

### WHAT FACTORS CREATE AN AIRBNB HOTSPOT?

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### **Analysis Overview: Melbourne Airbnb Dataset**

- **18234 listings**
- Target audience: First-time hosts/guests who want to host an Airbnb/visit Melbourne
- **Metric: Neibourhood's number of listing**

### Flow of analysis



Location -



Price ---



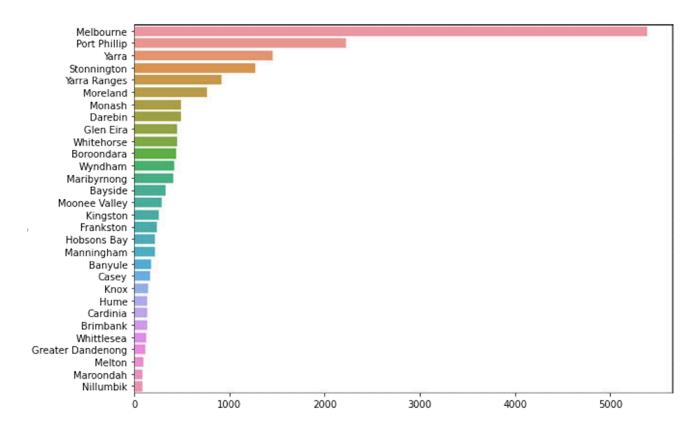
**Amenities** 

An Airbnb Hotspot





Based on the Neighbourhood's number of listing.





### Hotspots



"Cold" spots







### Location

### West Melbourne

Whittlesea

Hume

Nillumbik

Melton

Wyndham

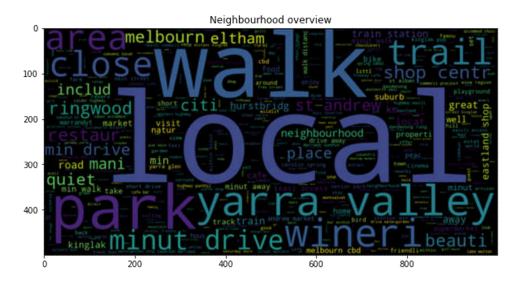


Greater Dandenong





### "Cold" spots overview



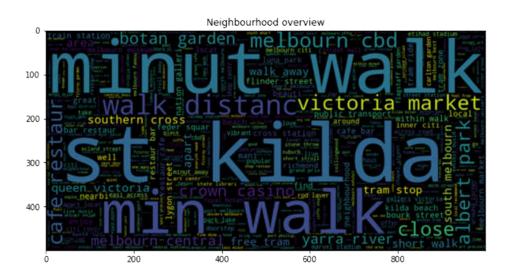
- Places: local town, winery, park, valley, ...
- Transportation: minute drive, trail, ...

neighbourhood	avg_review_scores_location
Hot spot	4.864774
"Cold" spot	4.740814

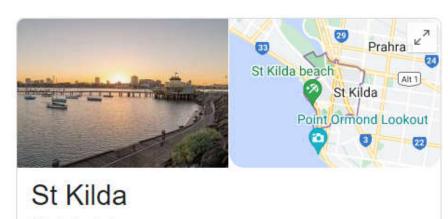
The average review score rating showed that guests feel less interested in "Cold" spot places.



### Hotspots overview



- Places: Victoria Market, Melbourne CBD, Albert Park,
   ...
- Transportation: minute walk, public transport, ...
- St. Kilda (Port Phillip) is the "real" Hotspots' center, not any place in Melbourne.



City in Australia

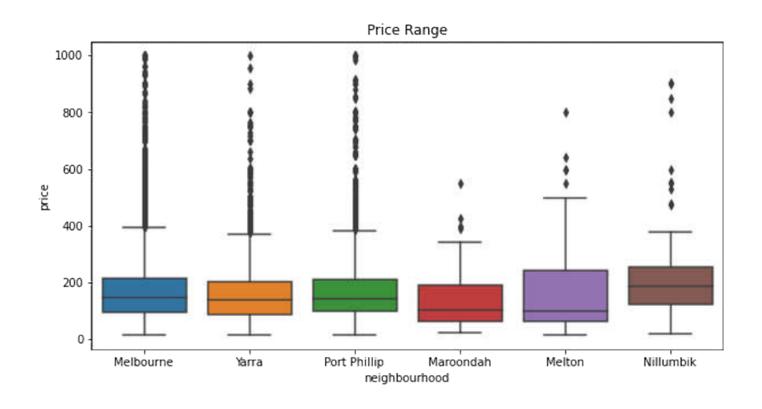


## Price airbnb





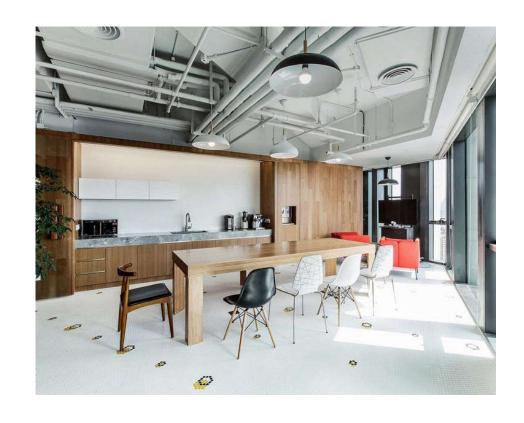
### Hotspots vs "Cold" spot Price Range



**Better Location - Better Price** 



### **Amenities**





**Resource Center** 

Q Try "create a great listing"

Resource Center > Your space > Setup & amenities > The amenities guests want

#### The amenities guests want

A well-outfitted space can be the key to attracting guests.

By Airbnb on Nov 19, 2020 - 3 min read Updated Apr 5, 2022

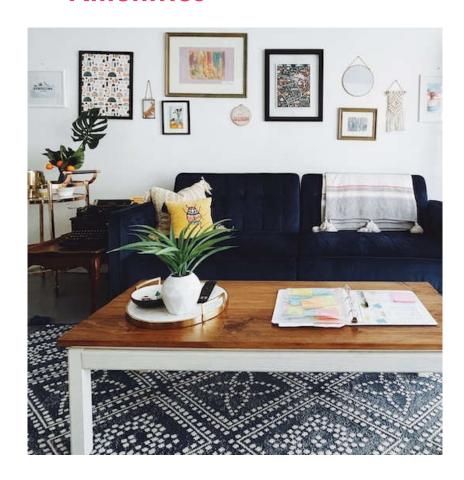


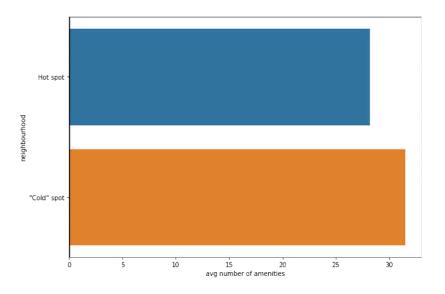


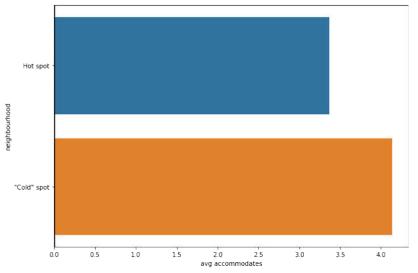
According to a **consumer survey commissioned by Airbnb**, the majority of travelers say amenities are a top priority for a great trip. This is even more important now, as guests search for longer stays.



### Hotspots vs "Cold" spot Listing size & Number of **Amenities**

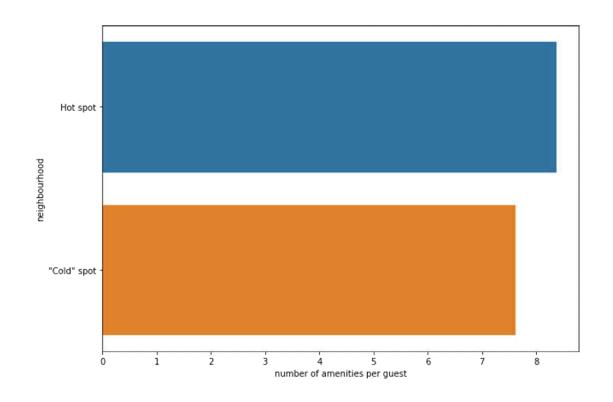








### Amenities' diversity



Hotspots' Listings offer a larger amount of Amenities per guest.

### Conclusion



St. Kilda in Port Phillip is the Hotspots' center.



Besides the location advantage, Hotspots offer the same price range as "Cold" spot.



With the same listing size, Hotspots offer guests 10% more amenities to enjoy.



# THANKS FOR YOUR ATTENTION!