



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: Neighbourhood's number of listing

Flow of analysis



Location

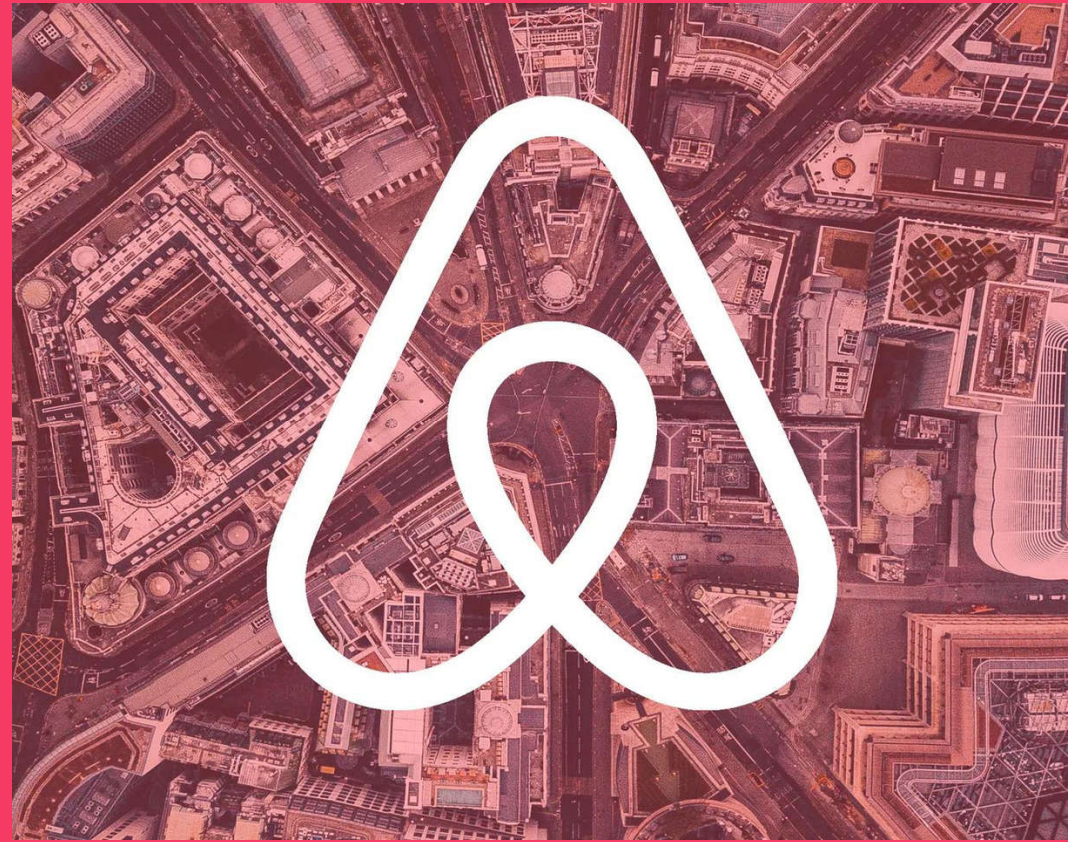


Price



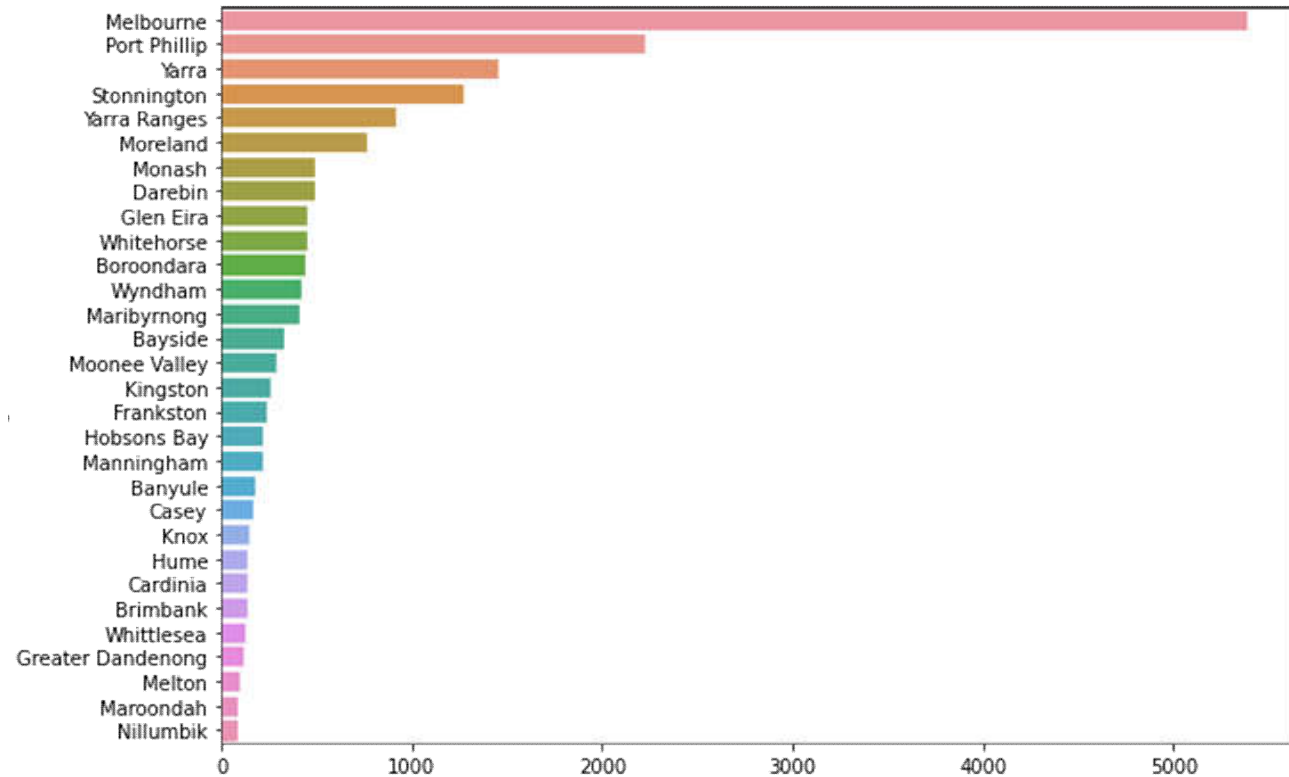
Amenities

An Airbnb Hotspot





**Based on the
Neighbourhood's
number of listing.**





Hotspots



"Cold" spots





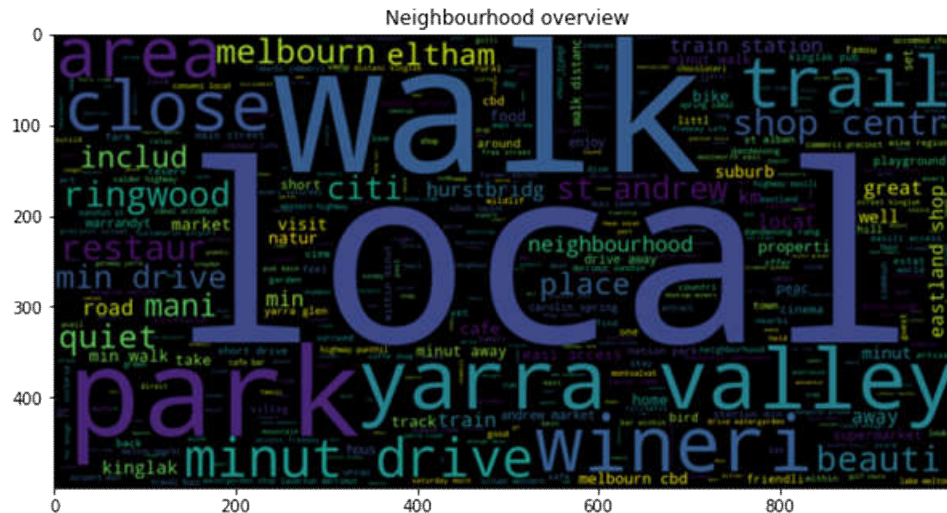
Location

West Melbourne





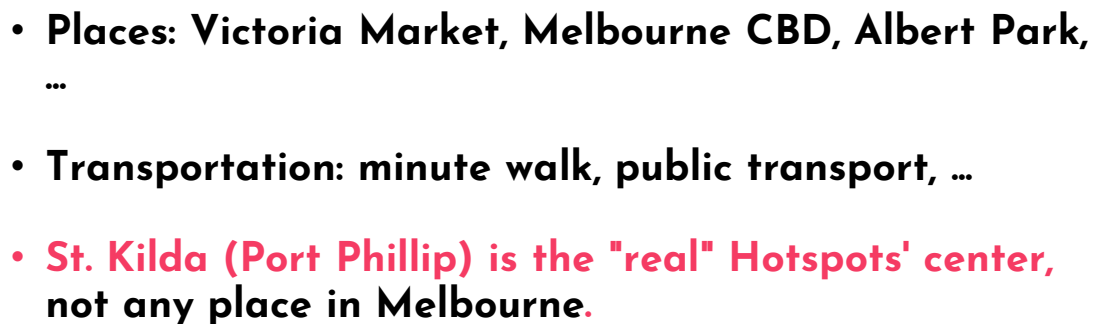
"Cold" spots overview



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

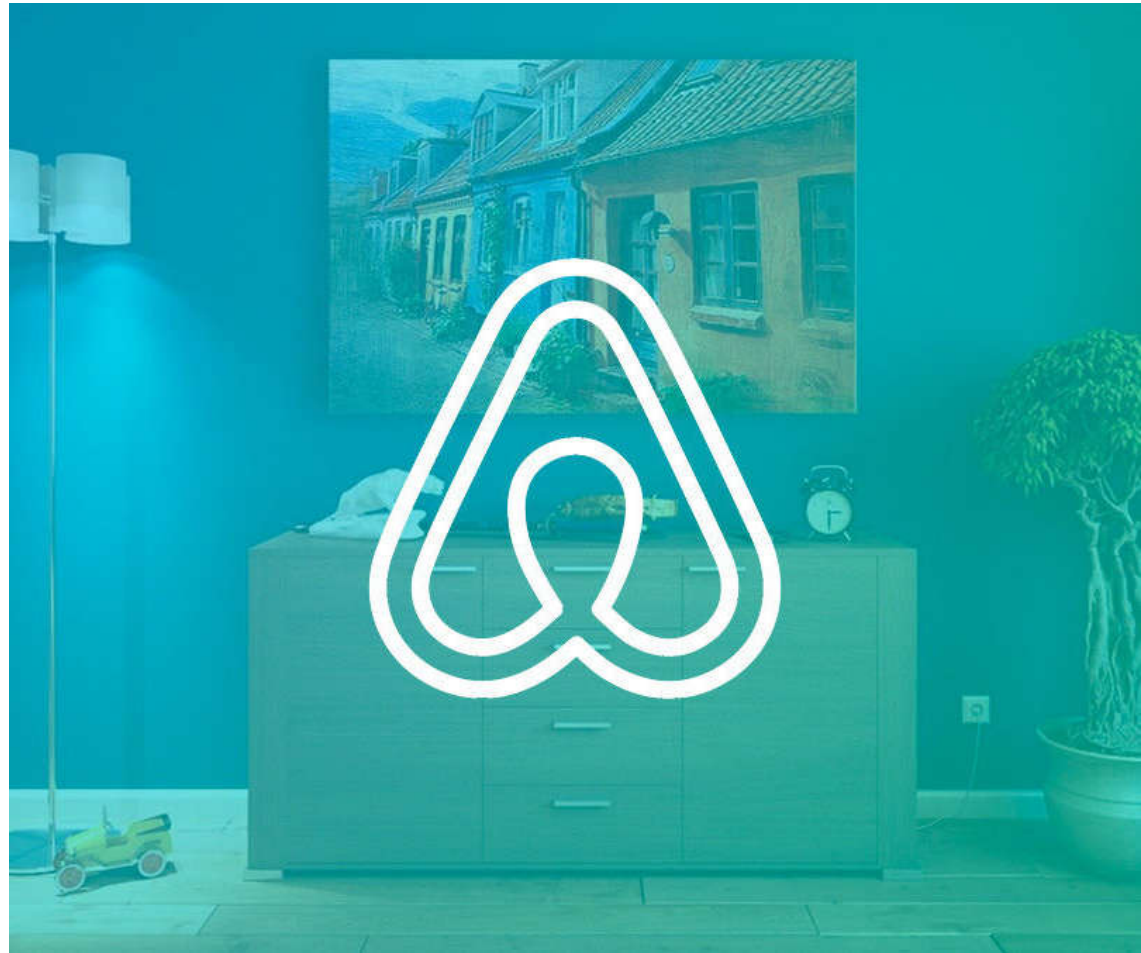
neighbourhood	avg_review_scores_location
Hot spot	4.864774
"Cold" spot	4.740814

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



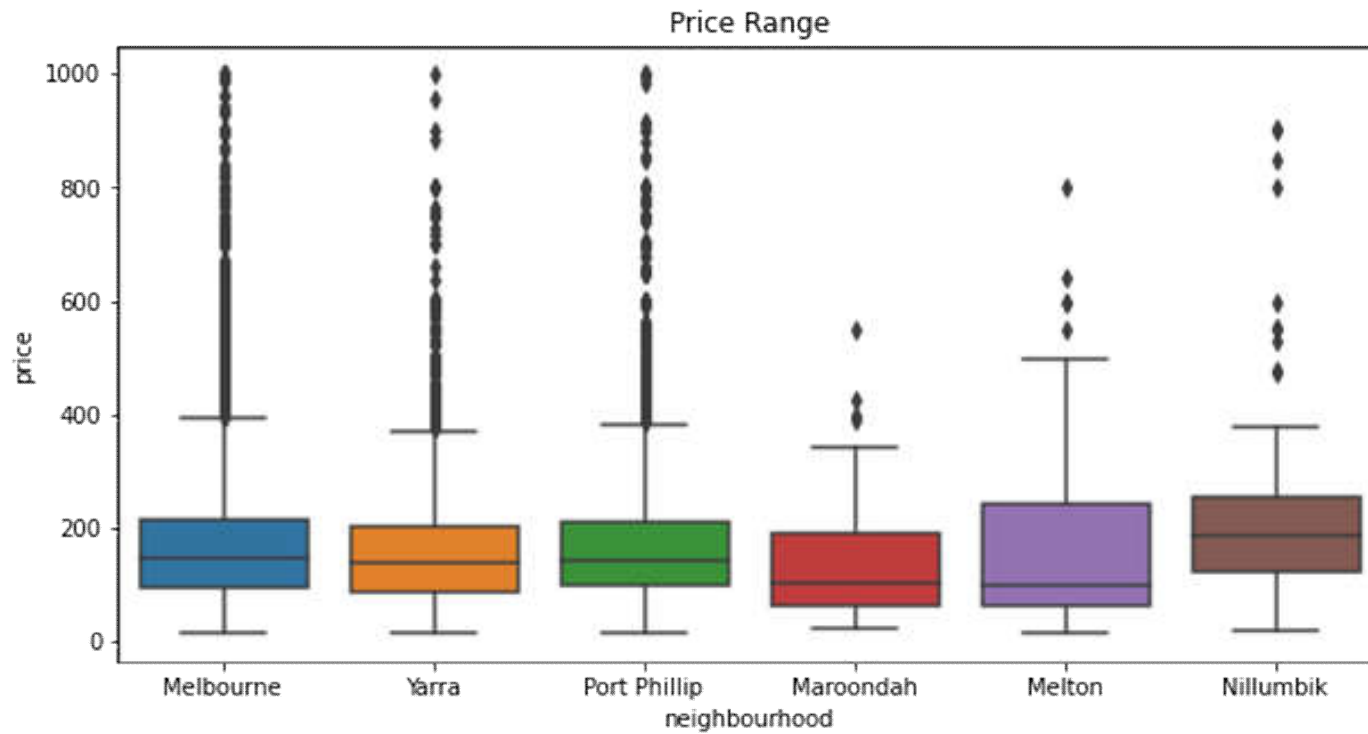


Price





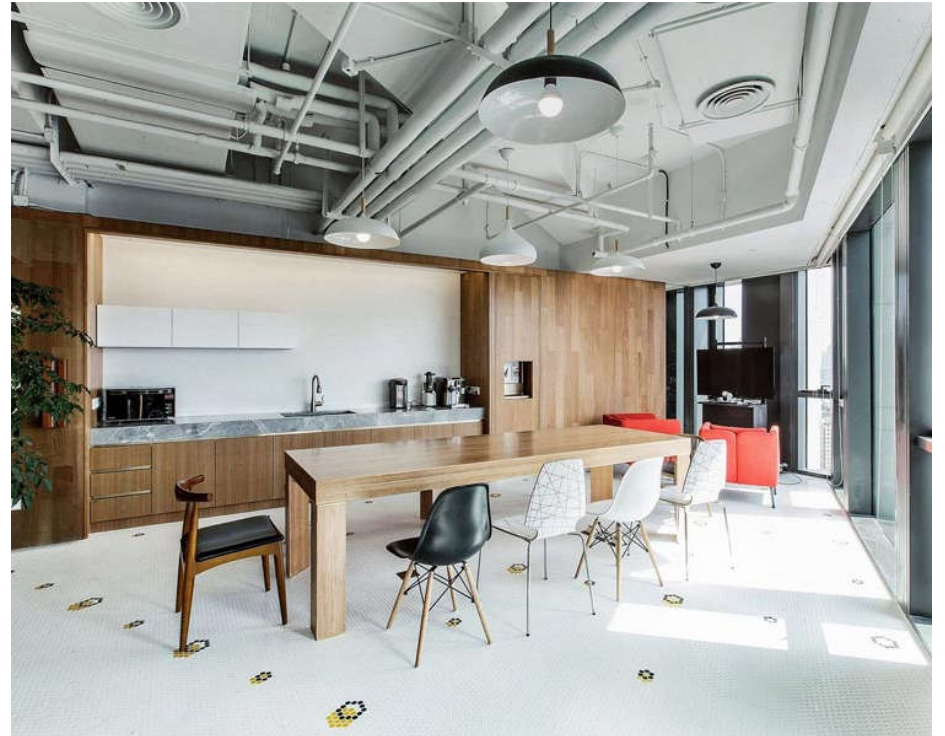
Hotspots vs "Cold" spot Price Range



Better Location - Better Price



Amenities





The amenities guests want

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

By Airbnb on Nov 19, 2020 · 3 min read

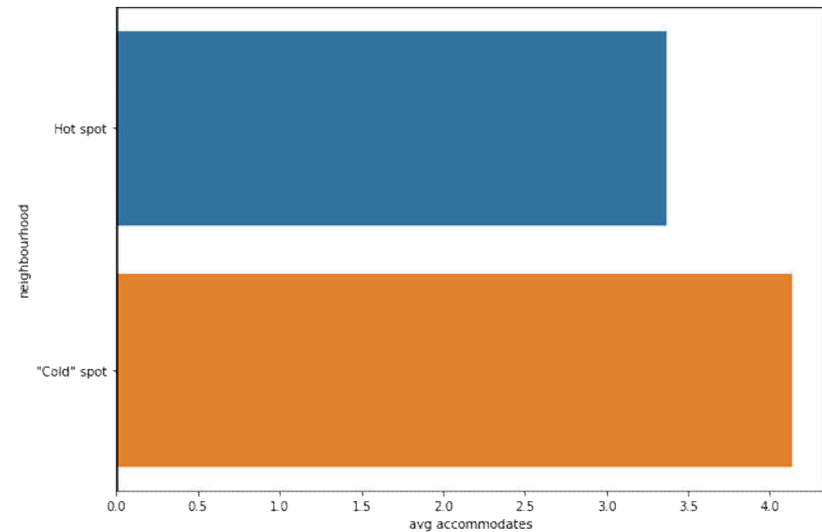
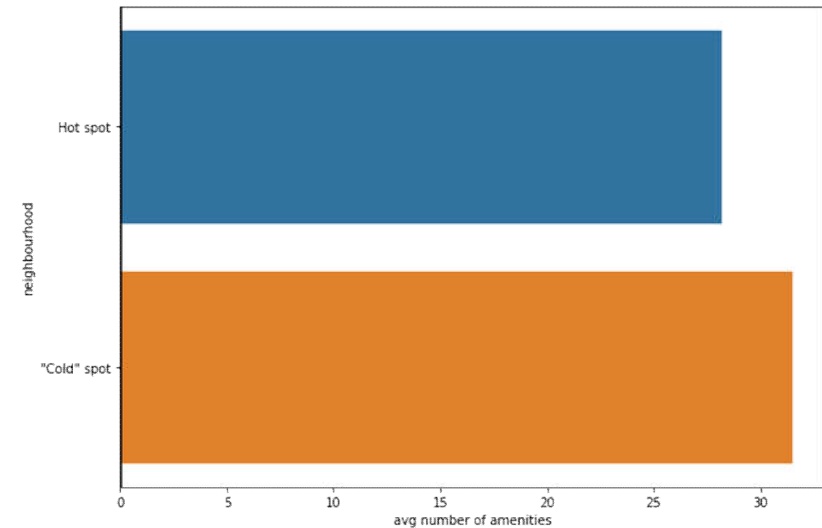
Updated Apr 5, 2022



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](#).

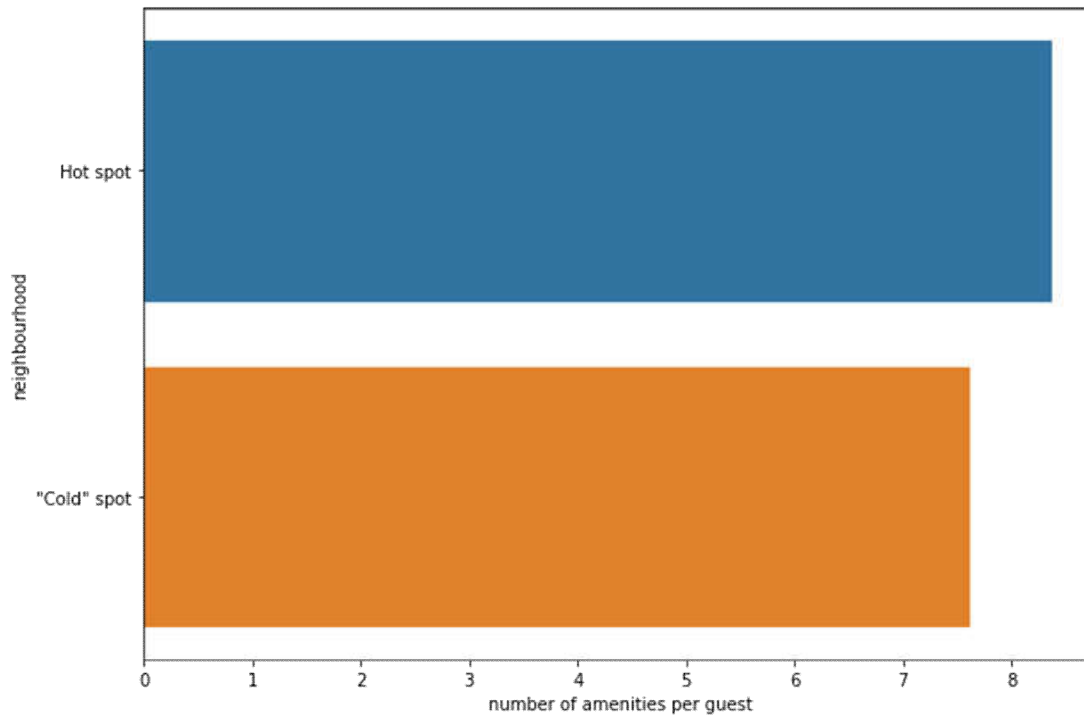


Hotspots vs "Cold" spot Listing size & Number of Amenities





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!**