

# **Airbnb Market Analysis in Antwerp**

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# OUTLINE

- **Introduction**
- **Market Overview**
- **Temporal Dynamics**
- **Customer Experience**
- **Spatial Analysis**
- **Conclusion**

# INTRODUCTION

## Airbnb Market Analysis: Strategic Insights for Antwerp

### A. Objective

- **Why Antwerp?**
  1. Major economic hub in Europe with largest port worldwide
  2. Diverse real estate market
- **Why Market Analysis?**

Providing data-driven insights for Airbnb hosts, potential investors, and city planners

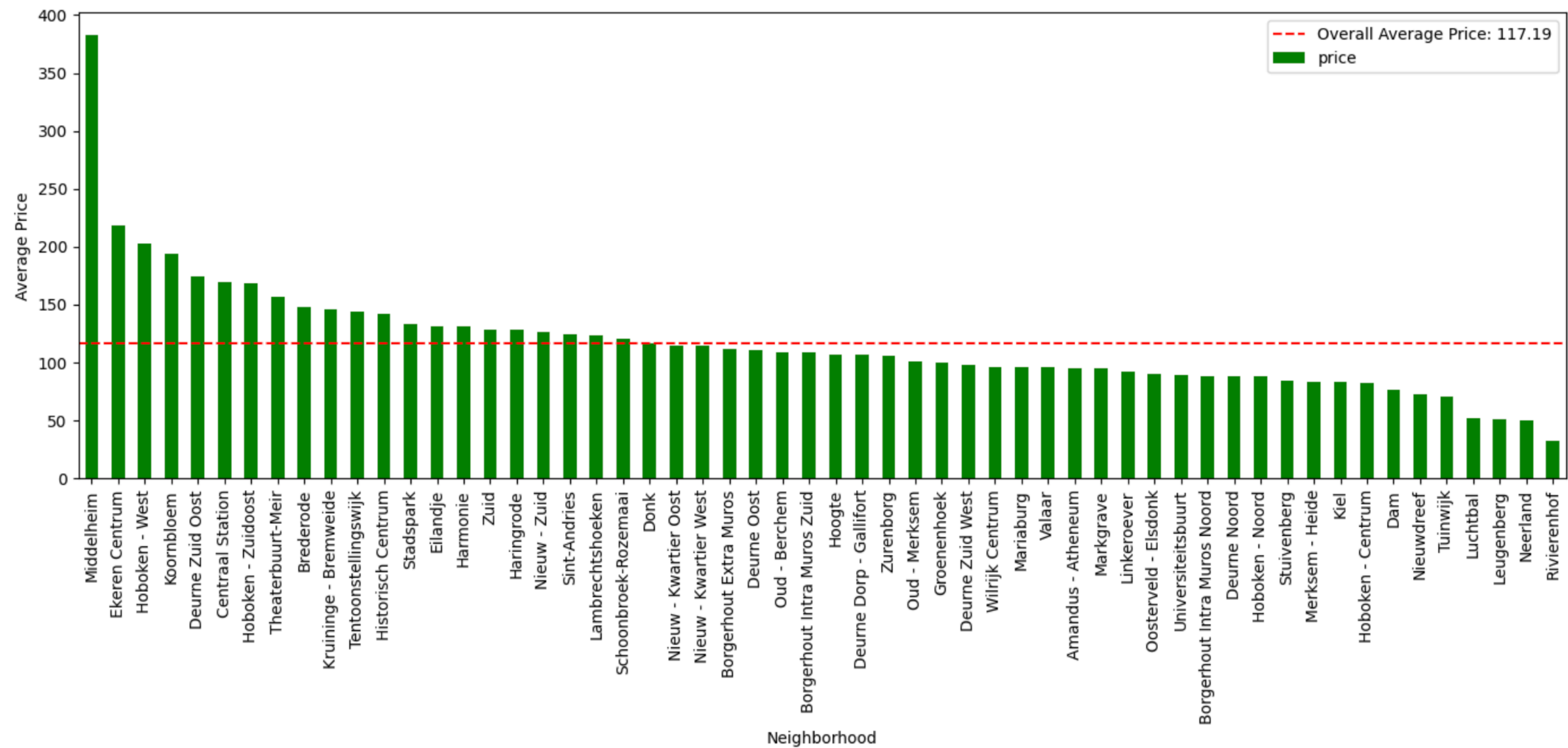
### B. Data Source

<https://insideairbnb.com/get-the-data/>

# MARKET OVERVIEW

## Neighborhood Prices compared to Overall Average(Excluding Highest)

average property prices by neighborhood —> excluding the highest outlier —> sort remaining in descending order



# MARKET OVERVIEW

## Geographical Distribution of Average Prices by Neighborhood

- **Premium Neighborhoods Polder (€384.0) & Middelheim (€382.9) are the most expensive**

Polder (€384.0) & Middelheim (€382.9) are the most expensive

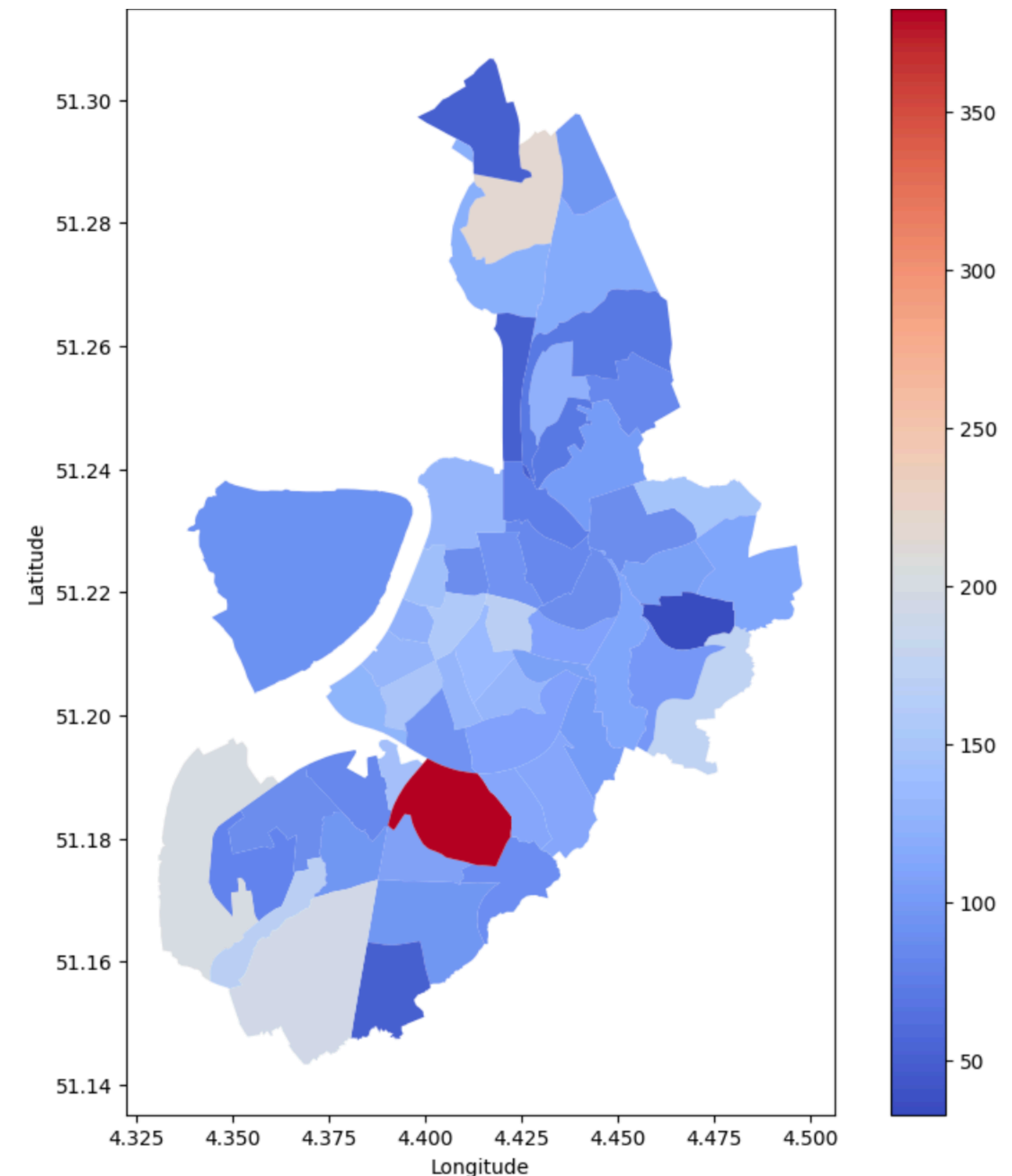
- **Mid-Range Areas**

**Centraal Station (€170.0)** and **Theaterbuurt-Meir (€157.2)** appeals to a broad audience

- **Affordable Regions**

- **Mid-Range Areas**

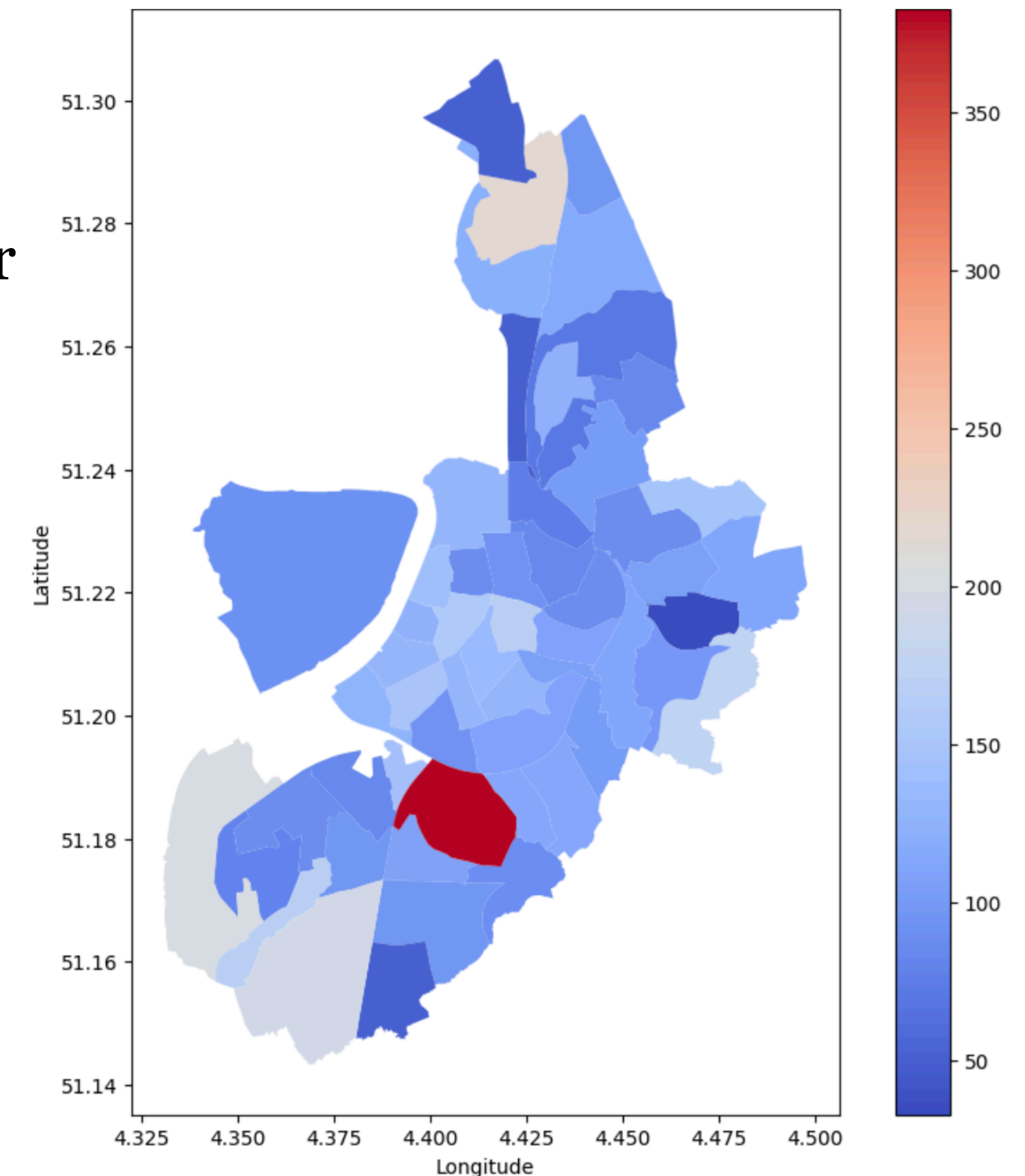
**Luchtbal (€52.0)** and **Leugenberg (€51.0)** present potential investment opportunities in developing areas



# Spatial Analysis

## Key Spatial Insights

- **High-Price Clustering**  
Premium areas like **Polder** and **Middelheim** cluster together  
-> zones of high demand
- **Price Gradient**  
Prices in suburban areas > prices in city center  
-> guiding strategic pricing and development
- **Emerging Neighborhoods**  
Mid-range areas like **Nieuw - Zuid** show growth potential  
-> prime targets for future investment



# Customer Experience

## Sentiment Distribution of Reviews

### 1. Neutral Lean:

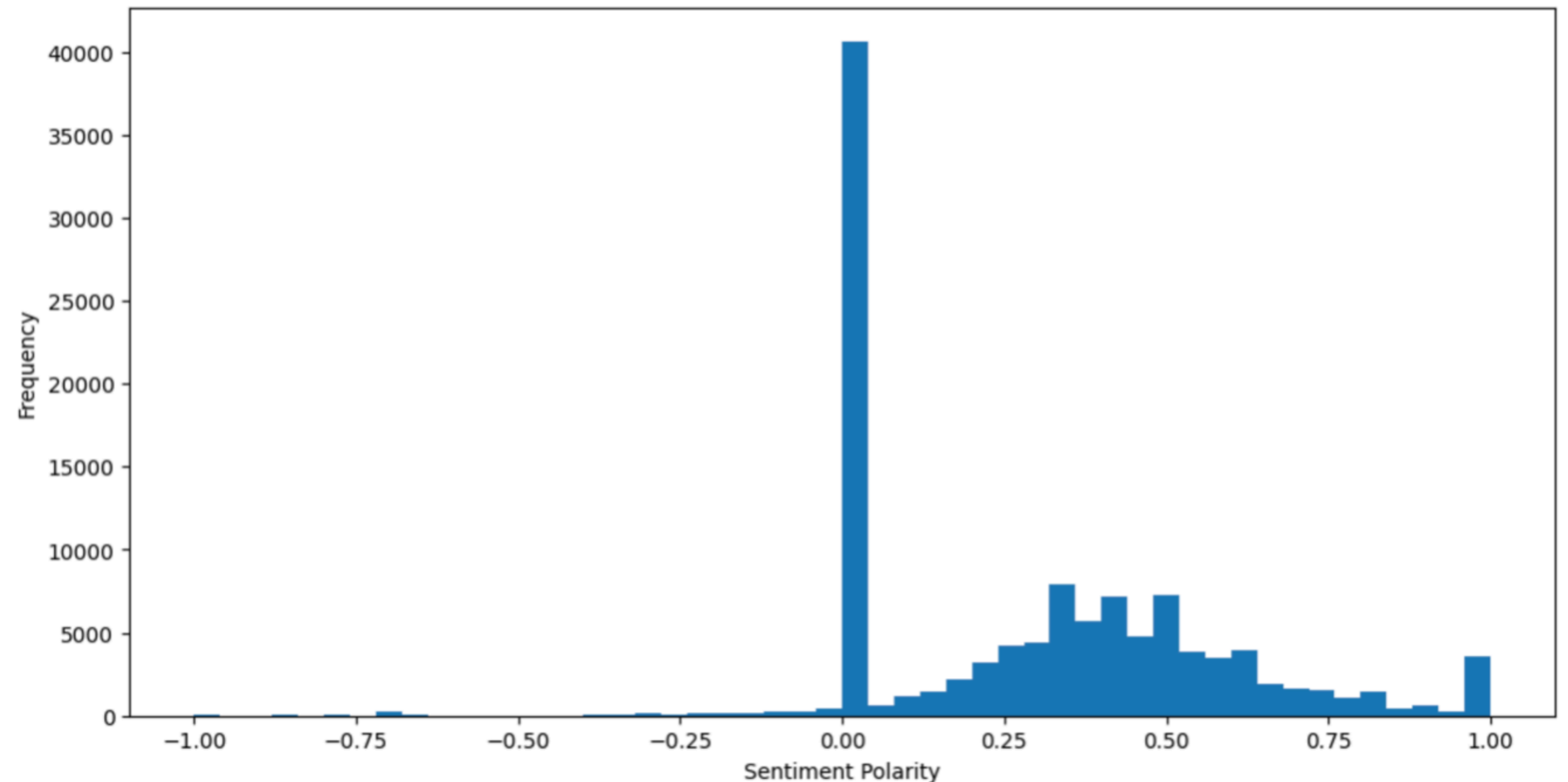
Mostly neutral to slightly positive  
(median: 0.305)

### 2. Polarized Opinions Less

Extremes exist but are less common  
(-1.0 to 1.0)

### 3. Moderate Variation

Vary moderately (std: 0.29)

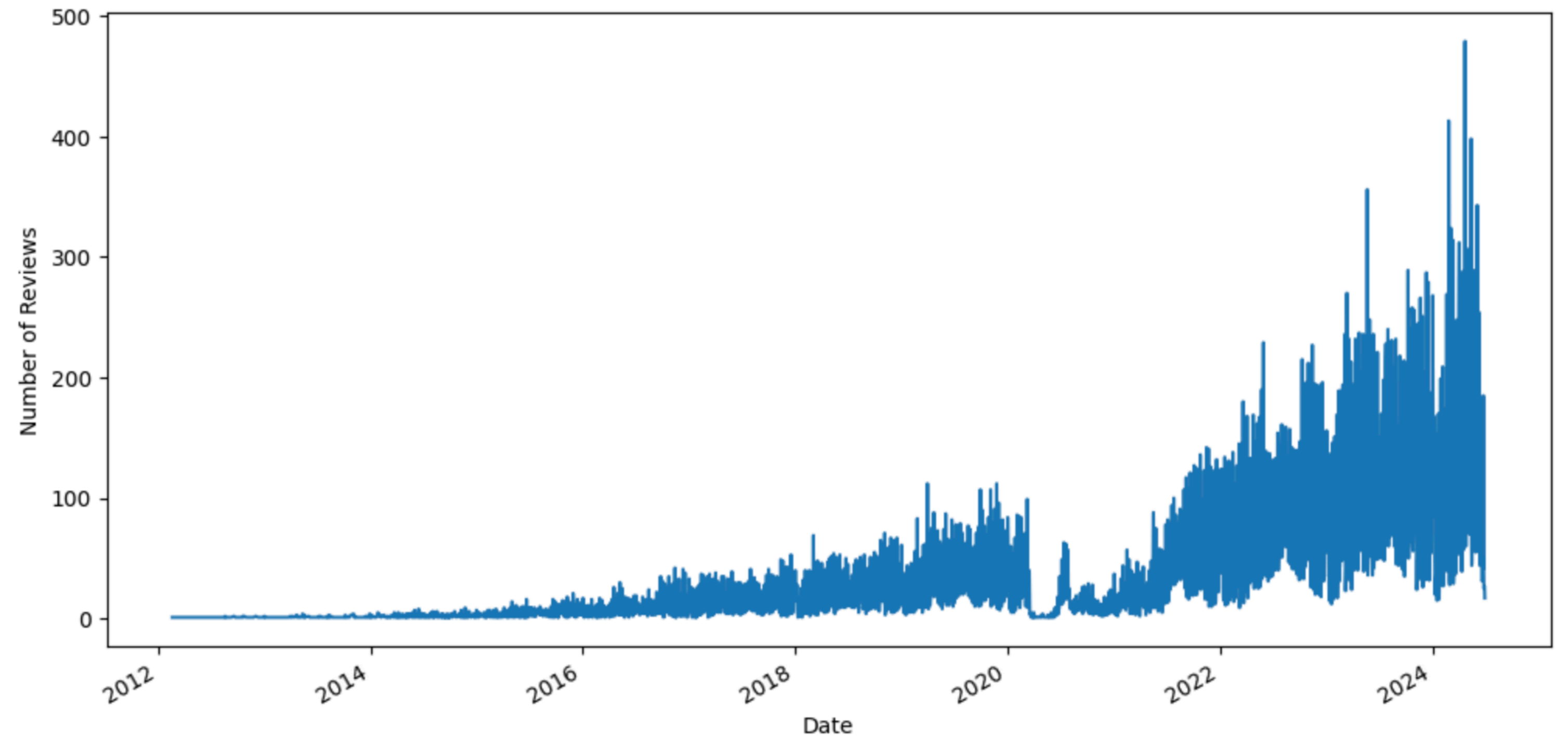




# Customer Experience

## Number of Reviews Over Time

1. Consistent Growth
2. 2021 Dip & 2022 Recovery
3. Seasonal Peaks





# Conclusion

- **Sentiment**

Most customers are satisfied, but there's room for improvement.

- **Temporal Trends**

Review activity indicates steady growth, a dip during 2021 likely due to COVID-19, and a strong recovery in 2022. Seasonality is evident, with peaks in summer and December.

- **Customer Focus**

Frequent words in reviews highlight what customers care about most, guiding where to focus improvements.

# The End...?

## Antwerp's Hidden Treasures: A Market Analysis of Airbnb Pricing

### 1. Antwerp's Diverse Landscape

Antwerp, a city of contrasts, presents a complex Airbnb market with wide-ranging prices across its neighborhoods. From the upscale **Polder (€384.0)** to the budget-friendly **Luchtbal (€52.0)**, understanding this variation is key for success.

### 2. The Obstacle: Navigating the Price Disparity

The market's wide price range poses challenges. Premium areas like Polder demand high prices, while outskirts like Luchtbal offer potential but lower returns. Investors and travelers alike struggle to find the best value amidst this fragmented market.

### 3. The Solution: Strategic Mapping

Spatial analysis reveals the city's market dynamics:

- High-End: Polder** and **Middelheim**, hubs of luxury.
- Mid-Range: Centraal Station** and **Theaterbuurt-Meir**, offering balance and accessibility.
- Emerging: Luchtbal** and **Leuvenberg**, ripe for investment.

### 4. The Resolution: Targeted Strategies

Investors should focus on mid-range growth areas, while premium neighborhoods can cater to luxury demand. Travelers can find value in areas like Theaterbuurt-Meir, where cost meets quality.

### 5. The Climax: Unlocking Antwerp's Potential

By understanding Antwerp's spatial dynamics, stakeholders can confidently navigate the Airbnb market, uncovering hidden opportunities and maximizing value in this diverse city.