

The Impact of Antecedents on Airbnb Listing Prices: Evidence from Greece

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Abstract

The present research investigates the pricing determinants for Airbnb listings, examining the varied effects that antecedents have on listing prices. It accomplishes this by analysing Airbnb listings in Greece. The study analyses quarterly data on Airbnb listings recorded by Inside Airbnb, with data extending through December 2022. The database comprises 31,705 listings from four major Greek regions: Athens, Thessaloniki, Crete, and the South Aegean. According to the results, there is a clear difference in price distribution between internal listing qualities and host attributes, in addition to external variables such as the listing's region. Individual hosts, professional listing administrators, as well as governmental organisations can all benefit from the study's findings and conclusions.

Keywords: *Sharing economy, Price determinants, Airbnb*