

# An Analysis of Southeast Asian Budget Travel



**HOSTELWORLD**

*MEET THE WORLD*

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# Focus Questions

This analysis uses data scraped from Hostelworld.com on May 8, 2020.

The data includes properties from all 11 Southeast Asian nations and Hong Kong.

- Analysis Questions:
  - What are the best SE Asian countries for budget travellers?
  - What do budget travellers care about in accommodation?
- Business Implications:
  - Which countries should we promote to budget travellers?
  - How can hostels meet their customers priorities?

# Value Score

- Budget travellers want a great experience that won't break the bank.
- We need a measure for finding the best destinations for budget travellers.
- *Value of a Property = Overall Rating / Price Per Night*

Top Hostels by Value						
Name	City	Country	Price (USD)	Reviews	Rating	Value (Rating/USD)
High Tide Kampot	Kampot	Cambodia	3	198	9	3.000
Kims Homestay	Hue	Vietnam	3	57	9	3.000
<b>Hue Melody Hostel</b>	<b>Hue</b>	<b>Vietnam</b>	<b>3</b>	<b>207</b>	<b>8.9</b>	<b>2.967</b>
The Nomad House	Koh Phangan	Thailand	3.09	144	9	2.913
<b>The Light Villa Hoi An</b>	<b>Hoi An</b>	<b>Vietnam</b>	<b>3.5</b>	<b>62</b>	<b>9.6</b>	<b>2.743</b>
Coast 23 Hostel	Koh Rong Samloem	Cambodia	3	89	8.1	2.700
Shark Hostel	Hue	Vietnam	3.5	141	9.3	2.657
Yolo Hostel	Siem Reap	Cambodia	3	116	7.9	2.633
168 Chiangmai Guesthouse	Chiang Mai	Thailand	3.55	354	9.3	2.620
Ivy Guesthouse	Siem Reap	Cambodia	3.5	355	9.1	2.600
Dancing Elephant Beach Club	Koh Phangan	Thailand	3.09	803	8	2.589



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# THE LIGHT VILLA HOI AN

📍 90/57A Hung Vuong Street, Cam Pho , Hoi An, Vietnam

LOCATION

The Light Villa Hoi An, Hoi An, Vietnam



CHECK IN

14 May 2020



CHECK OUT

15 May 2020



GUESTS

1 Guest



Search



**FREE CANCELLATION**

Book more than 14 days in advance for Free Cancellation.

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9.6

**Superb**

62 Total Reviews

## Property Description

Your gateway to the authentic Vietnam: a homey villa with a local vibe.



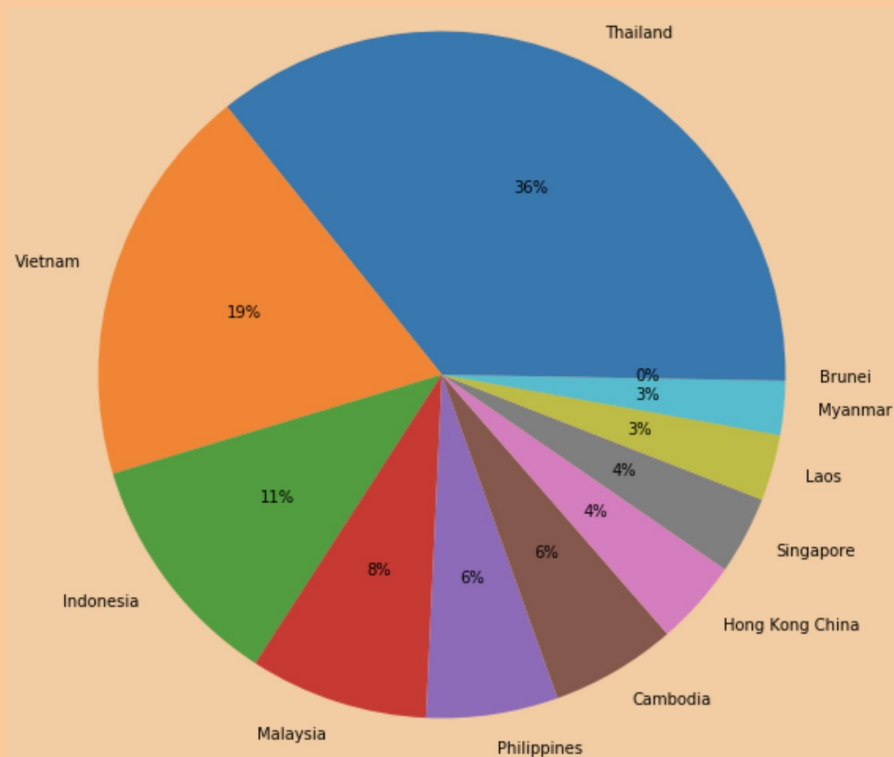




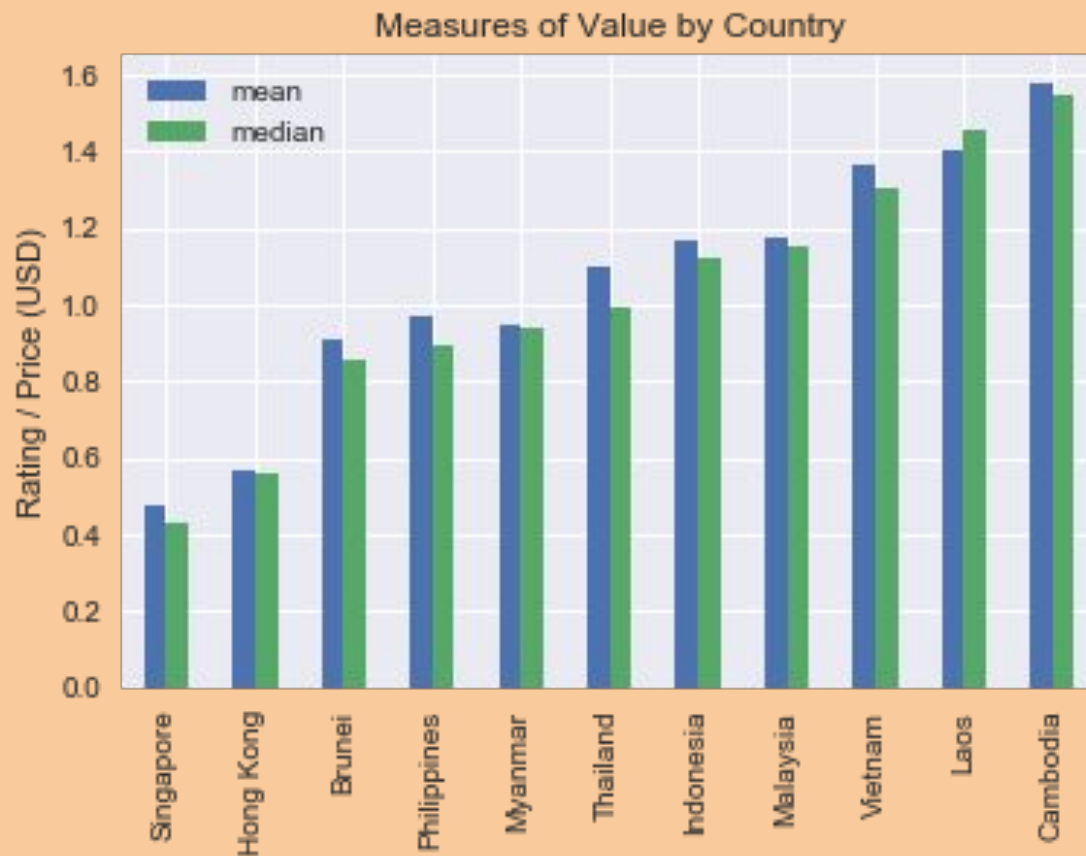
# Total Properties by Country

Country	Properties
Thailand	507
Vietnam	268
Indonesia	159
Malaysia	119
Philippines	88
Cambodia	84
Hong Kong China	57
Singapore	52
Laos	44
Myanmar	36
Brunei	4

\*Only includes properties with >20 reviews



# Value of an Experience

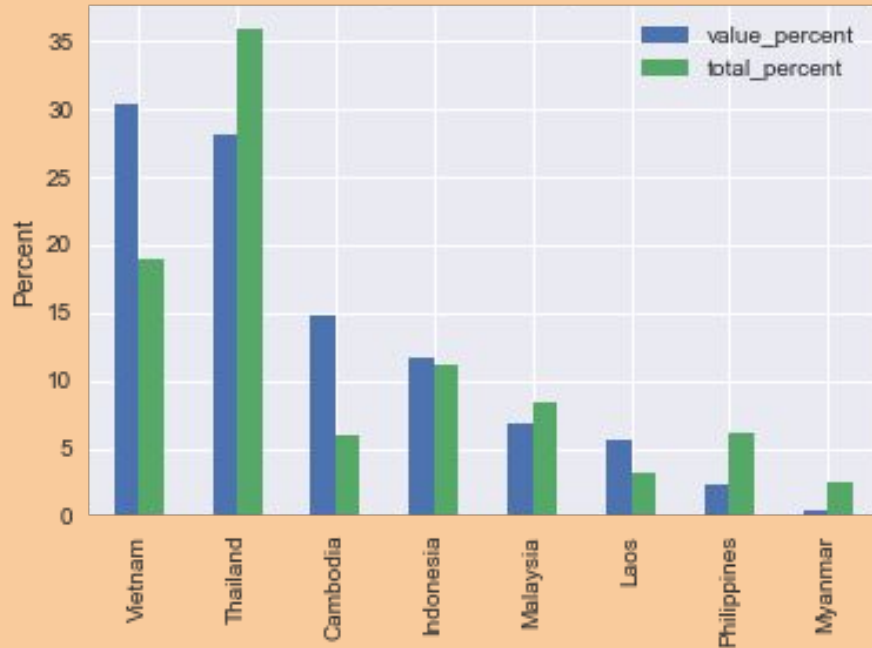




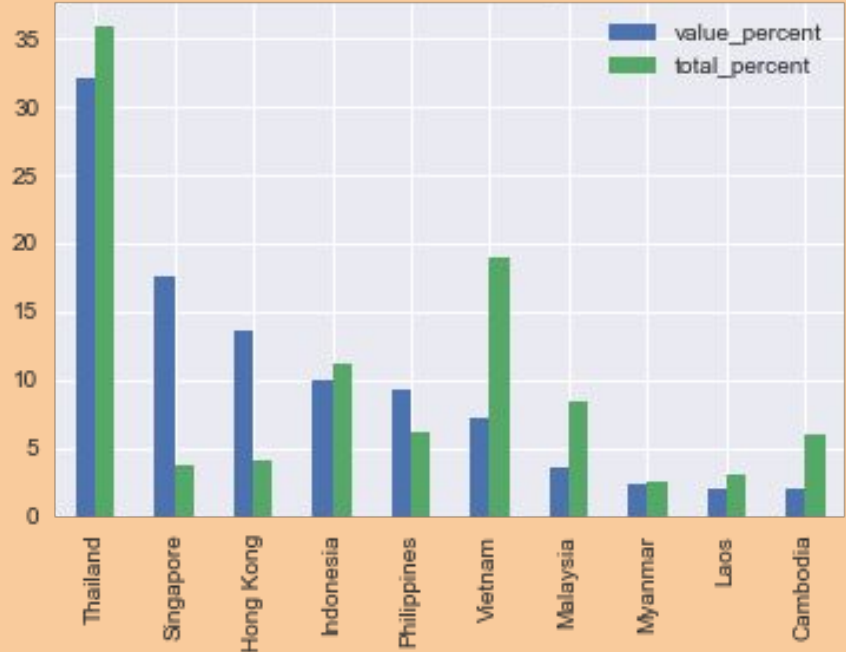
# Top 250 and Bottom 250 by Value

- *For each country, how many hostels appear in the Top/Bottom 250 hostels by Value?*
- *How does that compare to that country's percent of hostels in the full dataset?*

% of Hostels in Top 250 for Value, vs. % of All Hostels

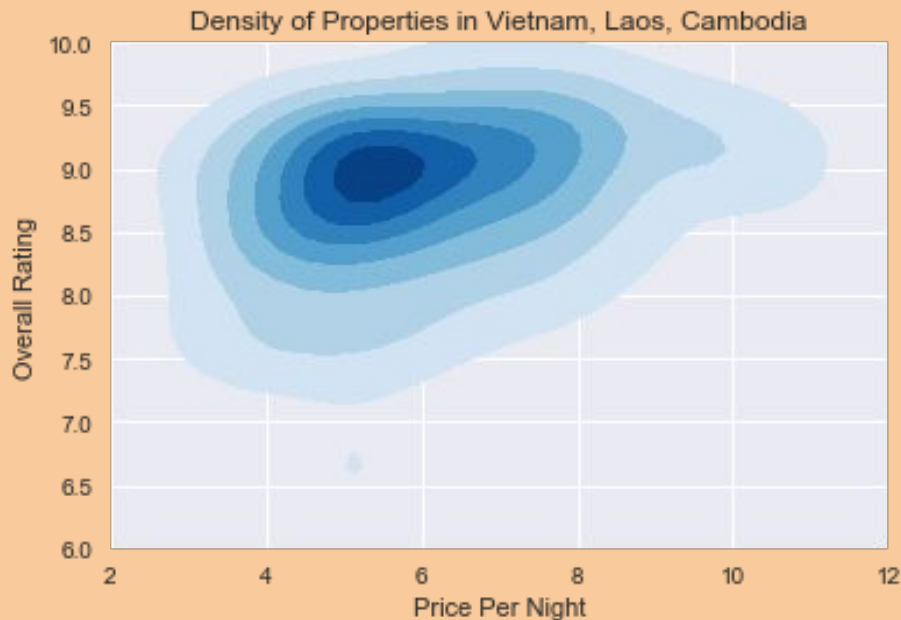


% of Hostels in Bottom 250 for Value, vs. % of All Hostels

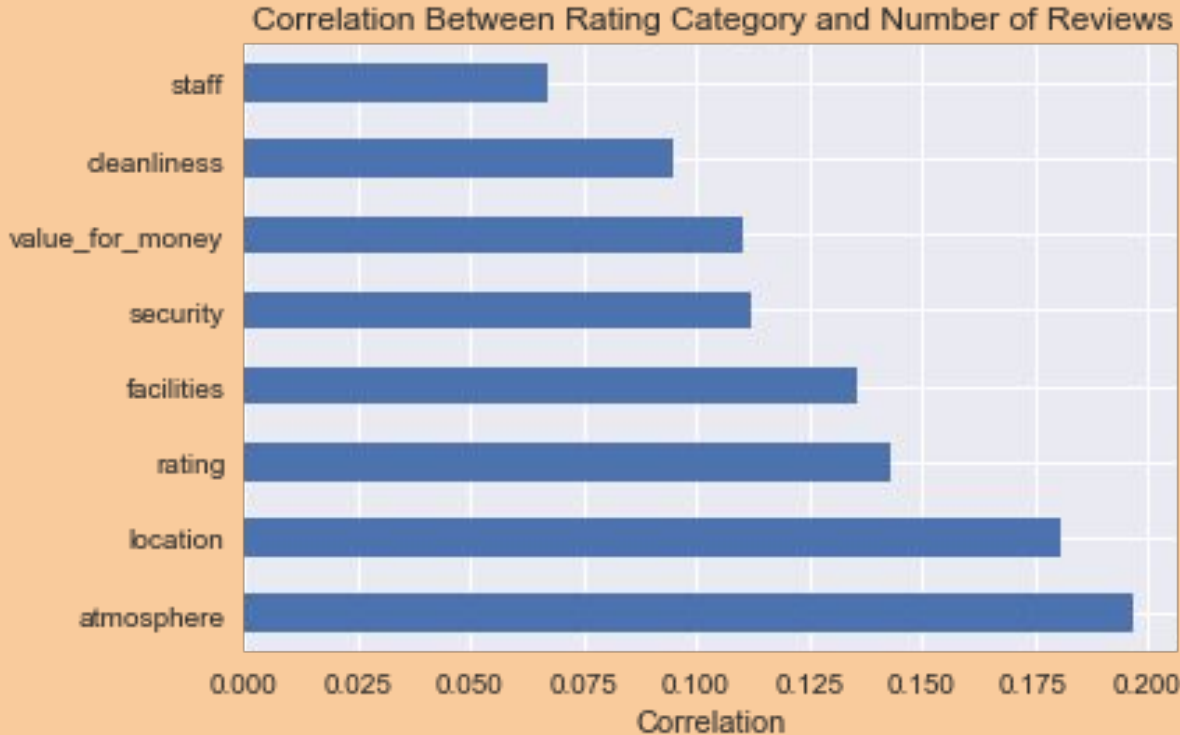


# The Budget Traveller Trio

- Vietnam, Laos and Cambodia each have disproportionately high Value scores.
- Easy and cheap border crossings (ex: Ho Chi Minh City to Phnom Penh for \$8 by bus) means a budget traveller can loop these three into one long trip.
- Budget traveller's haven - great experiences for low prices.



# Hostel Guest Priorities



- Hostelworld allows guests to provide component ratings for each property, to highlight where the property excelled (or didn't).
- This chart finds the correlations between each component rating and a measure of popularity - number of reviews.
- The correlations are not very strong, but it is worth noting that the Atmosphere rating had the highest correlation, about 3x the correlation for Staff.

# Sentiment Analysis on Listing Description

- Each property has a description which introduces potential guests to what that hostel is all about.
- This chart tracks the *polarity* (how *positive/negative/neutral* is the language) of the descriptions for each property, versus the same measure of popularity - number of reviews.
- Conclusion - hostels should be positive and upbeat in their descriptions, but maybe not excessively.

