

The ripple effect of peer-to-peer accommodation networks



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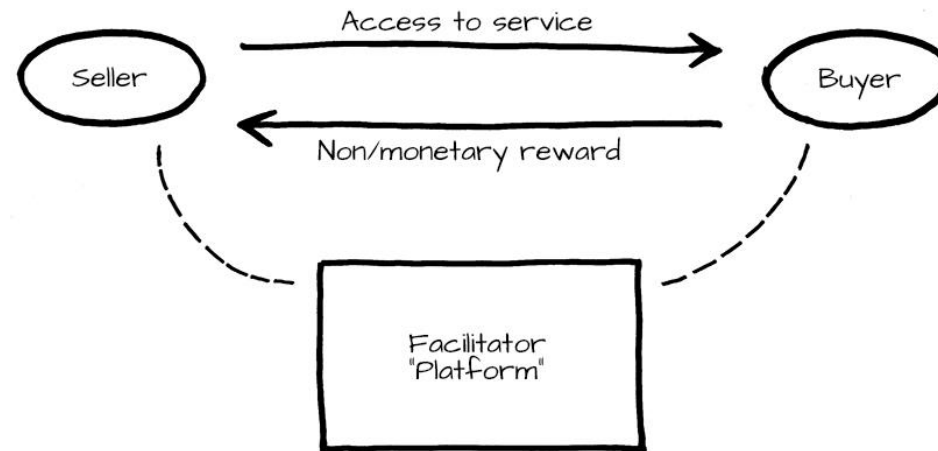
More than a ripple ...

Airbnb has created some serious waves



Ripple effects: Changes to the tourism industry

New business models



Ripple effects: Changes to the tourism industry

Unusual competition



Capitalist



Befriender

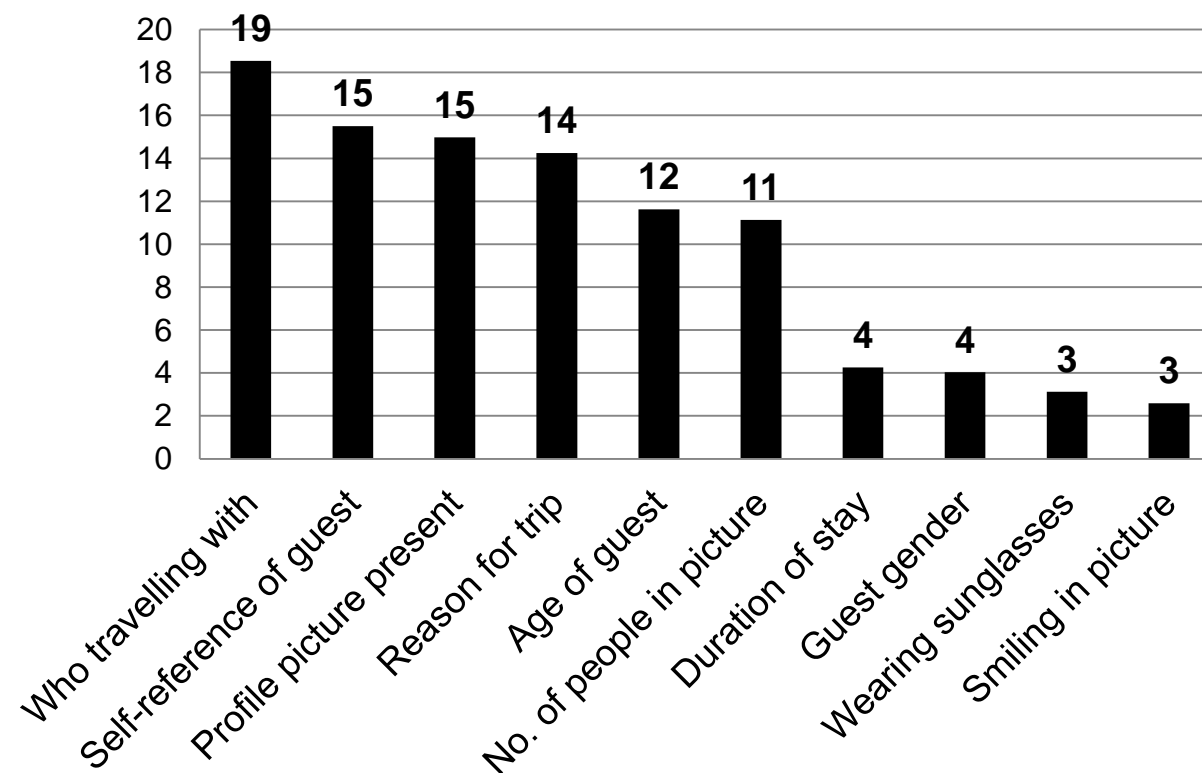


Ethicist

Ripple effects: Changes to the tourism industry

"Maybe" a vacancy

75% of Australian hosts have rejected booking requests



Ripple effects: Changes to the tourism industry

Microsegmentation

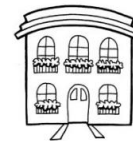


Multi-family travel

Travellers with disabilities

Ecotourists

....



Ripple effects: Changes to the tourism industry

Substitutes for brand names



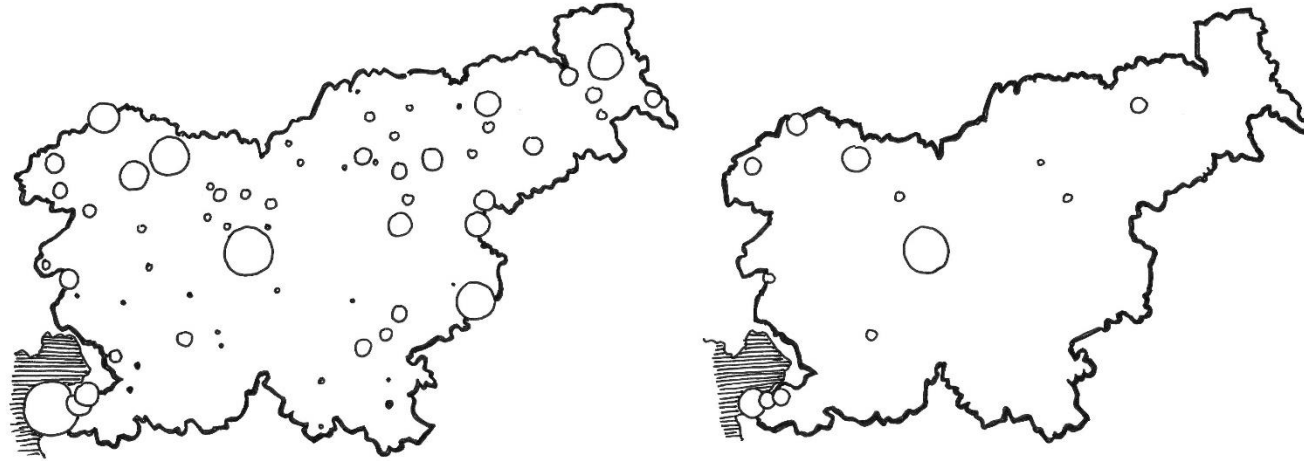
Ripple effects: Changes to the tourism industry

Events anywhere



Ripple effects: Changes to the tourism industry

Infrastructure gaps



Ripple effects: Changes to the tourism industry

Powerful one stop travel shops



WORKSHOP · LONDON

Make a one-of-a-kind hat with a professional millinery designer

\$116 AUD per person

★★★★★146



BIKE TOUR · PARIS

Bike and taste the best of Paris at your own pace.

\$108 AUD per person

★★★★★328



SURF LESSON · CAPE TOWN

Discover the Cape's surf culture and best waves

\$140 AUD per person

★★★★★7



PARAGLIDING · RIO DE JANEIRO

Paragliding and hiking with a veteran instructor

\$192 AUD per person

★★★★★21

What will be next?

- Transportation
- Travel insurance
- Travel vaccinations
- ...

Ripple effects: Wider societal changes

Real estate and rental markets

Airbnb growth in the USA explains 0.25% in annual rent growth and 0.42% in annual house price growth from 2012 to 2016

(Barron et al., 2017)

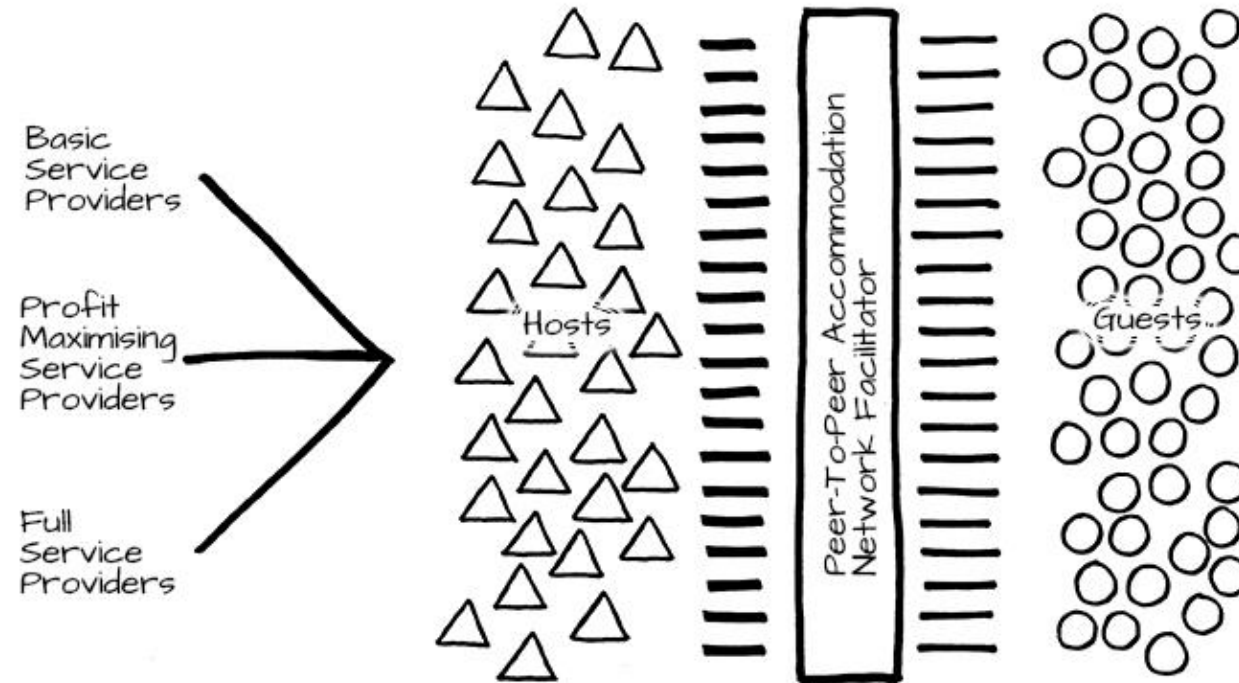
Barcelona has experienced a 33% rise in rental prices for a three-year period from 2013 to 2016

(Lomas, 2016)



Ripple effects: Wider societal changes

Employment and entrepreneurship



Ripple effects: Wider societal changes

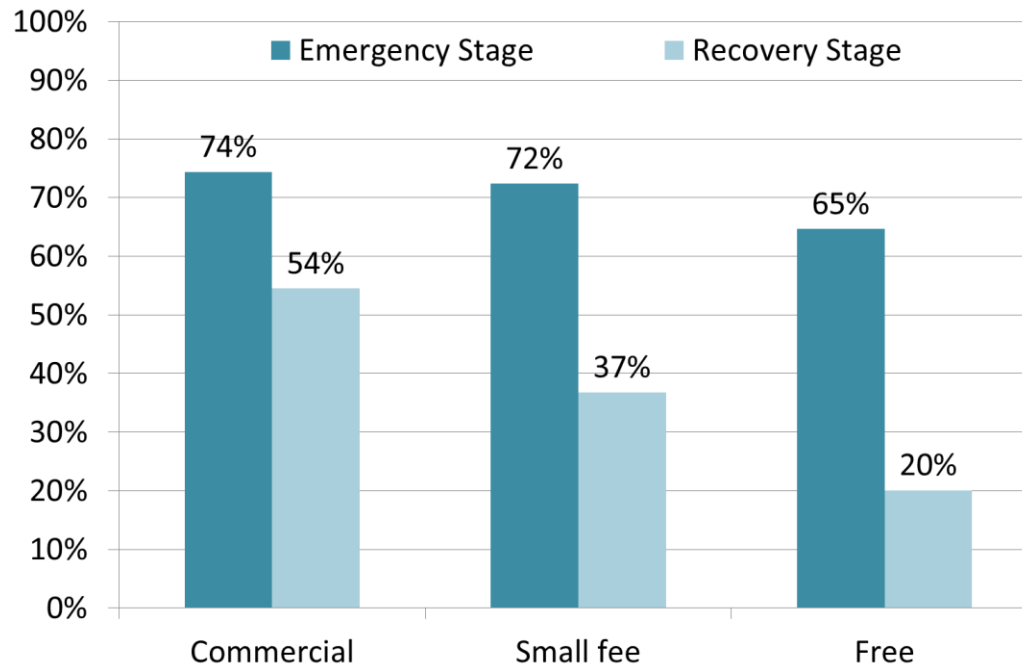
Political activism

150 million people around the globe can be activated by the click of a button



Ripple effects: Wider societal changes

Emergency assistance



Airbnb & hosts
donated more than
3000 listings

47 emergencies incl.

- London's Grenfell Tower Fire
- Portugal wildfires

Implications for regulators

What are the risks
of supporting or tolerating
peer-to-peer accommodation networks?

- unfair competition
- housing crisis
- changes to residential neighbourhoods
- safety concerns
- loss of jobs in the hospitality sector
- discrimination
- disadvantages to special needs markets



Implications for regulators

What are the benefits of supporting or tolerating peer-to-peer accommodation networks?

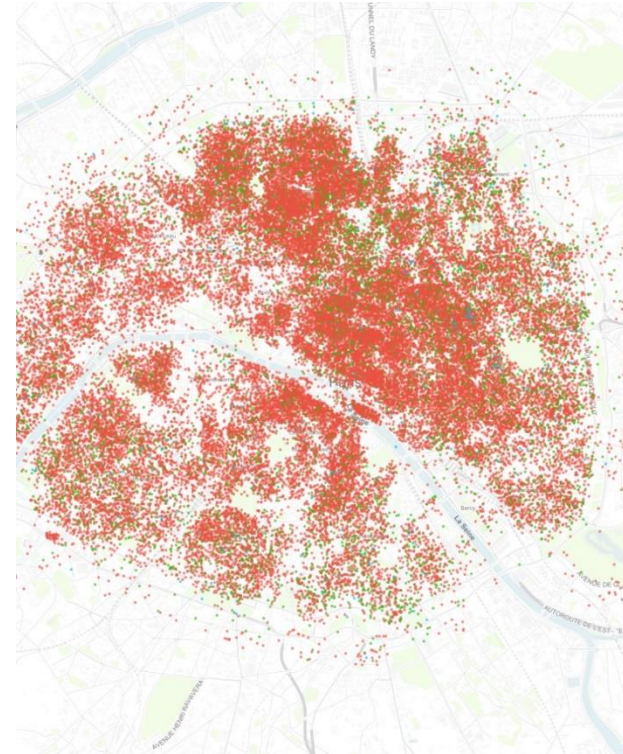
- economic benefits for remote areas
 - tourism activity
 - events
- flexible ways to earn money
- new approaches to disaster management
- better offers for special needs markets
- smaller environmental footprint of accommodation



What have regulators around the world done?

- No regulations for “hosted rentals”
- Regulations for “unhosted rentals”
 - limit of 60-180 days per year
 - Registration
 - Payment of (tourist) taxes
- Dobbie-in system (Berlin)

Possible opportunity:
location-specific regulations



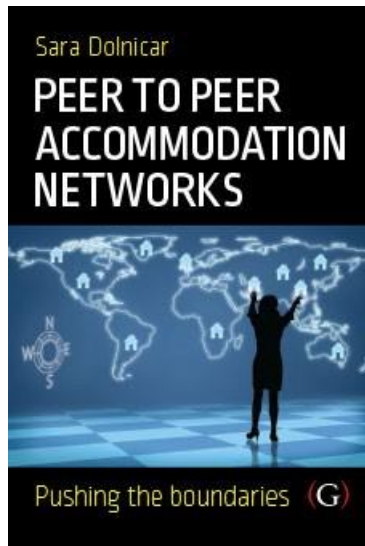
Conclusion

Don't fight the wave.
Ride the wave.

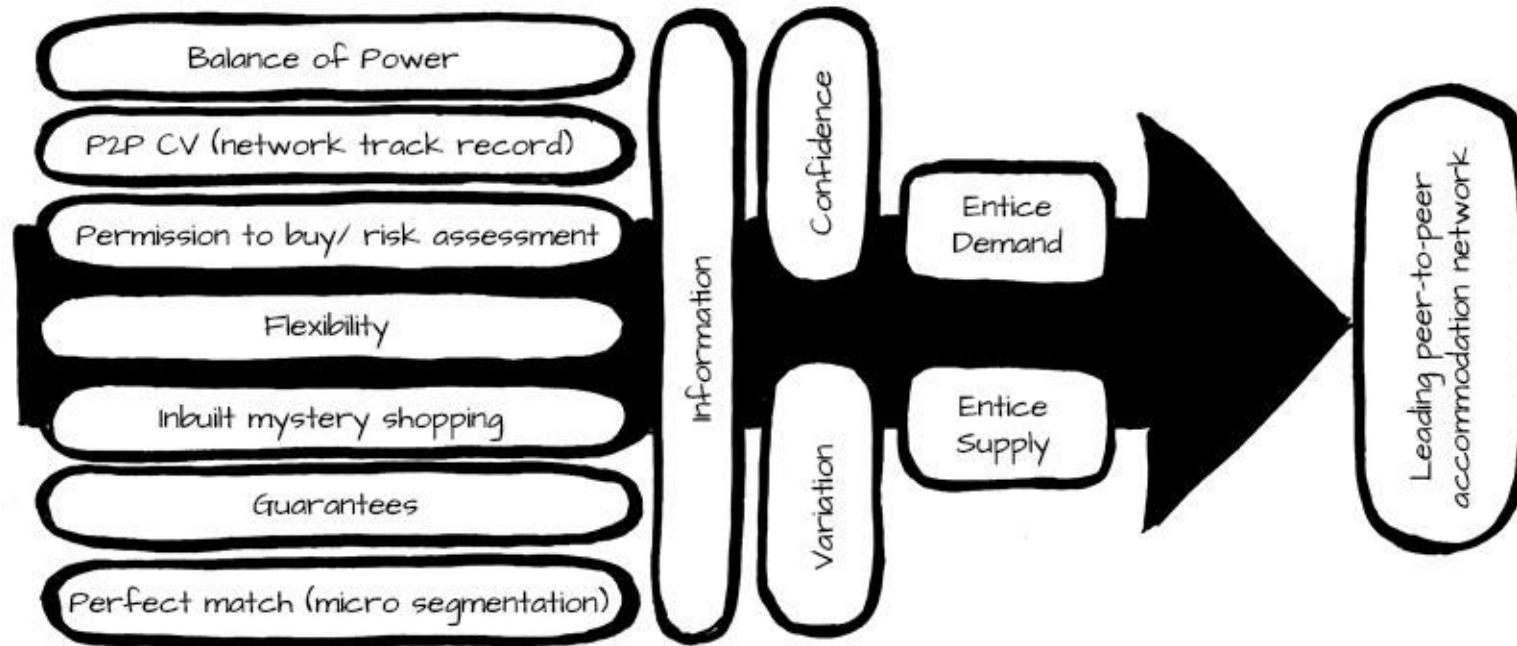




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What's so different?



Ripple effects: Changes to the tourism industry

Environmental sustainability

