



Impacts & Implications of the Sharing Economy on the Tourism Industry: *With Special Focus on the Accommodation Sector*

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*OAS XXIV INTER-AMERICAN CONGRESS OF MINISTERS AND HIGH-
LEVEL AUTHORITIES OF TOURISM
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What is the Sharing Economy?

The peer-to-peer based activity of obtaining, giving, or sharing access to goods and services

Accommodation

- **Airbnb**
 - **190+ countries**
- Homeaway/VRBO
 - 190+ countries
- Flipkey
 - 179+ countries
- Housetrip
 - 150+ countries
- Love Home Swap
 - 160+ countries
- Couchsurfing
 - 195+ countries

Transportation

- **Uber**
 - **60+ countries**
- Cabify
 - **9 Latin American/Caribbean countries**
- Lyft
 - Only US & Canada

Food & Beverage

- **EatWith**
 - 130+ countries
- **BonAppetour**
 - Global
- UberEats
 - 20+ countries
- Feastly
- Grubhub/Seamless

Tours

- Adventure Local
 - **35 countries**
- Tours by Locals
- Tours with Locals
- Vayable
- Vommago
- With Locals



Focusing in on Airbnb in Latin America...

250,000 properties listed,
encompassing Mexico,
South America, and part
of the Caribbean,
including Cuba

Bookings increased
148% from May 2016 –
May 2017 (Bloomberg)

Were expected to
double staff in region
by end of 2017

www.bloomberg.com

Airbnb Looks to Latin America, Now Its Fastest-Growing Market - Bloomberg

And in the Caribbean...

41,000 Airbnb listings in the Caribbean

Hosts earn an average of US\$3,900 annually

Reportedly brought 2 million guests to region + Yucatan Peninsula in first 8 months of 2017, a 170% increase over 2016, for a total of US\$266million

Out Here

THE HOSPITALITY IS LEGENDARY

Times & Locations

April 17 - April 19

The Bermuda Tourism Authority and Airbnb will host a series of information sessions on vacation rental benefits and opportunities. Whether you are considering offering a vacation rental property or are already doing so, these sessions will help ensure you get the most from your efforts.

Monday, April 17th: East End | *Potential VRP Hosts*
World Heritage Centre, St. George's | 5:00pm to 7:00pm

Tuesday, April 18th: West End | *Potential VRP Hosts*
Dalton E. Tucker Primary School Hall, Southampton | 5:00pm to 7:00pm

Wednesday, April 19th: Central
The Cathedral Anglican Church Hall, on Church Street, Hamilton

Two sessions

Current VRP Hosts | 8:30am to 10:30am

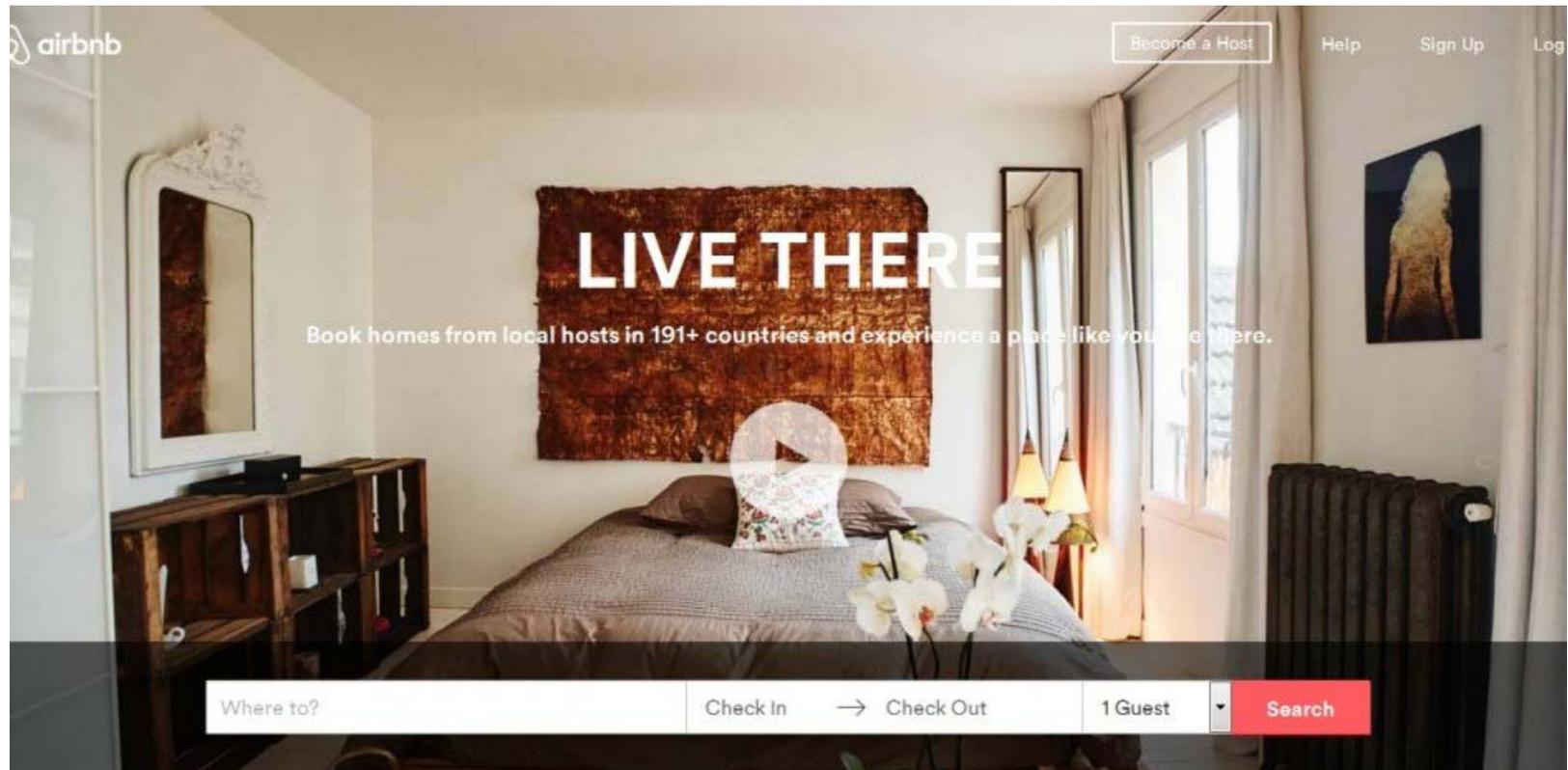
Potential VRP Hosts | 5:00pm to 7:00pm

BERMUDA
TOURISM AUTHORITY

airbnb

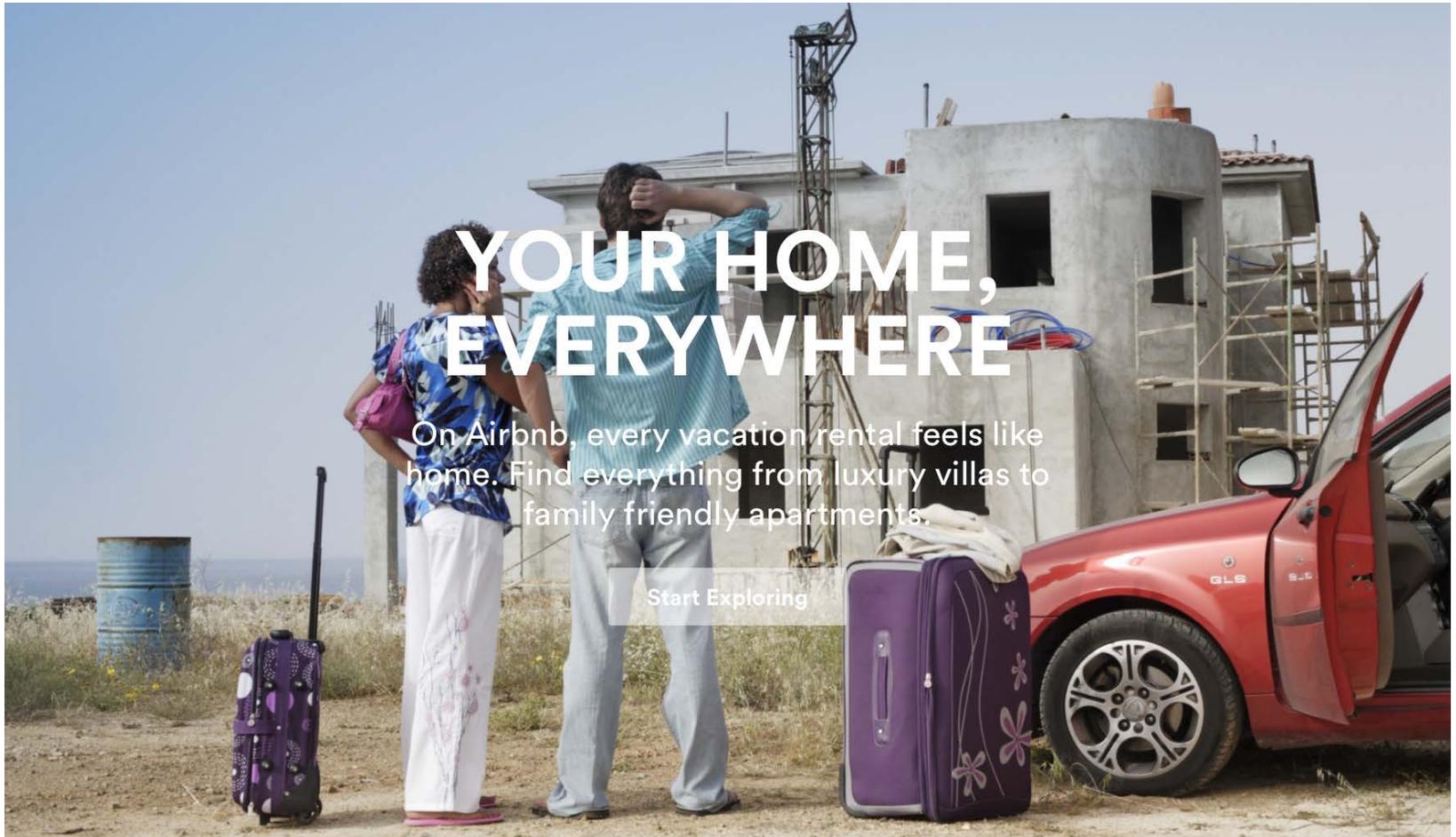
Photo Credit: VK Photos

Strengths:





Weaknesses:



Opportunities:





Threats:

Can price out locals and cause housing shortages

Negative financial impact on traditional services

“Race to the bottom” for providers

Fabric of residential neighborhoods altered

Safety concerns

DEAR AIRBNB TOURIST,

Your vacation/short term rental has led to the eviction of Chinese immigrant families.

We have survived the 1882 Chinese Exclusion Act, 2 World Wars, the 1906 Great Quake and Fires, and the 1989 Earthquake.

But now, our lives, our schools, our grandparents' homes, and social fabric are being destroyed.

AIRBNB IS DESTROYING OUR HOME

Have A Nice Visit In Chinatown.

WELCOMING
WILKOMMEN



Lessons Learned:

Proactive government agreements with provider is critical

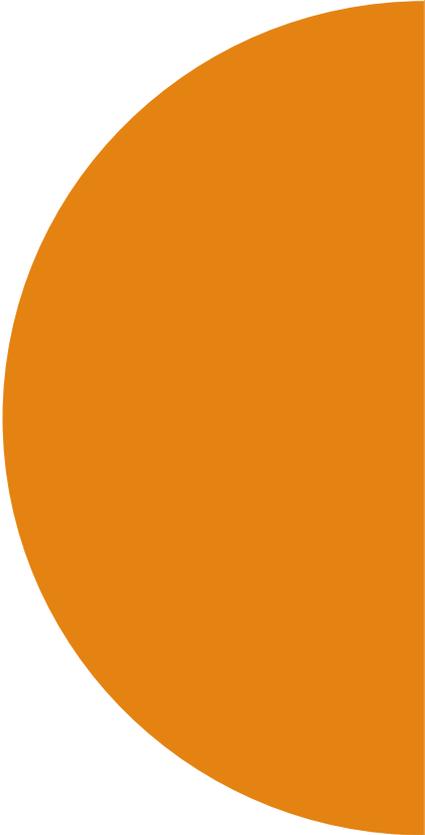
Limitations needed on *types* of properties that can be rented

Limitations needed on *where* properties can be rented

Markets for both traditional accommodation and sharing economy are here to stay



Additional Research Proposed by CREST:



The Sharing Economy is here to stay. What is the impact of the home-based accommodation economy on the traditional hotel sector? Further, the study will test the working assumption expressed by several tourism officials that the impact of small hotels may be greater than on large hotel chains.



Thank you!



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