Peer-to-Peer
Accommodation Networks
A whole new universe of tourism and tourism research

Sara Dolnicar
Department of Tourism
University of Queensland
Australia
What’s so different?

What’s so different?

Balance of power

Guest:

8 guests and the host use the same bathroom. There is only one bathroom for everyone. In the bathroom, there is one toilet. The flush does not work properly. I would recommend the accommodation only for sleeping.

Host:

Are you serious? You yourself, after washing your clothes, put the bucket of soapy water with one of your white socks in it, blocked the drainage, and then dare to write that the toilet is not working properly. You gotta learn to be a more responsible traveller!
The guest perspective

P2P CVs

Guest reviews (367 in total)

Fantastic host, made me feel very welcome.
Guest from Vienna (Austria), August 2017

Fred and Ginger are fabulous hosts. They showed us around town and gave up plenty of insider tips about the place.
Guest from Ljubljana (Slovenia), June 2017

Absolutely delightful hosts! Can’t wait to come back next year.
Guest from Wollongong (Australia), May 2017

Host was easy to communicate with and gave plenty of information in advance of the booking. But they were not here when we arrived which was not so good; we missed out on getting some insider tips about the city.
Guest from Orlando (Florida, US), December 2016

Hands down the best trip ever. Great place, great house, great host. Highly recommended!!
Guest from Moscow (Idaho, US), November 2016
What’s so different
Buyers asking sellers for permission to buy

75% of Australian hosts have rejected requests

What’s so different

Inbuilt mystery shopping

No breakages this time!

We did find a tumbler that had a chip in the rim so we took the liberty of throwing that out.

The pool was making a funny noise so I rang the pool guy and he suggested turning it off until he came the next day to service it, so I hope that was alright.

Oh, and we did need a bit more cutlery.
What’s so different?

The possibility of a perfect match

- Ecotourists
- Travellers with special needs
- Multi-family travel
Nothing new

A multi-sided platform business model

Nothing new

Peer-to-peer accommodation has a history

Nothing new

Same price drivers

Euro 5 per km

Nothing new

Confidence in brands

Nothing new

Discrimination

Edelman, Luca & Svirsky (2017)

Cui, Li & Zhang (2016)

Mark could not have been a better guest. No hesitation in recommending him to other hosts!
New, but well understood and extensively debated
Displaced locals and changed neighbourhoods

USA:
Airbnb growth explains
0.25% in annual rent growth
0.42% in annual house price growth
from 2012 to 2016
(Barron et al., 2017)

Barcelona:
33% rise in rental prices
from 2013 to 2016
(Lomas, 2016)

Where tourism demand is high
and there is already a housing crisis.

Source: http://www.socialpolicyconnections.com.au
Fascinating

The “gossip-based” economy

Fascinating

Sellers socialising buyers

Fascinating

Sellers socialising buyers

Fascinating

Catalyst for political activism

150 million people globally activated by the click of a button

Sources: https://store.ringtoperfection.com/products/until-we-all-belong-acceptance-ring
Fascinating

A new approach to emergency assistance

3000 listings donated
47 emergencies

Fascinating

Less employment, more entrepreneurship

Fascinating

The green accommodation choice

Fascinating

Some rather unusual competition

Capitalist

Befriender

Ethicist

Fascinating

Instant infrastructure gap filling

Fascinating Events and festivals anywhere
Fascinating
The one stop travel shops of the future

What next?
• Transportation
• Travel insurance
• Travel vaccinations
• Travel data and insights
• Urban planning data and insights
• …

Conclusions

- not new
- not “fringe”
- requires rethinking of USP
- requires local regulation
- enough fascinating materials for decades of research
Thank you for your attention

Download for free at:
https://www.goodfellowpublishers.com/peertopeer