GPT-4 Sales Report
Airbnb Nyc, ~Yn-1 vs ~Y
Prepared: 30 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. Consistent chart design: All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.

2. Simplified and focused content: Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.

3. Proper labeling and titling: Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.

4. Standardized notation: IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- Black represents actual values for the current year
- Grey represents data from the previous year
- Red indicates negative or "bad" performance
- Green indicates positive or "good" performance
- "PY" is used to denote the previous year values
- "AC" refers to the actual current year values
- Underscore "_" is used to represent year-to-date data
- Tilde "~" indicates a rolling year or 12-month period

Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

Market Overview and Growth

Airbnb's sales in New York City have experienced a remarkable surge, increasing from $4.7 million to $49.5 million. This growth is primarily driven by the popularity of entire home/apartment rentals, particularly in Manhattan and Brooklyn. Manhattan, with hotspots like Midtown and the Upper West Side, accounts for 66% of sales and remains the leading market. However, emerging markets like Queens, the Bronx, and Staten Island are also showing significant growth, offering more affordable or unique options and outperforming some mature areas.

Sales Composition and Strategic Locations

Entire home/apartment rentals dominate the NYC Airbnb market, generating substantial revenue, notably $27.9 million in Manhattan alone. Central areas such as Midtown and Hell's Kitchen are pivotal, contributing to 80% of sales. The diverse and dynamic landscape of the NYC Airbnb market suggests various strategic growth opportunities, especially in less saturated markets like Staten Island, the Bronx, and Queens.

Revenue Maximization Strategies

To maximize revenue, strategic pricing and neighborhood focus are crucial. Premium pricing strategies are most effective in Manhattan, while volume strategies better suit Brooklyn's market dynamics. Offering popular listing types like entire homes/apartments and private rooms can significantly attract guests and enhance profitability.

Market Trends and Performance

Airbnb's business in New York City has seen explosive growth, with a Compound Annual Growth Rate (CAGR) of 248.0% over four years. Last year alone, sales increased by 881%, with an exceptional spike of 10,834% in October, likely driven by special events or significant market changes. Seasonal peaks in October and June further indicate a robust market presence and strategic operations, with entire homes/apartments leading the growth across all room types.

Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

At a glance: Airbnb's sales in New York City have surged from $4.7 million to $49.5 million, largely due to the popularity of entire homes/apartments, especially in Manhattan and Brooklyn. Manhattan leads the market, accounting for 66% of sales, with areas like Midtown and the Upper West Side being particularly popular. As the market expands, Queens and the Bronx are also gaining traction, offering more affordable or unique options, indicating a shift towards these boroughs for future growth. Pages 8 to 13.

Sales breakdown: Entire home/apt rentals dominate the NYC Airbnb market, especially in central areas like Midtown and Hell's Kitchen, generating significant revenue, notably $27.9 million in Manhattan. Staten Island is emerging as a strong market, outperforming mature areas like Manhattan and Brooklyn, while The Bronx and Queens are also experiencing growth in traditional lodging options. Overall, the NYC Airbnb landscape is diverse and dynamic, offering various strategic growth opportunities in less saturated markets. Pages 15 to 21.

Data insights: In the New York City Airbnb market, strategic pricing and neighborhood focus are key to maximizing revenue, with top neighborhoods like Midtown and Hell's Kitchen driving 80% of sales. Manhattan and Brooklyn require different approaches; premium pricing works best in Manhattan, while volume strategies suit Brooklyn's market. Offering popular listing types such as Entire Homes/Apartments and Private Rooms can further attract guests and boost profitability. Pages 23 to 29.

Trends: The business has seen explosive growth, with sales skyrocketing from 939.7k to 49.5 million in four years, and a Compound Annual Growth Rate (CAGR) of 248.0%, reflecting strong marketing, market demand, or successful new products. Airbnb's performance in New York City stands out, with sales increasing by 881% last year and an exceptional 10,834% rise in October, driven by special events or significant market changes. Across all room types, entire homes/apartments led the growth, with seasonal peaks in October and June indicating robust market presence and strategic operations. Pages 31 to 35.

Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

Airbnb's market in New York City is predominantly driven by the sale of Entire Homes/Apartments, which constitute 79% of total sales, indicating a strong preference for privacy and spacious accommodations. Manhattan emerges as the leading neighborhood in sales, accounting for 66% of the total, highlighting its appeal to tourists. The success in lesser-known listings and neighborhoods also points to Airbnb's ability to cater to diverse customer preferences (p.9).

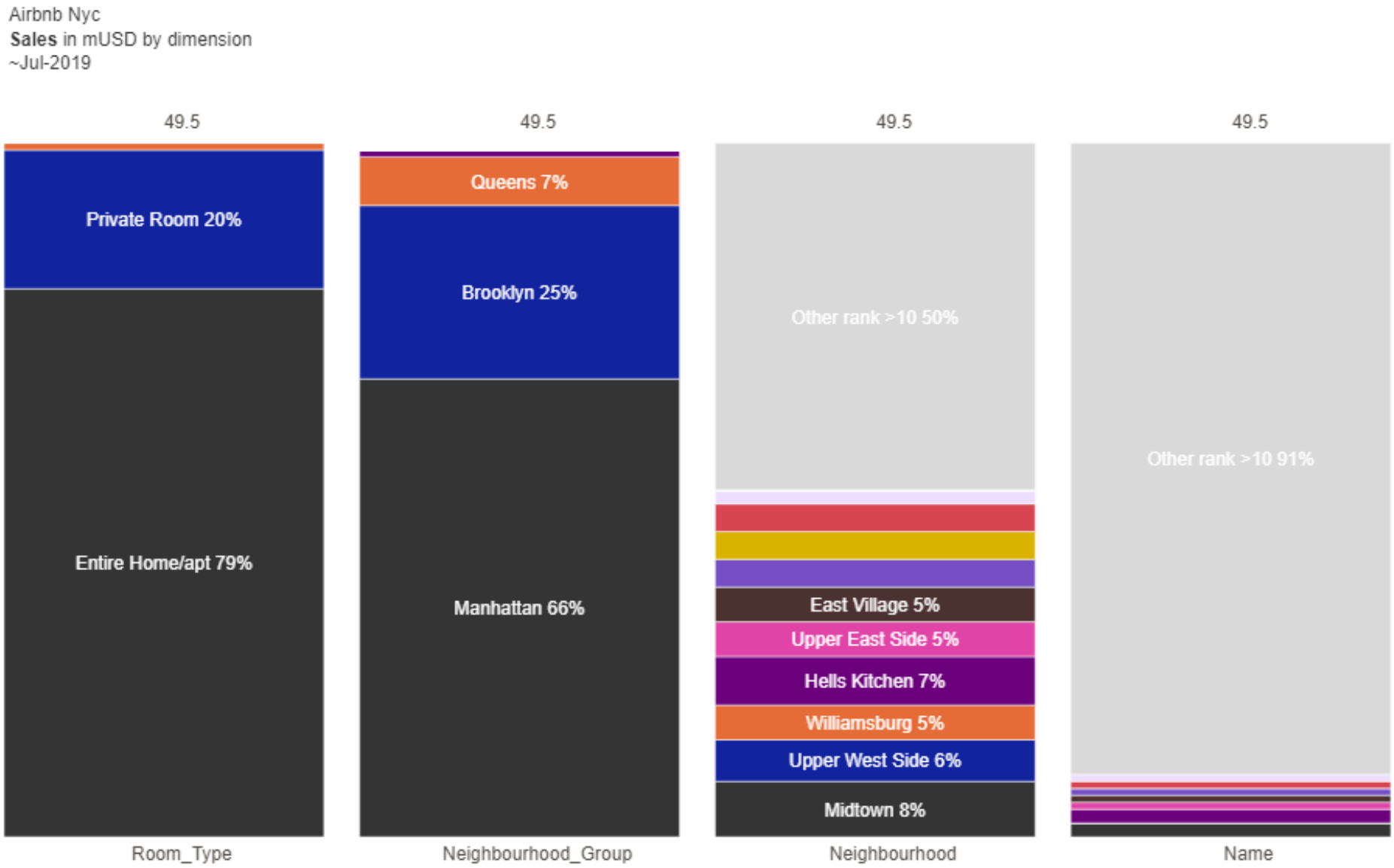
The company's sales in NYC have experienced a dramatic increase, soaring from $4.7 million last year to $49.5 million this year. This growth is attributed to an increase in unit sales and an improved sales mix, underscoring the effectiveness of Airbnb's marketing strategies and expanded offerings (p.10).

The significant rise in sales is also supported by the popularity of private rooms and entire homes/apartments, particularly in key areas of Brooklyn and Manhattan such as Midtown, Hell's Kitchen, and Upper West Side. This underscores the importance of location and accommodation type in driving Airbnb's success (p.11).

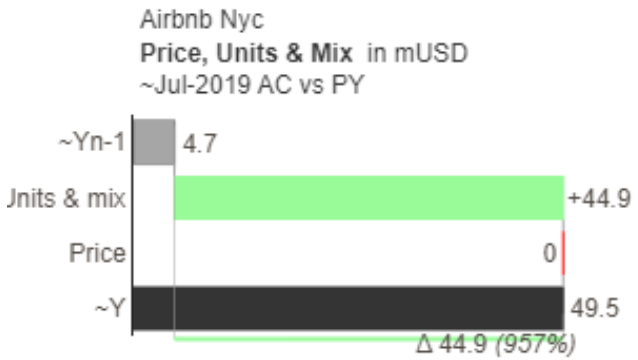
There is a notable growth in premium and entire home listings, with sustained interest particularly in Manhattan and Brooklyn. Meanwhile, the Bronx and Queens are emerging as increasingly popular choices, likely due to their lower prices or unique offerings, which diversify the accommodation options available through Airbnb (p.12).

As the market evolves, Queens and the Bronx are rapidly becoming significant players in the Airbnb scene, showing substantial growth. The preference for renting entire homes or apartments over shared spaces is prevalent, suggesting potential directions for Airbnb's future offerings in NYC (p.13).

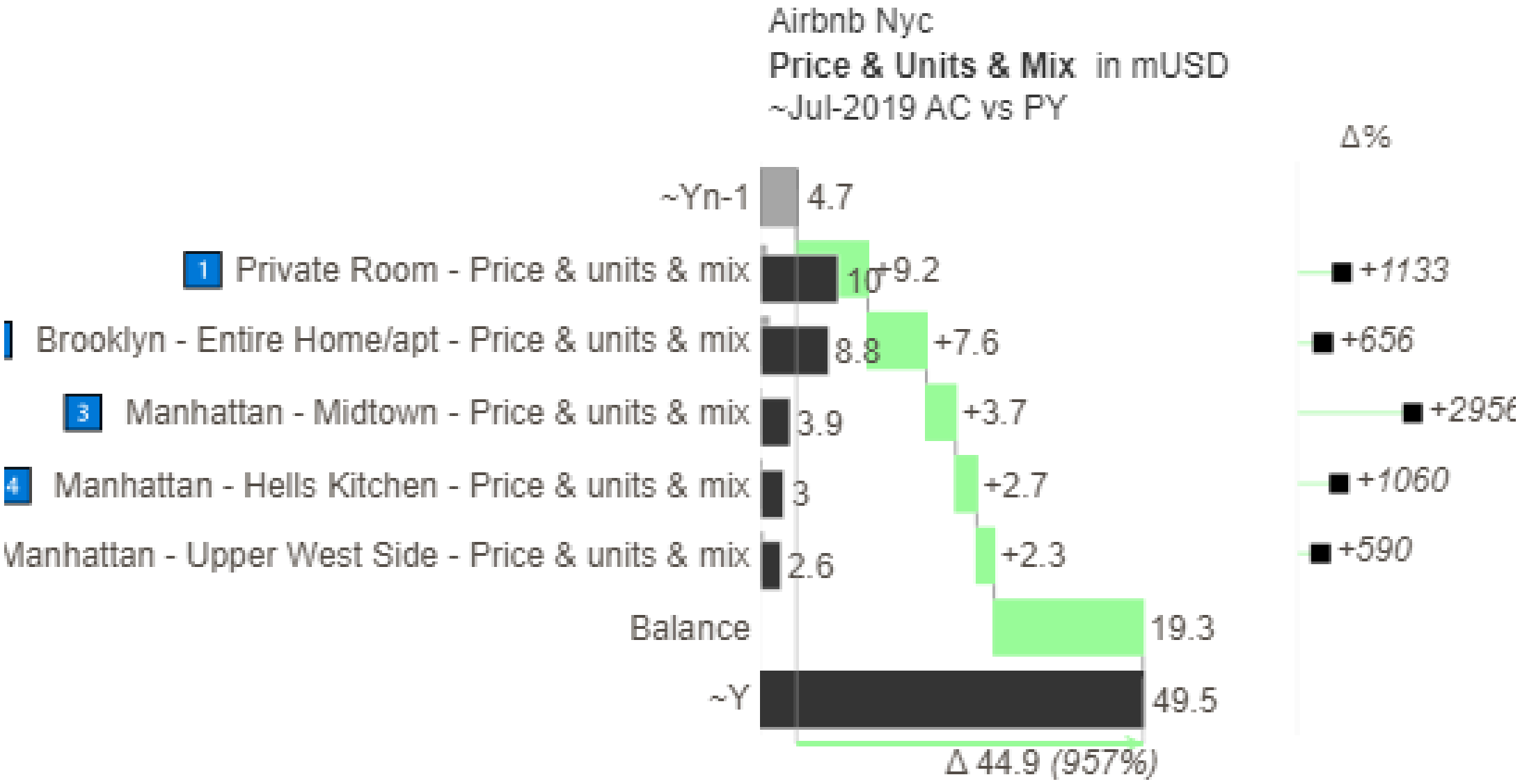
In New York City, Airbnb's market is largely dominated by Entire Homes/Apartments, making up 79% of total sales. This shows a clear preference for privacy and more spacious accommodations. Manhattan is the top-selling neighborhood group, capturing 66% of sales, which underscores its popularity among tourists. The success of lesser-known listings and neighborhoods highlights the diverse range of options available on Airbnb, meeting the varied preferences of customers.



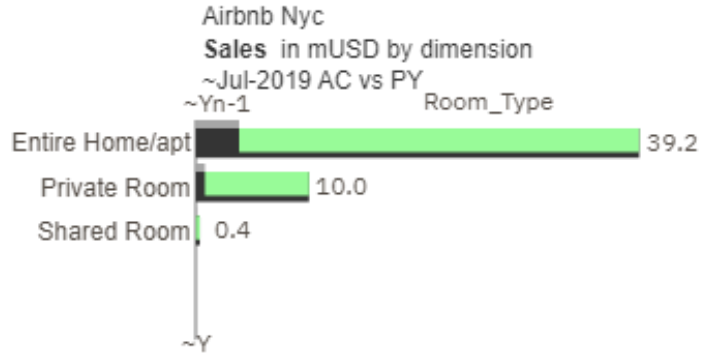
Airbnb's NYC sales soared from $4.7 million last year to $49.5 million this year, thanks to more units sold and a better sales mix. This surge highlights the success of Airbnb's marketing and expanded offerings, which significantly increased unit sales.

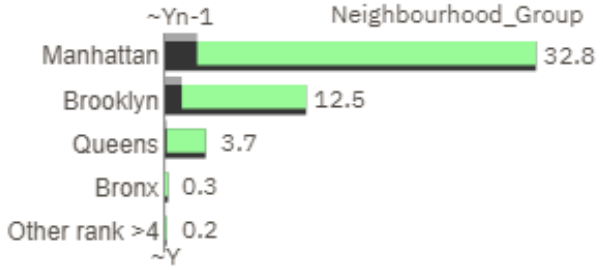


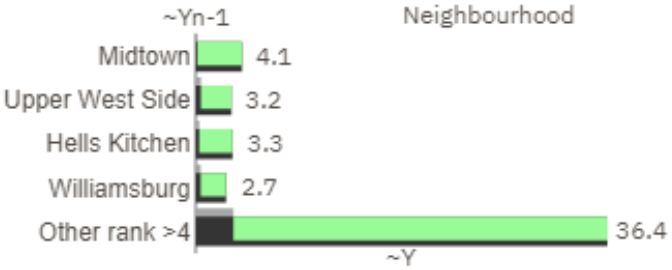
Sales soared from $4.7 million to $49.5 million, largely thanks to the popularity of private rooms and entire homes/apartments in key areas of Brooklyn and Manhattan, including Midtown, Hell's Kitchen, and Upper West Side. This surge highlights the critical role of location and accommodation type in Airbnb's success.



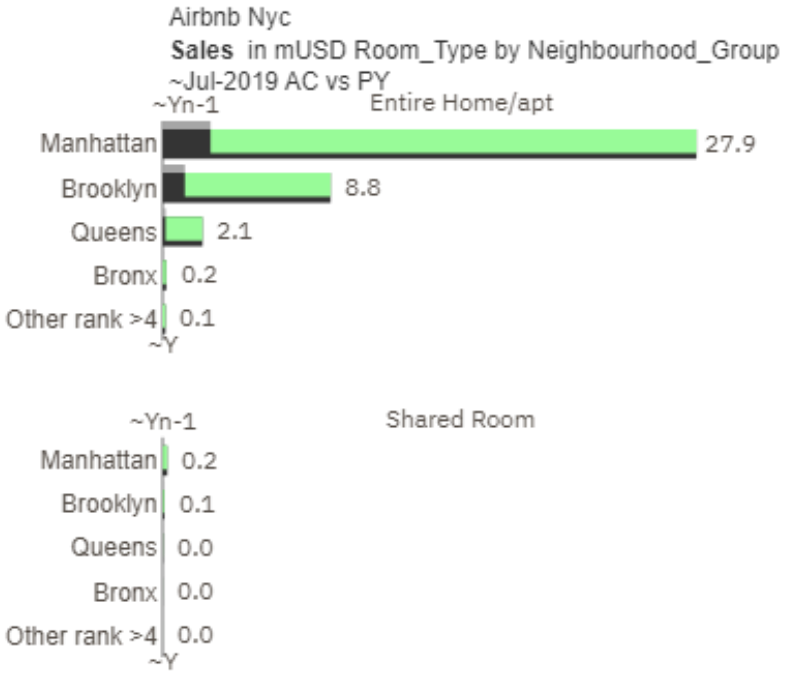
The data shows strong growth in premium and entire home listings, with sustained interest in Manhattan and Brooklyn. The Bronx and Queens are also gaining popularity, likely due to their lower prices or unique offerings compared to more traditional areas.

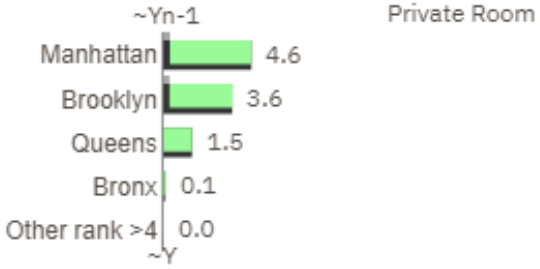






Manhattan and Brooklyn continue to lead the market, but Queens and the Bronx are quickly becoming important players in the Airbnb scene, showing significant growth. Most people prefer renting entire homes or apartments instead of shared spaces, which might shape Airbnb's future offerings in NYC.





Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

Entire Home/Apt rentals are the most dominant and profitable category in the NYC Airbnb market, particularly in central areas like Midtown and Hell's Kitchen, as well as across various neighborhoods in Manhattan, Brooklyn, and Staten Island. These accommodations are favored for their privacy and space, contributing significantly to the market's revenue, especially in Manhattan where they generated about $27.9 million in sales (p.16, p.17, p.21).

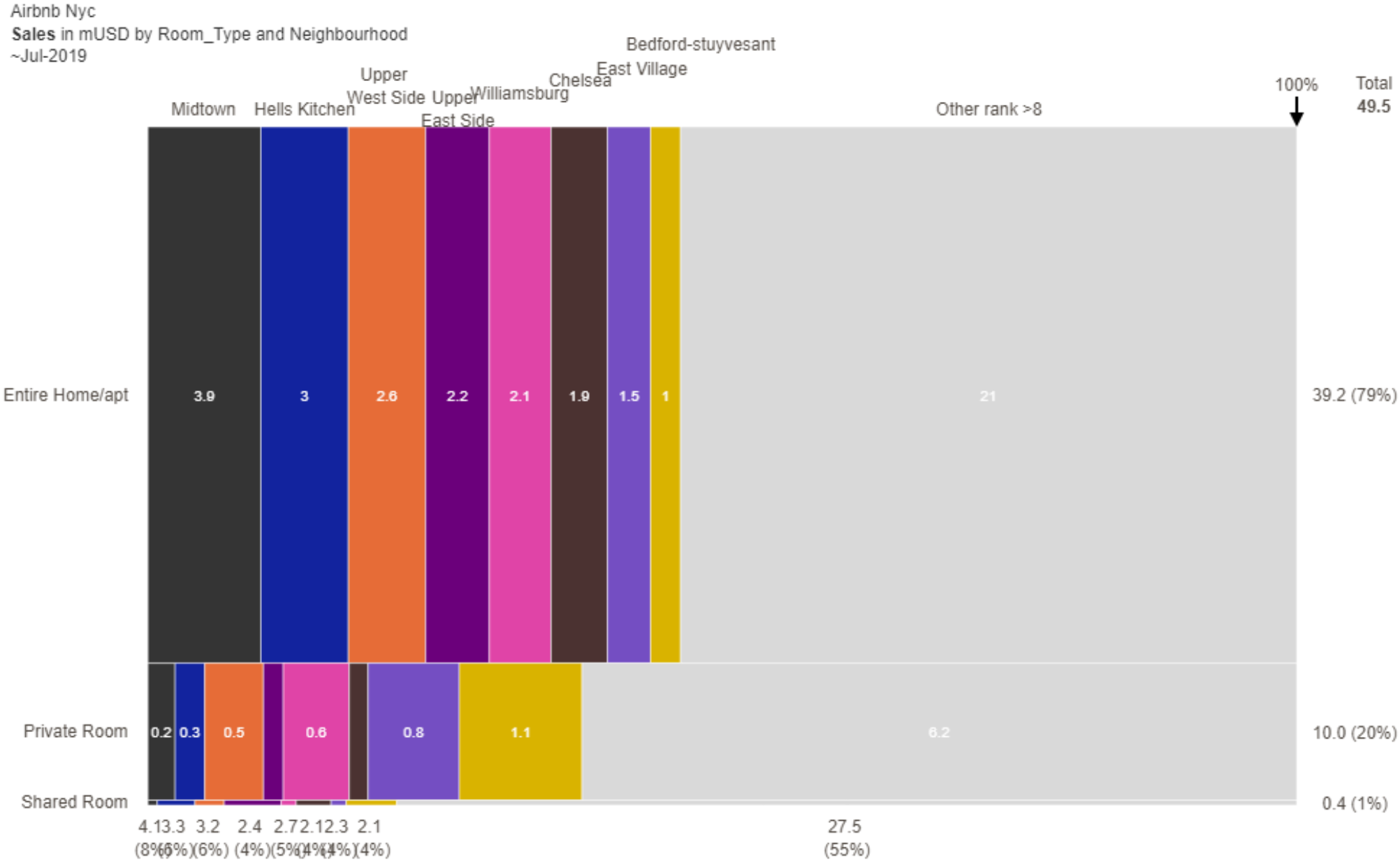
In contrast, the market for Shared Rooms is less popular across all neighborhoods, attributed to privacy concerns and the availability of better alternatives. This trend is evident despite Manhattan experiencing a growth in this category, suggesting a niche market for budget-friendly or short-term accommodations (p.19, p.20).

Staten Island is highlighted as a burgeoning market, experiencing remarkable growth and outshining other more mature markets like Manhattan and Brooklyn. This indicates different stages of market development within the city and points to unique opportunities for strategic growth in areas that are not yet saturated (p.18).

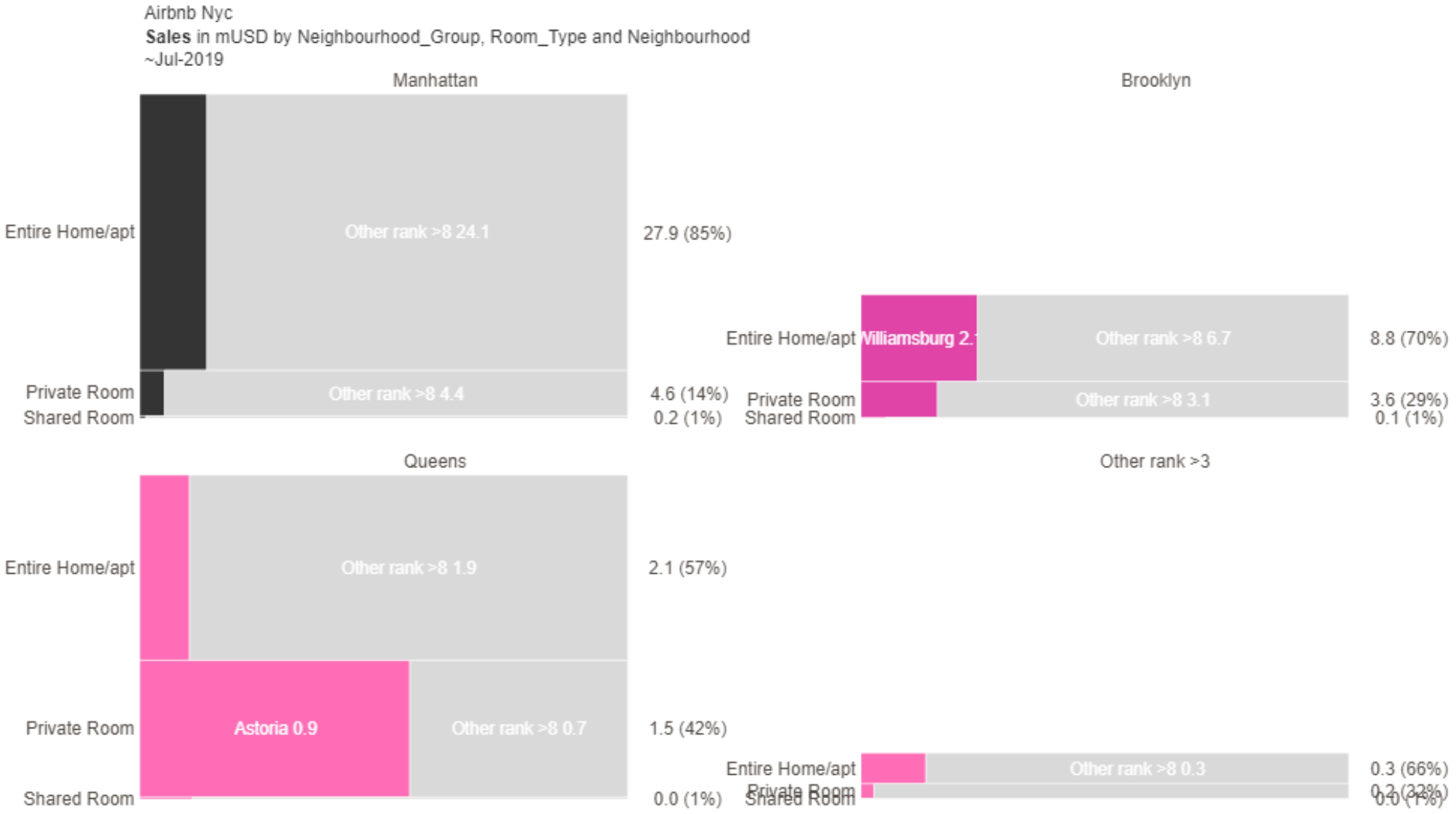
The Bronx and Queens are also showing strong growth in traditional lodging options such as entire homes/apartments and private rooms. This growth highlights the robustness of their local markets and suggests a diversification of the market across different boroughs (p.19).

Overall, the NYC Airbnb market shows a diverse and dynamic landscape with varying degrees of market saturation and growth opportunities. Entire Homes/Apartments not only lead in the number of units but also in revenue, making them a central element of Airbnb's strategy in NYC. The presence of different accommodation types and their varying popularity across boroughs indicate a complex market environment where strategic decisions can leverage growth in lesser-known or developing areas (p.21).

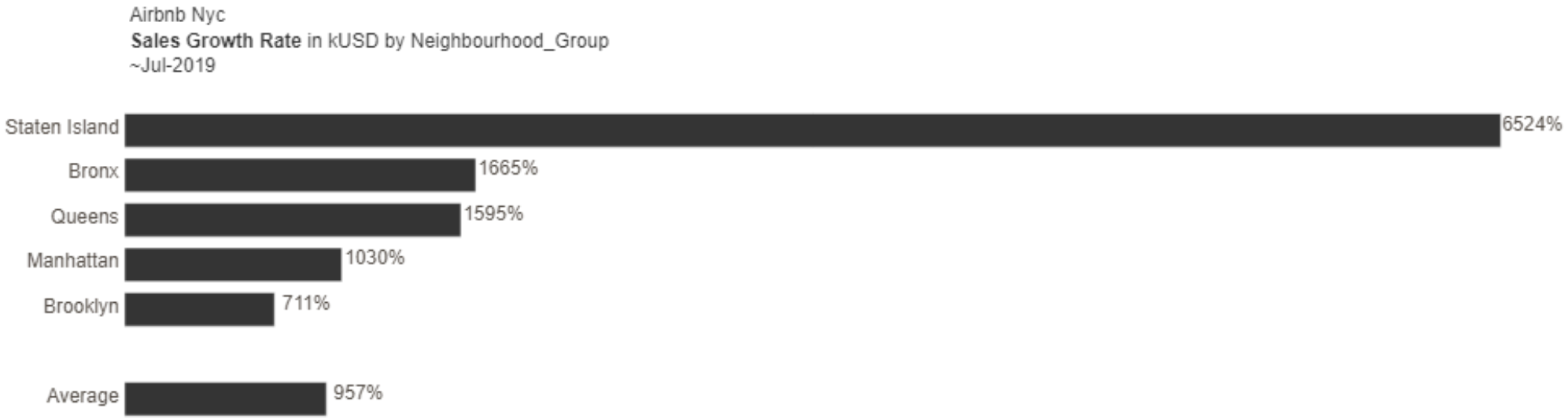
Entire Home/Apt rentals dominate the NYC market, generating the highest sales in almost all neighborhoods. These accommodations are especially popular in central areas like Midtown and Hell's Kitchen, where privacy and space are highly valued. Additionally, the 'Other rank >8' category shows significant activity in lesser-known neighborhoods, likely due to lower prices or unique local attractions that appeal to travelers.



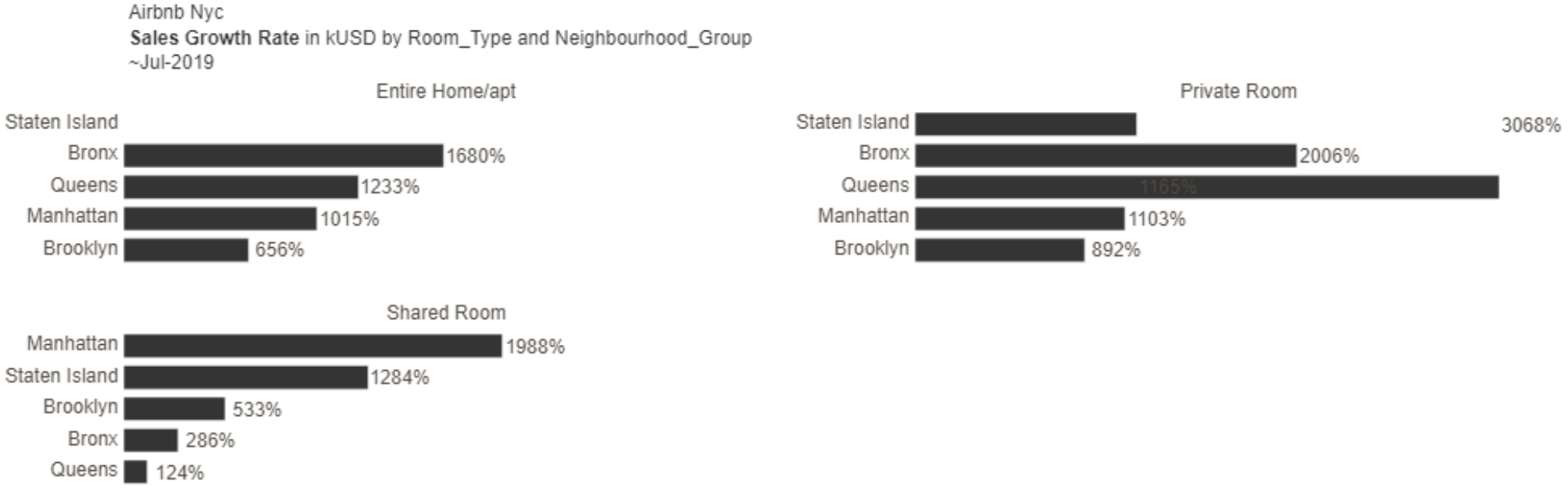
Manhattan has become a key player in the Airbnb market, especially in Entire Home/Apt rentals, generating about $27.9 million in sales. The high sales volume in lesser-known areas of Manhattan indicates that the market might be saturated, leading renters to consider other parts of the borough. Brooklyn and Queens are also performing well, showing a diverse market across different boroughs.



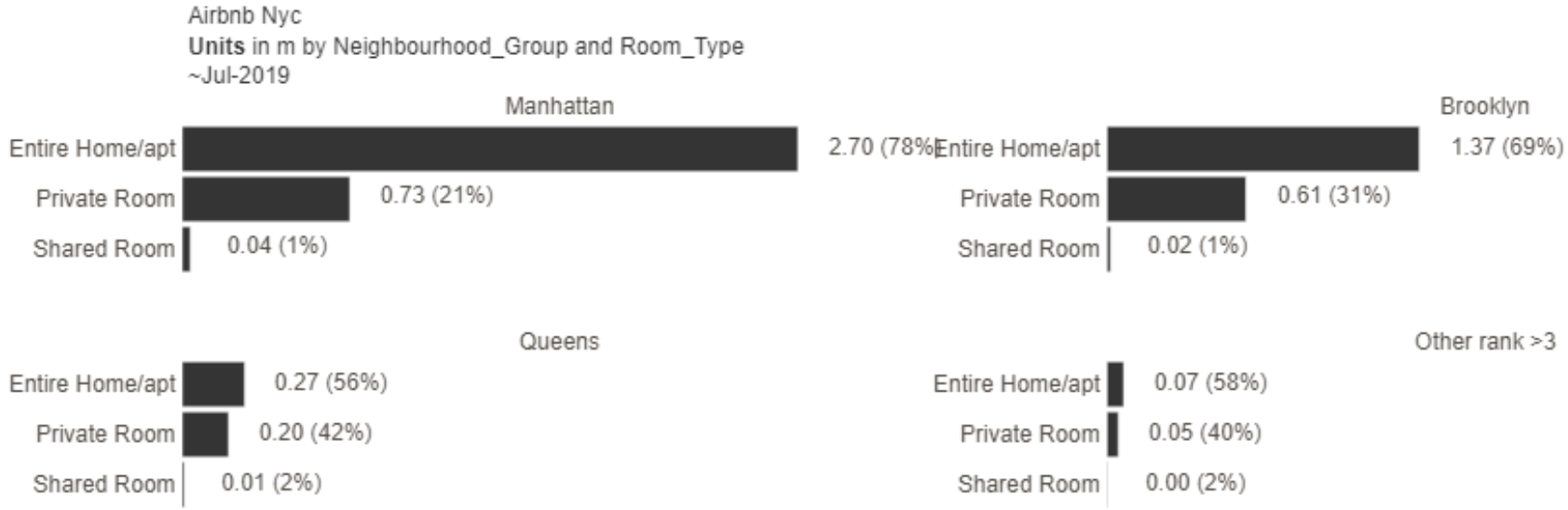
Staten Island is experiencing a remarkable growth in Airbnb sales, outshining other neighborhoods. This trend suggests it's becoming a hot spot, unlike the more mature markets of Manhattan and Brooklyn, which are growing more slowly. This variation highlights different stages of market development and points to unique opportunities for strategic growth.



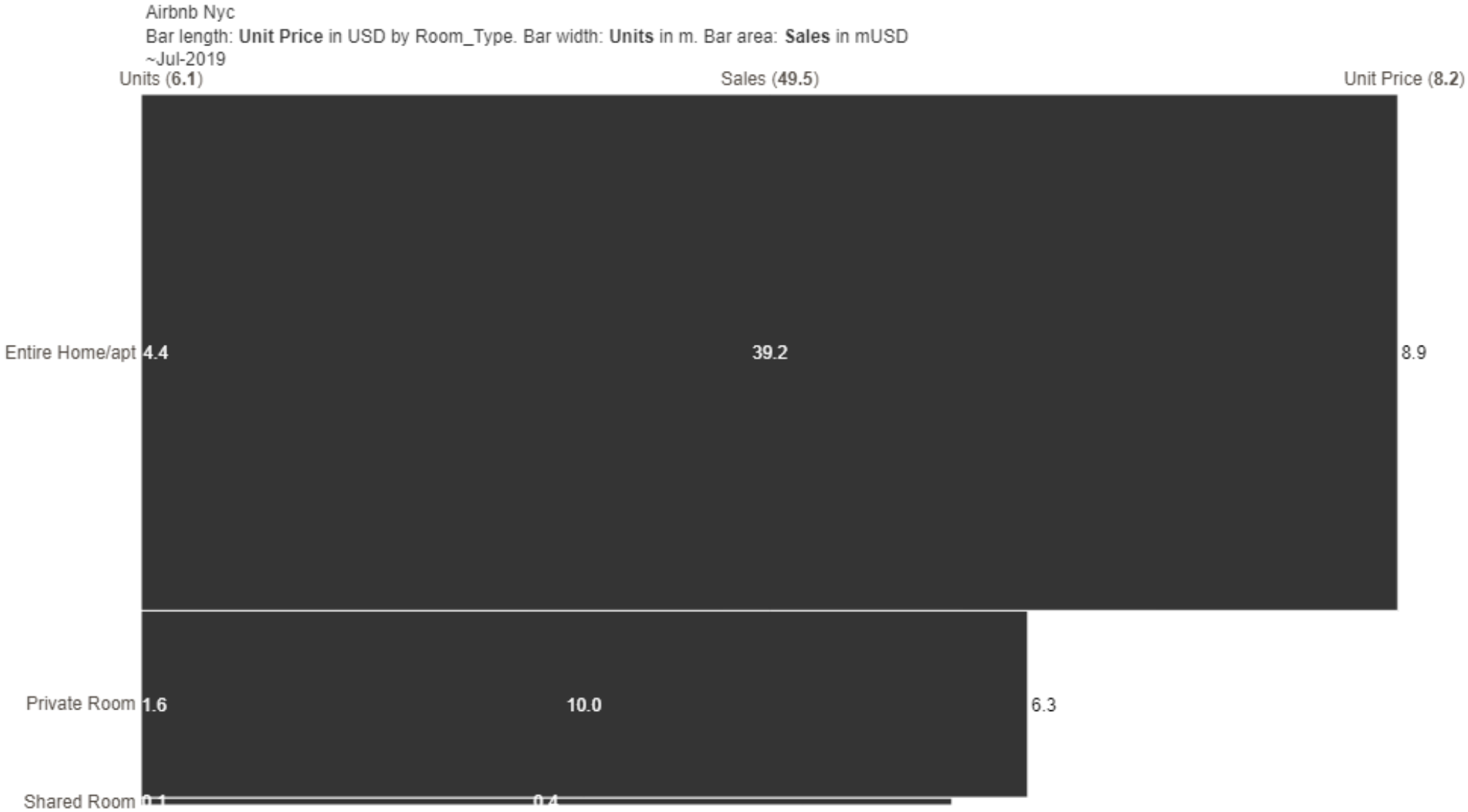
The Bronx and Queens are seeing strong growth in traditional lodging options like entire homes/apartments and private rooms, highlighting their robust local markets. In contrast, Manhattan, although not leading in the growth of entire homes/apartments, is experiencing a significant increase in shared room options. This indicates a niche market strength, potentially appealing to travelers seeking budget-friendly or short-term accommodations.



Manhattan and Brooklyn lead the Airbnb market, primarily favoring Entire Home/Apt rentals. There's also a strong presence of Private Rooms, showing demand for these accommodations. However, Shared Rooms are less popular across all neighborhoods, likely due to privacy concerns or better alternatives available.



Entire Homes/Apartments lead in both the number of units and revenue in NYC's Airbnb market. The price differences among room types show how much consumers value space and privacy. Entire Homes/Apartments are not only more numerous but also more profitable, making them a central element of Airbnb's strategy in NYC.



Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

In the New York City Airbnb market, strategic pricing and understanding neighborhood dynamics are crucial for maximizing revenue. In areas like Midtown, Hell's Kitchen, and the Upper West Side, a balanced approach to pricing and volume has proven effective for robust sales (p.24). Similarly, neighborhoods such as Williamsburg also benefit from balancing unit availability with higher pricing, indicating the importance of careful management in these areas (p.27).

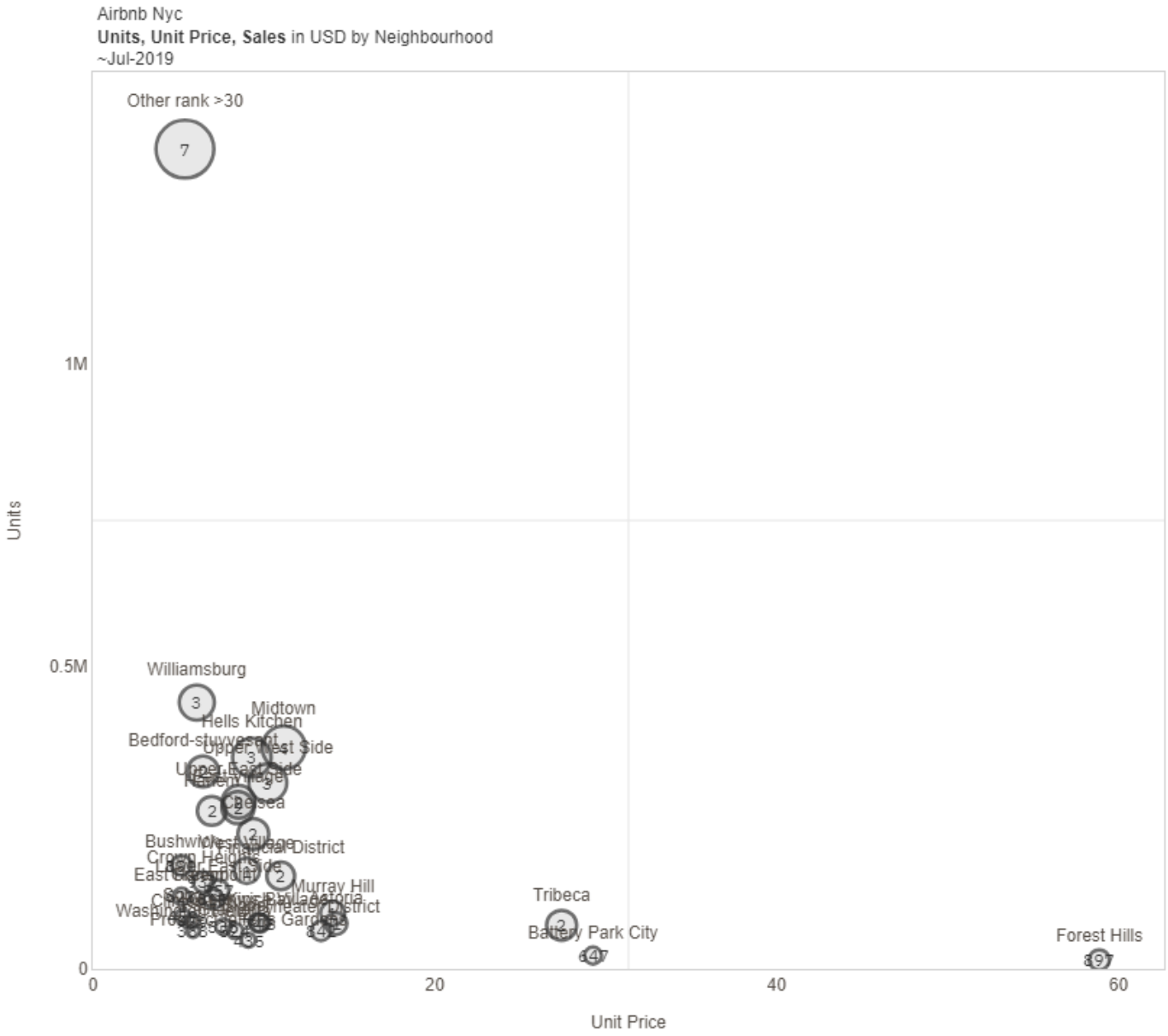
Manhattan and Brooklyn, as the most active real estate markets, exhibit distinct characteristics that necessitate tailored strategies. Manhattan, being a premium market, commands higher prices per unit but shows varying sales volumes. In contrast, Brooklyn, with its stronger sales, offers more affordable prices per unit. For businesses looking to enter these markets, focusing on premium pricing in Manhattan and volume in Brooklyn is advisable (p.25, p.26).

A significant insight is that a small group of neighborhoods, including top performers like Midtown and Hell's Kitchen, drive the majority of Airbnb sales in NYC. Approximately 80% of total sales are accounted for by the top 10% of neighborhoods, suggesting that concentrating efforts in these key areas could be highly profitable (p.28).

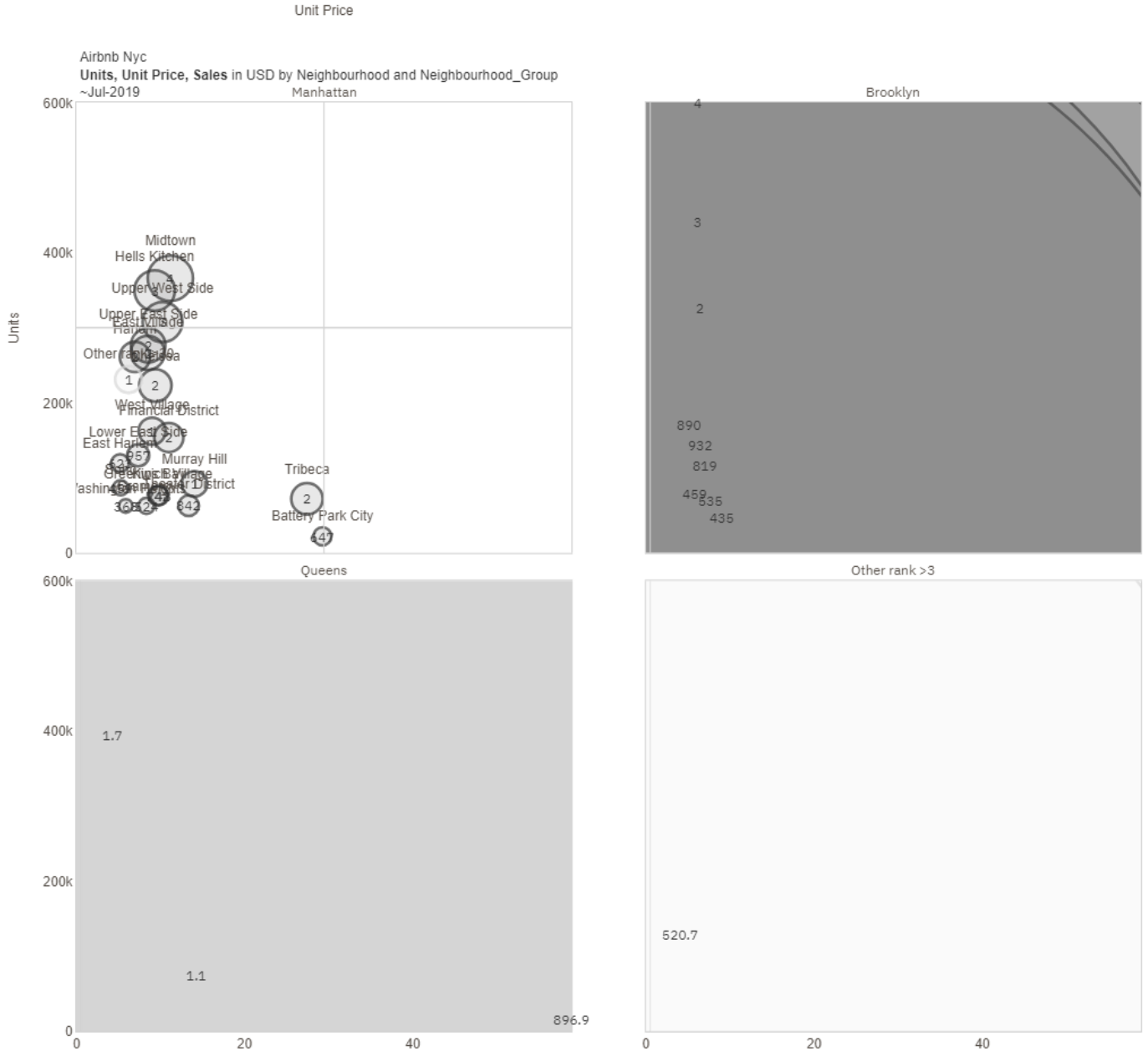
Additionally, the type of listings offered has a clear impact on guest preferences. Entire Home/Apartment and Private Room listings are particularly popular, indicating that hosts could attract more guests by focusing on these types of accommodations (p.29).

Overall, success in the NYC Airbnb market hinges on strategic pricing, market positioning, and focusing on popular neighborhoods and listing types. These insights provide a roadmap for businesses to optimize their operations and increase their revenue in this competitive market.

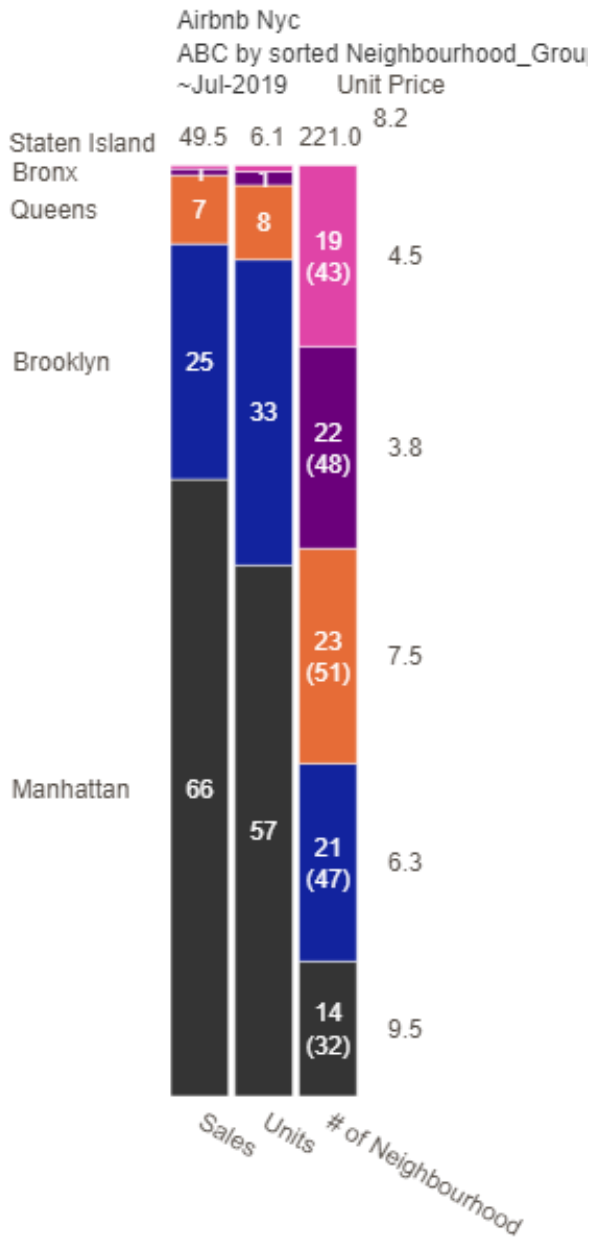
In neighborhoods like Midtown, Hell's Kitchen, and the Upper West Side, a well-balanced mix of pricing and volume leads to robust sales in the NYC Airbnb market. This strategy appears effective for driving significant revenue.



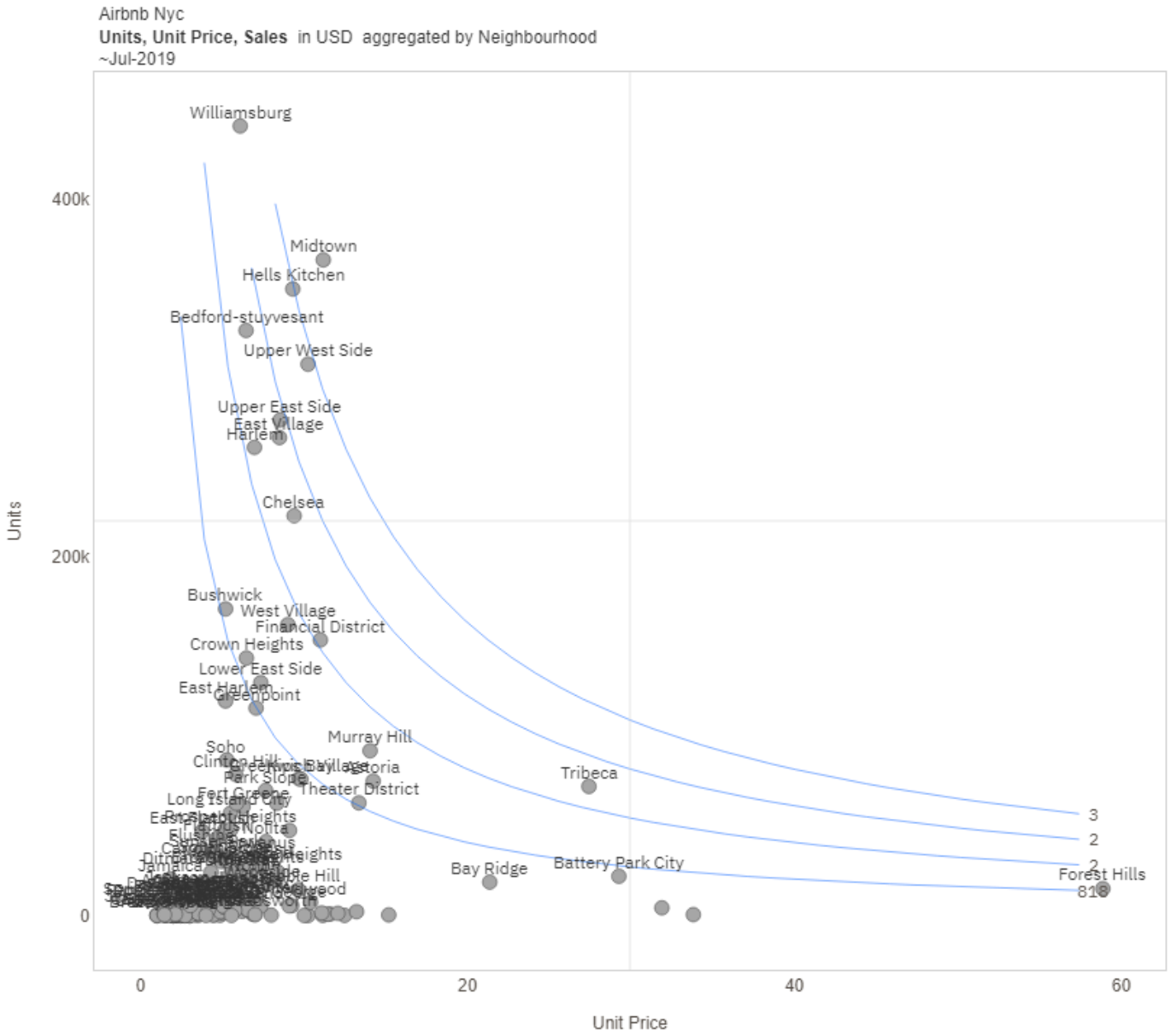
Manhattan and Brooklyn are the most active real estate markets, each with its unique dynamics. Manhattan features high prices per unit alongside varying sales volumes. In contrast, Brooklyn enjoys strong sales with more affordable prices per unit. To effectively enter these markets, tailored strategies are necessary: focus on premium pricing in Manhattan and emphasize volume in Brooklyn.



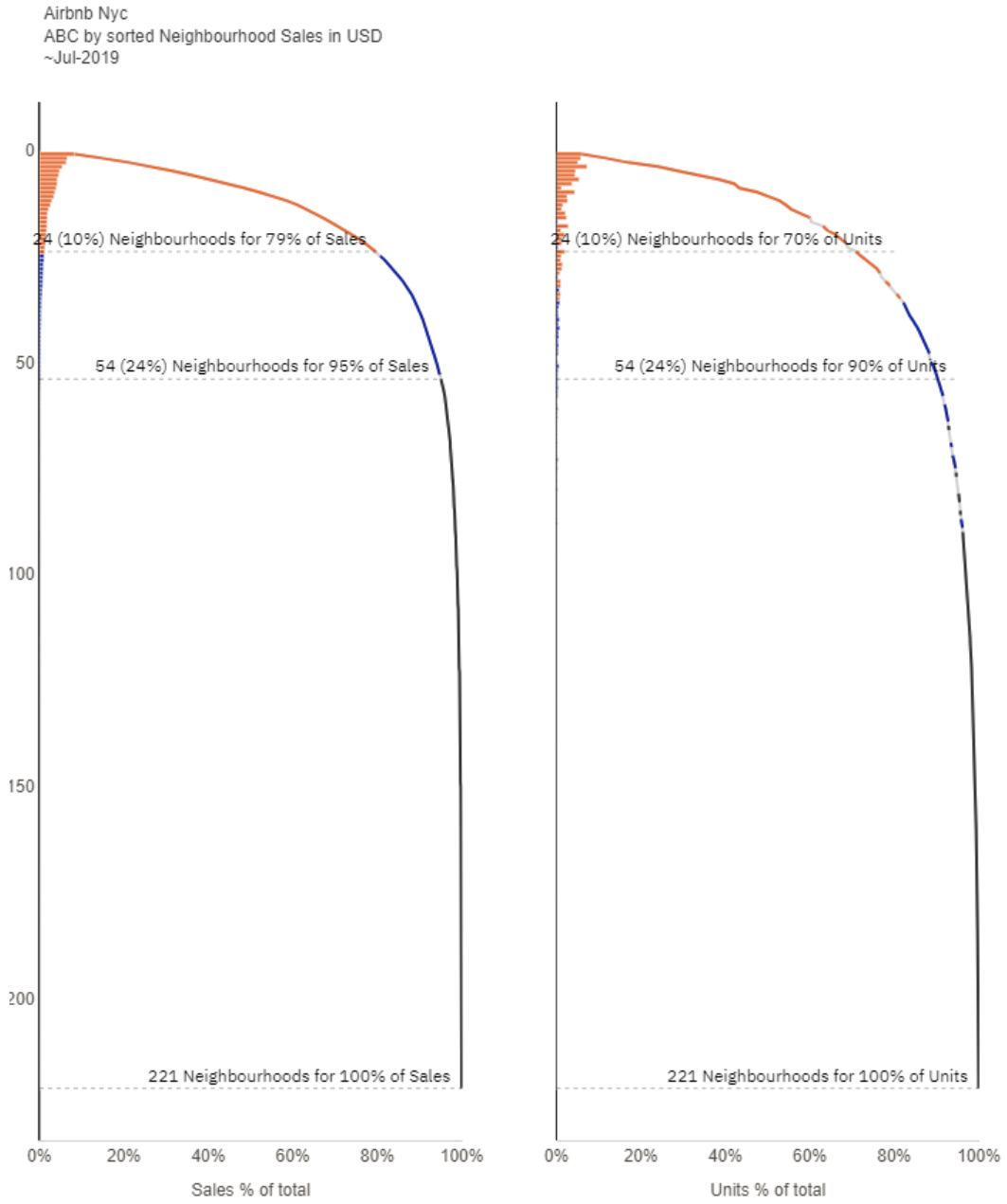
Manhattan leads in sales with a higher revenue per unit, indicating it's a premium market. Brooklyn, despite selling more units, earns less per unit, showing it's focused on volume. This underscores the need for strategic pricing and market positioning to maximize revenue.



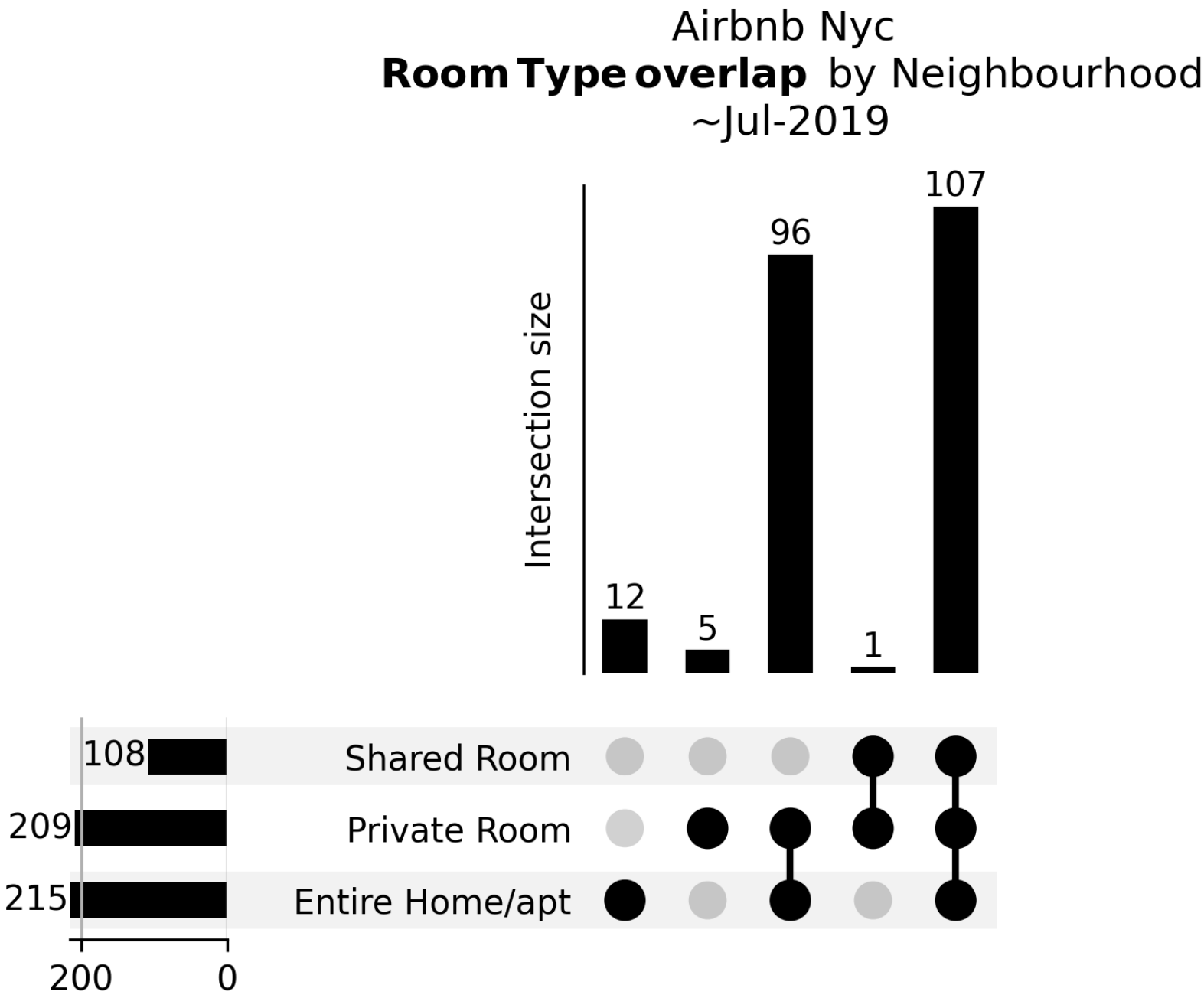
Neighborhoods like Williamsburg, Midtown, and Hell's Kitchen, which balance the number of units with higher pricing, often see better sales. This indicates that in the NYC Airbnb market, carefully managing unit availability and pricing is key to success.



In NYC, a small group of neighborhoods drives the majority of Airbnb sales, with the top 10% accounting for about 80% of the total. This suggests that focusing on these key areas could be highly profitable.



The clear preference for Entire Home/Apartment and Private Room listings in NYC shows that Airbnb hosts could attract more guests by focusing on t



Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

The business has experienced a remarkable growth trajectory, with sales increasing from 939.7k to 49.5 million over a four-year period, and units sold escalating from 83.8k to 6.1 million. This surge is indicative of effective marketing strategies, increased market demand, or the introduction of new products that have been well-received. The Compound Annual Growth Rate (CAGR) for sales is an impressive 248.0%, demonstrating a strong upward trend in the business's performance (p.32).

In another instance, sales showed a steady climb, culminating in a significant surge last year, reaching approximately 224.2k units. This increase boosted the CAGR to 123.7%, suggesting an expansion in market reach, effective marketing, or a gain in market share from competitors. The substantial growth in the previous year was a major contributor to this trend (p.33).

Airbnb's performance in New York City has been particularly noteworthy, with sales increasing by 881% from the previous year. October was an exceptional month, showing a sales increase of 10,834%, likely influenced by a special event or significant changes in market conditions or operations. The consistent monthly growth indicates effective ongoing strategies (p.34).

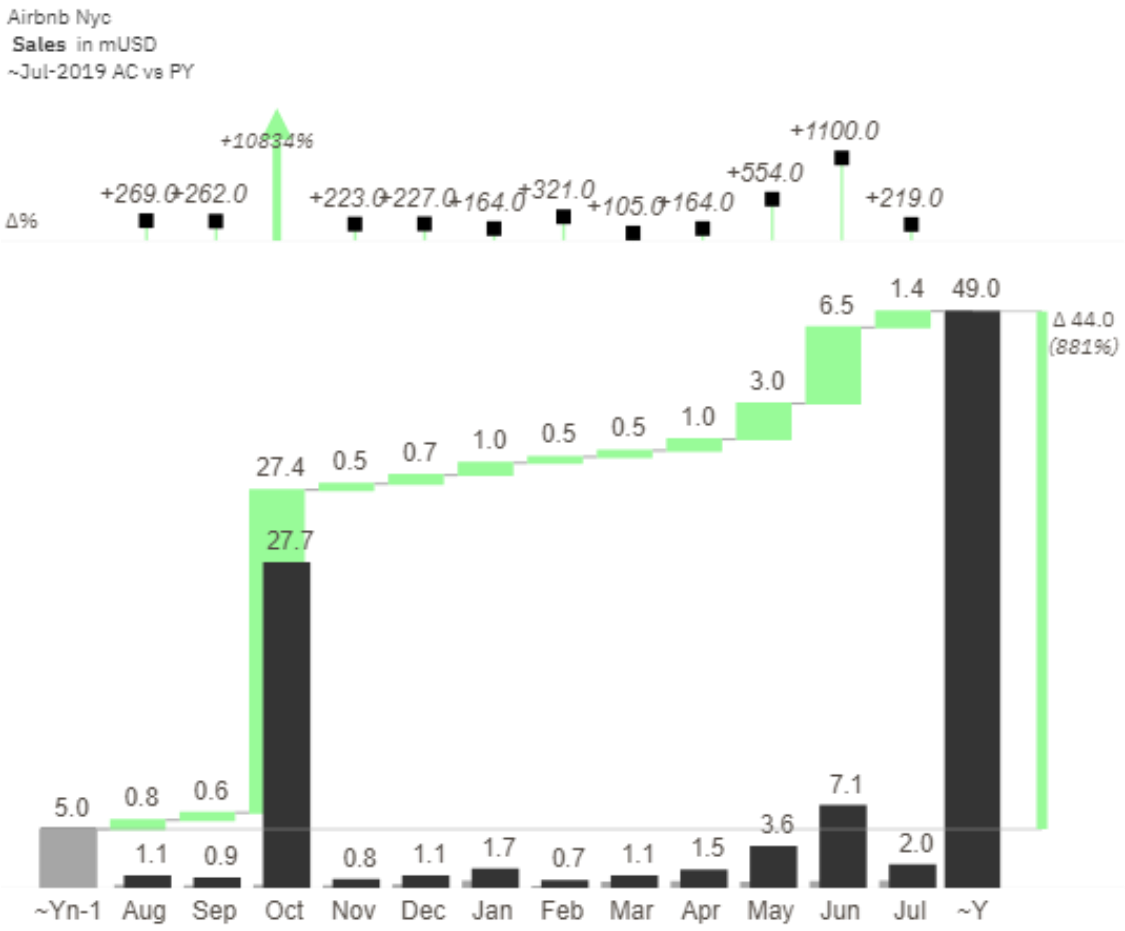
For Airbnb in NYC, all room types saw significant growth last year, with entire homes/apartments leading in sales and growth rates. Despite lower sales figures, private and shared rooms also recorded notable increases. Sales peaks in October and June for all room types suggest the influence of seasonal highs or special events. This indicates a robust market presence for Airbnb across different accommodation categories during this period (p.35).

Overall, the data from these reports underscores significant sales growth across various sectors and regions, driven by strategic marketing, market expansion, and possibly the introduction of new, popular products or services. The remarkable sales figures and growth percentages highlight the success of the underlying strategies and market conditions favorable to business expansion.

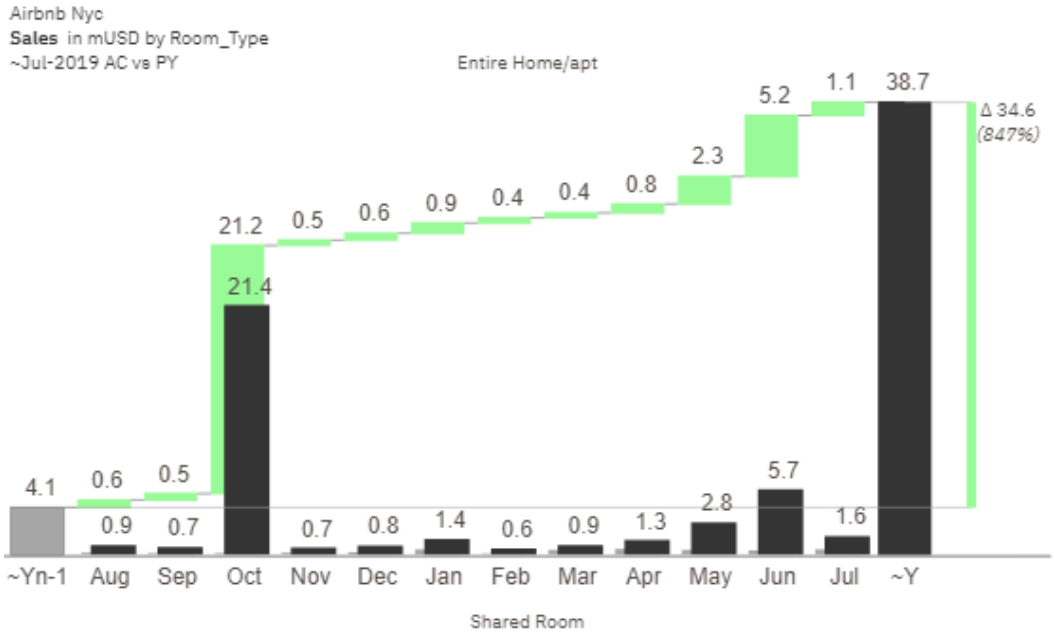
The business has seen impressive growth, with sales skyrocketing from 939.7k to 49.5 million over the last four years. During the same period, units sold surged from 83.8k to 6.1 million. This remarkable increase suggests successful marketing strategies, rising market demand, or the introduction of popular new products. The Compound Annual Growth Rate (CAGR) for sales stands at 248.0%, highlighting a strong upward trend.

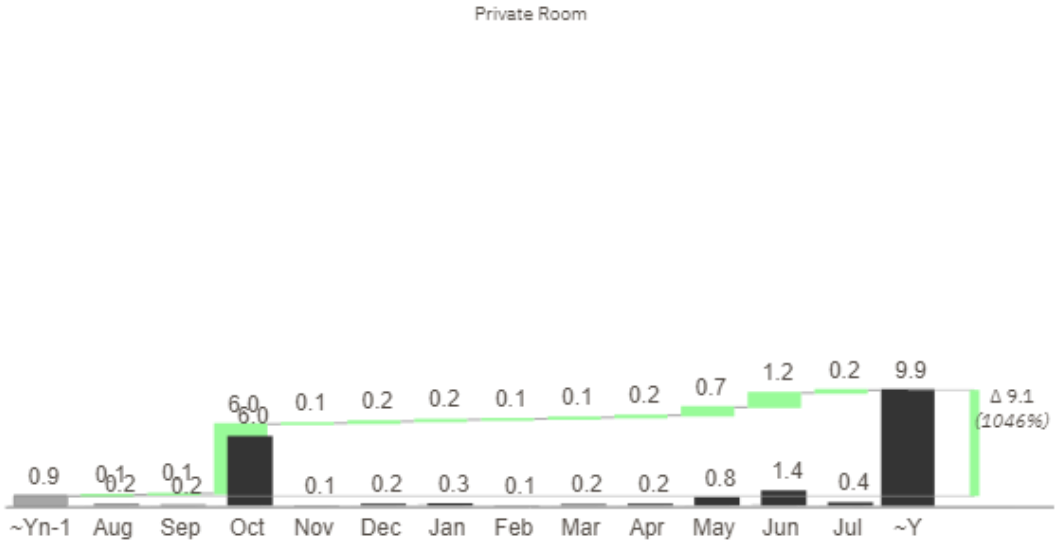
Sales have been climbing steadily, with a notable surge last year when they hit roughly 224.2k units. This marked a significant rise from earlier years. The Compound Annual Growth Rate (CAGR) stands at 123.7%, reflecting robust growth, largely fueled by last year's sharp increase in sales. This suggests an expanded market reach, effective marketing strategies, or perhaps a gain in market share from competitors.

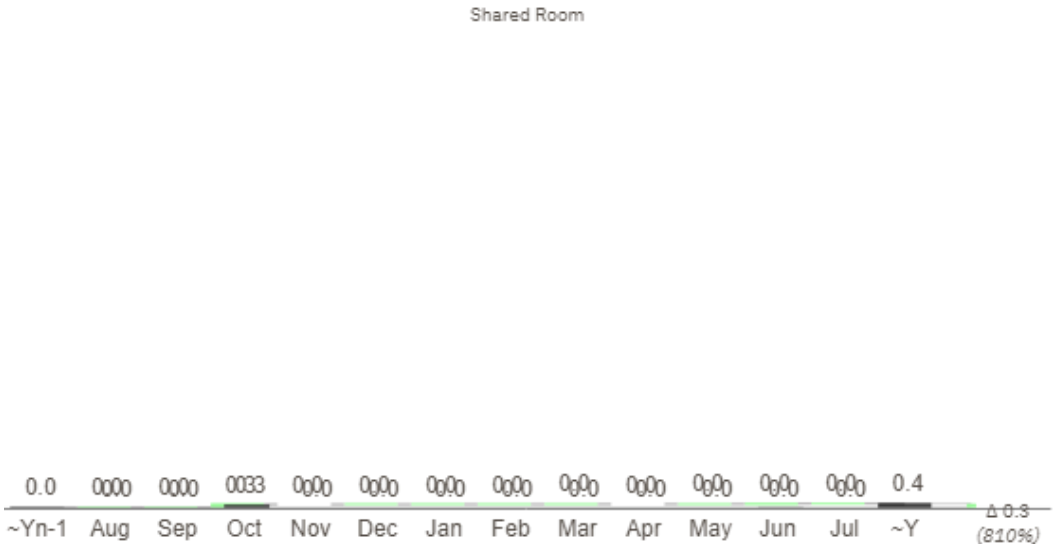
Airbnb's sales in NYC skyrocketed by 881% from last year, showing a significant market expansion. October stood out with an incredible sales increase of 10,834%, possibly due to a special event or major changes in market conditions or operations. Sales grew every month, indicating strong performance and effective strategies throughout the year.



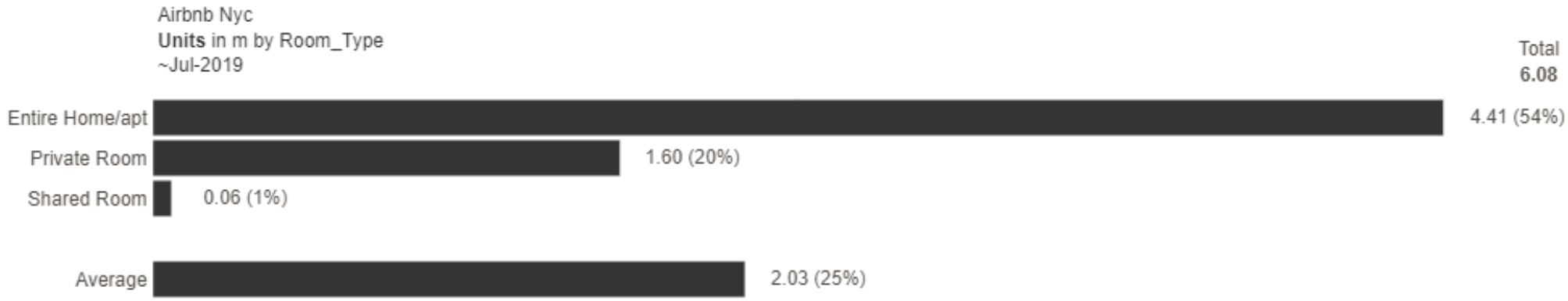
All room types in NYC's Airbnb market saw significant sales growth last year. Entire homes/apartments led with the highest sales and growth, while private and shared rooms, despite lower sales, also recorded notable percentage increases. Sales peaked in October and June for all room types, indicating seasonal highs or special events boosting demand. This consistent growth across categories underscores a strong market for Airbnb in NYC during this period.

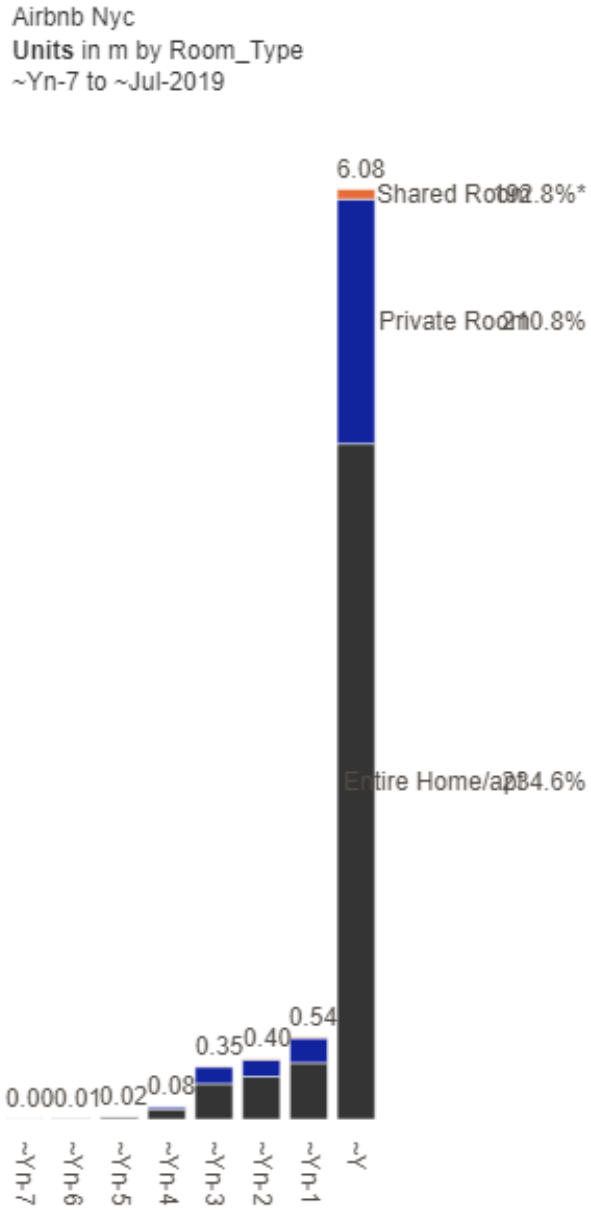


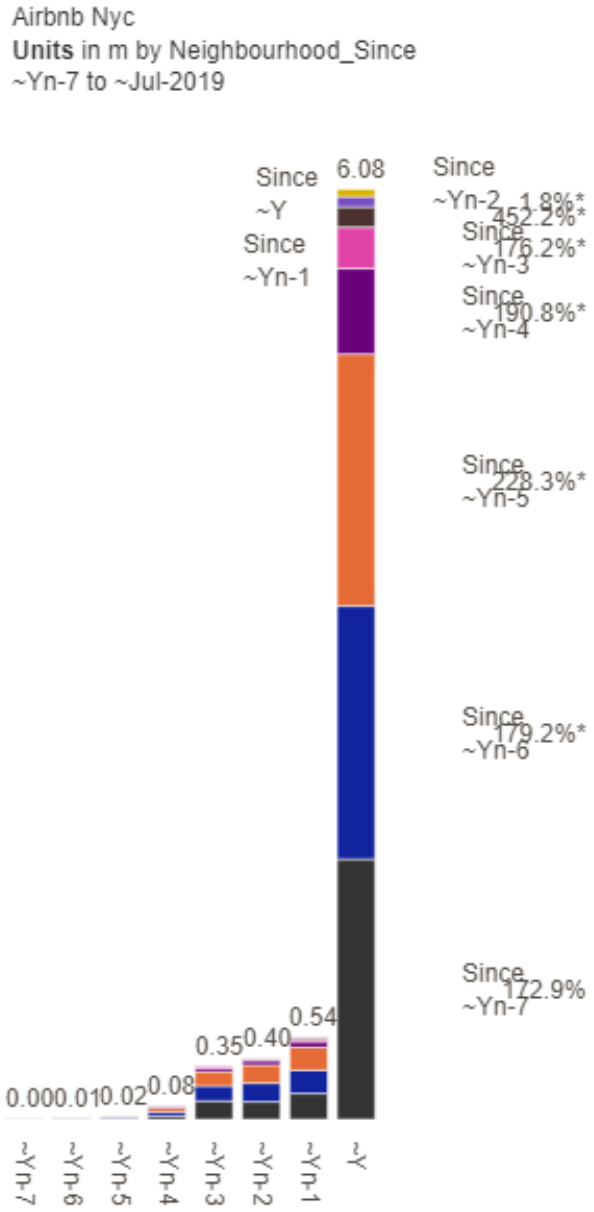


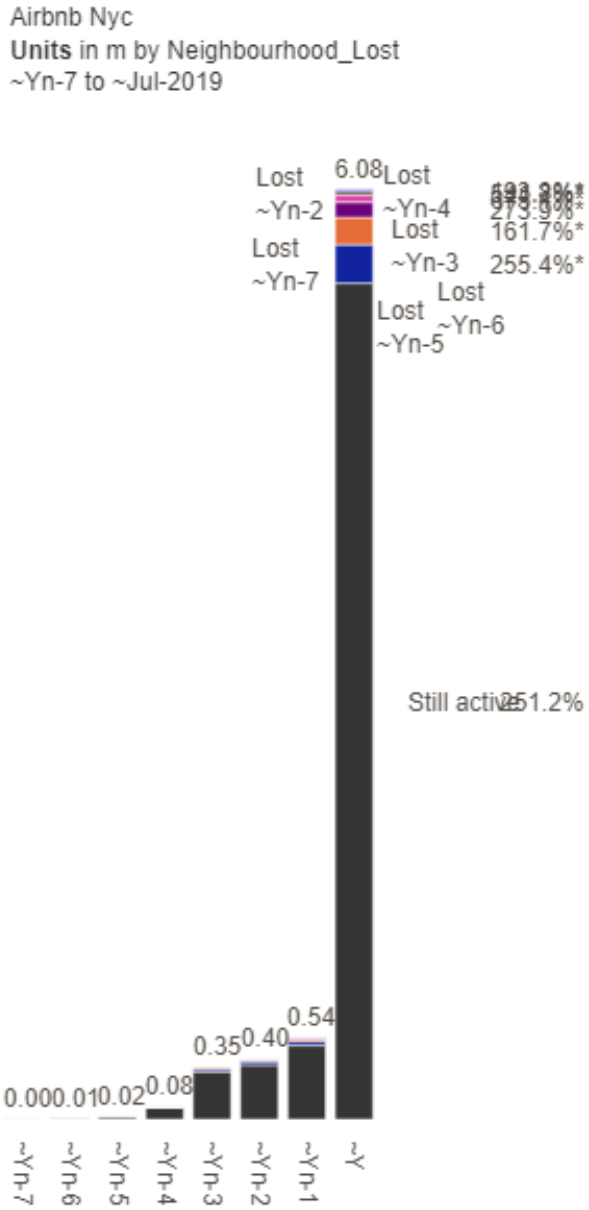


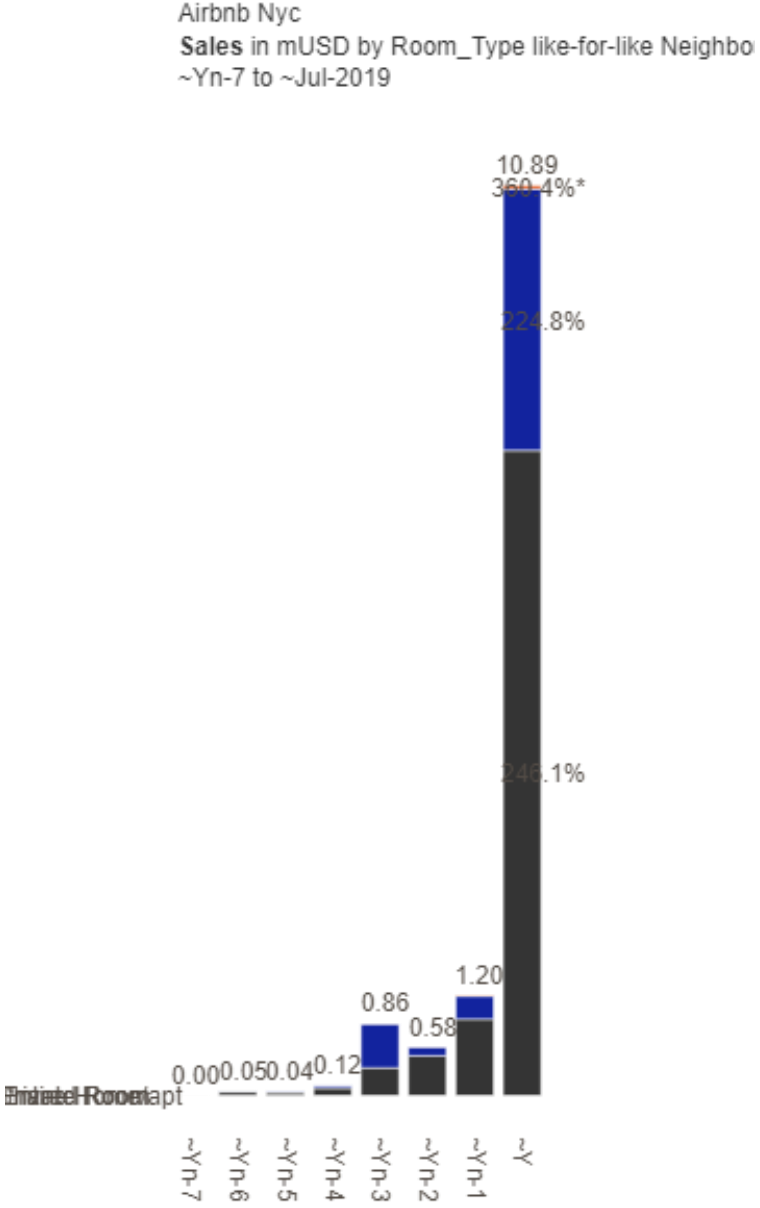
Executive summary
Index
At a glance
Sales breakdown
Data insights
Trends
Backup

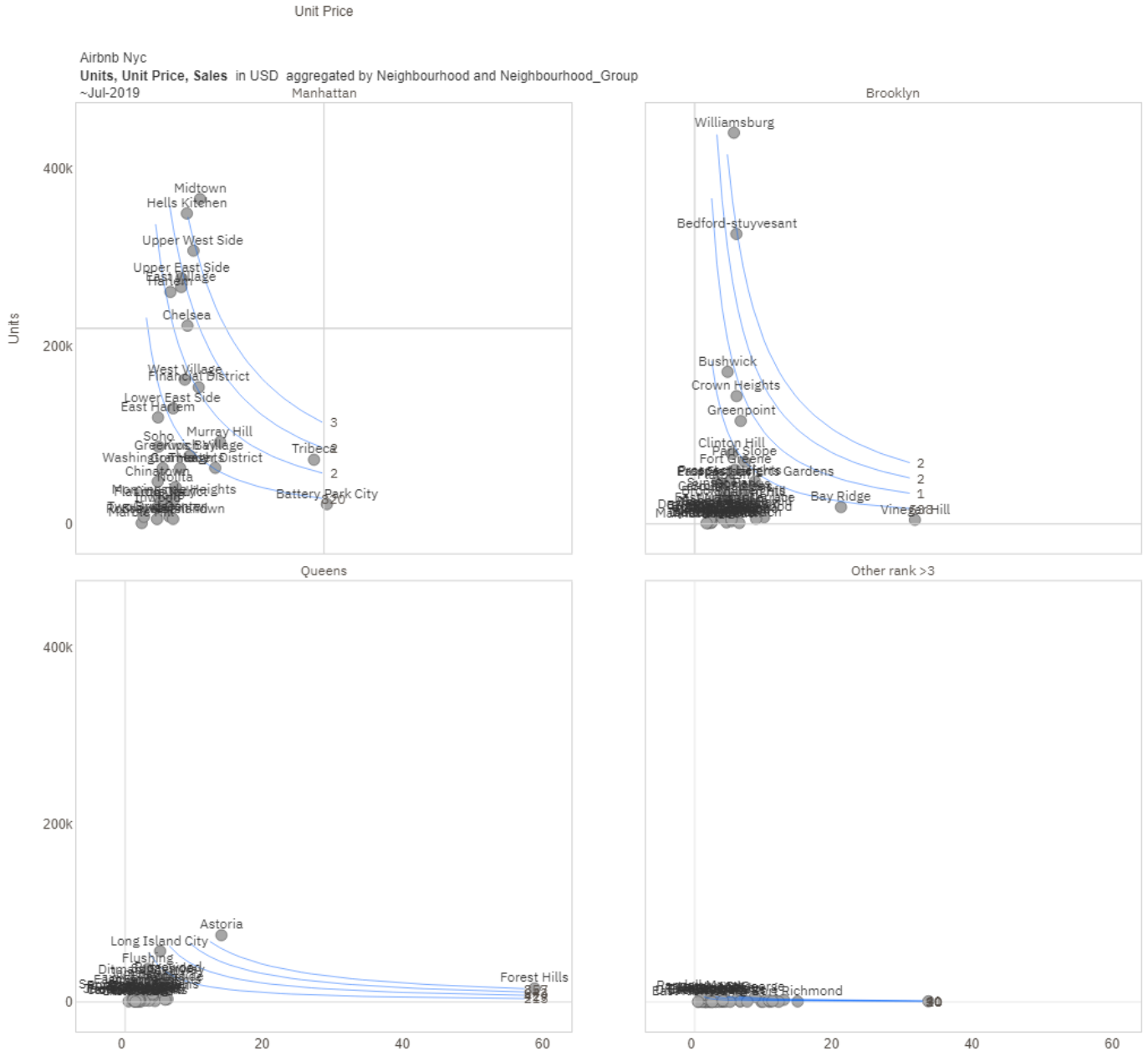

Airbnb Nyc
Units in m by Room_Type
~Jul-2019
Total
6.08
Entire Home/apt
4.41 (54%)
Private Room
1.60 (20%)
Shared Room
0.06 (1%)
Average
2.03 (25%)


Airbnb Nyc
Units in m by Room_Type
~Yn-7 to ~Jul-2019
6.08
Shared Room
Private Room
Entire Home/apt
0.54
0.40
0.35
0.08
0.02
0.01
0.00
~Yn-7
~Yn-6
~Yn-5
~Yn-4
~Yn-3
~Yn-2
~Yn-1
~Y

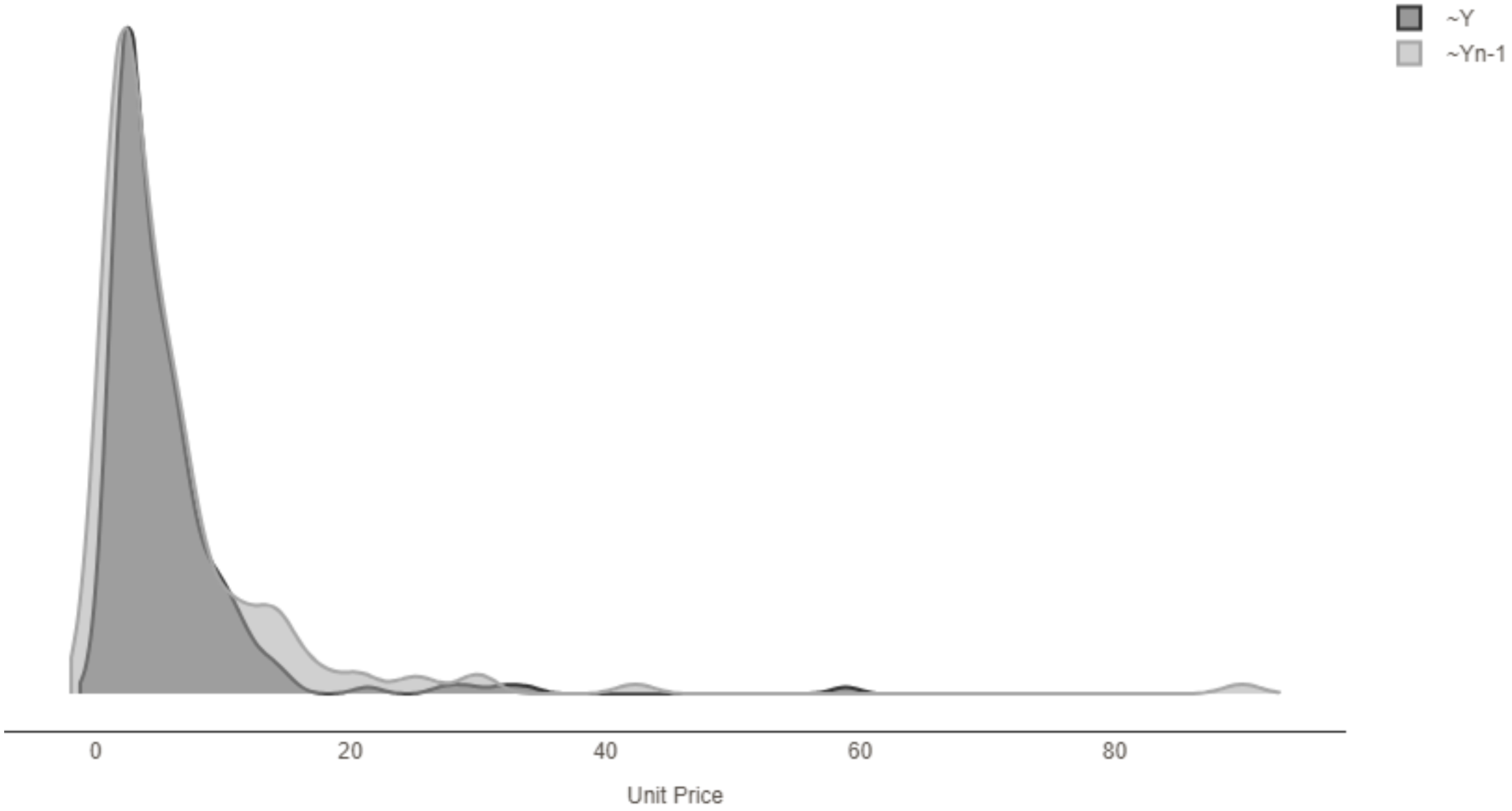

Airbnb Nyc
Units in m by Neighbourhood_Since
~Yn-7 to ~Jul-2019
Since ~Y
Since ~Yn-1
Since ~Yn-2
Since ~Yn-3
Since ~Yn-4
Since ~Yn-5
Since ~Yn-6
Since ~Yn-7
1.8%*
452.2%*
176.2%*
190.8%*
228.3%*
179.2%*
172.9%
6.08
0.54
0.40
0.35
0.08
0.02
0.01
0.00
~Yn-7
~Yn-6
~Yn-5
~Yn-4
~Yn-3
~Yn-2
~Yn-1
~Y

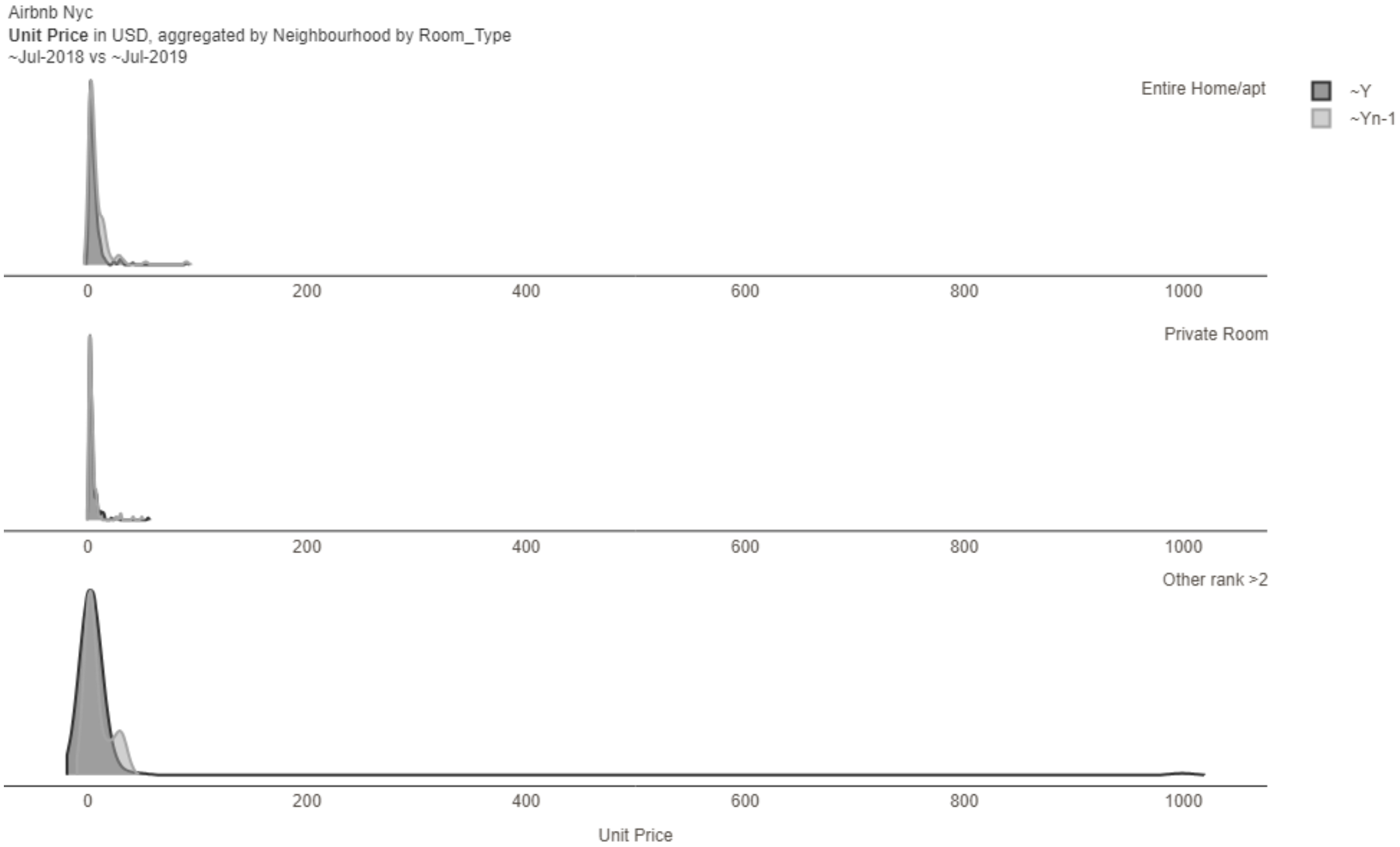

Airbnb Nyc
Units in m by Neighbourhood_Lost
~Yn-7 to ~Jul-2019
Lost ~Yn-2
Lost ~Yn-7
6.08
Lost ~Yn-4
Lost ~Yn-3
Lost ~Yn-6
Lost ~Yn-5
Still active
251.2%
0.54
0.40
0.35
0.08
0.02
0.01
0.00
~Yn-7
~Yn-6
~Yn-5
~Yn-4
~Yn-3
~Yn-2
~Yn-1
~Y


Airbnb Nyc
Sales in mUSD by Room_Type like-for-like Neighbo
~Yn-7 to ~Jul-2019
10.89
360.4%*
224.8%
246.1%
1.20
0.86
0.58
0.00
0.05
0.04
0.12
~Yn-7
~Yn-6
~Yn-5
~Yn-4
~Yn-3
~Yn-2
~Yn-1
~Y


Unit Price
Airbnb Nyc
Units, Unit Price, Sales in USD aggregated by Neighbourhood and Neighbourhood_Group
~Jul-2019
Manhattan
Brooklyn
Queens
Other rank >3
Units
400k
200k
0
Midtown
Hells Kitchen
Upper West Side
Upper East Side
Chelsea
West Village
Financial District
Lower East Side
East Harlem
Murray Hill
Tribeca
Battery Park City
Williamsburg
Bedford-stuyvesant
Bushwick
Crown Heights
Greenpoint
Clinton Hill
Park Slope
Fort Greene
Bay Ridge
Vinegar Hill
Astoria
Long Island City
Flushing
Forest Hills
Richmond
0
20
40
60

Airbnb Nyc
Unit Price in USD, aggregated by Neighbourhood
~Jul-2018 vs ~Jul-2019




Airbnb Nyc
Unit Price in USD, aggregated by Neighbourhood by Room_Type
~Jul-2018 vs ~Jul-2019
Entire Home/apt
~Y
~Yn-1
0
200
400
600
800
1000
Private Room
0
200
400
600
800
1000
Other rank >2
0
200
400
600
800
1000
Unit Price