

# THE NEW **SHARING** ECONOMY

Is this the end of tourism  
as we know it?



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@TOPOSOPHY

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# TOPOSOPHY: HELPING DMOS BECOME FUTURE-READY

- SENIOR RESEARCH ANALYST
- PhD ON THE GOVERNANCE OF TOURISM DEVELOPMENT IN ATHENS AFTER 2004
- EXPERIENCE IN DOMESTIC & INTERNATIONAL PROJECTS (e.g. HELLENIC CHAMBER OF HOTELS, CITY OF ATHENS, HOTREC, UNITED NATIONS DEVELOPMENT PROGRAMME, PACIFIC ASIA TRAVEL ASSOCIATION, EUROPEAN CITIES MARKETING)
- AUTHOR & PROJECT MANAGER: *'Greek Tourism Uncovered'*





# TOPOSOPHY: DESTINATION MARKETING EXPERTISE



TOPOSOPHY  
DESTINATION MARKETING AGENCY

PUTTING YOUR PLACE  
ON THE MILLENNIAL MAP  
(and staying there)



Practical steps for every destination  
in reaching Millennial travellers

TOPOSOPHY  
DESTINATION MARKETING AGENCY

# TOPOSOPHY: SHARING ECONOMY & TOURISM EXPERTISE

## SHARING ECONOMY

and the TOURISM  
and HOSPITALITY SECTOR  
in GREECE



HELLENIC CHAMBER OF HOTELS

## Levelling The Playing Field

Policy Paper On The "Sharing" Economy



**Hotrec**  
Hospitality Europe



**IN THIS PRESENTATION:**

**KEY DRIVERS FOR GROWTH**

**INTERRELATED TRENDS**

**SHARING ECONOMY & TOURISM**

**KEY TAKEAWAYS**

# WHAT IS SHARING ECONOMY?

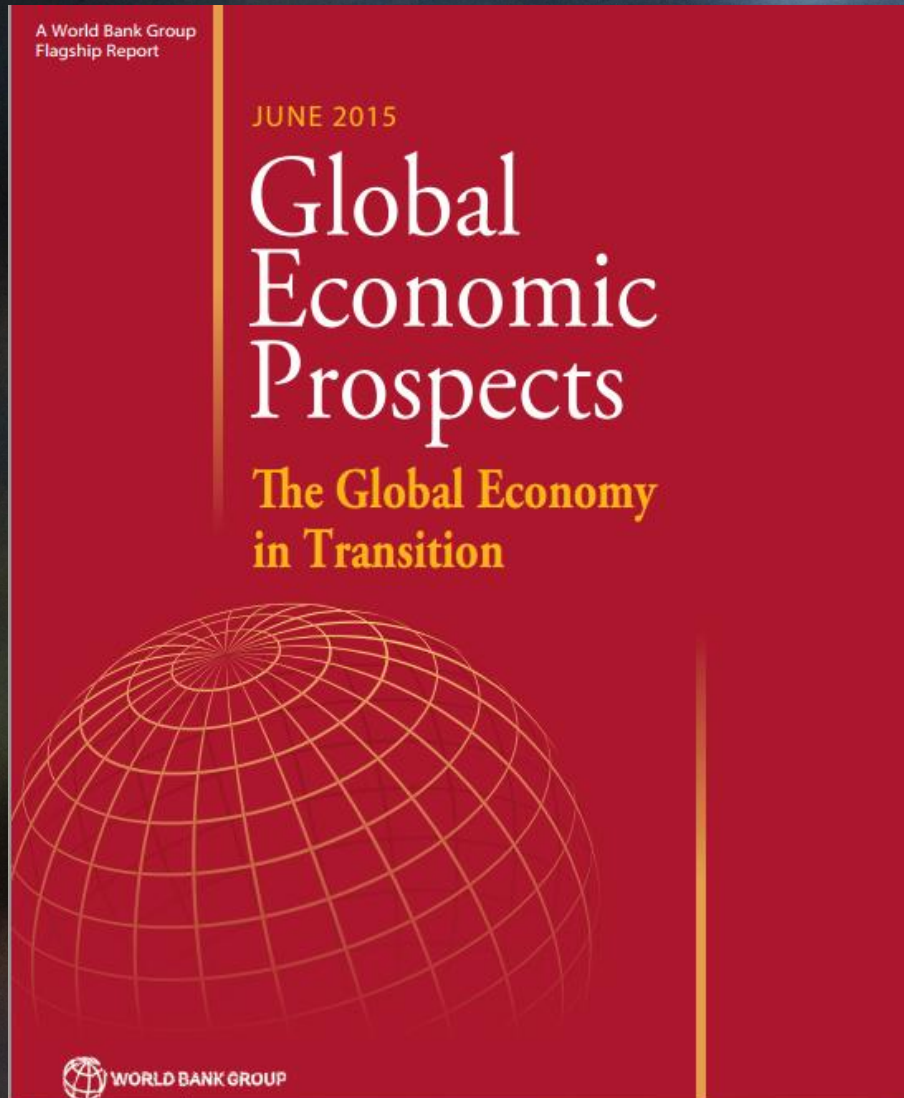
"An economic model based on sharing underutilized assets from spaces to skills to stuff for monetary or non-monetary benefits"

Rachel Botsman, Collaborative Lab





# KEY DRIVERS FOR GROWTH



Global economy in  
transition

# KEY DRIVERS FOR GROWTH



Current Economic  
Models aren't  
working



**BUSINESS PRODUCTIVITY**  
IS BOOSTED THROUGH  
EFFICIENT USE OF DATA BY

**+5-10%**



**OPEN INTERNET**

IN LEADING COUNTRIES

**90% OF  
INTERNET USERS  
BANK ONLINE**



**AND  
80% SHOP  
ONLINE**

**TRUST**



**GLOBAL  
CONNECTIVITY**

**14 BILLION**



**CONNECTED DEVICES  
IN OECD HOMES BY 2022**

**JOBS & SKILLS**



**65% OF KIDS TODAY  
WILL DO JOBS THAT HAVEN'T  
BEEN INVENTED YET**

# KEY DRIVERS FOR GROWTH

Bloomberg  
**BRIEF**

The  
Sharing Economy

Monday  
June 15, 2015

[www.bloombergbrief.com](http://www.bloombergbrief.com)



'On-Demand'  
Workers Are  
Supplementing  
Their Incomes, Not  
Living Off Their  
Jobs



# KEY DRIVERS FOR GROWTH



ACCESS VS  
OWNERSHIP

GUILT VS  
PURPOSE



# KEY DRIVERS FOR GROWTH



Customers spend  
**140%**  
more if they have a good  
experience

(SOURCE: HARVARD BUSINESS REVIEW)

**42%**

OF CUSTOMERS WILL AVOID A BRAND  
AFTER TWO BAD EXPERIENCES

(SOURCE: VISION CRITICAL 2015 STUDY )

NEW  
PERCEPTIONS

VALUE  
FOR MONEY



## DIGITAL TRAVEL SALES GROWTH WORLDWIDE, % CHANGE BY COUNTRY

Source: SKIFT (2014)

	2012	2013	2014	2015	2016	2017
Brazil	25.0%	20.0%	34.2%	8.2%	6.0%	5.1%
China*	43.0%	38.0%	30.0%	25.0%	23.0%	20.0%
India	29.9%	27.8%	24.8%	23.0%	16.1%	11.1%
Mexico	56.7%	38.5%	20.0%	13.4%	8.0%	4.3%
Italy	19.4%	19.5%	18.3%	15.8%	14.0%	11.5%
Spain	10.0%	10.0%	13.8%	11.9%	10.0%	8.0%
UK	14.5%	12.5%	12.3%	10.3%	7.3%	6.3%
Sweden	16.7%	14.4%	11.5%	8.5%	7.2%	6.7%
Russia	13.1%	13.1%	10.6%	10.8%	6.9%	5.2%
Norway	11.4%	9.3%	8.7%	8.4%	5.7%	4.8%
Canada	7.3%	7.7%	7.1%	6.2%	6.7%	5.4%
South Korea	22.1%	12.8%	6.5%	4.4%	3.9%	3.2%
US	10.8%	8.0%	6.5%	5.5%	5.0%	4.5%
Finland	7.1%	7.1%	6.3%	5.8%	5.2%	4.9%
Denmark	7.6%	7.1%	5.1%	5.1%	2.7%	2.0%
Australia	6.0%	5.9%	4.4%	3.7%	3.6%	3.3%
Japan	10.8%	-12.8%	4.0%	3.4%	2.3%	1.6%
France	21.7%	0.7%	2.2%	4.1%	1.7%	1.6%

# How many people default to buying, and how many to sharing? Source: Crowd Companies (2015)

WHICH OPTION ARE YOU MOST LIKELY TO CHOOSE IF...	TRADITIONAL BUYING	COLLABORATIVE ECONOMY
You are visiting a new city?	77% would stay at a hotel	23% would rent a home
You are buying a coffee table for your living room?	54% would buy a new table from a nearby home furnishings store	46% would buy a pre-owned table from a sharing site
You need to buy a wedding gift for a close friend?	71% would look for a gift in a local retail store	29% would order a custom-made gift online
You are on vacation and you need to use a car at various points during your week-long trip?	80% would rent a car from a well-known car rental agency like Budget or Hertz	20% would use on-demand loaner cars

*Base: people who have engaged in at least one sharing transaction in the past 12 months.*



The most popular reasons for using sharing services

CONVENIENCE

78%



PRICE

68%



PRODUCT / SERVICE QUALITY

55%



COULDN'T FIND ELSEWHERE

40%



RECOMMENDATION

33%



SUSTAINABLE LIFESTYLE

25%



CURIOSITY

25%



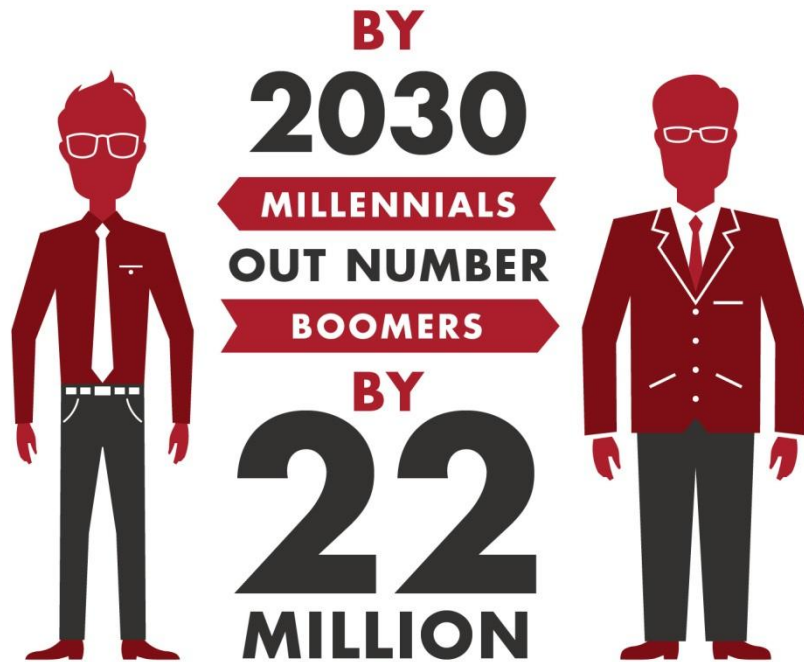
CONNECT ONLINE

24%



Source: Crowd Companies (2015)

# KEY DRIVERS FOR GROWTH



## MILLENNIALS LEAD THE WAY

THE FASTEST GROWING CUSTOMER SEGMENT IN THE TOURISM INDUSTRY, EXPECTED TO REPRESENT:

**50% OF ALL TRAVELERS BY 2025**



[illegible]

**MILLENNIALS  
LEAD THE WAY  
ONLINE WORLD  
IS EVERYTHING**

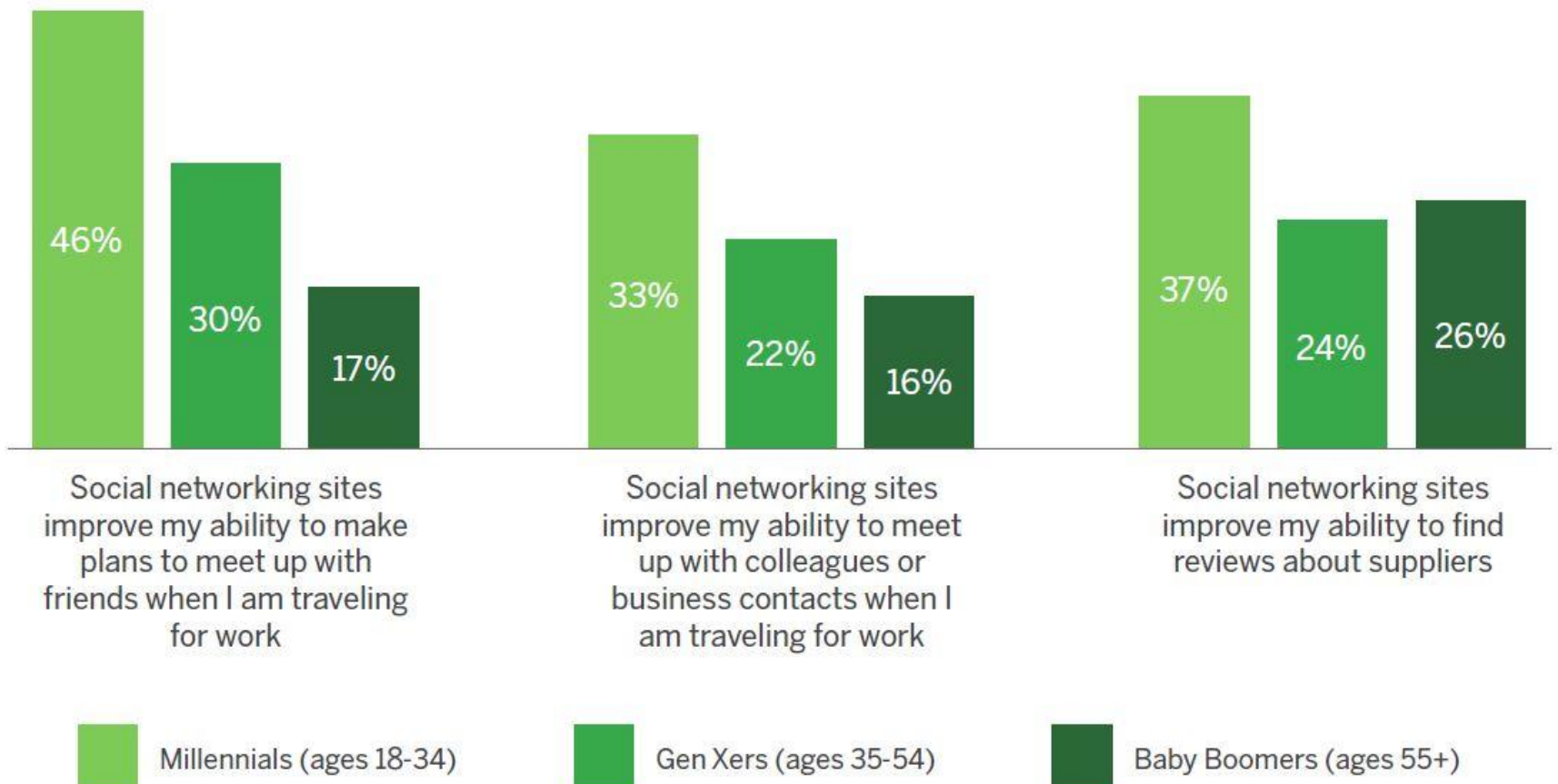
**MILLENNIALS  
GREW UP  
WITH INTERNET  
EVERYWHERE**



## GBTA Business Traveler Sentiment Index™

In Partnership with American Express

### Using Social Network Sites when Traveling for Business % Agree



**Source: GLOBAL BUSINESS TRAVEL ASSOCIATION (2015)**

## THE PLANNER STATE OF MIND AT THE ZERO MOMENT OF SOURCING

	EXTREMELY CERTAIN	VERY CERTAIN	SOMEWHAT CERTAIN	NOT CERTAIN
THE DESTINATION OF THE EVENT	42%	31%	24%	4%
THE DATES OF THE EVENT	33%	39%	25%	3%
THE EVENT VENUE	6%	17%	43%	35%
BUDGET FOR YOUR EVENT	26%	44%	27%	3%

SOURCE: CVENT (2015) PLANNER RESOURCING GEN Y REPORT



# KEY DRIVERS FOR GROWTH



**MILLENNIALS  
TRAVELERS**

**COLLECT EXPERIENCES  
& SEEK AUTHENTICITY**

# SMART TRAVEL & SMART DESTINATIONS

## ENGAGING IN ALL STAGES OF THE VISITOR JOURNEY

### PLAN

- Personalize
- Social
- Travel Profile

### DEPARTURE

- Notifications
- Upsell
- Social – Location - Mobile

### NEXT TRIP

- Collect Data
- Update Travel Profile
- Individual Offering

### BOOKING

- Upsell
- Cross-Sell
- Upgrades

### RETURN

- Feedback
- Upsell
- Sharing

### THE DESTINATION EXPERIENCE

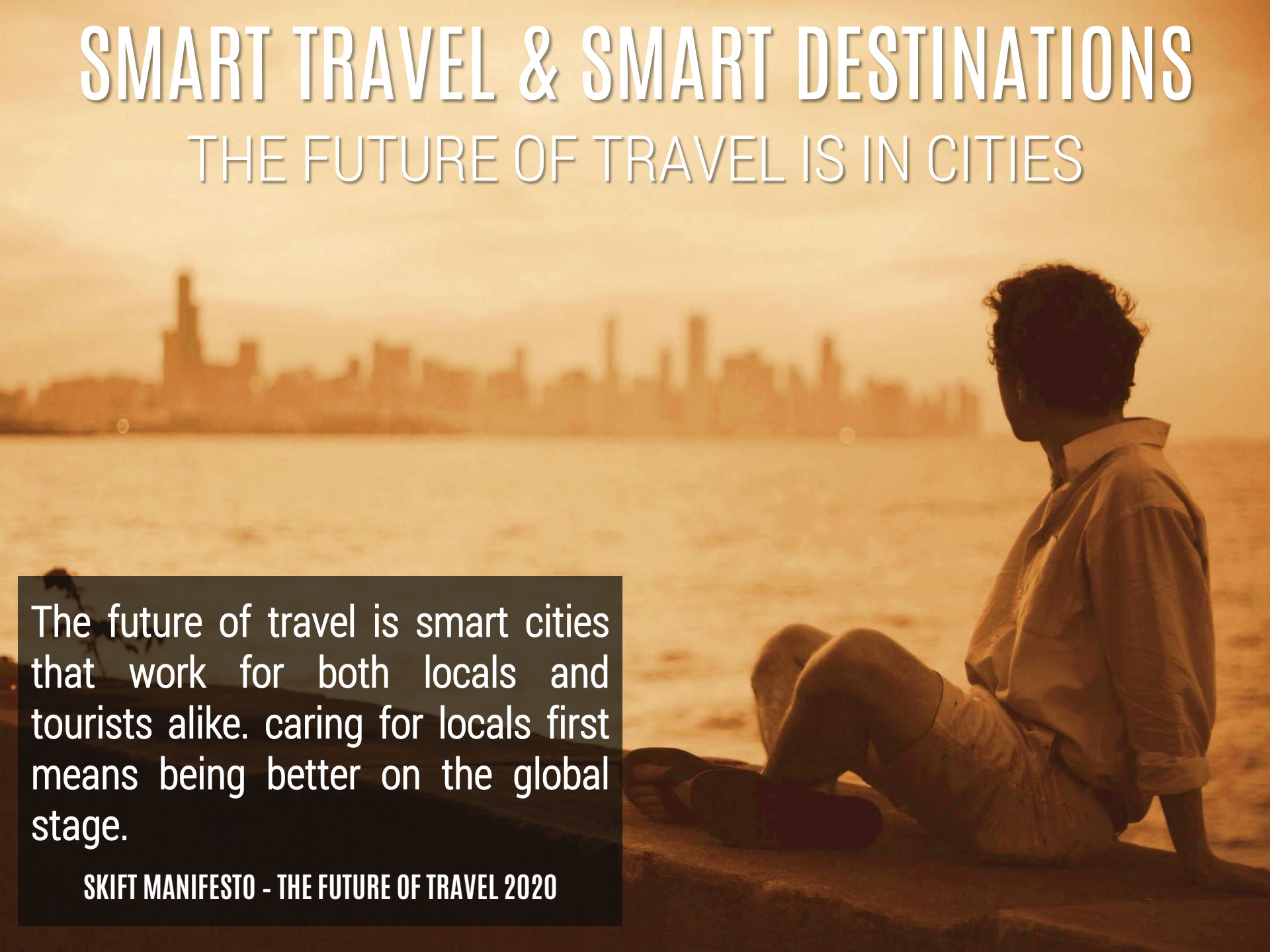
- Activities
- Context-driven
- Ratings & Reviews
- Social – Location - Mobile





# SMART TRAVEL & SMART DESTINATIONS

THE FUTURE OF TRAVEL IS IN CITIES

A person with curly hair, wearing a light-colored button-down shirt and shorts, is sitting on a concrete ledge. They are looking out over a body of water towards a city skyline in the distance. The scene is bathed in the warm, golden light of a sunset or sunrise. The city skyline is hazy and silhouetted against the bright sky. The water reflects the light, creating a shimmering effect.

The future of travel is smart cities that work for both locals and tourists alike. caring for locals first means being better on the global stage.

SKIFT MANIFESTO - THE FUTURE OF TRAVEL 2020







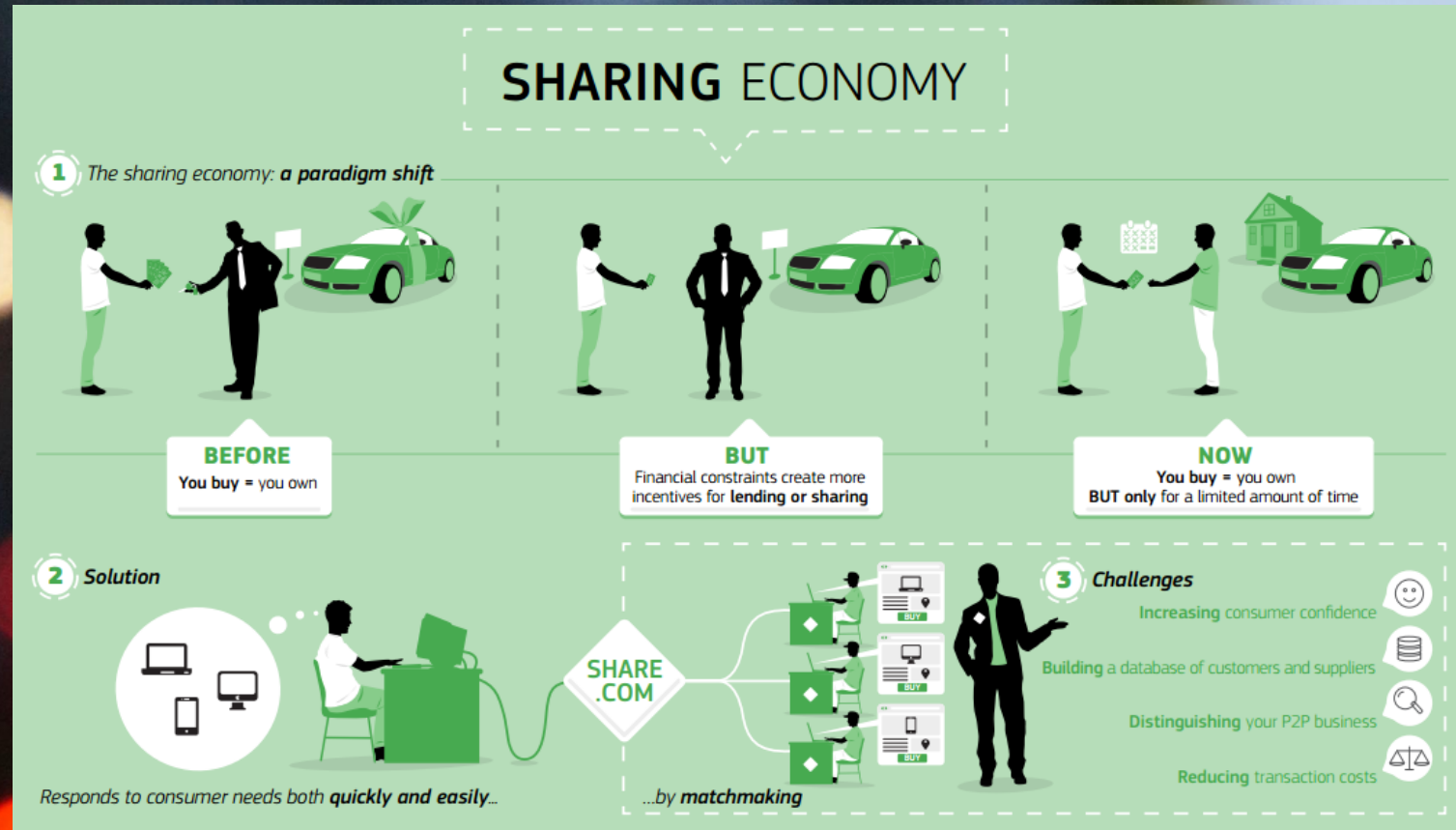


SMART CITIES  
MAKE US SMILE





# KEY DRIVERS FOR GROWTH



Collaborative consumption is not just a consumer trend or a transaction movement

# KEY DRIVERS FOR GROWTH

The Collaborative Economy ingested a high amount of money in a very short period of time.

Total Market Funding:

**\$11,608,330,726**

Most funding has occurred 2010-2015.



Source: Collaborative Economy Funding, March 2015, Jeremiah Owyang

**COLLABORATIVE CONSUMPTION IS  
HEAVILY FUNDED**



# KEY DRIVERS FOR GROWTH

## Sharing economy sector and traditional rental sector projected revenue growth

### Sharing economy sector



Peer-to-peer lending and crowdfunding



Online staffing



Peer-to-peer accommodation



Car sharing



Music and video streaming

### Traditional rental sector



Equipment rental



B&B and hostels



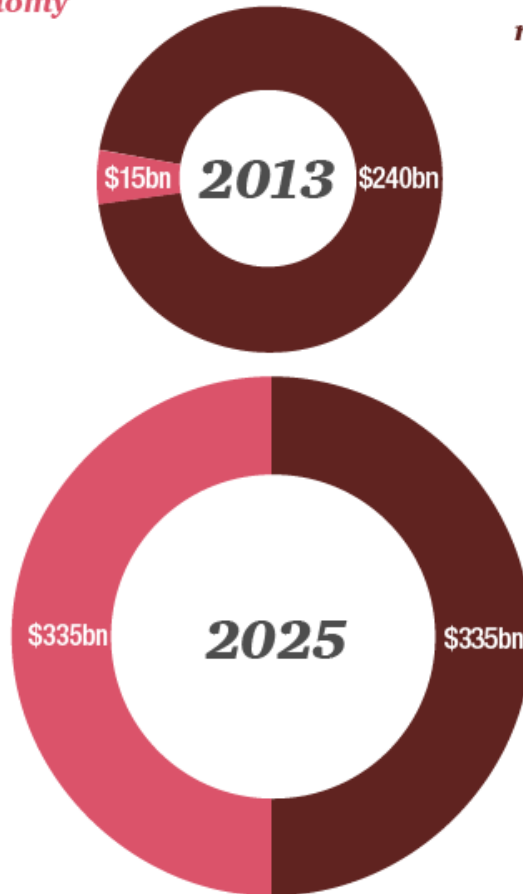
Book rental



Car rental



DVD rental



Sharing economy sectors Traditional rental sectors

Source: PwC analysis

SHARING  
ECONOMY IS A  
CULTURAL  
MOVEMENT TO  
DRIVE FUTURE  
GROWTH



# KEY DRIVERS FOR GROWTH

## HOW TO GET AROUND

LYFT  
UBER  
SIDECAR

CARPOOLING  
BLABLACAR  
ZIMRIDE

RELAYRIDES  
GETAROUND  
FLIGHTCAR

## WHERE TO STAY

AIRBNB  
HOMEAWAY  
VRBO  
FLIPKEY  
ROOMORAMA  
WIMDU  
9FLATS  
ONEFINESTAY  
HOUSETRIP  
HOMESTAY

COUCHSURFING  
HOMEEXCHANGE  
LOVEHOMESWAP  
GUESTTOGUEST  
KNOK

## WHAT TO EAT

EATWITH  
FEASTLY  
COOKENING  
COOKISTO  
KITCHENSURFING

## WHAT TO DO

VAYABLE  
SIDETOURL  
INCREDIBLE  
GETYOURGUIDE  
BOATBOUND  
GETMYBOAT  
DOPIOS



# HOW DOES THE TOURISM SECTOR REACTS?







# KEY DRIVERS FOR GROWTH



THE ENEMY **INSIDE THE GATES?**



# TOP CHALLENGES



## THE DARK SIDE OF SHARING ECONOMY

# TOP CHALLENGES

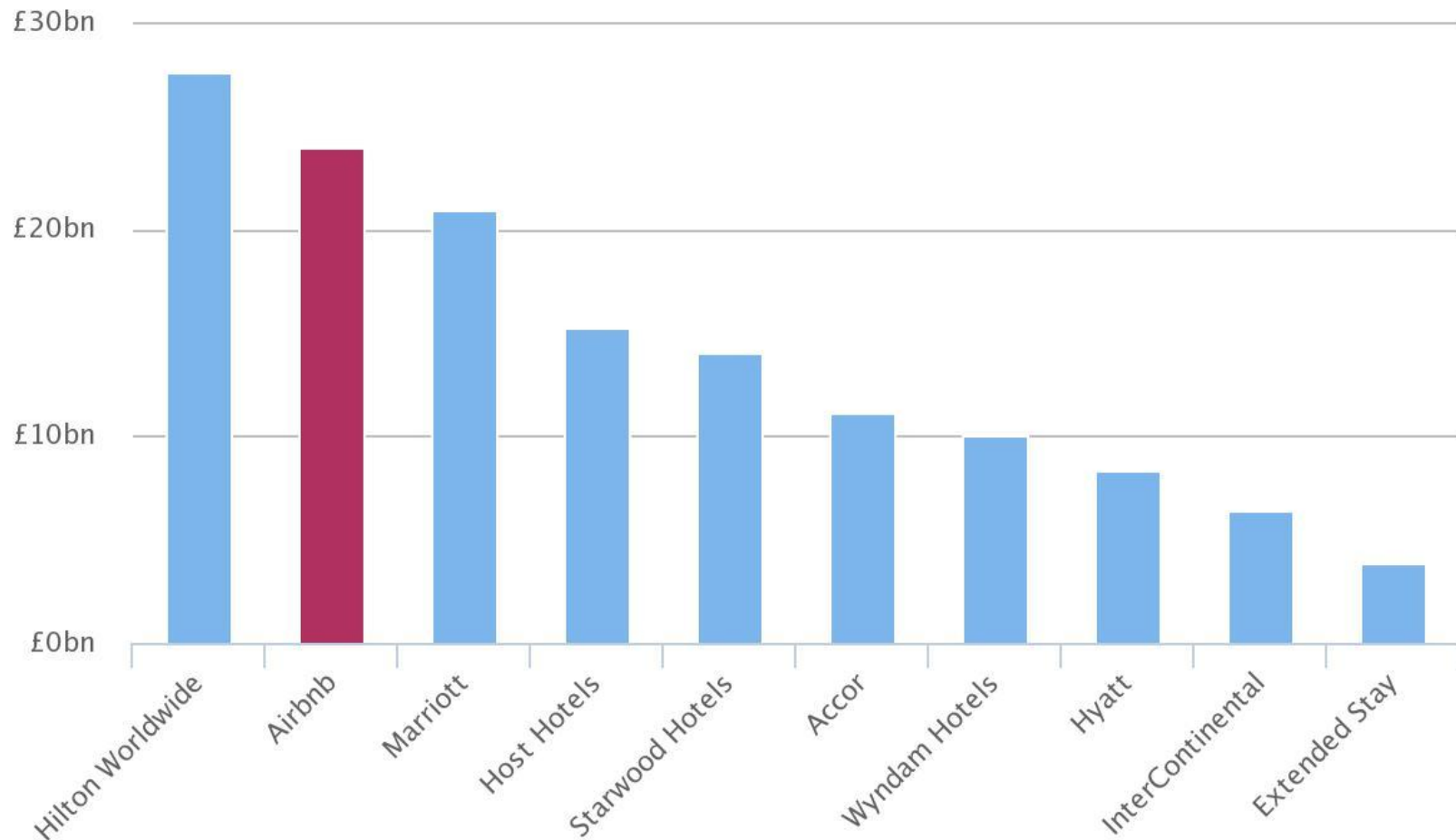
1. IT MIGHT BE **ILLEGAL** (OR NOT YET REGULATED)
2. PUBLIC **SAFETY & QUALITY** CONTROL CONCERNS
3. **TRAINED** PROFESSIONALS VS **AMATEUR** SERVICE PROVIDERS
4. **LEGAL LIABILITY** IS CHALLENGED AS OWNERSHIP AND ACCESS MODELS ARE DILUTED.
5. LACK OF STANDARDIZED **CERTIFICATION** SYSTEMS

TOP  
CHALLENGES



# THE CASE OF AIRBNB

Airbnb's \$24bn valuation compared to major hotels



# SHARING'S NOT JUST FOR START-UPS



**WORK[SPACE]**  
ON DEMAND by Marriott

Currently 432 Marriott hotels have meeting spaces listed with LiquidSpace





# SHARING'S NOT JUST FOR START-UPS

Uber And Hilton Team Up For Seamless Travel

U B E R



HILTON  
WORLDWIDE




# SHARING'S NOT JUST FOR START-UPS

## Hyatt Invests in Onefinestay to Figure Out Sharing Economy Appeal



### Kitchen sync

Words: Hayley Fairclough  
Photography: Steven Brahms  
Food photography: Signe Birck



Joined at the hip... end of New York, chefs Sara Kramer and Sarah Hymanson first brought their fresh take on Middle Eastern flavours to the celebrated Glasserie restaurant in Greenpoint, Brooklyn. They've recently been busy launching a venture in Los Angeles, but we tempted them back to their home city to stay, cook and serve dinner at the onefinestay home East 51st Townhouse. Here, they share their inspirations, family roots and food-buying tips



## Key Takeaways & Recommendations

# SHARING ECONOMY IS HERE TO STAY



# FILL IN THE KNOWLEDGE GAP





## Key Takeaways & Recommendations

# APPROPRIATE FISCAL REGULATIONS ARE A MUST



## Key Takeaways & Recommendations

# A LEVEL (AND BIGGER?) PLAYING FIELD





Key Takeaways & Recommendations

# CAN'T HAVE AN **ONE-SIZE** **FITS-ALL** APPROACH



**NEW CHALLENGES**  
**NEW OPPORTUNITIES**







# THANK YOU

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