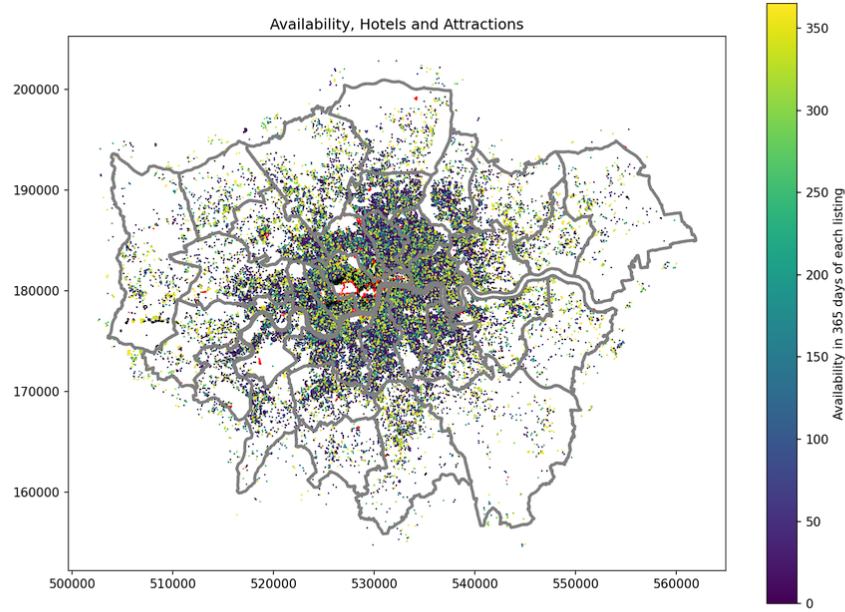


zhuoran draft

1 Introduction

Airbnb has made a significant difference on the tourism industry worldwide. As Guttentag (2015) pointed out, Airbnb has developed a new model for tourism accommodation, unlike traditional accommodation where tourists would book a room at a formal business, such as a hotel. Instead, it creates an online platform that allows individuals to rent out their homes or spare rooms to travelers. This peer-to-peer accommodation model has enabled a large scale of rentals from one person to another. Airbnb properties also offer a more local and authentic experience for tourists, which can be attractive for those who want to get a feel for the city beyond just visiting its major landmarks. This policy briefing is to explain how Airbnb has affected London's tourism by analyzing the prices ,reviews, and the availability of listings in 2022 in relation to the location of hotels and attractions.

2 Is the location of Airbnb listings and their availability in London affected by attractions and how are they different from hotels in terms of location?



To ascertain whether Airbnb has influenced London tourism economy, the following analysis has been done. Firstly, if Airbnb listings do have impact on tourism, the availability of them will be likely to be affected by the distance between them and attractions and if there are any hotels around them. Secondly, it should be checked if the Airbnb listings can accommodate tourists in the less tourist-oriented areas. If so, the local economy can be boosted because of the existence of Airbnb listings. The data of listings and London boroughs are from InsideAirbnb (2022), which includes all listings in London from 2022/06/10 to 2022/09/10. Location of attractions and hotels are from OpenStreetMap (2022). As shown above, the availability of listings and the location of tourist attractions and hotels are plotted in the same map to observe their relationship. The black dots are hotels, which scatter around central London mostly. The red dots are attractions. The listings are plotted by using the colors in the legend according to their availability in the past 365 days, where lighter color means fewer reservation. As can be seen from the map, the availability is mostly the same around the city, except for central London. The reservation of Airbnb listings there are lower than other parts of the city, which is probably because hotels are mostly clustered there. Moreover, listings around the attractions seem to have slightly higher numbers of reservation, especially in the parts where there are much less hotels. Most importantly, listings cover almost the entire city, which can allow tourists to choose based on their preference and budget, and to experience a more local lifestyle when travelling. The large number of listings can also accommodate much more tourists than hotels. Therefore, Airbnb brings more options, lower prices, and wider range of accommodations for the tourists than hotels, thus would attract more people to travel in London.

3 Exclusive summary

Airbnb can encourage tourists to travel not only just around major attractions, but also the rest of London. The more types of options and lower prices than hotels would attract more tourists as well, thus boost tourism economy.

References

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