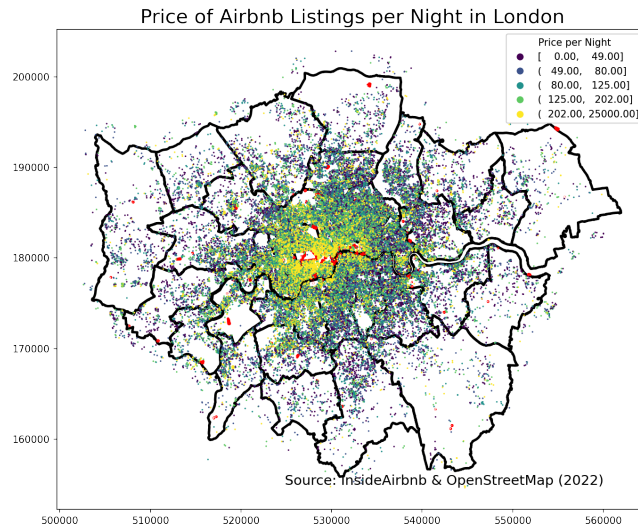


xiao draft

1 What are the prices of Airbnb listings distributed and are they affected by attractions' locations?



The factors that affect prices of Airbnb have been recently noticed and discussed (Perez-Sanchez *et al.*, 2018). This section examines its price distribution and the impact of attractions on price. Above is a map of London dividing by boroughs, combined with the price of Airbnb listings (in GBP) and the locations of attractions. The locations of attractions are marked in red; prices are divided into five classes, with different colors corresponding to different prices, which can be clearly seen in the upper right corner of the map. Most of the high-priced listings are actually priced between 202 and 400, marked with a very conspicuous yellow dot, and can be found in large numbers around the city center. While other low-priced listings are spread all over the place, with prices decreasing as the color deepens. A closer look at the city center will reveal that the higher priced listings are spread in a radial pattern around the attractions, with the innermost layer in yellow and the outer layer slightly lower in green. However, in the area away from the city center, there are relatively few listings with high prices, except for a few high-priced listings in yellow located along the sporadic attractions. Therefore, Airbnb prices are generally higher in places close to attractions and conversely lower in places far from attractions. This phenomenon is more likely to attract tourists with limited budgets to book listings away from attractions and travel by public transport, contributing to the sustainable development of London.

2 Exclusive summary

Away from attractions prices of Airbnb are lower, attracting tourists with limited budgets to book and travel by bus in an environmentally friendly way.

3 Conclusion

This policy briefing studies the impact of Airbnb on the tourism industry, focusing on the analysis of locations, prices, reviews and changes in availability. It can be seen that Airbnb seems to be more economically efficient as it commonly has lower prices than hotels. Ratings provide guidance for tourists; the tourism industry would be boosted by a significant increase in peak seasons. The locations of Airbnb are widely distributed, among them listings far from the city center are more likely to be chosen due to their lower prices, which would allow them to take transportation and this would contribute to urban sustainability. Some future work could be done later in the study. Tourists' preferences could be analyzed to study which types of properties and tenants they prefer, so as to look forward a good future in the tourism economy in London.

References

Perez-Sanchez, V. R. *et al.* (2018) 'The what, where, and why of airbnb price determinants', *Sustainability*, 10(12). doi: [10.3390/su10124596](https://doi.org/10.3390/su10124596).