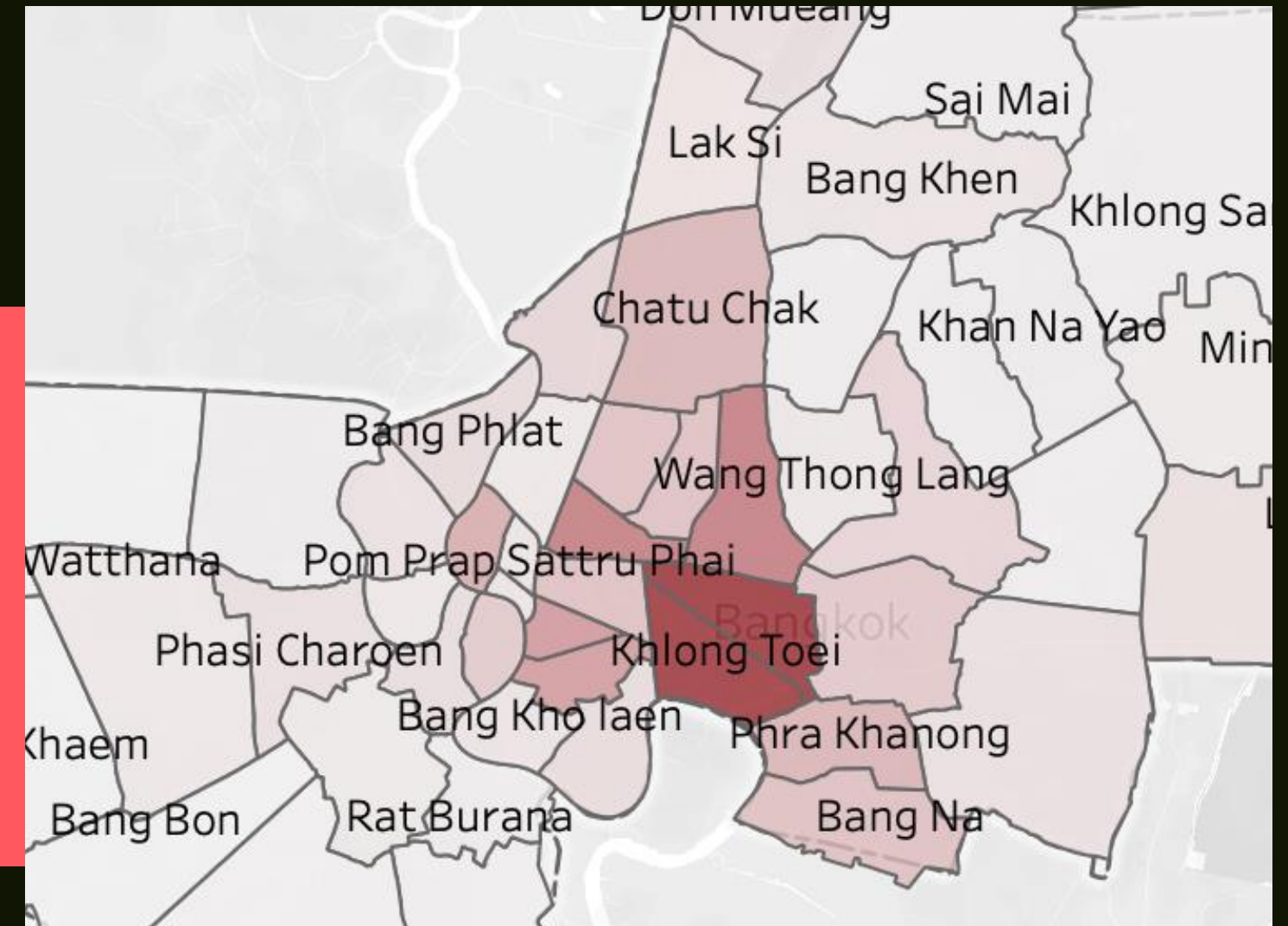
## Data Wrangling

- Handled missing values
- Removed unnecessary columns
- Created new relevant columns
- Managed outliers and data anomalies
- Removed duplicated data

# Data Analysis

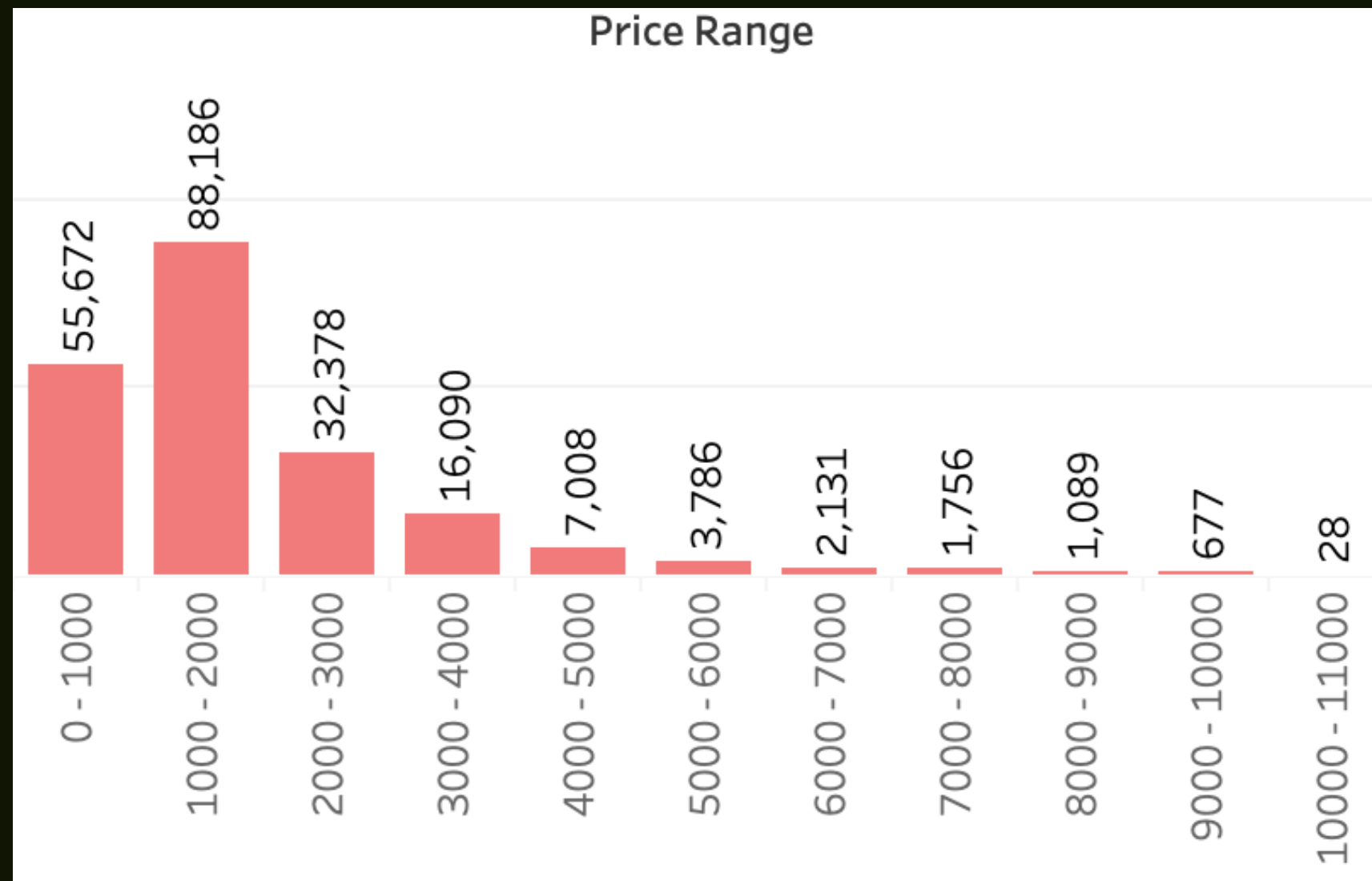
# Distribution of Listing by Neighbourhood

1. Districts like **Watthana**, **Khlong Toei**, and **Ratchathewi** have the highest number of Airbnb listings, driven by tourist demand and accessibility.
2. Many outer districts have very few listings despite having infrastructure, showing opportunities for market expansion.





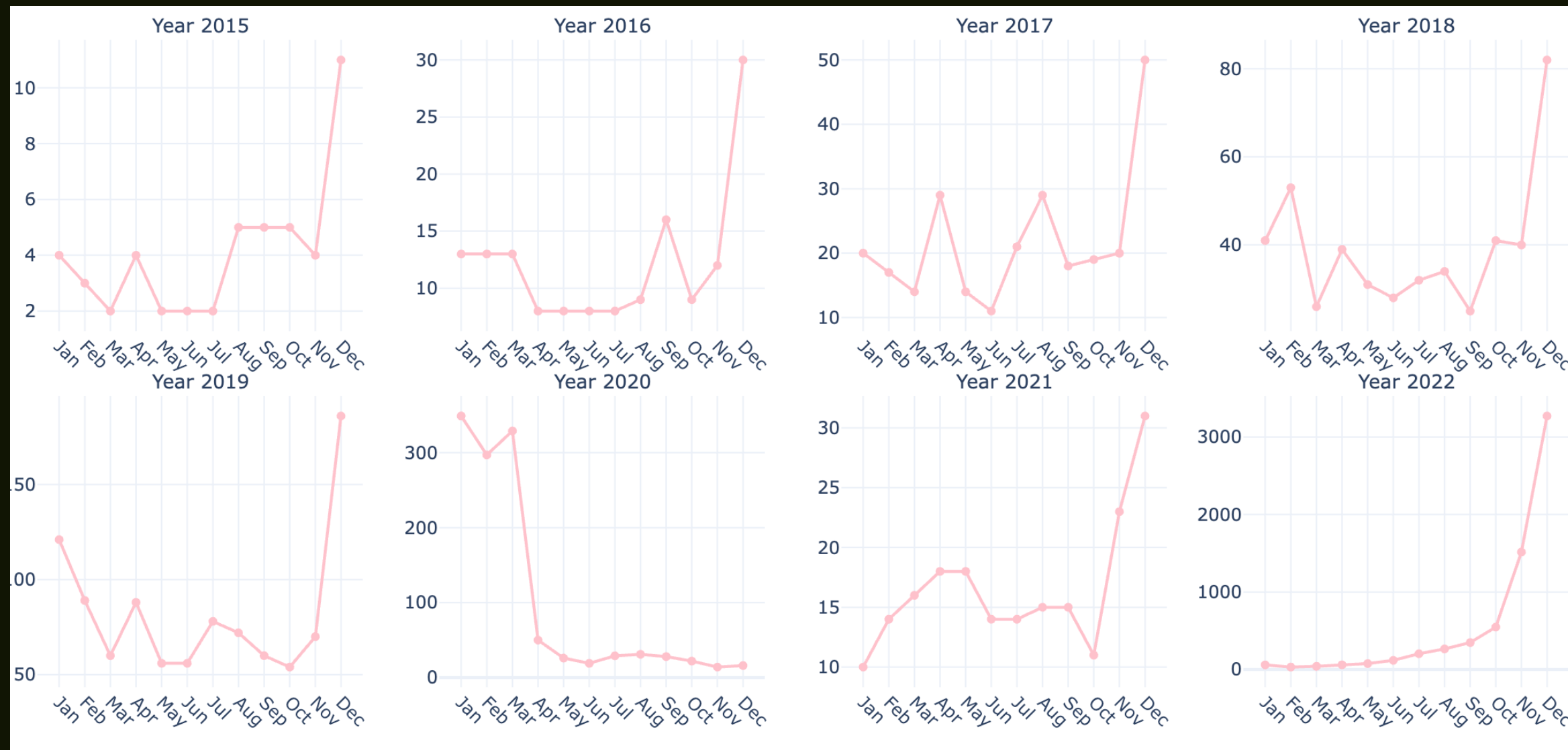
# Ideal Price Range Based on Number of Reviews



1. Listings priced between 0–2000 Baht dominate in review counts, indicating that budget to mid-range accommodations are the most popular among users.
2. Listings priced above 5000 Baht received very few reviews, suggesting limited demand or low booking frequency in the premium segment.



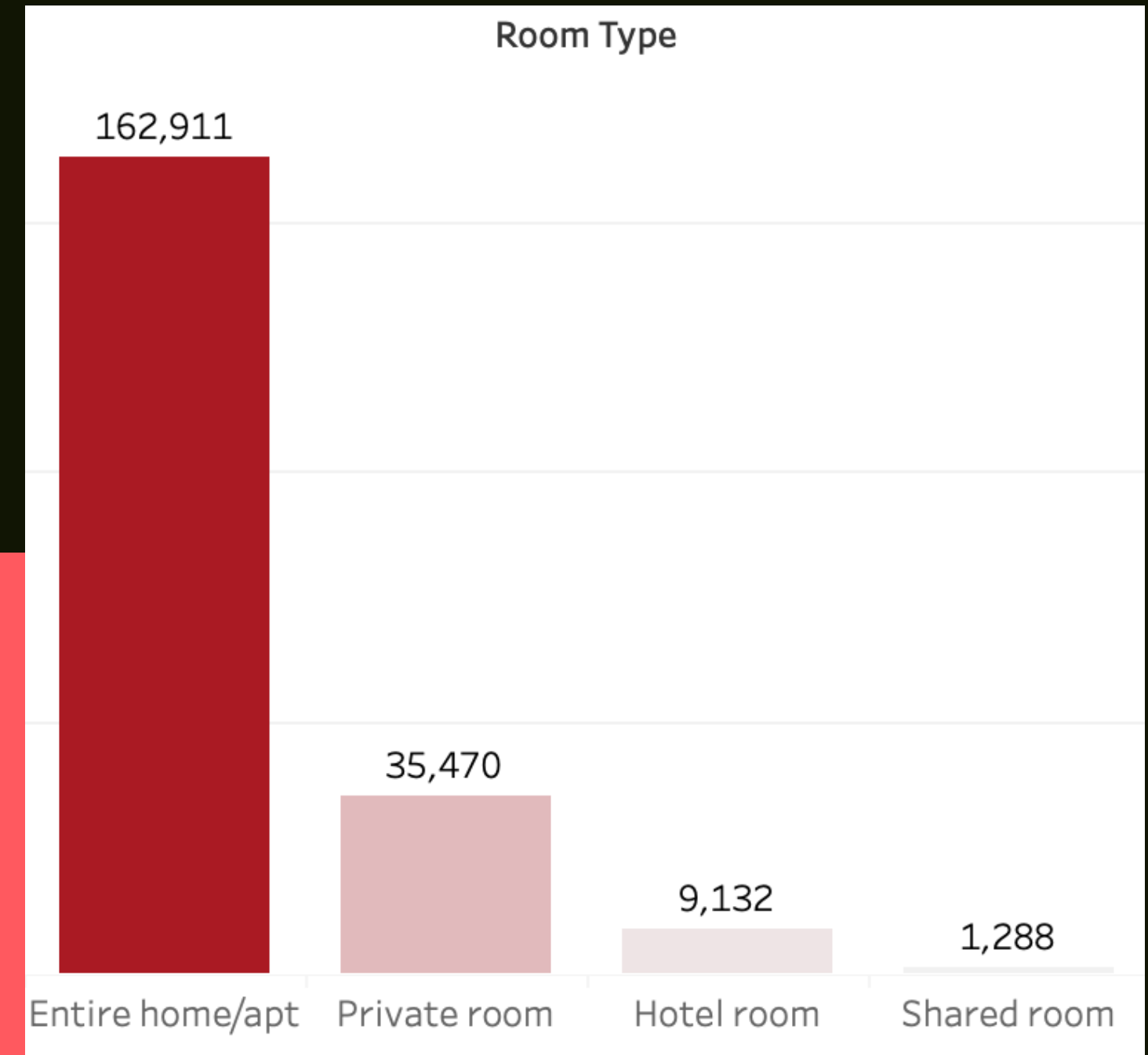
# Monthly Last Review Count By Year



1. Year-End Review Spikes Reviews consistently peak in November–December, likely due to holiday seasons and tourist travel surges, especially visible in 2019 and 2022.
- 2.COVID-19 Impact in 2020. A sharp decline in reviews began in March 2020, caused by global lockdowns and travel bans, with low activity persisting through the year.

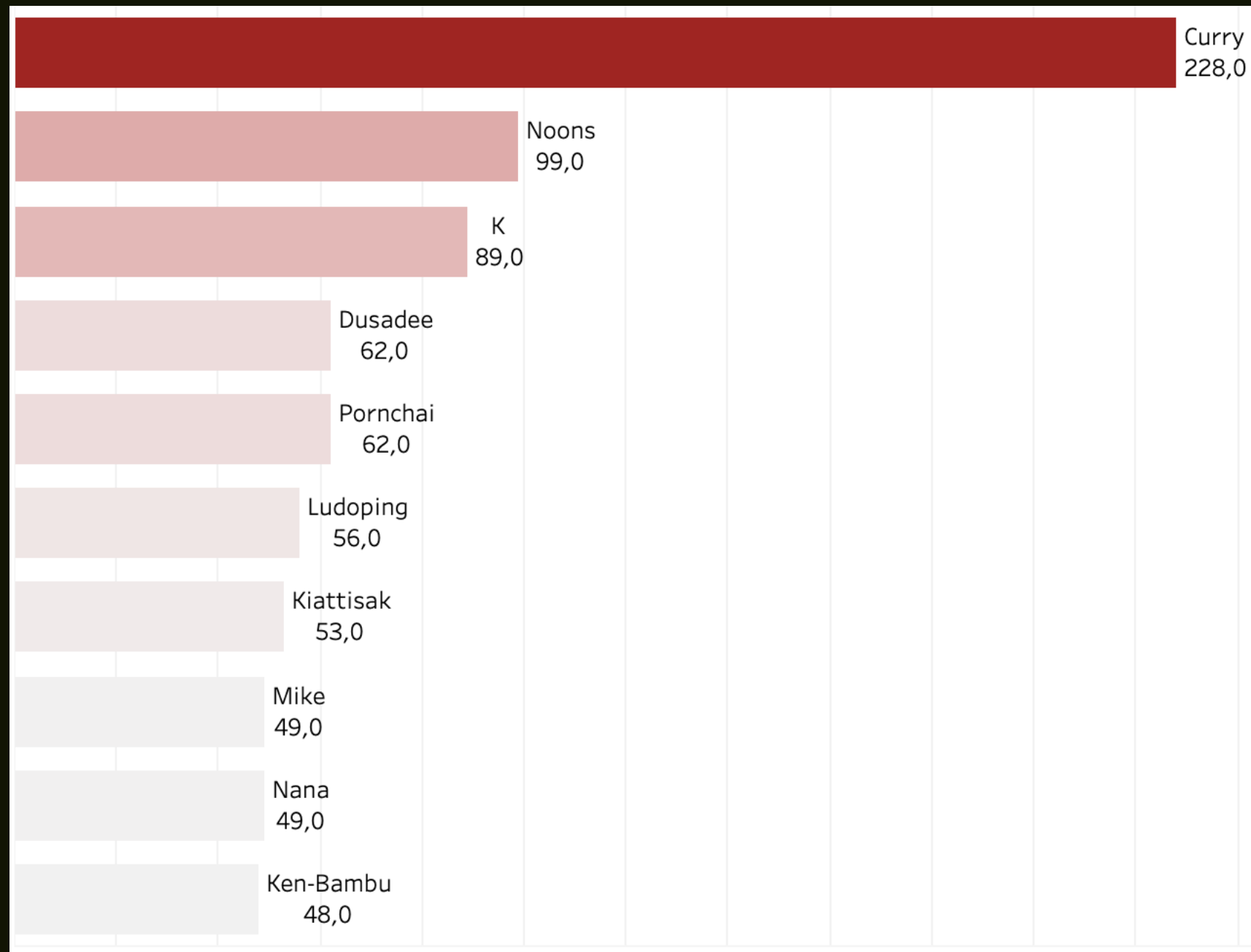
# Total Number of Reviews by Room Type

1. The Entire home/apt room type received totaling nearly 200,000 reviews. This indicates a strong guest preference for private, fully rented accommodations.
2. While Private room is the second most reviewed category, it only accounts for about 25% of the reviews compared to Entire home/apt, highlighting a significant demand gap.
3. Hotel room and Shared room types received very few reviews, suggesting they are either less available or less popular among guests.





# Super Host



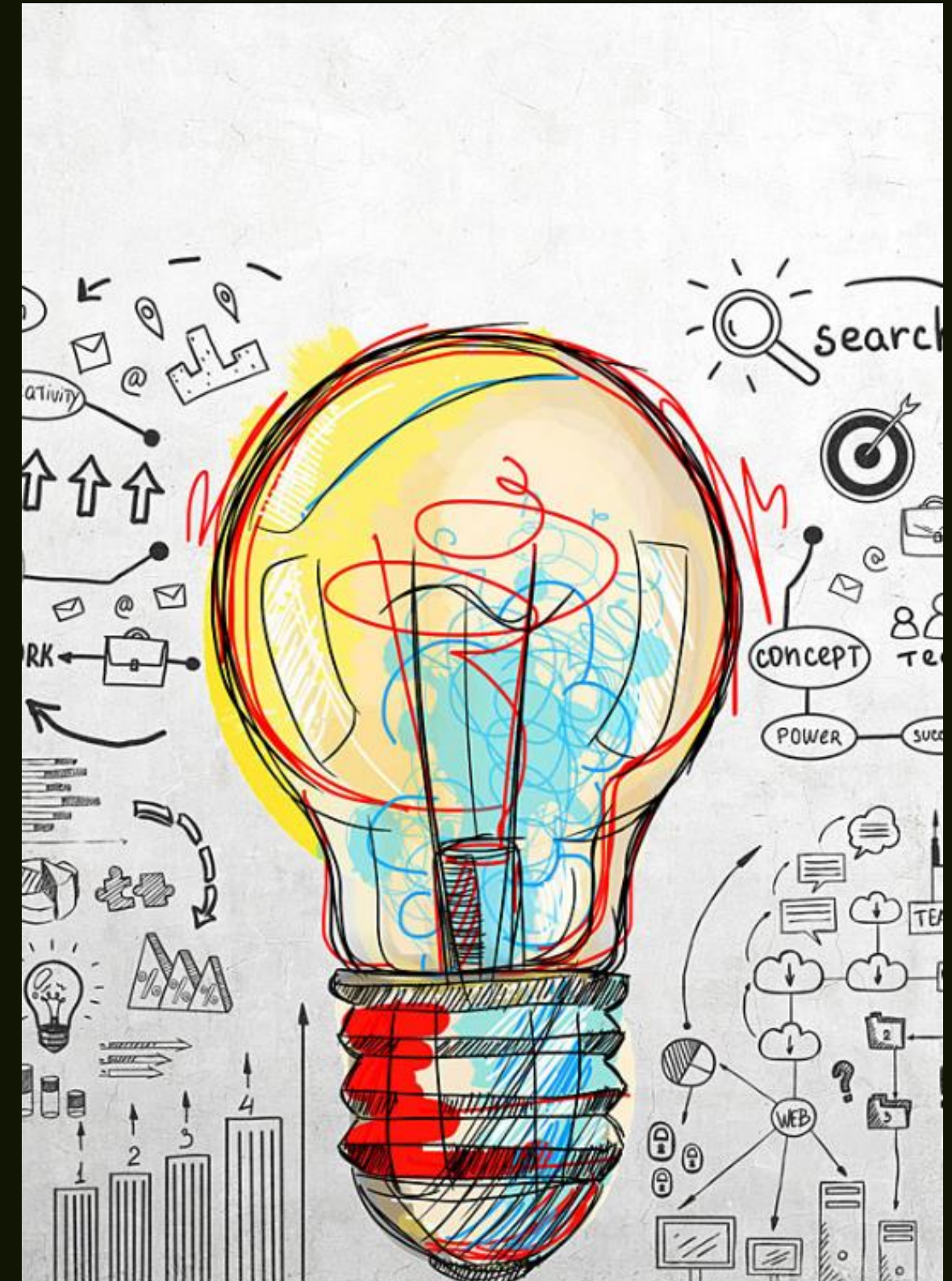
1. Such hosts are likely operating as professional property managers or agencies rather than individuals.
2. This centralization could have implications on pricing, availability, and user experience in the platform.

# Conclusion and Recommendations



# Key Insights

1. Central districts dominate in listing counts, but outer districts show growth potential.
2. Reviews peak toward the year-end, especially in November–December, driven by tourism seasons.
3. Budget to mid-range prices (0–2000 Baht) attract the most guest engagement.
4. Entire home/apt listings are vastly preferred over other room types.
5. A small number of professional hosts manage a large share of listings, indicating market centralization.



# Take Action



1. Encourage listing growth in underserved but accessible areas to reduce competition and expand guest options.
2. Promote listings more heavily between October–December with tailored offers to maximize visibility and bookings.
3. Improve amenities, descriptions, and pricing strategies for listings in the 1000–2000 Baht range.
4. Invest more in entire apartments/homes, as guests clearly favor privacy and autonomy.
5. Work closely with high-volume hosts to maintain platform quality, ensure regulatory compliance, and gather best practices to support new hosts.
6. Build adaptive strategies for listings to cope with external events like pandemics through long-stay options, flexible bookings, and localized marketing.



# Thank You



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