Of Platforms & Ads in Peer-to-Peer Tourism

Workshop

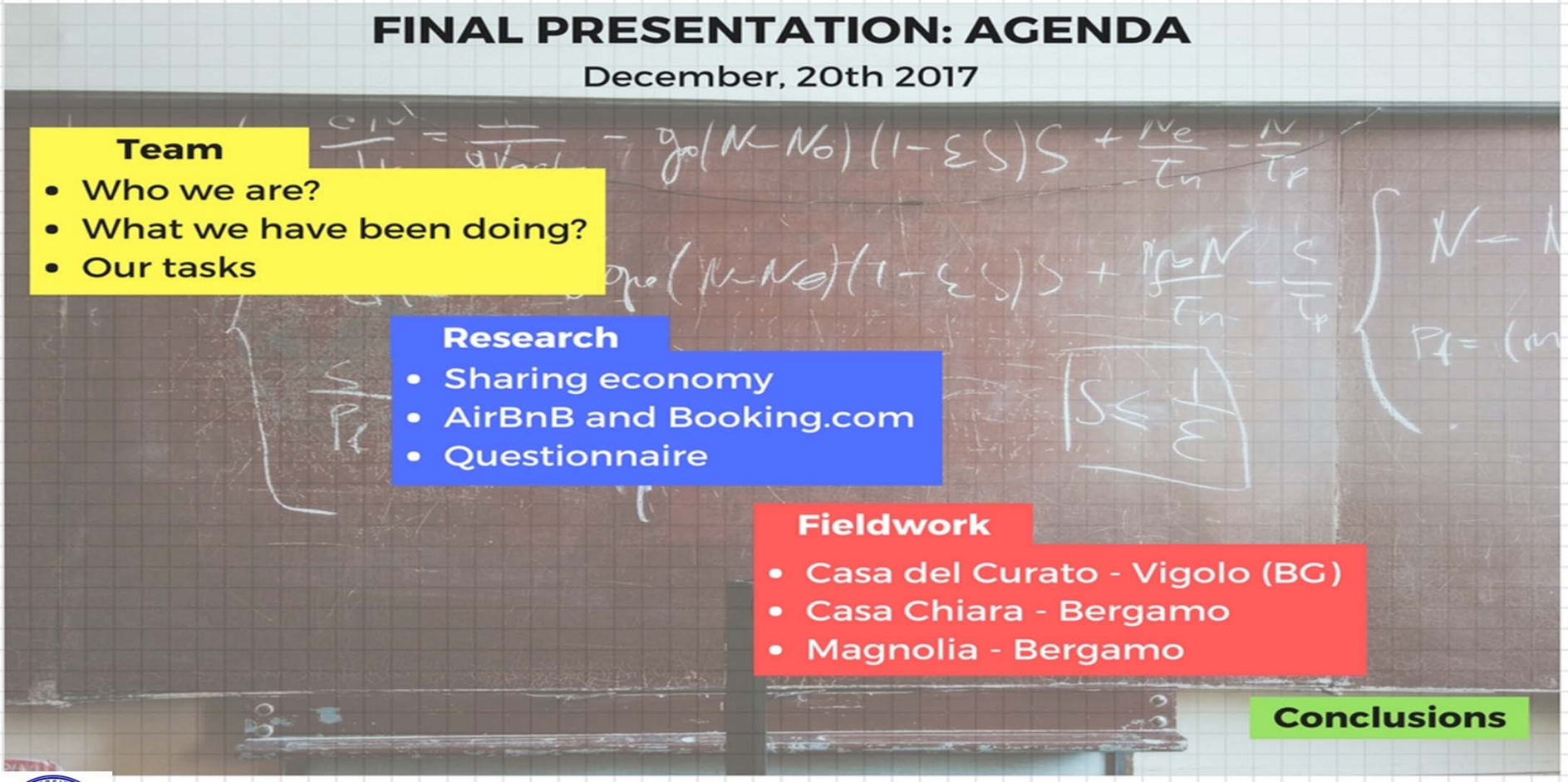
PMTS & PGST Students

Prof. Peretta

a.y. 2017/18

FINAL PRESENTATION: AGENDA

December, 20th 2017



Team

- Who we are?
- What we have been doing?
- Our tasks

Research

- Sharing economy
- AirBnB and Booking.com
- Questionnaire

Fieldwork

- Casa del Curato - Vigolo (BG)
- Casa Chiara - Bergamo
- Magnolia - Bergamo

Conclusions

Workshop PMTS/PGST 2017/18

'Of Platforms & Ads in Peer-to-Peer Tourism'

Prof. Roberto Peretta

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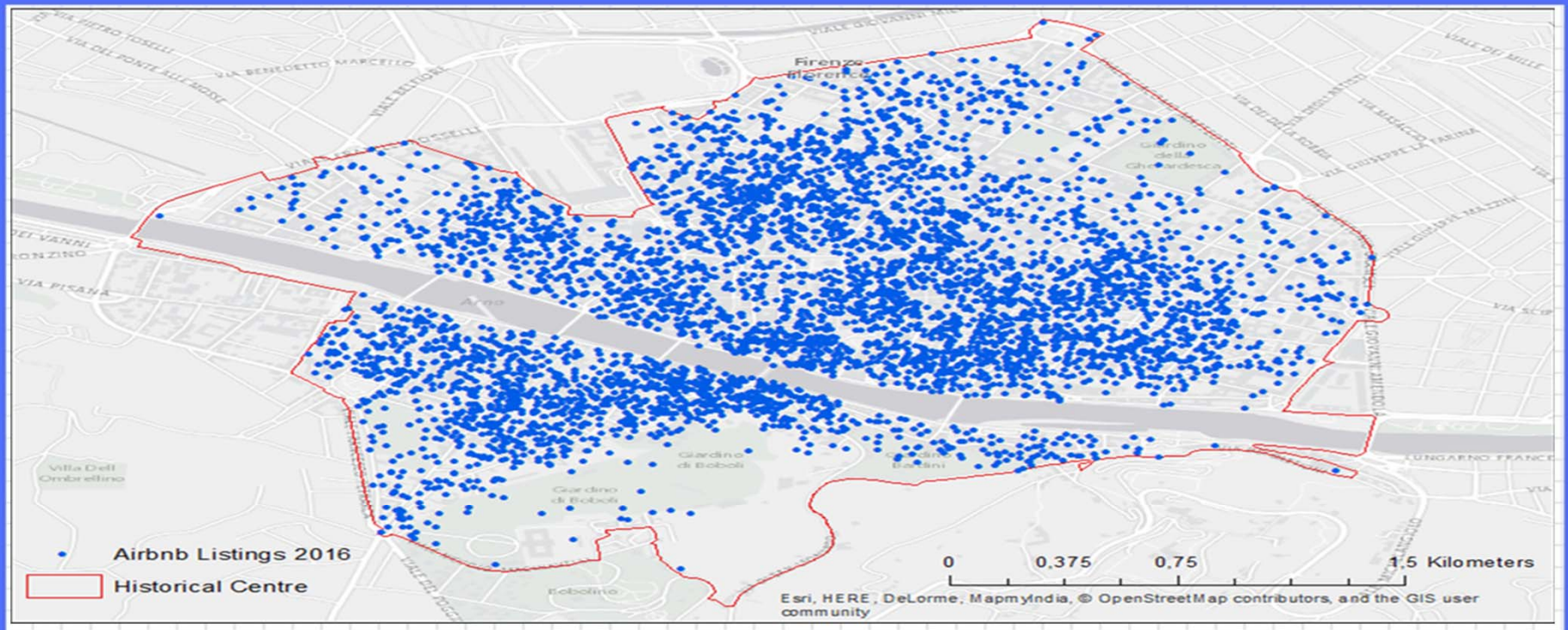
Airification of cities

WHAT IS IT ABOUT?

Proliferation of Short Term Rentals
(AirBnB Listing) in cities.

- According to AirBnB, 57% of listing are entire apartments or homes.
- 41% - Private Room
- 2% - Shared Rooms



Map of AirBnB offering within the Medieval walls in the centre of Florence

Listing (May 2017)

- 3 Million Properties (191 Countries)
- 65,000 Cities
- 150 Million Guests
- Florence = 18%
- Matera (Italian City of Culture 2019) = 25%
- *1 in 4 Homes in Saasi area of Matera are offered on AirBnB*
- Rome = 8%

Sharing economy

'Business models where activities are facilitated by collaborative platforms that create an **open marketplace** for the temporary usage of goods or services often provided by **private individuals**'.
(European Commission 2016)

Economic

Environmental

Social

Impact on Tourism

Positive

-easy access to a wide range of services;
-demand for sustainable tourism products;
-flexible work opportunities;
-respond better to peaks and troughs in demand for tourism services

Negative

-provides unfair competition;
-reduces job security;
-avoids taxes;
-poses a threat to safety, health and disability compliance standards;
-raises data protection and financial accessibility issues;
-lost of revenue of hotels

Genius Program VS Select Program

	Genius Program (Booking)	Select program (Airbnb)
Requirements for hosts	- The best receptive structures in their area - A score of 7.5 in at least 5 reviews	- The best highly-rated structures on invitation
Requirements for guests	- To book at least 5 times in 24 months	- No requirements - The program appeals to travellers seeking a high-quality, hotel-like experience

Genius Program VS Select Program

	Genius Pr .genius	Select program (Airbnb)
Advantages for hotels/hosts	- full occupancy rate all year round - increase in the bookings of 7% - access to international travelers - more visibility	- Positioning - Visibility - Access to a professional photographer - Consultation with an interior decorator
Disadvantages for hotels/hosts	- Loss of loyalty - Loss of revenue	- Instant Booking - 24-hour check-in

Questionnaire

Purpose of survey: to acquire information about the ways family accommodation managers communicate with their guests, what channels they use to manage reservations and what platforms they use for advertising

Properties in Bergamo and province invited: 355

Number of respondents as of 19.12.2017: 43

Survey format: Google forms online questionnaire

In collaboration with

VisitBergamo
Un capolavoro italiano

Survey results: Platforms

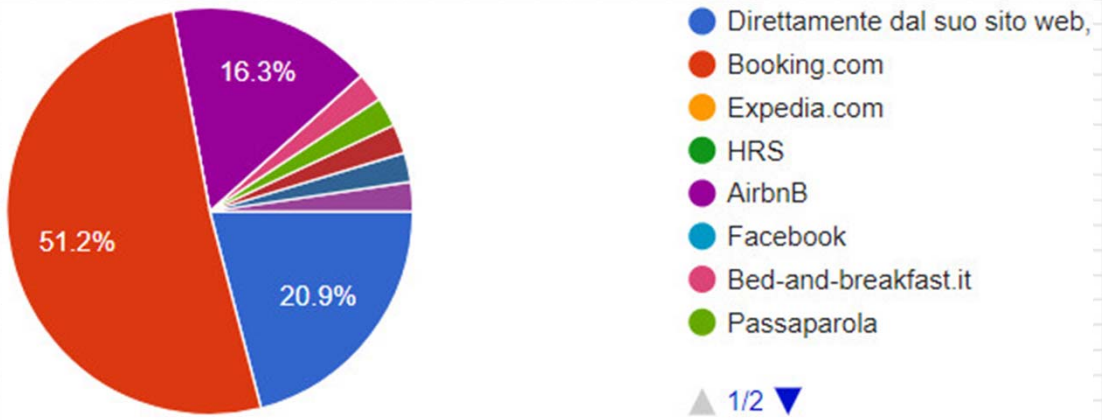
Platforms used for reservations management:

Booking.com - 74,4%

Own website - 58,1%

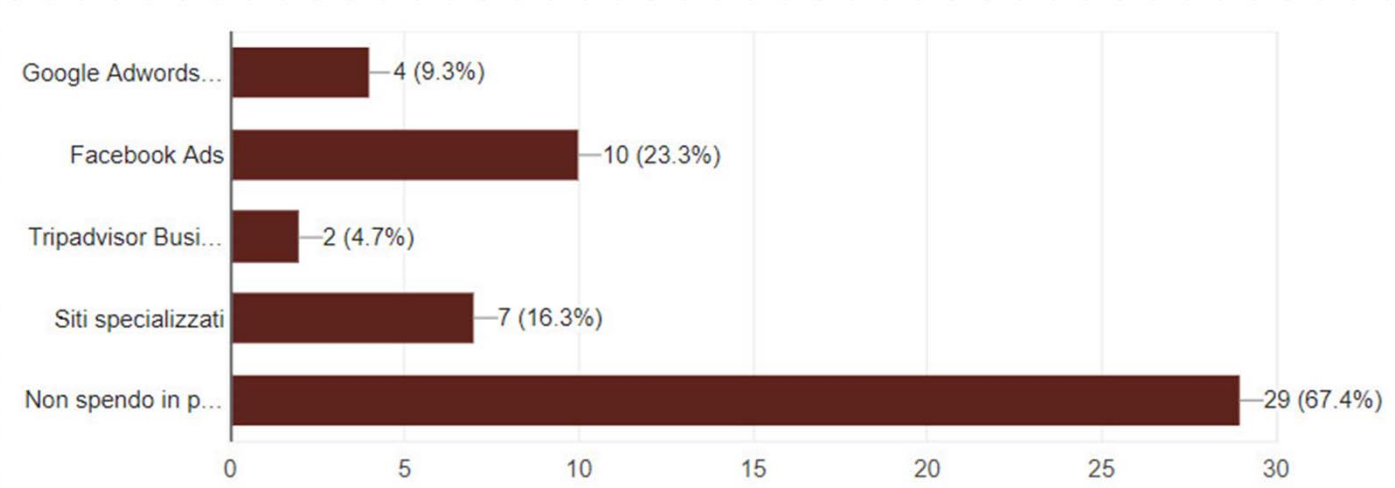
Airbnb - 55,8%

Platform that bring the majority of reservations:



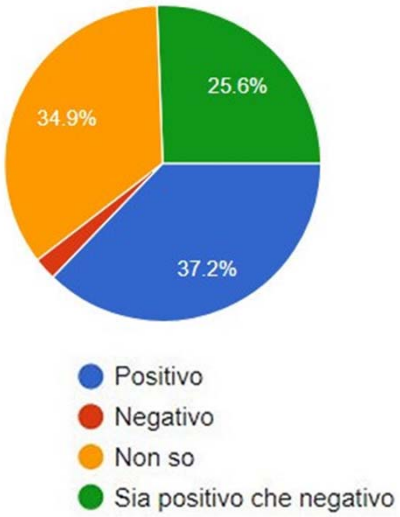
Survey results: Ads

Advertising channels used by property managers:



Survey results: Airbnb

Airbnb impact?



Some opinions:

“Positivo perché è un motore di ricerca internazionale, usato molto anche dagli stranieri ed economico per i gestori. Negativo perché non c'è una selezione delle strutture e a volte vengono inserite attività non regolari”

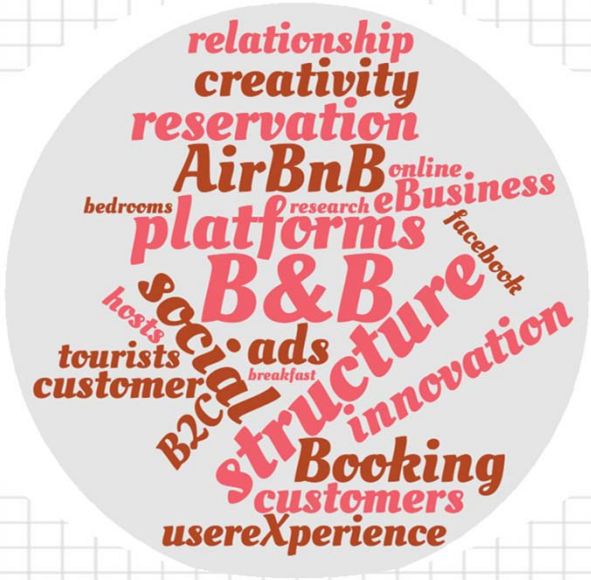
“È un invenzione geniale e lavoriamo molto con airbnb ma purtroppo tanti lo utilizzano in maniera illecita senza dichiarare gli alloggi, senza aprire l attivita ricettiva con appropriata documentazione. Airbnb non la pretende e molti ne approfittano andando a creare una forte concorrenza a chi invecr lavora onestamente”

“Gli ospiti di Airbnb sono comunicativi e disponibili e disponibili al confronto. Gradiscono informazioni sull'aspetto culturale del territorio ed in merito alla gastronomia.”

“Il centro storico si svuota di abitanti per lasciare posto a case da affittare”

Main topics

1. Structure of the BnB
2. Guests and Identity
3. Main platforms involved in the activity
4. AirBnB or Booking?
5. Relationship with customers
6. Last considerations & suggestions



Vigolo (BG)

B&B and Holiday House

Location:

Vigolo (BG), Via cimitero 4, on the Iseo lake.

Closer destinations:

- Desenzano del Garda, 48.3 km
- Bergamo 27.4 km
- Brescia is 24.1 km from La casa del curato.

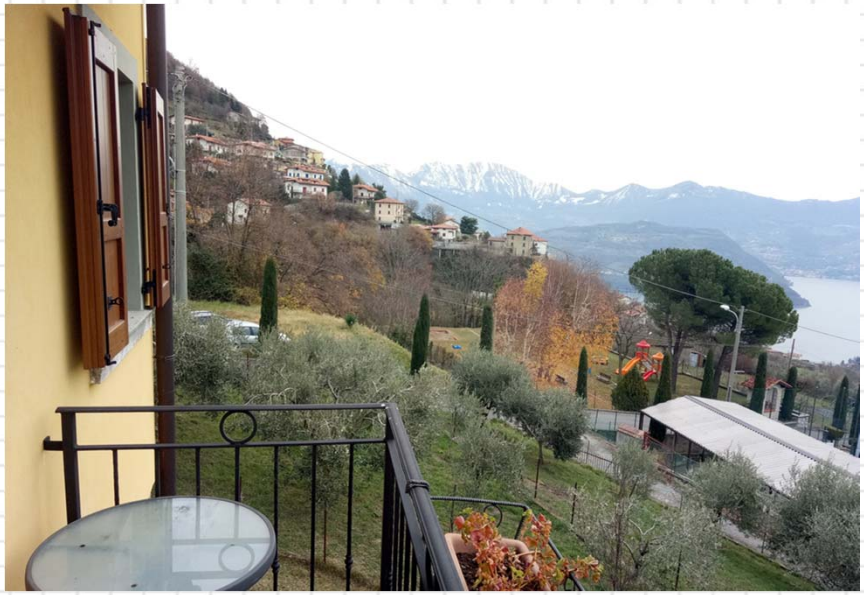
About the age:

It dates back to 1300 but was recently renewed

Closest airports:

Orio Al Serio Airport 25.8 km
Linate Airport 64.3 km
Villafranca Airport 76.9 km

Speaking of identity...



Lake Iseo

Monte Bronzone cheese

Structure of the B&B

- 2 houses:

a) holiday flat (10 people)

3 bathrooms, 4 rooms

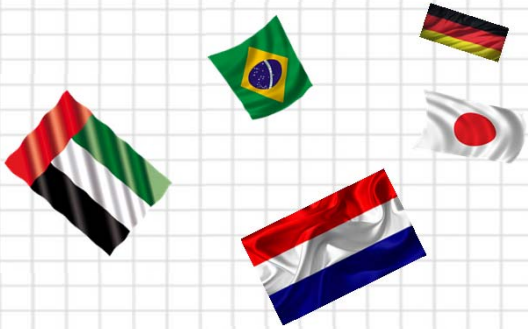
The structure used to be the old oratory of Vigolo

a) B&B (7 people)

Maddalena is currently living in this house

Guests

Italian guests	Foreign guests
Very demanding	Open minded
Not adaptive	Adaptive
	Curious



- Large groups of people (7 to 10)
- Friends
- Couples
- Families

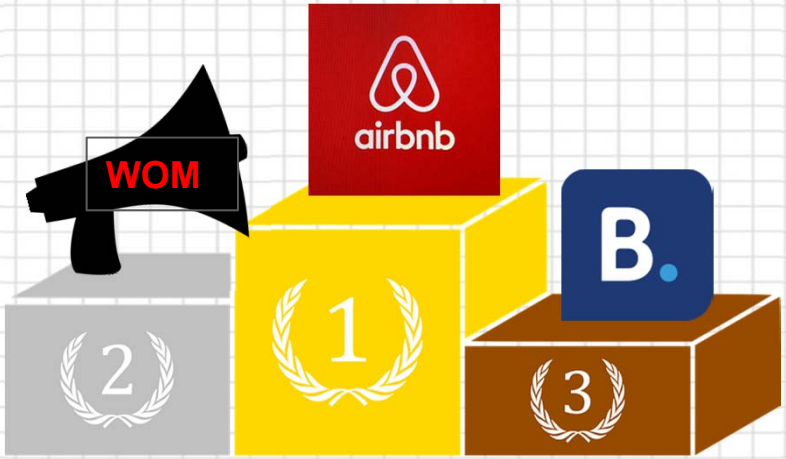
Owned media

NEVERTHELESS...

LACK OF AWARENESS

Advertised also on:

Booking vs Airbnb



According to Maddalena, AirBnB is:

Faster in payments
Less expensive (3% of commissions)
No booking's failure
More reliable
Know your customers in advance

Booking instead...

Payments after one month

More expensive (15 to 18% of commissions)

More frequent cancellation of bookings

Impersonal

And the website...

Not very popular among tourists

Only information, no booking opportunity

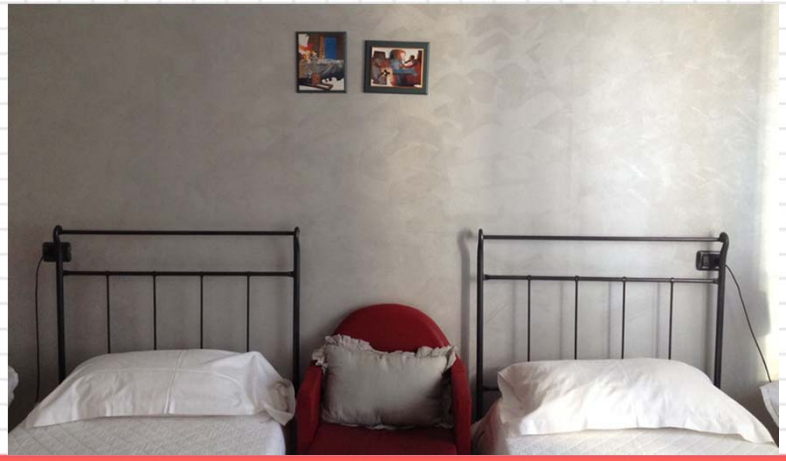
Bergamo

B&B
and
Holiday
House

Casa Chiara

Guests

Foreigners 50% Italians 50%



2 double rooms [**B&B**]:
“Sole” room;
“Luna” room.

1 independent apartment
[**holiday house**]

Special **care** for breakfast.

The quality is reflected by **good feedbacks**.

Reservation Platforms

Booking.com

- Quick reservation process
- Freedom in fixing prices

Main reservation channel for Casa Chiara B&B.

.genius

The B&B gets **50% of Booking.com** reservations through Genius.

- Higher service quality
- Higher satisfaction

The use of such platform is scarce (only needed for the holiday house).

- Long reservation process
- Decrease of average prices

airbnb

Owned Media

Website

- Created by Chiara (the owner)
- Allows **reservation** through e-mail, phone and on-line form
- Successful tool for **direct booking**

Facebook Page

- Directly run by Chiara
- Frequent update of content and **sponsored campaigns**
- **“Book Now”** option
- Instant **messaging** host-guest

Magnolia
bed & breakfast

Bergamo

Bed & Breakfast

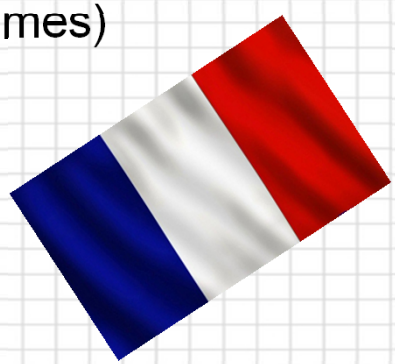
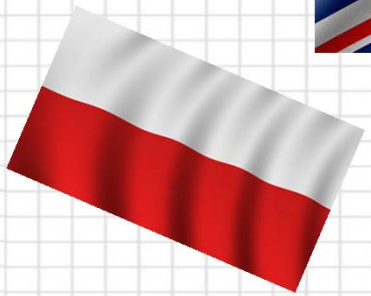
Structure of the B&B

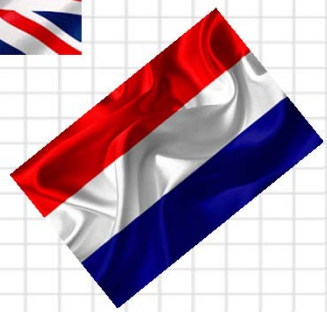
- Located in Via Diaz, 42 (Bergamo)

- Opened in 2005
- four rooms
- **Key features:**
  - Garden (two Magnolias)
  - Breakfast

Guests

- International: The UK, Israel, Malta, France, East Europe (Ukraine, Poland, Russia) and many more
- Couples
- Families (sometimes)
- Single
- Businessmen



Online Platforms

Booking	AirBnB
- The strongest platform - More professional - High percentage (18%) - 100 reviews with an average rate of 9.4 - Genius program: not convenient for the host	- Not used too much - Different denomination (Accogliente B&B con colazione super; Cozy and central B&B with garden)

Tripadvisor	Youtube
- Not used too much both by the host and the guests - Not used for bookings - Not updated - Only a few pictures - Only 15 reviews	- Not used too much - Only 3 videos

Owned Media

Owned Website	Facebook Page
- Identity of the place (name, logo) - Features of the rooms - Not updated (Last update in 2011) - The “Booking” section does not work - 4 different languages	- Not suitable to her personality - Bergamo B&B and Co. posted some pictures of the B&B, but there is not a link to the B&B’s website

Relationship with the customers

The objective of the B&B is to make the guests feel at home.
She invests in the relationship when the guests are in the B&B.

- **Before the arrival:**
  - Phone contact
- **During the stay:**
  - Direct communication
  - Gadget (Polenta)
- **After the stay:**
  - Keeping in touch with some guests
  - Word of mouth

Last considerations & suggestions

- Fixing the “Booking” section on the website, providing 2 options for the “Booking” section of the website:
  - to write directly to the host
  - to reserve through Booking (maybe adding a Booking button)
- Storytelling
- Keeping the same brand on different platforms to enhance the brand
- Being in regular contact with the VisitBergamo Association and the events of the city
- Making the website more visible