**Exclusive Summary**

This study offers a comprehensive examination of Airbnb activity in the City of London over the previous 12 months (2022). Foundations of Spatial Data Science expertise was used to analyse the data.

**KEY FINDINGS:**

* The number of listings in London has been increasing at a moderate rate since March 2022, however, listings with more than 30 days' bookings increased significantly in the third quarter and declined in subsequent quarters
* **4.8 high rating for listings:** In terms of accuracy, cleanliness, check-in, communication, location, and value, renters gave Southwest London's Airbnb listings a high rating of 4.8. Additionally, when location is a factor, renters frequently prefer homes close to London's downtown.
* 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.
* Away from attractions prices of Airbnb are lower, attracting tourists with limited budgets to book and travel by bus in an environmentally friendly way.

**Background**

**Four Analysis**

**1.**

**2.**

**3. Which parts of London have the highest-rated listings on Airbnb using various rating metrics?**

This section focuses on the preferences of guests for each neighbourhood AirBnB listing under different rating metrics and presents the scores for each area on a map in accordance with the accuracy, cleanliness, occupancy, communication, location, and rating metrics on the review form.

Map

Description automatically generated

First, a variety of evaluation measures in the landlord's listings were looked at. It shows that airbnb hosts in London generally meet the needs of their guests in terms of listing accuracy, occupancy and communication. The scores are high. However, there was a lot of variation in the ratings for location, cost, and cleanliness, which may be due to regional variations.

Guests gave downtown London and the surrounding districts relatively high ratings for location (4.84), maybe because these locations are closer to the city centre and have greater amenities. These neighbourhoods also included Camden (4.82) and Islington (4.82). The upper Thames city of Richmond achieved a stellar grade of 4.86.

The pricing and cleanliness of central London, however, did not compare favourably to those of other areas. Southwest London properties typically have good ratings, 4.8 or better. The Upper Thames region received positive evaluations. On the other hand, Northwest London generally did not garner many positive reviews. It ranged from 4.5 to 4.6.

As a result, depending on the attributes of the listing, different guests will leave different evaluations. This information can be used by hosts to increase visitor occupancy throughout the tourism season. Additionally, the government or Airbnb may expand promotion of some places again the following year because those areas have higher ratings.

**4.**

**Conclusion**

**References**