

ALEXIS DUSSILLOL / MAR '18 / ANDORRA

Turning Cold Beds into Hot Bed



SUMMARY

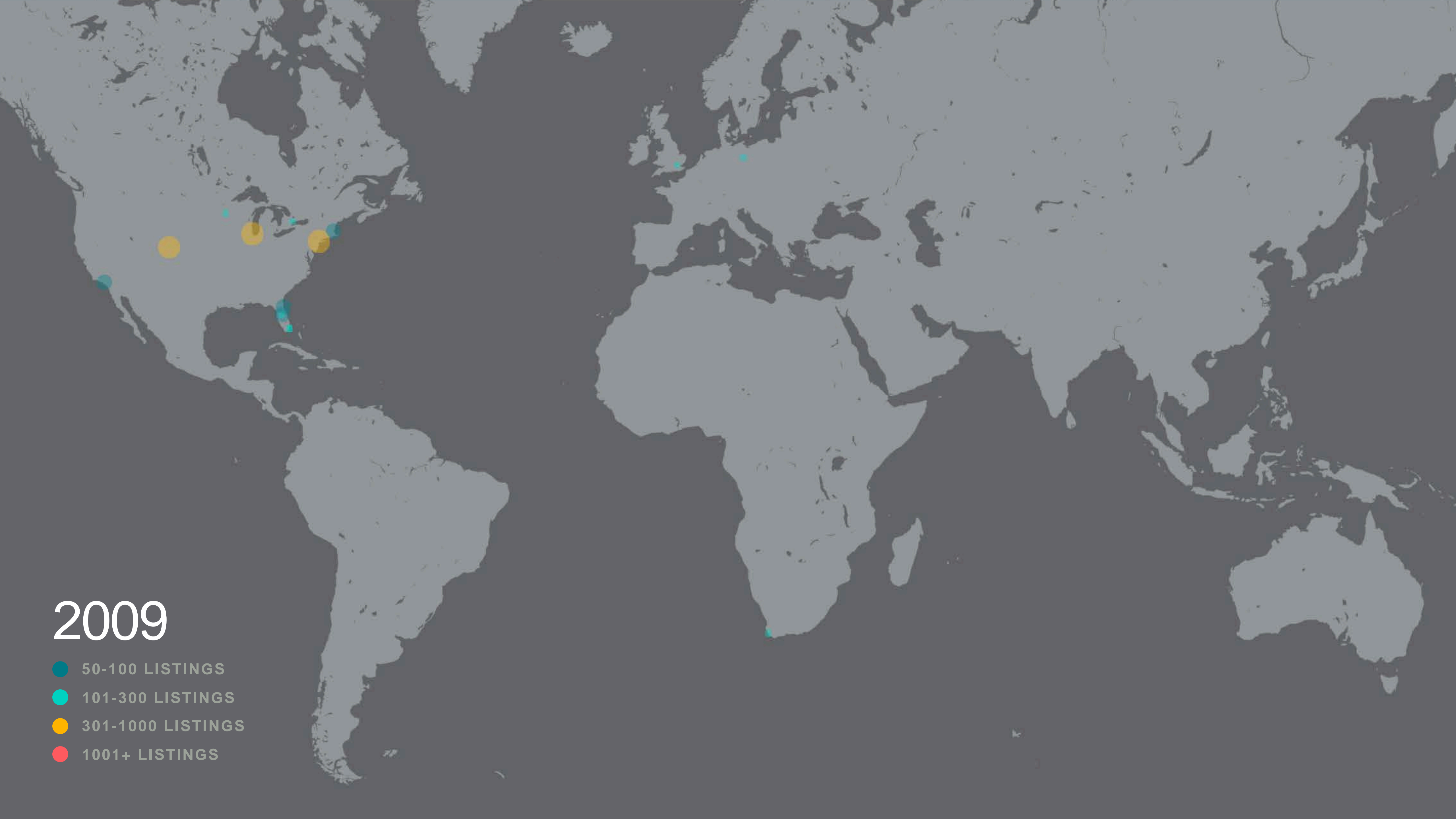
Part I: Cities, the roots of Airbnb

Part 2: Sea, mountains countryside : the future of Airbnb

Part 3: Challenges of these areas

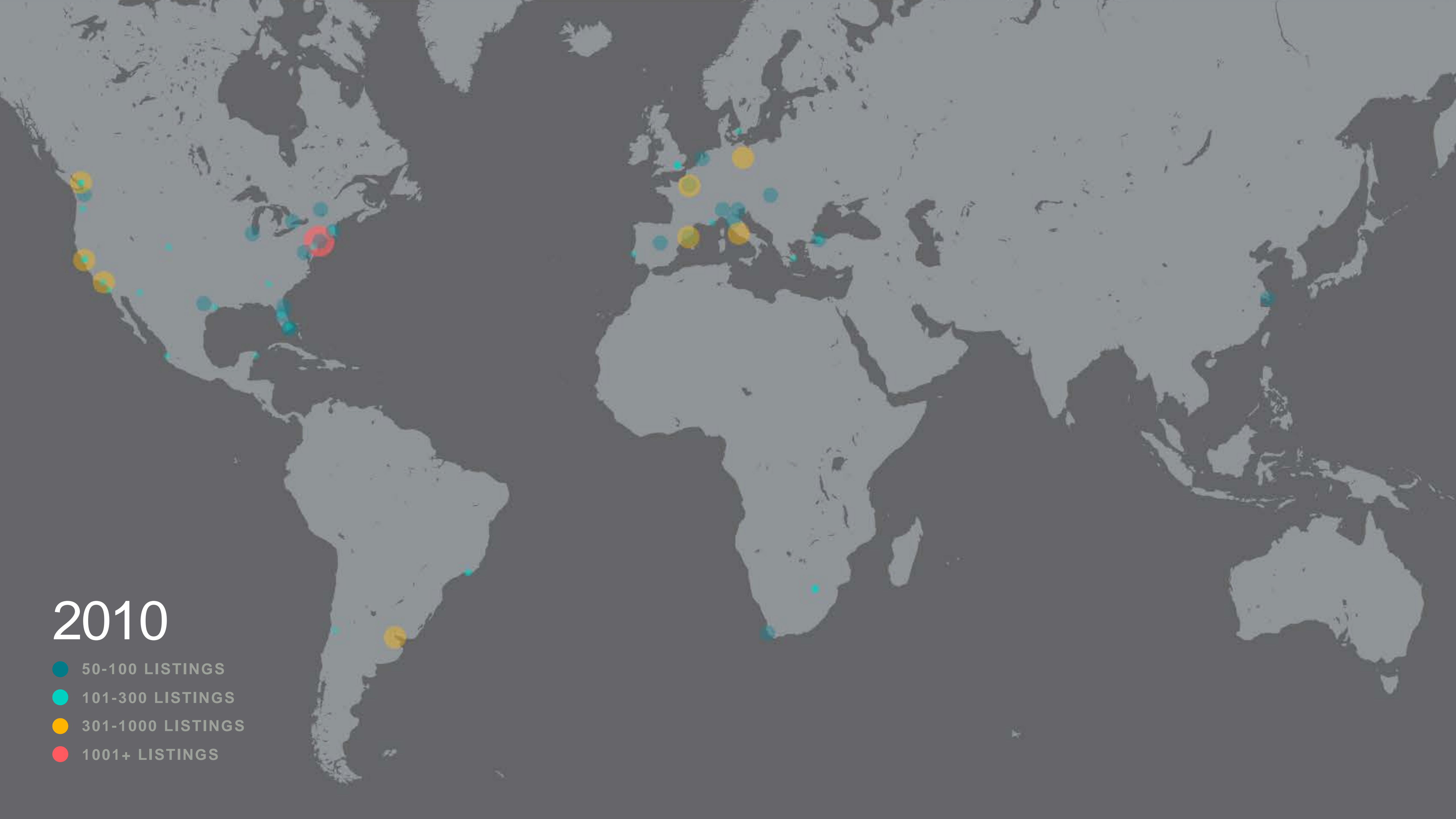
2009

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



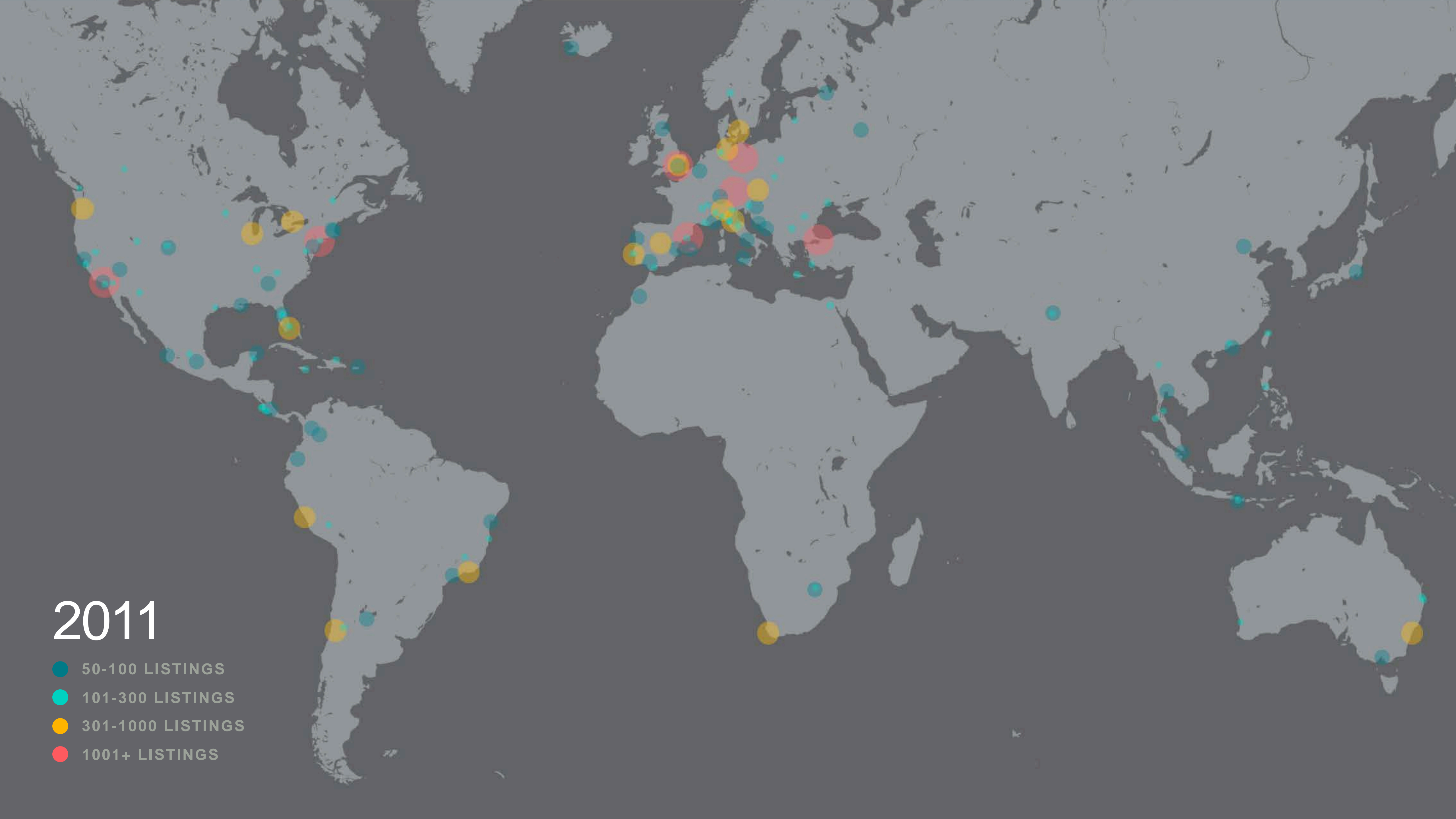
2010

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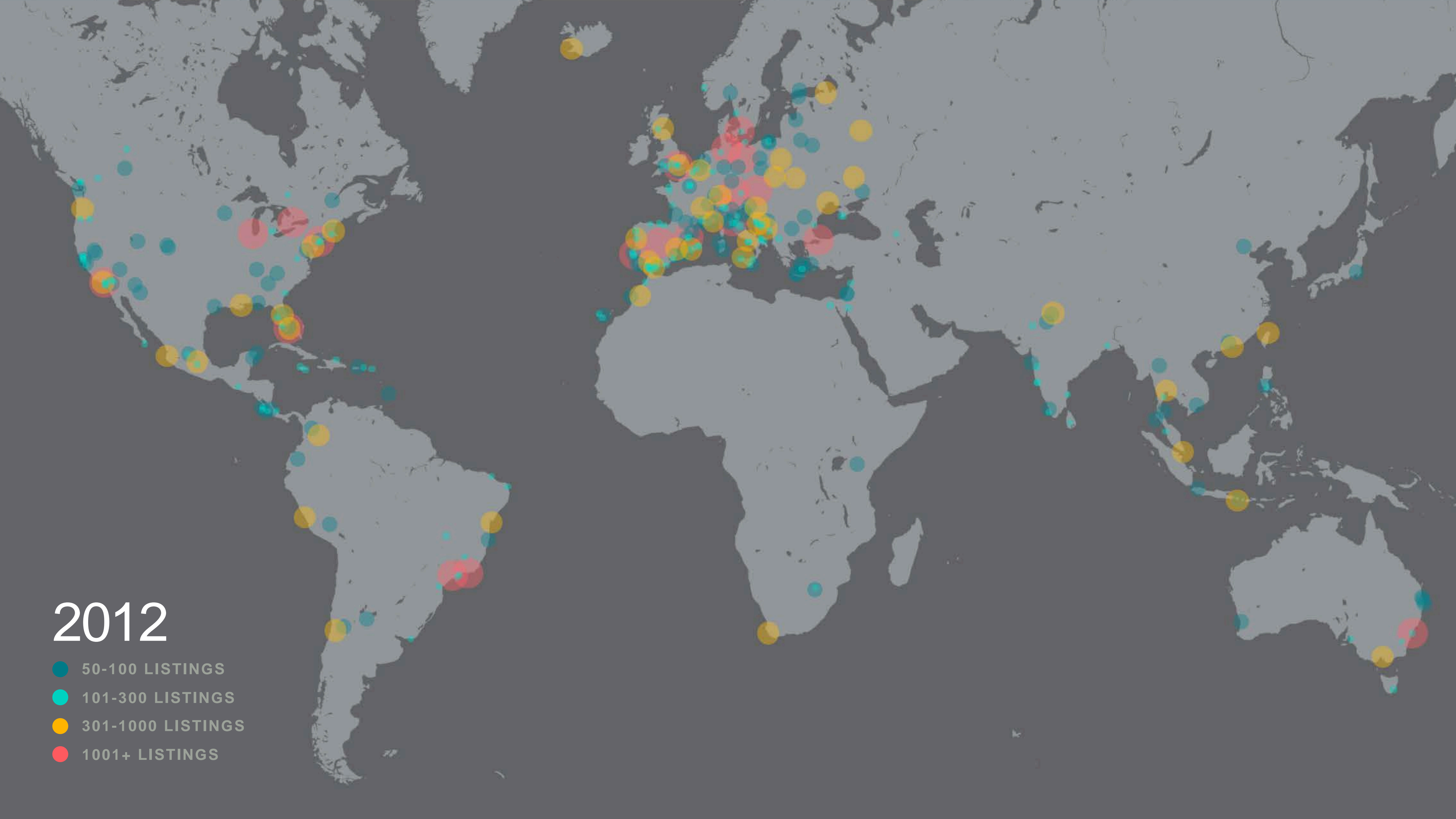
2011

- 50-100 LISTINGS
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- 1001+ LISTINGS



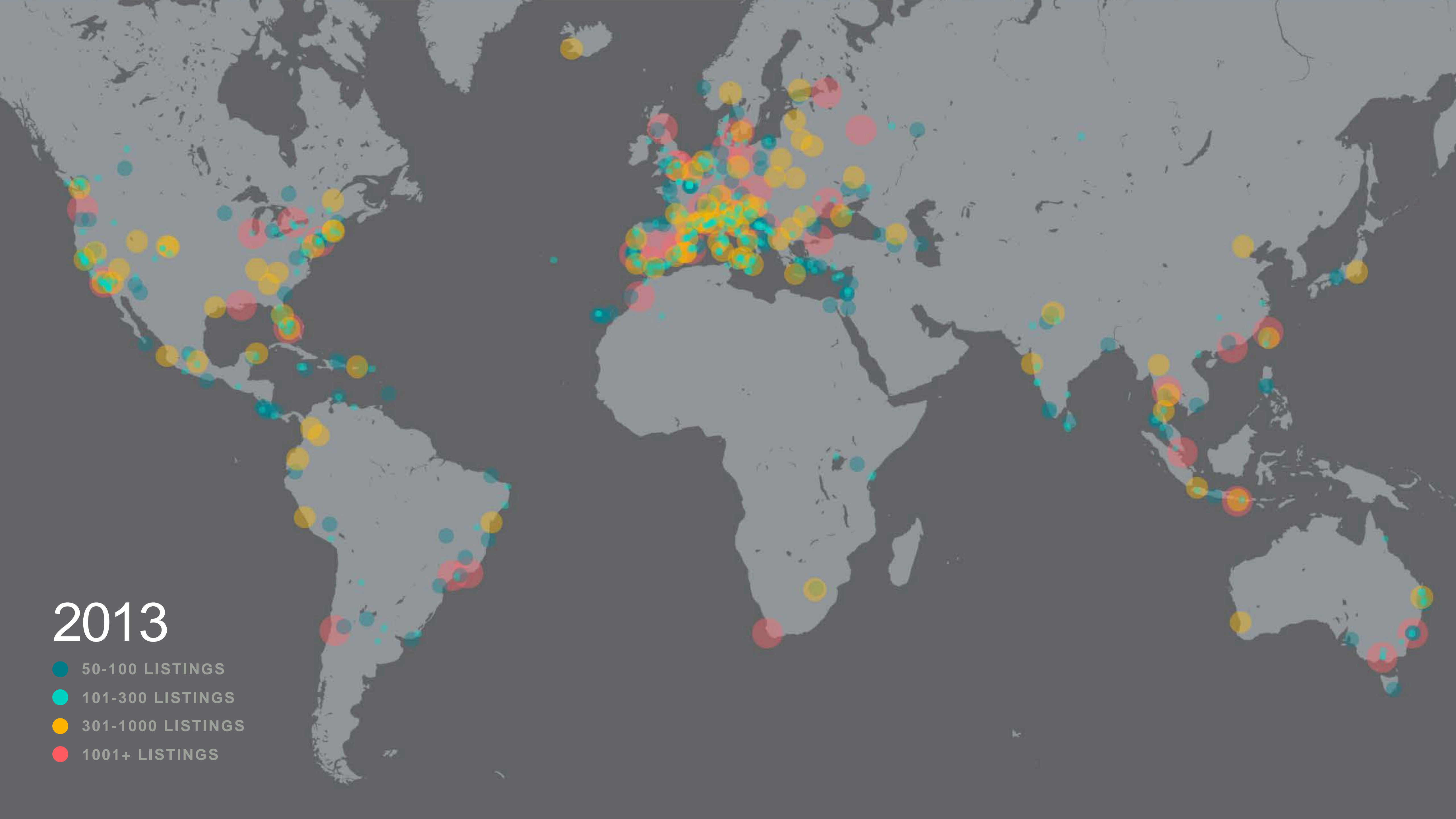
2012

- 50-100 LISTINGS
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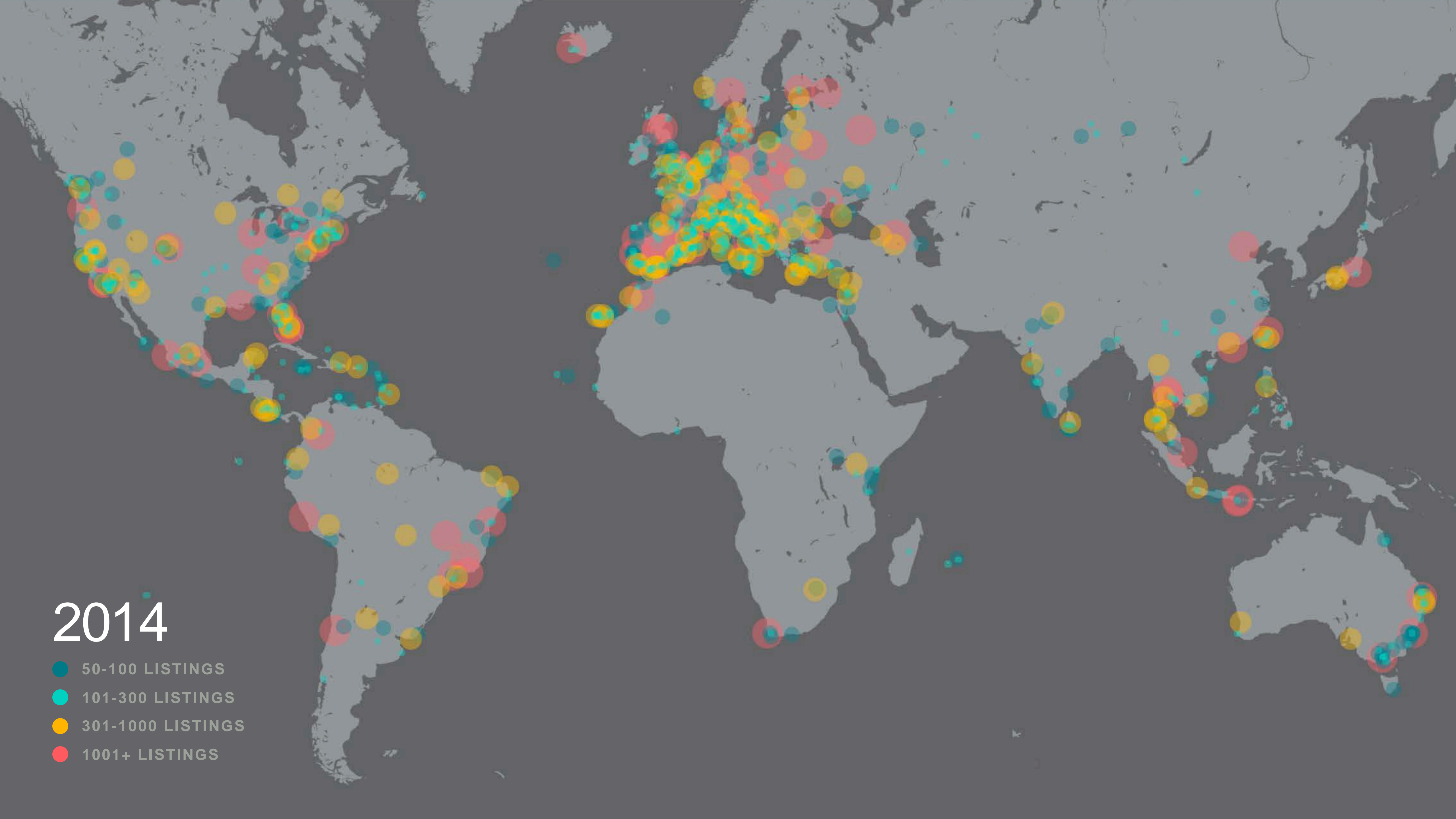
2013

- 50-100 LISTINGS
- 101-300 LISTINGS
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- 1001+ LISTINGS



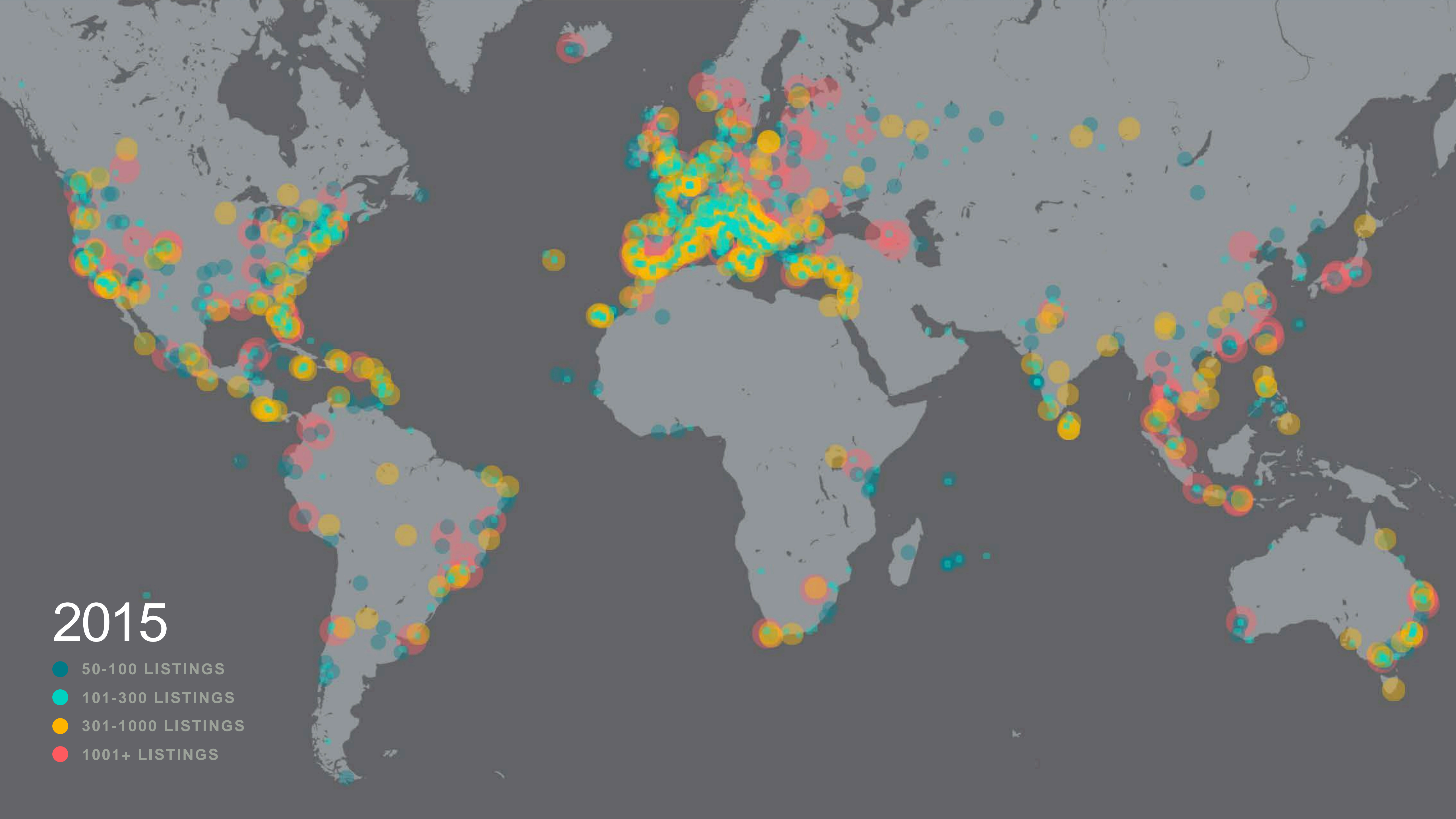
2014

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



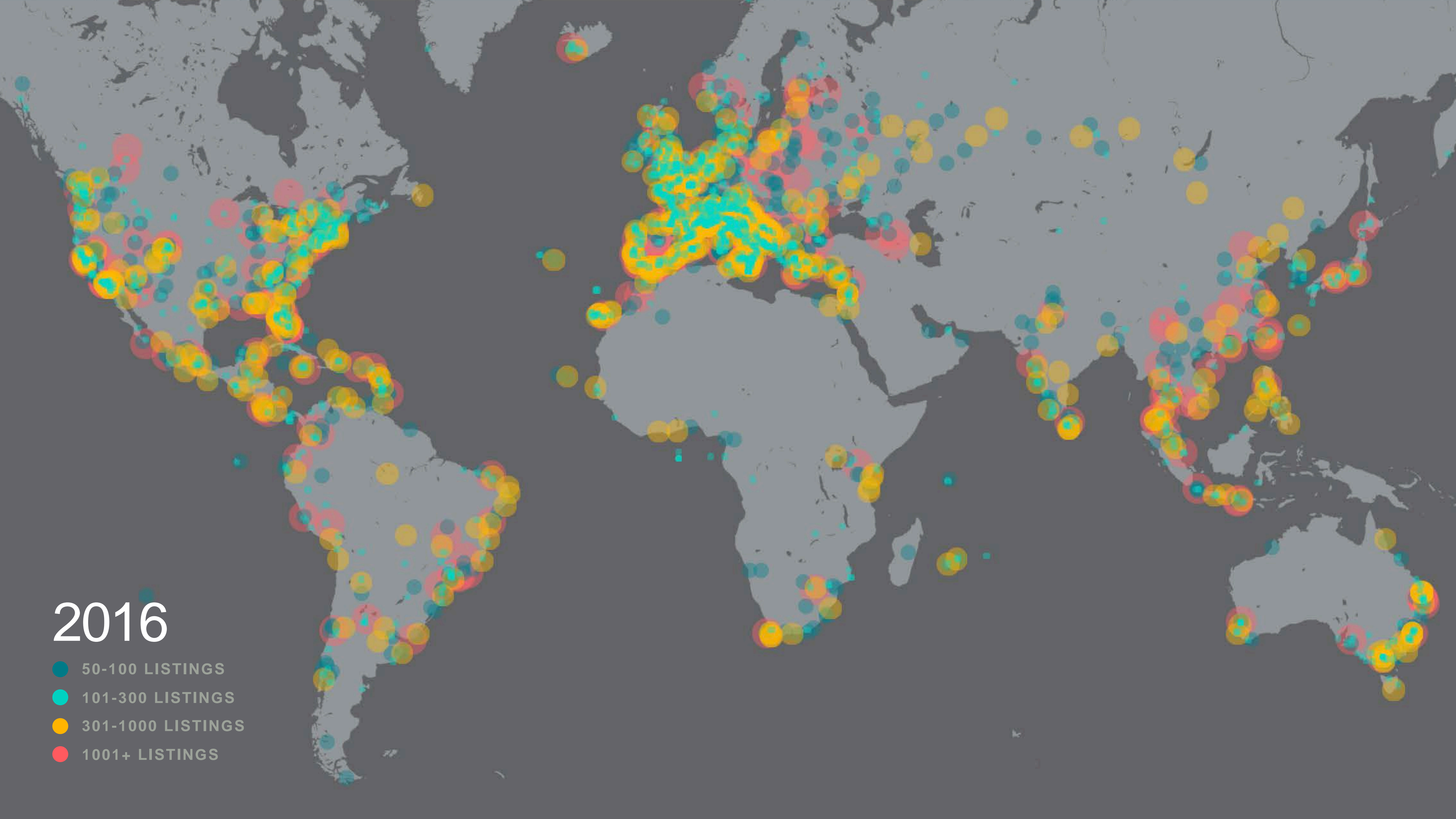
2015

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



2016

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



A world map with a grey background, showing the distribution of Airbnb homes. Numerous semi-transparent colored circles in yellow, cyan, and pink are overlaid on the map, representing individual homes. The circles are most densely packed in Europe, North America, and East Asia, with more sparse distributions in South America, Africa, and Australia. The text 'TOTAL HOMES ON AIRBNB' is centered over the map, with a horizontal line underneath it.

TOTAL HOMES ON AIRBNB

4 Million

A world map with a dark gray background. Numerous semi-transparent colored circles in yellow, cyan, and magenta are scattered across the map, with a high concentration in Europe and East Asia. The text 'KEY FACTORS' is centered over Europe, and 'Simple & Safe Global Trendy' is centered over Africa.

KEY FACTORS

Simple & Safe
Global
Trendy

A world map with a grey background. Numerous semi-transparent colored circles in red, yellow, and cyan are scattered across the map, with a high concentration in Europe. The circles represent data points for guests and homes in Paris.

GUESTS

300M

HOMES IN PARIS

65K

“Cold beds”

is an industry term used to qualify unrented lodging.
It's opposed to “hot beds”.



A large, modern ski resort building with a snow-covered roof and a steep, rocky mountain in the background. The building features multiple levels, large windows, and a prominent balcony. The surrounding area is covered in snow, with small evergreen trees in the foreground.

In the French Alps
1M+ beds are not rented

Willing to rent, why do owners still not rent?



TRUST AND SAFETY



FLEXIBILITY



HOST
SERVICES

Willing to rent, why do owners still not rent?

TRUST AND SAFETY

FLEXIBILITY

HOST SERVICES

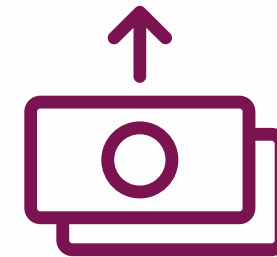
Willing to rent, why do owners still not rent?

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HOST SERVICES

How does Airbnb help?



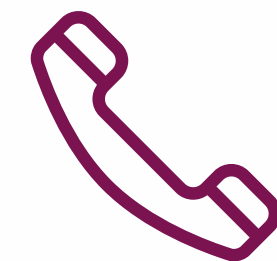
Secured payments



Host Guarantee



Guest background checks



24/7 customer support

Willing to rent, why do owners still not rent?

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How does Airbnb help?



Simple & Easy



Free to list



Full calendar ownership



Guest choice based on previous reviews

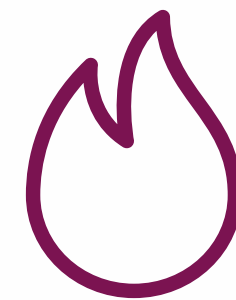
Willing to rent, why do
owners still not rent?

TRUST AND SAFETY

FLEXIBILITY

HOST SERVICES

How does Airbnb help?



Challenge

Main question

How to reach out to these owners?

Plan of Action



1 - DMO, Lifts,
City hall

BUILDING
PARTNERSHIP

Plan of Action



1 - DMO, Lifts,
City hall

BUILDING
PARTNERSHIP



2- Online promotion by
resorts

PROMOTION TO
OWNERS

Plan of Action



1 - DMO, Lifts,
City hall

BUILDING
PARTNERSHIP



2- Online promotion by
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3- Offline promotion w/
PM

PROMOTION TO
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Plan of Action



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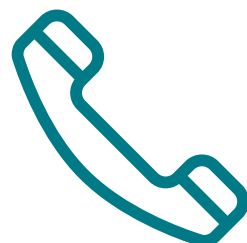


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PM

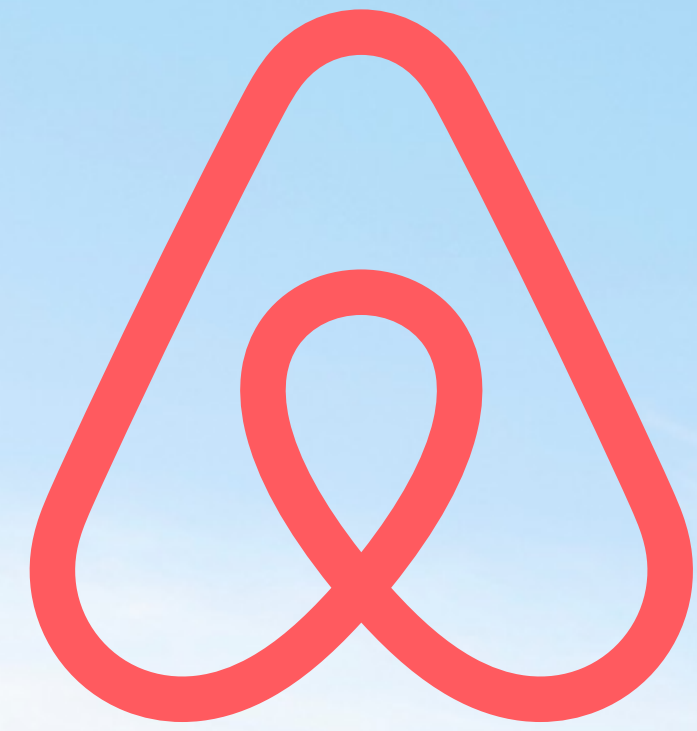
PROMOTION TO
OWNERS



4- Follow up

Why would ski resorts partner with an OTA ?





New Lodgings

New Demand

Quality / Safety

Tourist Taxes



[Become a host](#)

[Saved](#)

[Trips](#)

[Messages](#)

The easiest way to earn money from your spare space

You provide the space. Let an experienced host handle the rest.

[Get started](#)





1 Create a request

2 Get responses

3 Choose a host

Start with the basics

Tell us about your space so we can find the right hosts to help you out.

Street Address

Val-d'Isère, France

This is private and will only be shared with the person you choose to be your co-host.

Room Type

Entire home/apt



Property Type

Vacation home



Size

Bedrooms

- 3 +

Bathrooms

- 2 +

Sleeps

- 6 +

Next >



1 Create a request

2 Get responses

3 Choose a host

[< Back](#)

What kind of help would you like?

Choose the services you want your co-host to handle.

- | | |
|---|--|
| <input type="checkbox"/> Message with guests | <input type="checkbox"/> Respond to guest issues |
| <input type="checkbox"/> Update calendar and pricing | <input type="checkbox"/> Handle reservations |
| <input type="checkbox"/> Review guests | <input checked="" type="checkbox"/> Coordinate cleaning and linens |
| <input checked="" type="checkbox"/> Restock essential supplies | <input checked="" type="checkbox"/> Coordinate maintenance |
| <input checked="" type="checkbox"/> Get the home ready for guests | <input type="checkbox"/> Create a listing |
| <input checked="" type="checkbox"/> Welcome guests in person | |

[Learn more about these services](#)

Next >

MacBook



We've shared your request with nearby hosts

Thanks for submitting a request! We shared it with hosts in your neighborhood to help you find a great match.

You can expect to hear back from available hosts in the next 24 hours.

What happens next?

- 1. Get to know available hosts:** You can use the message thread or schedule an in-person meeting to find the best fit.
- 2. Review their proposals:** You'll receive proposals from hosts who are interested in helping you out.
- 3. Choose your co-host:** Once you find the right host, you can accept their proposal to confirm them as a co-host on your listing.

[Get tips for working with a co-host.](#)



Arthur sent you a quote for their hosting services



Arthur

0.5 km · Hosted 15 stays

Great news! Arthur wants to help you host your place and just sent a quote for their services. The quote will include their fee, as well as details about the hosting services they'll take care of.

[View Arthur's quote](#)

After the beds, what's next?



HOMES



EXPERIENCES



PLACES

GIULIO

THE TRUFFLE HUNTER





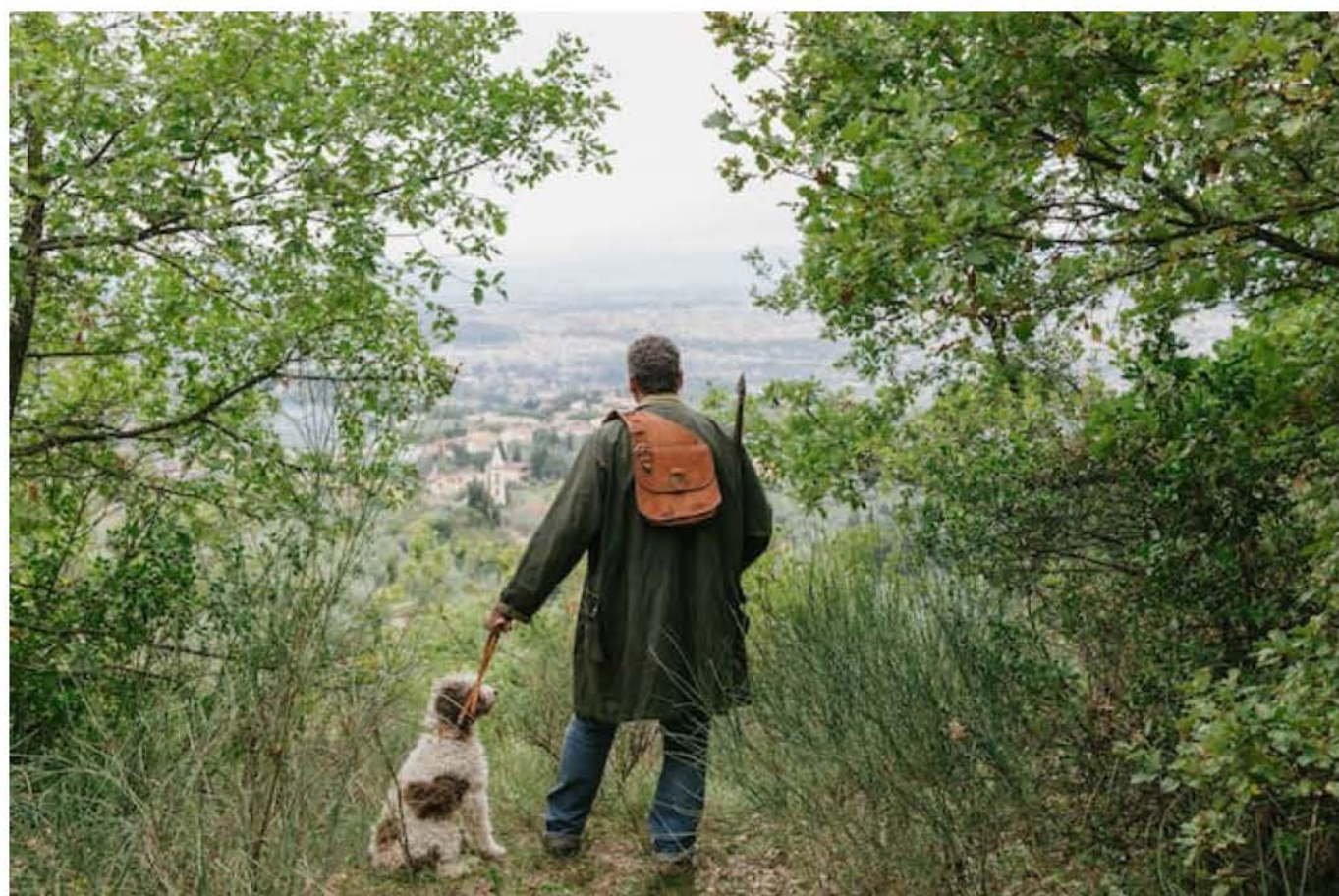
Jour 1 · 17:00 – 19:00
Learn Truffle Basics



Savor Tuscan specialties with the owner of
Florence's gourmet food shop.

Inclus : Wine et Truffle aperitivo

Jour 2 · 10:00 – 12:00
Stroll the Truffle Trail



Head with me into the Tuscan countryside to hunt
for truffles.

Jour 2 · 13:00 – 15:00
Gourmet Truffle Tasting



In my home, learn how to clean, preserve, and taste
truffles.

Inclus : Wine and water will be offered et Truffle ta...

TETSURO

SAMURAI
Sword
ARTIST





Jour 1 · 19:00 – 21:00

Meet Samurai Over Dinner



Learn about the culture and history of samurai warriors over dinner.

Jour 2 · 10:00 – 12:00

Prepare Your Mind



Visit shrines and temples before a samurai training session in a park.

Inclus : Rental Hakama

Jour 2 · 14:00 – 16:00

Samurai Swordplay Workshop



Train like a true samurai in a traditional Japanese dojo.

