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Reputation and quality of the host in Airbnb Mallorca.

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1. Introduction and motivation

Airbnb is a company website where people offer their apartments, houses, rooms in order to rent them and some others look to book this kind of accommodation. There are different factors in order to take into account if someone desires to do a booking, such as personal information of the host, pictures, size of apartment, facilities... etc. (Press Association, w.d.) In 2008 three design students in San Francisco presented in an exhibition of a new idea of business based on airbed and breakfast to people that can't not afford high rents (Alvarez, 2016). The growth of Airbnb and the volume of money that a Spanish medium hosts receive, attract more people to earn some extra money, this and with the belief of Airbnb to fight against the massive tourism, make people to think about this new way of business and being the main discussion of nowadays in the most touristic zones of Spain (Europa Press, 2018).

Nowadays, we live in a world where everything is globalized, ("Globalization", w.d.) which means that everyone is connected from any part of the world, talking about communication between people. With this globalization emerge the idea of a new type of business between consumer to consumer taking an advantage thanks to this new platforms, people and business can connect directly to customer without any intermediation, is more easy to connect them in order to do business (Investopedia, w.d.).

What sharing economy does as a new way of business is to give a focus of instead of buy or own something just rent and do a "collaborative consumption" of one good or service (Rouse, 2013). The sharing economy reduce distrust between both parts because if someone wants to be part of this platforms must have a profile, pictures, personal information, also some guests or travellers make a reviews about the service already experienced. (Wikipedia, w.d.). A financial factor has been the main one that explain the boost of sharing economy, a price compared with regular hotel in some location is higher than room in Airbnb, social factor also has consequence on that situation, so many people like living as local people, accepting recommendation from hosts and hosts enjoy meeting new people (Press Association, w.d.).

Hoteliere are the main competitor for Airbnb, they are against Airbnb because they want that governments impose to Airbnb a regulation to the property they offer in order to be on the same level of a hotel chain. That's the main reason they are against of Airbnb but there is a point where they know if they don't fight, probably will lose huge amount of benefits, that is because Airbnb has more offer than four of the most important hotel chains of the world together: Hilton Worldwide, InterContinental Hotels Group (IHG) Marriott International and Wyndham Hotel Group (Hosteltur, 2017; Ventura, 2017).

The constantly polemics of Airbnb in Spain increase the number of news about the platform, specially the case of Airbnb not giving finally fiscal data to tax office (Hacienda Española) (Estévez Torreblanca, 2018). Recently the Balear

government impose to Airbnb a sanction of 300.000 € as a consequence of posting accommodations without license, this is one of the consequence of why Airbnb has some legal problems, as it grows, more people want to become a host, so more lessor increase the price of their properties and making just to vocational reason in order to take an advantage of this situation. (Estévez Torreblanca, 2018; El Economista, 2018)

In Balearic Islands the rental prices has increased a 20% (El Economista, 2018)) that's creates an uncontrolled inflation on the price of rent for apartments, there are workers that can't afford a rental price for a normal flat because of this problem. (Pauné, Quelart, Fajardo & Durà, 2016)

So many questions appears for the people, the main superficial ones are: Why people are so interested about renting their flats (even if is not from their own properties)? How much could win someone doing holiday rental? Is this situation bringing social problems for citizens of the touristic parts of Spain? There had been situations where some local people have had been coexistence troubles with the people that come to this apartments due to annoyance of noise, cleanliness... (Pauné et al., 2016)

But how a host could give some good quality to their guests/travellers and neighbourhood? Are hosts from touristic parts of the country giving a bad quality to Airbnb and one of the main statements from Airbnb that is reducing mass tourism?. ("Los anfitriones de Airbnb en Ibiza ganaron unos 10.500 euros al año y los de Palma cerca de 7.000 en 2017", 2018)

All this news, benefits and problems that brings Airbnb makes a motivation to carry out a study of the quality of this platform especially in Mallorca. Nevertheless, quality is difficult to measure for experience goods, guests should be careful with their choice because on social website there is a risk with asymmetric information and how Airbnb works, a simultaneity of consumption and production, host do the experience in order to satisfy need's guests while guests are experiencing the service, guests do their choices taking to account the profile characteristics and reviews. The main reason of this final project of degree is by collecting data directly from Airbnb website, construct a rate of quality from hosts in Mallorca (Spain) and see how is the quality that hosts offer in the Island, as we know is an important, connecting the prices and reviews given on the same post of rooms that host uploaded to Airbnb website.

Are consumer's evaluations enough to infer Airbnb product quality? Not really... the host is part of the experience. In this paper is proposed a new indicator of quality based on the host. How? Evaluating the host quality by performing sentiment analysis on consumer's review and measuring host's characteristics as they appear in the webpage in order to provide a new and more exhaustive indicator of product quality.

2. Literature review

This research try to focus in the literature that talks about some variables and indicators that have been used to evaluate the host quality, we will analyse the papers that has already investigate in some variable that enhance the host quality and has consequences on reviews and prices. Also how some personal characteristics and photos could influence on the buyer's decision, and the philosophy of sharing economy with an aim of increase a sustainable tourism.

2.1 Be a Superhost

As we know Airbnb is a platform that connects travellers and owners where they offers their properties in order to satisfy the demand of that travellers. All the information is posted on the platform, such as, the description of the house, the main rules, the facilities, photos, personal photos as well, prices and reviews by travellers that had experience the service. The relevance of the badge of being a Superhost in Airbnb and its consequences in the market is analysed in order to see the impact on the market of tourist accommodation especially in the peer to peer system.

The Superhost badge is a recognition to the owners in order to stimulate the other partners to boost their facilities and quality. Airbnb analyse and evaluate every year four times the hosts that offers their houses, apartments... etc. In order to give the badge of Superhost, this is important for consumers (travellers) because they saw as a something recommended by the own Aribnb.

The main features to obtain that badge are: owners might reach the customer needs satisfactory and reaching more than 80% five star ratings, quickly time of response with a minimum of 90% of response rate, and receive more than 10 reservation per year. Figure 1 presents how the logo that appear on that Superhost profiles is.

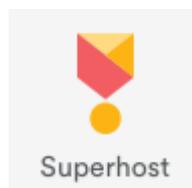


Figure 1. Badge of Superhost by Airbnb. Copyright 2018 by Airbnb.

With the superhost badge this paper try to analyse the correlation of its effects on ratings and review volume in the city of Hong Kong.

Hypotheses by the study before the examination:

- Owners with Superhost badge will receive more bookings and reviews by guests.
- Superhosts will likely to have a high value (higher ratings).

-Negative relation of price and review volume could be moderated by the badge.

Results shows that with the badge owners are more likely to receive reviews but the price is negatively associated with review. The badge won't impact the positive relationship of price and review volume, moreover travellers are likely to spend their money on a Superhost badge owners.

Also with a complete description of characteristics from the accommodation will pull review's size.

The study made it show how this new market is offered and the consequence that has a badge or item of quality that the company gives to some owners on the reviews and sales. Finally the study explains the main help of being a Superhost is to gain more travellers (bookings) and with this much more reviews, on the other hand keep this badge is difficult and costly, one thing that counter this disadvantage is the increment of the price for the room/apartment because guests will see more attractive a host with the Superhost badge instead of someone without it. (Liang, Schuckert, Law & Chen, 2017).

2.2 Personal Photo

The document with title: "trust and reputation in the sharing economy: the role of personal photos in Airbnb" speaks about the perception of trust and the effect that has on future guests or travellers that will finally decide to stay on an Airbnb room. Airbnb is characterized by asymmetric information and risk associated to the transaction. We have to keep in mind that hosts are offering their product and service, so one method to keep this sales is giving a transparency of what they offer.

To construct and transmit an atmosphere of trustworthiness hosts upload profile pictures and give information about themselves, talking about their hobbies, how they are, and characteristics that express how they see themselves. See figure 2 to see how visualized a biography appeared in Airbnb webpage is.

Anfitrión: Zowe

Palma, España · Se registró en Marzo de 2016

★ 162 evaluaciones  Verificado



I am a Fine Artist from Namibia that has been living in Palma de Mallorca, for just over 2 years in this lovely old apartment in the centre of Palma de Mallorca. I love people and like to help where I can. I am painting most of my time, love reading, spending my free time outdoors.

Figure 2. Host profile with a brief biography by Airbnb. Copyright 2018 by Airbnb

The article explain two factors about decision's choice of guests/travellers, one is the product's attribute, mainly the characteristic's room, if is one bed or two, if

has a balcony, air conditioner, services as Wi-Fi, warm water, basic needs... etc., and host's attributes, such his or her personality, responsibility, trustworthiness... in this part the study point out that is difficult to make an overall of an immediate impression of trustworthiness.

They differentiate reputation and trust, trust is a subjective feeling that depends by someone feel according to explicit or implicit commitments he or she make, and the reputation is about a public opinion by a group of persons.

Before a purchase decision, consumers evaluate the product's attribute, mainly the characteristic's room, if is one bed or two, if has a balcony, air conditioner, services as wifi, warm water, basic needs... etc., and host's attributes, such his or her personality, responsibility, trustworthiness...even though is results difficult to estimate in the first place. Ert, Fleischer and Magen (2016) studied the effect of trust and reputation as shown in the picture on listing prices in Airbnb for Stockholm in June of 2014.

The outcome was a positive effect on listing prices and the perceived trustworthiness, and a not confirming effect about the reputation and price to consumers. Also they didn't find an effect of gender on price and they find an interaction of attractiveness, more attractive a host was, less trust will transmit.

The conclusion of this study is that guests and travellers not only use the posted information about the attributes of apartments, but also the information that the host post on website, such as pictures about them not only of the room or apartment, this means a really need of guests to find evidence of trust and confidence in a sharing economy market. (Ert et al., 2016)

2.3 Pricing Airbnb

An exponential growth of Airbnb it has been possible thanks to a wide range of prices and features from accommodations, being different from a regular hotel. The main goal of this study to classify factors that influence on the price of peer to peer market, in specially case of Airbnb.

They use a sample of 180.533 accommodations of 33 cities listed on Aribnb website, the methodology consisted on an ordinary least squares and quantile regression analysis inquired into five categories with 25 variables: amenities and services, host attributes, location and apartment characteristics, rules of apartments, and online reviews.

This study find out that host attributes are an important factors as a price determinant and hosts with Superhost badge and verified profile impose a higher price meaning a kind of high quality due to this price and attributes.

All the five factor has a significant influence on pricing like so in hotel industry, but making a point out on average costumer rating which is strong a strong factor, as higher is the average of customer rating (reviews) the higher is price. (Wang & Nicolau, 2017).

2.4 Facial expression upon buying behaviour on Airbnb

Habits at the time of choosing one service by guests or travellers on Airbnb still unknown, this study wants to make a relation about personal photos from hosts on Airbnb in order to give us some information about their investigation.

Airbnb has wide information about sellers than another digital market places such as eBay. Normally the aim of Airbnb to his and hers users post personal photos is to do a verification, as well to attract possible future buyers. After the reading of some important articles about human brains and the perception or recognition of human faces, about psychology, anthropology, neuroscience, information system and marketing...this is study is becoming the first study that investigate the impact of facial expression from sellers in order to make a relation about buyers behaviour.

They use 3 variables: facial expression, customer ratings (reviews) and price. The sample was of 139 participant which was 52% women and 48% men between ages of 19-38, the scenario was of each participants were going to spend four nights in New York and choosing on 20 options.

Investigators construct a questionnaire about facial expression on hosts, which were neutral, angry, joy and absence of profile picture. Results on that were that price was with an importance of 50%, facial expression were the second stimulus with an importance of 33% and the third more important was customer ratings (reviews) with a number of 18%. On facial expression study they find out that hosts with a neutral and positive face expression can increase the decision of rent an Airbnb accommodation. Furthermore there is a different effect of facial expression between being a male and a women renter.

With this study they want to let us know that is the first study made about facial expression on sellers in sharing economy, as this "new market" is recently, to be redundant, they suggest to future researchers to do some more scheme and comparing it with this study in order to see the evolution of this "phenomena". (Fagerstrøm, 2017).

2.5 What do guests value most in Airbnb accommodation?

Tarik Drogu and Osman Pekin by Boston University performed a similar study as J.L Nicolau, but in the city of Boston, previously they had analysed same article and studies summed up above. They obtained data from Airdna, which is an analytic web that make statistics and data from Airbnb, (<https://www.airdna.co/>) the sample with a volume of 2.699 of properties to rental vacation posted from 2015 to 2017 in Boston, summarising statistics about attributes from space, quality, friendless, freebies, commerciality attributes and location.

Kind of accommodations were widely from a luxury accommodation via the shared room, private room to a luxury entire home.

That results suggest that Airbnb guests are socio-economical motivated and set that guests or travellers value more factors such as cleanliness, location, free breakfast, accommodation's size, family friendliness and distinctive experiences. Instead of sharing a kitchen or accommodation, Airbnb guests prefer to pay more to be more private, and also for unique experiences (stay in a different accommodation) such as treehouses, yachts, villas... etc.

Finally with this information they conclude that regular hospitality (hotels) should take a look on that factors in order to attract Airbnb costumers, post more picture of rooms, create more family friendliness, quality and unique experiences. For one percent of Airbnb listing increment, revenue from hotels decrease the half of that percent. (Drogu & Pekin, 2017)

2.6 Sharing economy to sustainability

A new opportunity to mind in a long term sustainability to our socio-economic model, is sharing economy which could give a new point of view as a sustainable market (Heinrichs H, 2013).

A collaborative lifestyle will pull apart from the typical market based on consumption, gives a minimization of the resource's use, and connect people. Key terms that help sharing economy system are: communication facilities thanks to the development of new technologies, the awareness on consumer behaviour, the role of trust in human interaction... etc. The collaborative economy should not be only most used by consumer to consumer (peer to peer), but for enterprises as well, and should go around the constantly "changing game" on the information, new technologies and social media, provides opportunity to alternative idea focused on sustainability development (Heinrichs H, 2013).

3. Methodology

The purpose of Airbnb is to make unique experiences to hosts and travellers around the world (Martin, 2013). One of the main attraction of Airbnb is the price, to guests/travellers because could be a bit cheaper comparing to a regular hotel, and for the hosts because they earn an extra money, in 2017 Spanish hosts have earned by of 3.500€ (Europa Press, 2018).

The continuously increment on the number of tourists that visit the Balearic Island and also the number of vocational rental are the consequence for this study to set a rate for the sharing economy, in concrete Airbnb, established and the service that is offered in Mallorca, the main island (Ramis, 2018; Europa Press, 2018).

How was introduced Airbnb before, his business way is connecting people that offer rental accommodation and other people (or business) demand this kind of

accommodation (Press Association, w.d.), in the figure 3 we find how a customer or lessor see the Airbnb webpage.

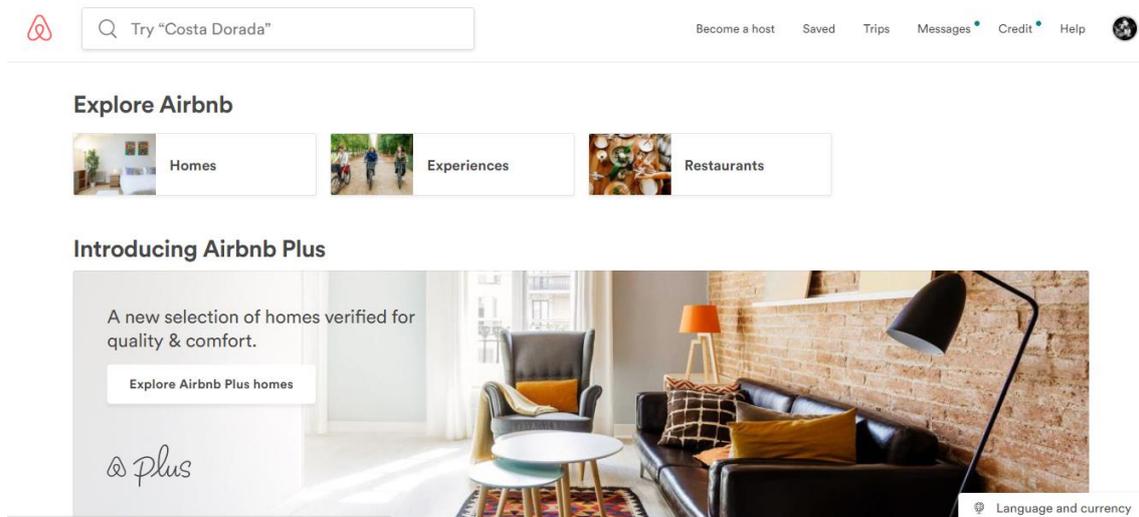


Figure 3. Main page that appear at Airbnb.com by Airbnb. Copyright 2018 by Airbnb

In this study will be analysed the quality of the host taking to account their profile posted on Airbnb and previous consumers reviews. Is extracted a sample of 30 hosts from different parts of the island of Mallorca (Balearic Islands), in order to take personal information and characteristics about them and furthermore construct a rate of quality of the host in Airbnb.

4. Empirical analysis

First it takes 30 hosts which each one can offer different type of accommodation, in some cases we will be found double rooms and private rooms. Then will be constructed an indicator as a weighted of the host characteristics, to give an example if the host speaks different languages will be given extra mark in order to increase the quality from host, response ratio is important because is the time host answer guest's questions, in this study the most of them has 100% ratio of answer which is less than an hour, and with biography they state is positively important because this show the most "human" part they have. As literature learned above for the badge of Superhost (Liang et al., 2017) hosts with this badge are given a mark of 10.

To this end on reviews is performed the method of sentiment analysis, which is the computational treatment of the texts with the aim to determine in a subjective way the feelings, attitudes from writers or speakers (Vallverdú, 2011).

So reviews are analysed and given a subjective mark in order to give some point of quality for each accommodation and consequently to the host. The number of reviews studied are 10 reviews for each host after that is analysed if the post shows positive things about the host and if he or she is willing to experience again the service or if would recommend to future guests/travellers, once it's done, it is taken out the mean from 10 reviews analysed.

With a table of excel all the marks given to hosts and reviews it does an average in order to construct that rate of quality from the host connected with

the price they set. We take out the results exposed with this study to make a conclusion about the quality of the hosts in Mallorca.

All data is on Aribnb website and how is explained above, the information has been seen in the months of March and April of 2018.

The sampling has been made for the most important touristic zones of Mallorca: in the old town (mostly near from the Cathedral), Càlvia, Andratx, Pollença, Alcúdia, Cala Major, Sóller, Ses salines, Manacor, Estellencs, Calas de Mallorca. In the figure 4 is the screenshot of what appears if you search Mallorca on Airbnb webpage.

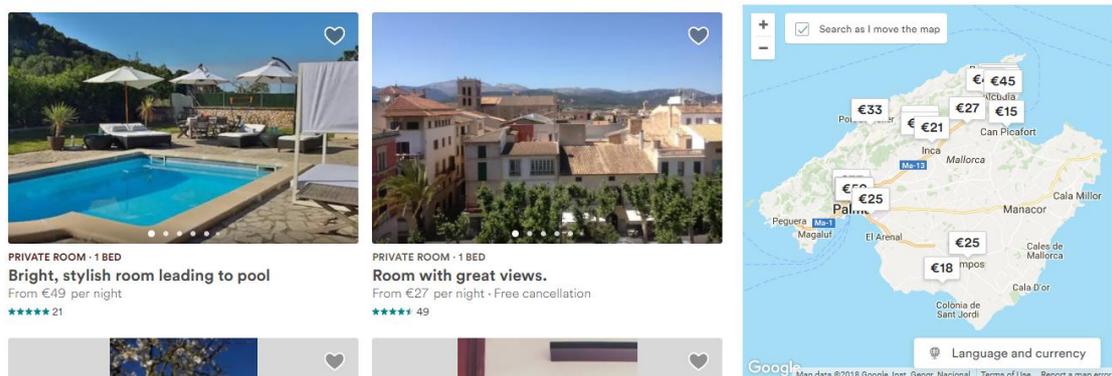


Figure 4. Mallorca searched on Airbnb.com by Airbnb. Copyright 2018 by Airbnb

For the hosts profile analysis, has been numbered the way they describe themselves, if they has a profile picture exposing smoothness and trustworthiness, if the profile is verified or with Superhost badge. In the case the host only has a profile picture smiling the mark will be just a 5, with a verified profile this boost the mark till 8 the main reason is because accordingly with Airbnb website show that profile alike someone to trust, (<https://www.airbnb.com/trust?locale=en>) with that and with the response ratio with 100% and a brief biography achieves a 9 as a mark. Hosts with the Superhost badge will be given a 10 as a mark accordingly with Airbnb website (Airbnb, 2018) and the recent study (Liang et al., 2017) that give this badge to hosts that are models and try to enforce other hosts to work for that badge. See figure 5 to see how profile was analysed, taking a look on languages, ratio and pictures.

Hosted by Zezette

Sol de Mallorca, Spain · Joined in November 2014

★ 91 Reviews  Verified



Zezette is a Superhost · Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.



Hola, soy mujer francesa y española, que ha trabajado mucho tiempo en casino de mallorca.... **habilidad por contacto con mis futuros guests, pienso con carisma....**

Languages: **English, Español, Français**

Response rate: 100%

Response time: within an hour

Contact host

Figure 5. Host profile analysed on Airbnb.com by Airbnb. Copyright 2018 by Airbnb

This is an example of how is analysed a profile's host, we can see that Zezette has the "Superhost" badge and a verified profile, she speaks three languages, the international, from the country and the other which is a plus to French tourists. We can see a brief biography about her and a ratio about how long your question would be answered in less than one hour which means a 100% of rate answer.

The price is posted by themselves at the Website, appears as a price per night, is the base of price, and always has a small increment according to the fee for Airbnb.

Reviews part is one of the most important part of this study, to make a good sentiment analysis, the comments by guests/travellers posted are based on the positive and negative things about the experience and mainly on the service the host give it, in few words how the host did his 'work'. Comments with positive words *like, amazing, great experience, everything clean, good advices from the host*, will has a notable mark 7-8 depending on the length and words used, on the other hand reviews with negative will rest the total mark, such as *dirty, not recommend it, bad cleaning, dirty sheets...* The main comments that shows how grateful guests/travellers are, with words like *recommend it, totally recommend, I want to come back or will book again...* etc. Once analysed 10 reviews per host is made it an average of this and put it on a template of excel with the other data. The figure 6 shows the review made by a guest that has experienced with a host in Mallorca.



Emilie

Julio de 2017



We had a very nice stay at Maribels place! She was welcoming and helpful. She can tell you a lot about Mallorca, where to eat, travel etc. She showed us some really beautiful places that we then travelled to. The apartment was comfortable and clean. The AC was good to have as it can be quiet warm in Mallorca. Maribel was working every day until the evening, so most of the time we had the apartment for ourselves. You get an own bathroom and you can use the kitchen etc. if you want. We would recommend this place!



Respuesta de Maribel:

Muchas gracias Emilie, un beso enorme para los dos

Julio de 2017

Score: 10

Figure 6. Review by a guest on Airbnb.com by Airbnb. Copyright 2018 by Airbnb

This is mostly subjective, according to the sentiment analysis, the perspective could be different from another person, but in all the analysis of reviews and host's profile was tried to be in the most objective and rational way.

As we can see on the figure 7, we see that the website doesn't show you reviews posted in a chronological way, so this study tries to catch the reviews which were posted in a more nearly date, reviews analysis could vary from dates, in fact some of them were in the year of 2017 and 2016.

Finally was calculated the correlation between the host quality index (the one that was constructed) and price, we can see that there is a positive correlation between price and host quality.



Figure 7. Reviews appeared anachronistically on a room analysed on Airbnb.com by Airbnb. Copyright 2018 by Airbnb

5. Results

On the figure 8 we can see the first 10 accommodations. The first column presents the id or name of the accommodation that host give to their rooms, on the next one were stated price per night posted on website, third one is the mark subjectively given taking to account their characteristics, languages, verified or Superhost badge, and response ratio.

ID accomodation/name	Price €	Host(profile)	Reviews	Host's quality	Correlation
Double Room Maria	58 €	7	7,7	7,35	0,09926789
Double Vintage style Room	55 €	8	7	7,5	0,13532374
Centric room with balcony	43 €	7	8,5	7,75	0,16477211
Lovely room with double bed in Old town	44 €	5	9,1	7,05	0,16959064
Amplia habitación luminosa	33 €	10	9,8	9,9	0,18507988
Small room in a nice flat Palma	39 €	9	8,8	8,9	0,2076359
Private room in Molinar	26 €	10	9,9	9,95	0,2088558
Acogedora habitación doble Can Pastilla	25 €	6	4,9	5,45	0,25731038
Habitación doble en Marylin	18 €	10	10	10	0,1860014
Neat room in turistic village	25 €	9	7,5	8,25	0,28582468

Figure 8. Excel table with the first 10 hosts analysed Airbnb, by Alejandro Vallejo 2018.

The next column is the weighted review from 10 reviews analysed. Host's quality constructed column is the average made between with host profile column and the review analysed by the sentiment analysis, this quality index created depends on mark that host was given by their features, characteristics, and the other factors mentioned above, also with sentiment analyses made on 10 reviews for each host that was treated in the most objective way, but with the characteristic of sentiment analysis that is with a subjective point of view. Finally we found a positive correlation between price and host's quality index constructed, this two variables are related that means that each one depends on the other one, and are correlated in direct way, if the price is reduced the host quality index will be reduced as well.

6. Conclusion

In this paper has been analysed the host's characteristics and the host perception as emerged from past reviews in order to provide a new and more exhaustive indicator of product quality. As is generally known one of the risk that has Airbnb is the asymmetric information that arise when someone is going to book a room or double room, to avoid one of the main dilemmas and as consequence of the recent news and the boom that Airbnb had suffered this two years has been one of the motivations to done this final project focused on the quality that our hosts from Mallorca give to guests that come to visit this island. The method taken for the analysis for review was sentiment analysis, and for the host characteristics was following some steps explained above. This study try to append to the literature a new index of quality that could be used to more cities, even countries, as this one studied exclusively the Island of Mallorca. To be more informed about the quality and some factors that affect host's quality, has been read it from the literature significant articles and news about this kind of things that concerned Airbnb and more hosts and guests that use this platform to have a deal. This paper is also important for those people who thinks that Airbnb just increase mass tourism without quality and some social problems on local people.

Is proved that the price posted by hosts and host's quality index constructed are correlated one to another, we found that are correlated in direct way, which means that price information takes into account not only the house and listing characteristics but also host as part of the product quality.

7. Appendix

Full Excel table where were calculated host's quality and correlation by data collected on Airbnb.

ID accomodation/name	Price €	Host(profile)	Reviews	Host's quality	Correlation
Double Room Maria	58 €	7	7,7	7,35	0,09926789
Double Vintage style Room	55 €	8	7	7,5	0,13532374
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Lovely room with double bed in Old town	44 €	5	9,1	7,05	0,16959064
Amplia habitación luminosa	33 €	10	9,8	9,9	0,18507988
Small room in a nice flat Palma	39 €	9	8,8	8,9	0,2076359
Private room in Molinar	26 €	10	9,9	9,95	0,2088558
Acogedora habitación doble Can Pastilla	25 €	6	4,9	5,45	0,25731038
Habitación doble en Marylin	18 €	10	10	10	0,1860014
Neat room in turistic village	25 €	9	7,5	8,25	0,28582468
Bright, stylish room leading to pool	49 €	7	10	8,5	0,27224185
Beach of port de Alcudia	31 €	10	10	10	0,27524516
Room with great views Alcudia	27 €	9	8,9	8,95	0,34454826
Habitación MARINA	45 €	10	9,2	9,6	0,37252798
Shadows of Purple Cala Anguila	24 €	7	9,6	8,3	0,38786101
Chalet a 500 metros de la playa	25 €	7	9,7	8,35	0,38650974
A dos minutos del mar.	27 €	7	6,2	6,6	0,38866515
Habitación doble en chalet junto al mar!!	20 €	10	9,6	9,8	0,27900722
Dormitorio en cala major	32 €	7	7,9	7,45	0,50408083
Tranquilo, luminoso y comunicado 2	33 €	9	9,4	9,2	0,42459066
Binissalem íntimo y natural, hab con vistas	27 €	7	7,9	7,45	0,54118776
Fántastica habitación en Mallorca	55 €	10	9,6	9,8	0,38422096
Stunning double room with terrace Pollença	80 €	10	10	10	0,48551774
Studio Apt Puerto Polleça N Mallorca	65 €	6	8,6	7,3	0,32109515
Double, pool&garden pati&view Lull	75 €	10	10	10	0,52842707
Alegre dormitorio B&B w/ POOL	60 €	8	9,5	8,75	0,26261734
Habitación junto a la playa."bedrrom by the beach	67 €	8	7,7	7,85	0,23924635
Bonita habitación en casa de pueblo	63 €	10	8,8	9,4	0,77119618
La casita del jardín	60 €	8	9	8,5	1
Ein Privatzimmer mit eigenem Bad	30 €	7	9,3	8,15	#¡DIV/O!

Database, collected from Airbnb website:

https://drive.google.com/file/d/1OO_IFRIncvlfGdylgD1NdqRtC-rSXwMo/view?usp=sharing

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Table screenshot made by Alejandro Vallejo, from the own template of Excel.