EXPLORING ONLINE RENTAL MARKETPLACES: THE CASE STUDY OF AIRBNB

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Abstract
Since its entrance in the market, Airbnb has grown into a popular way for people to lodge both locally and internationally. Airbnb is an online marketplace that provides hospitality services. As the hospitality market expands and international travel increases, Airbnb is thriving globally. This study’s objective is to identify and analyze various factors that may have an impact on an Airbnb listings price. The study aims to see how much the factors of an individual Airbnb listing determine an Airbnb's listing price. Many factors are used by Airbnb to describe a listing, such as, but not limited to, zip code, number of amenities, and host information. A web crawler was used to gather and interpret datasets from the Airbnb website. While this hypothesis is interesting, and a basic web crawler has been implemented, we are still collecting data to be able to validate our assumptions.